

HOW TO:

ALIGN BRAND STRATEGY AND BUSINESS STRATEGY

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BACKGROUND

There's a common perception that business strategy is strategic, and brand strategy is marketing-led – and not a corporate-level asset. However, in order for a company to create value and to recognize its full value...business and brand strategy need to be aligned. Because...

the essence of business strategy is knowing where and how you will win

brand strategy covers much of the same ground

both are about targeting a customer, resolving problems, defending turf

brand strategy is therefore just a translation of business strategy

HOW TO ALIGN BRAND AND BUSINESS STRATEGY

- recognize that brand strategy is not an offshoot of the marketing function, but rather an extension of business strategy - representing a corporate-wide vision that drives business performance, culture, experience, perceptions and relationships
- as a first step to alignment, begin by mapping the basic building blocks of your business model – specifically the revenue generating components (i.e. value proposition, customer segments, channels, customer relationships)
- brand strategy should then dovetail with each of the business model components above; translating each one into a purposeful and differentiated promise as the face of your business
- ultimately, a strong brand creates a strong business. A brand strategy which is part of your overall business strategy, is a strategy for growth and success.
- at the end of the day, everyone important to your brand's success needs to be on board – from the CEO to the most junior people across the organization – believing in the same vision, the same purpose and the same promises

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Founded in 1999, Trajectory is the specialist branding and marketing agency partnering with clients across the health + wellness continuum to grow better business. Reach us at 973-292-1400. [trajectory4brands.com](https://www.trajectory4brands.com).