



BRAND

Growing a New Brand in Competitive Markets

Program Outlines

- Definition of Brand Development and Brand Development Index (BDI)
- Know Your Brand
- What Makes your Brand Successful
- How the Digital Revolution Changes Brand Building
- Strategy of Brand Development:
- Consider your overall business
- Identify your target clients.
- Research your target client group.
- Develop your brand positioning.
- Develop your messaging strategy.
- Develop your name, logo and tagline.
- Develop your content marketing strategy.
- Develop your website.
- Build your marketing toolkit.
- Implement, track, and adjust.
- Using the Strategic Marketing Process to develop Your Brand
- The Top 10 Branding Tools
- Top Brand Building Blunders to Avoid

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Date	September 29 th & 30 th , 2015
Time	05:00 - 09:00 PM
Language	English (Facilitated by Arabic instructors)
Fees	AED 1,000
Location	Conference Center, 2 nd Floor Business Village, Bldg. B, Deira

For Registration
& More Information
0561754139
04 361 3061
04 361 3055
dea@sme.ae