Mastering digital branding: elevate your brand's presence online

Programme
October 8th and 9th of 2024

9:00 AM-11:30 AM

Tuesday October 8th

Unit 1: Introduction

1.   What is Branding?
2.   Branding in Digital Marketing

Unit 2: Brand image audit

3.   Definition of a brand image audit.
4.   How is a brand audit carried out?
5.   Analysis of the audit results.
6.   Practical examples of brand audit.
7.   Recommendations

Wednesday October 9th

Unit 3: Brand identity and positioning

1.   What is brand identity?
2.   Brand architecture
3.   Brand vision
4.   Brand attributes and values
5.   Brand positioning

Unit 4: Branding strategy

6.   Elements to be considered in my company branding strategy
7.   Essential tools for branding
8.   Action planning
9.   Recommendations and conclusions