Brand Strategy Defining User Experience By John Williamson

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Branding is a process that is comprised of knowing how you can fit into a particular industry while standing out from the competition simultaneously. Creative director and designer John Williamson believes there are seven steps that are required to build an effective brand. He created a process he calls"the Brand User Experience, and in this course, he walks the reader through every step of the process to develop a powerful branding strategy starting from beginning to finish.

Learn about his user-centric, practical theory and apply it to your own business. Learn how to develop an effective brand strategy with the seven steps in The Brand User Experience guide to take your brand to the next level.

Begin by getting acquainted with John. Learn about his professional life over a period of more than 20 years and look at his most memorable work. Discover the cultures, people, and values that have shaped his love for professional development and creativity.

John explains the meaning of branding and isn't, then explores why a different approach to branding is required. Find out what a brand map is, and begin to define your brand's identity by answering the most important questions. Begin by doing your first real-world exercise using John's example.

Start working on each step in the user experience of your brand. Find out how you can create a unique brand using the method of the brand pyramid and identify your brand's stakeholders. Learn the ways that benchmarking and positioning work with one another, and examine how your brand interacts with its customers. Learn what a brand's ecosystem is and how to create one for your business. Find out about buyer personas. explore their journey as a customer and discover the touchpoints of your brand.

Learn how to design your brand's route map to help elevate your plan to the next step. Find out how you can implement it by establishing key goals and KPIs, then wrap it with John's last advice on managing change.

What is the course's goal?

Create a brand strategy and a brand map for a particular product or service.

Who does it serve?

This class is for anyone who would like to build an appealing brand, designer, or people who work in communications, marketing branding, PR, or marketing.

What do you need

No prior experience in branding strategy is needed for this course.

In terms of items, all you require is a PC and the image editing software you prefer.

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已有 42647个

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