

# 8 Essential Strategies for Brand Management

Posted on September 12, 2018

## Meta Description

Brand management is essential for creating a positive image of a company and boosting its sales; various brand management strategies effectively promote the product.

## Abstract

Brand managers in an organization must create a robust strategy through careful planning. Brand management is most effective when a collective effort of all employees is made to boost the sales of a product or service through implementing strategies that involve effective communication and promotion.

## Introduction

Brand management is the process of planning and analyzing a product or brand that is perceived in the market by the customers. Developing a good relationship with the target market is essential for brand management. There are various elements involved in the process of brand management, including the brand itself; brand management has a lot to do with the looks of the product, its price, packaging, etc. These elements are called tangible elements of brand management. The intangible elements constitute the customer experience with the product. How customers form a relationship with a product is essential for brand management in the future. (Keller, 1993; Aaker, 1991)



A brand manager must observe various aspects to achieve successful brand management for future growth. The association of customers with a particular brand and relationships with the employees of a supply chain are the most important factors to consider for brand managers.

# Hislop Definition

The official definition of brand management states that it is a process of creating better connections through relationships between the product and consumers. Effective brand management is a process that applies strategic management principles to boost the image or identity of an organization through its brand's success. (International Organization for Standardization [ISO], 2021; American Marketing Association [AMA], n.d.) It contains all those methods with the brand advocates that help boost its image. For example, in the digital world of social media, Facebook or Twitter pages are created by social media managers who help customers know about the brand and make positive purchase decisions through marketing channels.

## Effective Tips for Brand Management

Is your brand conveying an effective message to the public? This question often relates to brand management when a brand is responsible for providing customer satisfaction. Brand management strategies ensure that the business website and name communicate their message to the local or global customers effectively. The idea is to get into the customers' minds and know that they like to purchase. What is important for them for making the purchase decision, and how do they decide to choose among various brands available in the market? Brand management is all about gaining control over customers; in the digitally evolving world, it is easy to keep track of potential customers and message them online to promote new products or brands. Many people talk about a brand when they see it first on the Facebook page; if a good color or image is used to represent the brand, it increases the chances of sales by about 80%, as observed in the United States.

### 1. Train Employees For Better Brand Management

It is a fact that the employees of an organization are walking and talking brand ambassadors. (AMA, n.d.) Brand management and promotion is not just a task of the marketing and social media team; it is a collective effort of all the company employees to portray an excellent product or service image. It is possible through proper training and awareness of the brand among the staff; special training can be given to prepare them for spontaneous interactions away from the office to help them better equip themselves with brand knowledge. Better brand knowledge and training will let them explain the brand in a meaningful way to get instant sales.

### 2. Be Transparent

The thinking of higher management is crucial when making initiatives to promote a brand. They need to be ready to communicate with their brand management team during off-work hours or lunchtime. The goal of higher management is to remain transparent and keep their entire team transparent to

ensure everyone is aligned with a singular message.

### 3. Keep Pace with PR Networks

Keeping pace with shifts in traditional media and PR methods is an increasing online marketing trend for digital brand promoters. To remain big in the industry, it is important for a media channel to gain popularity and momentum. There are plenty of pros and cons of social media marketing; it is the job of managers to build meaningful relationships with their audience.

### 4. Keep Your Brand Up To Date

Another great brand management strategy is to keep your brand fresh and up to date; it is a challenging task for organizations to stay up to date, but it is crucial for increasing the loyalty of customers and creating a strong brand image. (Aaker, 1991; Keller, 1993) Without turning your brand upside down, you can create a brand strategy to keep your brand up to date.

### 5. Stay Ahead of the Competition

The name of the game is staying ahead of the competition if you want your brand to be at the top of the list. Now global marketers and brand managers are devising strategies that help diverse audiences to catch a glimpse of the brand through better engagement. Creating effective budgets and putting energy into brand management help new employees make a better market for the company's brand.

### 6. Be Accountable to the Public

The public is only interested in companies or brands that work more transparently and build better trust with their brand. Building sustainable practices with customers and remaining accountable for wins and losses creates a better public image of the brand.

### 7. Finding the Right Market Vehicle

Finding the right marketing strategy is an essential part of the brand management. These activities include public relations, trade shows, exhibitions, phone directories, online selling on the website or social media channels, using television and radio as broadcast media, using print media or newspapers, and using direct mail and print displays, to name a few. The best strategy is to choose a communication plan that best suits the brand ambassadors to reach the audience 24/7. They must also be able to enjoy their jobs and marketing to be used effectively as team members.

## 8. Keeping a High Profile

Whether the time is good or bad, your brand should be displayed and visible to the public through various channels. The game is to keep a high profile during times of economic downturns or recession; encouraging your staff to become more active will bring more leads when others are struggling to find their way to the top. Holding webinars with no or minimum fee will also boost the brand effectively; the leaders must share their knowledge with the employees and public to promote the company's brand.

## References

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