

Brand Development

Positioning and Brand Development for Getting Your Message Out to the Marketplace

A well-crafted positioning strategy, along with your purpose and dominant competitive advantages, is your approach for owning mindshare of the market over a 5 to 10 year period.

Every strategy requires tactical implementation. This phase is designed to update and improve all of the materials and tools that support your brand, which could include:

- Website
- Messages
- Visual brand identity
- Operational brand identity
- Sales tools and marketing collateral
- Brand imagery
- Selling techniques

ASSESSMENTS USED:

I use your written positioning and brand strategy as the guidance for my creative team, which is a pool of carefully-selected marketing strategists, designers, copywriters and developers who can ensure that your brand materials support your strategic direction.

CERTIFICATIONS:

Over the years I've selected and vetted a small group of marketing professionals to perform this work, who have a proven track record for producing results for my companies and my clients.



What I Can Do for You:

I can ensure that your strategy is brought to life in the marketing and sales tools that you and your team present to the marketplace.

The alignment of your tools to your strategic direction is a vital step in executing your strategy. Without it, your strategy won't be effective.

My team can deliver finished marketing tools and continued support as you begin to influence your market in your journey to own mindshare.