



Brand strategy

TEMPLATE

B2B
MARKETING
TEMPLATE



A review of your brand strategy may seem like a huge undertaking, but it's necessary if you want to keep up with your competitors and ensure your business continues to evolve and grow. Use this template to make sure you tick every box when you're developing a new brand strategy.

Your business

1.

- 1.1 What market are you in?** What is the total size, value and geography of your market? What is the life-cycle stage of the market? How does the market segment? What are the natures, sizes and values of each segment?
- 1.2 SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis:** What are the specific strengths and weaknesses of your business and your brand. What are the specific current and future opportunities and threats you face?



Engagement

2.

Who are the key players in your market place? What does each one stand for and offer and how do they each position and differentiate themselves in the market?



Who is your target customer?

3.

Customer traits and personas: Think in terms of both the organisation they work for and of the individual they are. What size and kind of business is it? What is their job role and level? And what are their goals and challenges? What are their motivators, barriers and frustrations? (See our full Buyer Persona template [here](#).)





Your product/service/solution and your brand

4.

4.1 What makes your brand different from your competitors, and better? Think in terms of:

- The specific problem you solve for your customer.
- The functional attributes and benefits of your solution (e.g. it helps your customers double their productivity).
- The emotional benefits of your brand (e.g. it gives your customers confidence and kudos).

4.2 Brand personality, values and relationships:

What are the key words that you want your customers to associate with your brand in terms of these three elements? This might include:

- Personality: friendly and approachable.
- Values: dedicated to customer care.
- Relationship: your customers' mentor and champion.

4.2 Brand positioning statement: What does your business do for customers when it is at its very best?

4.2 Brand promise: Your brand promise is the unique promise of value you make to your target market. It should be the essence of what your brand has to offer.

Brand execution strategy

5.

5.1 Objectives: What do you want this branding exercise to achieve for your business?

5.2 Metrics: How will you measure your success?

5.3 Branding rollout plan and roadmap: Which areas of the business will need to change the way they do things, in line with the brand position and brand promise? What changes will need to be made and by when? Think in terms of:

- Communications strategy: brand identity, tone of voice, website and collateral.
- Sales strategy: elevator and full sales pitch.
- Product/service strategy.
- Customer care strategy.

