

The Essentials of Brand Management

By Colin Bates

The Essentials of Brand Management

Colin Bates

colin.bates@buildingbrands.com

BuildingBrands <http://www.buildingbrands.com>

Effective brand management will secure long-term revenue and build the value of your business. For many people the brand management approach is a relatively new way of thinking, and like anything new it can seem difficult to apply.

Here are the essentials...

Step One: Organizing yourself for success

You'll need to ask yourself several questions before launching into a brand management process. They include:

- What degree of control do I have over the brand, and who else will I need to involve to successfully manage the brand?

- What are the specific issues facing my brand?
- What are the initial objectives & timelines I should set, as I work through the brand management process?

Step Two: Discovering your current brand

Don't just think of customers. There are many groups involved in your brand. Your list of stakeholders may include: employees, business partners, distributors, investors, even yourself - as well as customers.

Understanding how stakeholders currently feel about your brand provides an essential platform for progress. Our 'SPECIAL NOTES: Conducting your own brand management research' will help.

Step Three: Defining your desired brand

Defining your desired brand is a process of investigation and distillation. You need to get to the point where you can define the desired brand that will be distinctive from your competitors and motivating to your stakeholders.

A brand management workshop, or series of workshops, is an excellent mechanism for reaching a consensus on the desired brand. Our 'SPECIAL NOTES: Running your own brand management workshop' will help.

Step Four: Delivering the branded experience

At this stage in the process you have a definition of your desired brand, to build in the minds of your

stakeholders.

Now you face the challenge of 'living' the desired brand that you have defined. Everything that you say and do will either build your brand - strengthening your position in the marketplace, securing revenue and increasing the value of your business - or weaken your brand through inconsistent and mixed messages.

Step Five: Keeping on the right tracks

Managing your total brand is an ongoing process, not a one-off activity. This final step ensures that you are prepared for the future, through ongoing monitoring of your marketplace and effective use of regular brand management activities, such as the Annual Brand Review.

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)