# Better Business with Brand Strategy

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**Abstract**
*This study aims to identify the strategy that impacts business development in the market. Nowadays, the modern economic order is branding rather than production capability. The brand value is the most important tool for business. Businesses with well-defined strategies create a compelling competitive environment.*

## Introduction

The American Marketing Association (2023) explains that a brand is a unique name, symbol, or design that helps customers recognise and distinguish a company's products or services from competitors. Brand marketing refers to the activities organisations use to build a distinctive identity and communicate their values so that their brand can be clearly recognised and separated from competing brands (HubSpot, 2024). Brand marketing aims to connect emotionally with consumers, build loyalty, and ultimately drive sales and market share through activities such as advertising, public relations, and content marketing.

William Arruda (2019) explains that personal branding involves presenting oneself as a recognizable professional identity by building a strong reputation, online presence, and a unique set of skills and expertise. Professionals, influencers, and entrepreneurs use this type of branding to enhance their careers, attract opportunities, and build a strong online presence.

**Corporate Branding** focuses on developing and maintaining the overall identity and image among its stakeholders (Kotler & Keller, 2016). Corporate branding aims to create a consistent and positive perception of the company among its stakeholders, including customers, employees, investors, and the general public.

A brand strategy a holistic approach to identifying customer needs and potential customers. A brand strategy encompasses several brand elements, such as voice, storytelling, brand identity, brand values, and the overall vibe.

"Brand strategy refers to a long-term plan devised by a company to establish and differentiate its brand in the market" (Harvard Business School Online, 2023).

**Brand Awareness:** A cornerstone of brand strategy, "brand awareness is key to establishing a presence and building trust with consumers", Salsify Consumer Research Report (2025). Salsify's 2025 Consumer Research Report found that 87% of consumers spend more on trusted brands.

Brand identity includes visual components such as logos, colours, typography, and design that help to represent and communicate the brand to consumers (Investopedia, 2023).

**Brand Equity:** Strong brand equity contributes to improved business outcomes, including higher sales, greater market share, and the ability to charge premium prices (Aaker, 1996).

**Stability:** During the COVID-19 market crash, top brands consistently outperformed others, experiencing higher returns, lower stock risk, and increased stock prices.

The following is a basic breakdown of the steps to follow to build your brand marketing strategy:

First, create a brand. Before launching brand marketing campaigns, it is essential to define and craft the brand in detail. That means deciding on the mission, values, brand character, tone of voice, and look and feel of the brand. The time to develop a brand book if you are planning to have one, which serves as a guide for all the design and creative elements of your branding.

**Identify your audience:** A brand can mean different things to different audience segments. Marketing messages and assets were created. Once your brand and audience are defined, it is time to develop assets for your brand's marketing campaigns. Diversifying marketing channels is always a good idea. Start with two or three campaigns on different channels and build up from there. Once you have decided what campaigns to run, craft the messages, images, and copy required according to the specifications of various advertising and social platforms.

Digital campaigns should be closely monitored and their performance should be analyzed in comparison to the targets set with industry benchmarks. It also a great idea to test campaigns so that they can know what is working and what is not. Check out these tips for A/B testing success.

Optimize your success and build upon it. When they have a clear picture of their campaign performance, they can decide what to pursue to advance the brand's marketing. For example, if they get good traction on a brand video, they know that the message is working. Always check to ensure that you are adhere to your brand identity. This was the only way to support a solid marketing strategy that will have a long-term impact.

Brand and marketing strategies play separate roles in an organisation's efficiency.

| **Differences** | **Brand Strategy** | **Marketing Strategy** |
|---|---|---|
| Focus | • Positive brand reputation<br>• Brand trust and loyalty | • Promotion of products and services |
| Goals | • Establish brand reputation<br>• Hone the trust of consumers<br>• Enhance awareness | • Generate leads<br>• Increase sales<br>• Convert prospective leads into buyers |
| Approaches | • Corporate branding<br>• Cultural branding<br>• Product branding | • Social media marketing<br>• Content marketing<br>• Experiential marketing |
| Timeframe | • Long-term, rarely changes | • Short-term changes according to goals and consumer demands |

According to Harvard Business School Online (2022), business strategy refers to the long-term actions and decisions an organisation adopts to create value for stakeholders to achieve a competitive advantage in the marketplace. The strategy is crucial to a company's success and its required before any goods or services are produced.

## The Importance of Business Strategy

A business strategy is foundational to a company's success. It helps leaders to set organisational goals. It determines various business factors, including:

**Price:** How to price goods and services with customer satisfaction and the cost of raw materials

**Suppliers:** Whether to source materials sustainably and from which suppliers

**Employee recruitment:** How to attract and maintain talent

**Resource allocation:** How to allocate resources effectively

The Three Primary Levels of business strategy are:

Corporate-level strategy: A Corporate-level strategy is a long-range, action-oriented, integrated, and comprehensive plan formulated by the top management of a company. It is very helpful in ascertaining business lines, expansion, growth, takeovers and mergers, diversification, integration, and the latest fields for investment (David, 2017).

Business-level strategies that relate to a specific business are known as business-level strategies. It was developed by general managers, who convert the mission and vision into concrete, clear, and result-driven strategies. It act as a blueprint for the entire business (David, 2017).

Functional-level strategy: Developed by first-line managers or supervisors, the Functional-level strategy involves decision-making at the operational level concerning functional areas such as marketing, production, human resources, research and development (David, 2017).

## Conclusion

In today's digital marketplace, simply offering a good product is not sufficient; companies must also present their products effectively to create a strong and immediate impact on customers. That is a very thoughtful observation about the importance of branding. You have pointed out a key distinction that many businesses fail to recognize, and presentation carries the same weight as product quality.

The multiplier effect when you mention branding will be on everyone is lips you are touching on the social currency of good design. Strong branding makes it easier for customers to refer you if your brand is memorable and distinct; it is easier for a customer to describe you to a friend, effectively turning your branding into a passive marketing tools.

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