

## LECTURE-33

### General Steps of Brand Building

- **Describe your brand:** The first step of brand building is to describe the brand. This can be done through product description, packaging, logos etc. The way a brand is defined builds the brand equity and forms the foundation of the customer perception.
- **Brand Differentiation & Positioning:** Once a product or service is created, it is critical that the brand is differentiated from its competition with some unique value. Also, positioning the brand correctly is an essential element of brand building.
- **Brand Promotion:** Advertising & promoting the brand using TVCs, social media, print ads, online advertising etc is one of the most important pillars of brand building as it helps in creating brand awareness. Correct communication and effective media channels can help build a strong brand and helps increase brand recall.
- **Personalise the Brand:** Brand building can be effective if a customer feels connected to it. Hence giving a personal touch to the customer, through innovation and customization can help building a stronger perception in the mind of the customer.
- **Evaluate the Brand:** It is important that a company keeps on monitoring and reviewing the performance of its products, services and brands. Hence evaluation & review of a brand is an essential element of brand building.

Brand building strategies should be adopted accordingly which helps in creating and differentiating brand value and developing right impression for the company for which it truly stands. Depending on your brand building exercises, your brand may grow, remain stagnant or recede with time. So in brand cycle there is continuous need of bringing new strategies, events and activities that maintain the brand promise. Consumers are co-creators of brand so their preferences and demands should be met and strategies should be designed by keeping consumers in mind. To create a unique and powerful brand there is need of time and consistency. So brand Building is an integral part of business development and involves various strategies and tactics over time.