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A Framework of Brand Management to Build Business Strategies as a Function of Market

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Abstract

In the market how a brand is perceived the planning and analysis in marketing is known as brand management. For brand management with the target market develop a good relationship is very necessary. The product itself include in tangible elements like packaging, price and looks in brand management. The relationships with the brand and experiences that the consumers share are known as the intangible elements. Relationship with members of the supply chain and all aspects of the brand association of consumer are analyzed by a brand manager.

Keywords: market, brand management, consumer, supply chain, tangible element, intangible element.

Un marco de gestión de marca para construir estrategias comerciales en función del mercado

Resumen

En el mercado, cómo se percibe una marca, la planificación y el análisis en marketing se conocen como gestión de marca. Para la gestión de la marca con el mercado objetivo, desarrollar una buena relación es muy necesario. El producto en sí incluye elementos tangibles como el embalaje, el precio y la apariencia en la gestión de la marca. Las relaciones con la marca y las experiencias que comparten los consumidores se conocen como elementos intangibles. Un gerente de marca analiza la relación con los miembros de la cadena de suministro y todos los aspectos de la asociación de marcas de consumidores.

Palabras clave: mercado, gestión de marca, consumidor, cadena de suministro, elemento tangible, elemento intangible.

Introduction

By having the knowledge of the term Brand the concept of brand management starts. The brand management includes promise development, promise making and maintaining of promise. The promise development means define a brand, promise making means positioning the brand and maintaining of promise consider as deliver the brand. The art of sustaining and creating the brand is called as brand management [1]. To the business the commitment of customer makes through branding. From the competitors a strong and better brand can differentiates a particular product. To our business it provides a quality image. Managing the tangible and intangible elements of brand is included in brand management. Price, packaging and product itself consider as tangible elements in case of product brand. While it include experience of customers as tangible element is case of service brands. The emotional attachment with the services and products are included in intangibles elements.



Figure 1: Relation of branding, marketing and sales

Brand Management Principles

Both tangible and intangible elements comprised in brand management.

The intangible components, however, include the principles that help to measure brand management efforts and achieve those brand management success indicators that we discussed above. It'll also note that each of these principles can influence the others on this list. For example, heightened brand awareness can contribute to brand reputation, and increased brand loyalty can affect brand equity.

1. Recognition of Brand

Brand recognition is the means by which well a customer, in a perfect world in objective group of spectators, can perceive the brand — through logo, slogan, bundling, and so on — without seeing brand name. This idea goes connected at the hip with brand review, which is the capacity to think about a brand without seeing or hearing any marking prompts. Brand recognition is significant in light of the fact that, by perceiving and reviewing brand, buyers keep brand top-of-mind and are bound to pick brand over the challenge.

2. Equity of Brand

Brand equity is the means by which shopper's value image dependent on their encounters, observations, and affiliations. Brand value is significant

in light of the fact that an important brand can bolster more expensive rates and increment merit among financial specialists, investors, and potential purchasers.

3. Awareness about Brand

Brand awareness is the manner by which well-known the overall population and target group of spectators is with the brand. Brand awareness is significant on the grounds that shoppers can't draw in with or buy items or administrations from brand in the event that they're not mindful of it.

4. Reputation of Brand

Brand reputation alludes to how the overall population and target group of spectators see the character, status, and nature of brand. The reputation can be impacted by inner variables (client support, item quality, and so forth.) and outside components (client surveys, WOM advertising, news specifics, and so on.). Brand notoriety is significant in light of the fact that it very well may be a few customers' early introduction of brand.

5. Loyalty of Brand

Brand loyalty alludes to how reliably the clients and devotees draw in with and buy from brand. While the showcasing can't really impact this, the client care office can — concentrating on fulfillment and relationship-building can bring clients back on numerous occasions. Brand loyalty is significant in light of the fact that it makes brand envoys that do marketing.



Figure 2: Factors of Brand Management

Types of branding

On the basis of one of these three types of branding it can have some specific strategies of brand:

1. **Personal Branding:** an individual's of the company can build its own personal brand. A personal type brand can establish professional reputation, showcase the knowledge and build the trust.
2. **Product Branding:** If any company make separate services or individual products that can change, that company should build their own brand. Coca-Cola is the best example of this type of brand. It is obviously a well known brand but it has many other brands like Powerade, Fanta, Sprite and other beverage products.
3. **Corporate Branding:** The whole company or organization should have its own brand that people know of usefulness, trustworthiness and quality. It denotes that company presentation to the world.

Brand Framework Strategy

Describing the strategies of brand anyone who works with brand can see the diagrams and framework models- it may be prisms, mazes, flow diagrams, pyramids, circles, spider diagrams, wheels etc. The steps of strategy of Brand Development are given below:

1. **Clear Objective and Mission should define**

All strategies of branding should have an objective and mission that is clearly defined, when it is focusing on product branding or corporate branding. If an organization creates the strategy and runs with the strategy that is not within it causes the disorganized brand and it can miss the objective that a company wants to get. The objective and mission should define beyond the sale although the huge part of the brand strategy is to make the profit.

2. **Consistent Messaging Development**

For a successful brand strategy all brand should have consistent messaging while the strategies of branding many different for different companies. This is relevant to overall digital presence, advertising, website of company and social media. Everything that is included colors, imagery, tone of voice, mission statement are aligned together and connect to each other. If it is not aligned properly then it can create inconsistencies, confuse the customers and it behaves like a disorganized brand.

3. **Target Brand Audience Finding**

Who are the target audience is also a question of matter in all the strategies of branding. If any company do not know this then it cannot be successful

brand. It is need to know that what people are targeting and how they are target before the company unleashes any marketing. For defining the target audience the following question should define:

- a. Who are the target audience?
- b. What is the income of audience?
- c. What problem we are solving for audience?
- d. What is education of audience?
- e. What are the occupations of target audience?
- f. What is the age of target audience?

4. As the face of the brand use Active Employees

Involvement of employee is also a large portion of successful brand. It needs to be attractive and active for the employees as the branding of company is significant to attract prospects and customers. The employees of the company should believe in the value and objective of the brand. It motivate them for highly engages with their work and largely productive.

5. Analysis and Awareness or Competitor

For analyzing the branding and understanding the competitors all frameworks of branding strategy should include a dedicated section. What they can miss and how they position themselves are difficult to understand. It helps to stand our brand against the competitors and it helps to differentiate the brand of the company.

6. Adjusting, tracking and implementing the strategy

This last advance in the brand improvement procedure might be one of the most significant. Clearly a triumphant brand improvement technique doesn't do much good on the off chance that it is rarely actualized. It may be shocked at how frequently that occurs. A strong procedure is created and began with all the sincere goals the firm can assemble. At that point reality mediates. Individuals get occupied with customer work and brand improvement assignments get put off... at that point overlooked.

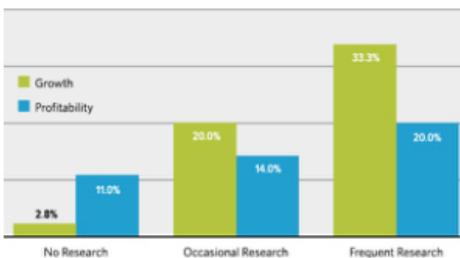


Figure 3: on profitability and firm growth effect of research



Figure 4: Strategy of Brand Framework

Conclusion

Brand management is the way toward dealing with the improving perception of audience and brand reputation such that they can create brand loyalty, awareness and equity. Building the brand is known as branding and the process of maintaining and monitoring is known as brand management. Branding is collecting of different advertising blend medium into an entire in order to give an identity. It is only catching clients mind with name of brand. It gives a picture of a huge, reliable and experienced business.

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