



STRATEGIC BRAND DEVELOPMENT FOR STARTUPS

COURSE PRICE: \$2,235

COURSE DESCRIPTION:

"**Strategic Brand Development for Startups**" is tailored for startup founders, marketing professionals, and entrepreneurs keen on establishing a robust brand right from the inception stage. In the fiercely competitive startup landscape, a well-defined brand can serve as a crucial differentiator, attracting customers and fostering loyalty. This course equips participants with a comprehensive roadmap for crafting a strategic brand identity that resonates with their target audience while aligning with business objectives.

COURSE STRUCTURE:

MODULE 1: UNDERSTANDING BRANDING BASICS

- Fundamentals of Branding
- Brand Identity, Positioning, and Promise

MODULE 2: CRAFTING YOUR BRAND STORY

- Importance of Storytelling in Branding
- Creating Emotional Connections with Your Audience

MODULE 3: VISUAL IDENTITY AND DESIGN

- Elements of Visual Branding
- Logo Design, Color Schemes, and Brand Image

MODULE 4: IMPLEMENTING YOUR BRAND STRATEGY

- Strategies for Consistent Brand Implementation
- Impactful Branding Across Various Touchpoints



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PRACTICAL EXERCISES:

- Participants will engage in hands-on activities to develop their own brand strategies.
- Guidance from branding experts and peer feedback will enhance the learning experience.

COURSE OUTCOME:

Upon completion of this course, participants will possess:

- A clear understanding of branding fundamentals and their application to startup contexts.
- The ability to craft compelling brand stories that resonate with target audiences.
- Proficiency in designing visual elements that reinforce brand identity.
- Strategies for effectively implementing and maintaining brand consistency across all touchpoints.
- A comprehensive blueprint for their startup's brand development, poised to launch a brand that stands out and drives growth.

DURATION:

The course spans 4 weeks, comprising interactive lectures, practical exercises, and collaborative feedback sessions.