



Marketing and Media

## Strategy masterclass for building brand equity in digital age

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- Location: London
  - Date: From 27/1/2025 To 31/1/2025
  - Investment: \$5950 (Excluding VAT)



LONDON ROYAL  
ACADEMY


[WWW.LONDONRA.COM](http://WWW.LONDONRA.COM)



## Course Introduction

Strategy Masterclass: Building Brand Equity in the Digital Age is a 5-day intensive course designed to equip participants with the knowledge and skills to build strong, sustainable, and impactful brands in the digital era. This course will delve into the latest branding strategies, digital marketing techniques, and consumer behavior insights.

## Training Method

- Pre-assessment
  - Live group instruction
  - Use of real-world examples, case studies and exercises
  - Interactive participation and discussion
  - Power point presentation, LCD and flip chart
  - Group activities and tests
  - Each participant receives a binder containing a copy of the presentation
  - slides and handouts
  - Post-assessment
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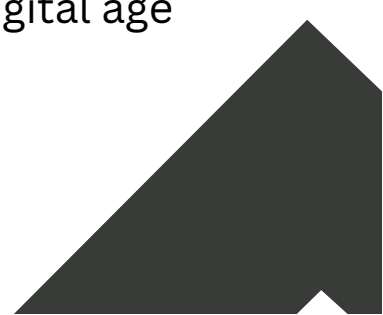
## Course Objectives

Upon completion of this course, participants will be able to:

- Understand the fundamentals of branding: including brand identity, brand positioning, and brand messaging.
- Develop a comprehensive brand strategy: aligned with business objectives and target audience needs.
- Leverage digital marketing tools and techniques: to build brand awareness and engagement.
- Measure and analyze brand performance: using key performance indicators (KPIs) and analytics.
- Adapt to the evolving digital landscape: and stay ahead of industry trends.

## Who Should Attend?

This course is suitable for:

- Marketing professionals
  - Brand managers
  - Digital marketers
  - Entrepreneurs
  - Business leaders
  - Anyone interested in building strong brands in the digital age
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# Course Outline

## Day 1: Foundations of Branding

- Understanding Brand Identity:
  - o Brand mission, vision, and values
  - o Brand personality and voice
- Brand Positioning:
  - o Target audience analysis
  - o Competitive analysis
  - o Unique selling proposition (USP)
- Brand Messaging:
  - o Developing a strong brand message
  - o Storytelling and narrative branding

## Day 2: Digital Branding and Social Media

- Digital Branding:
  - o Building a strong online presence
  - o Leveraging social media platforms
  - o Creating a consistent brand experience across all channels
- Social Media Marketing:
  - o Content creation and curation
  - o Community management and engagement
  - o Social media advertising and paid promotions

## Day 3: Content Marketing and SEO

- Content Marketing Strategy:
  - o Identifying content formats and channels
  - o Creating high-quality content
  - o Content distribution and promotion
- Search Engine Optimization (SEO):
  - o On-page SEO techniques
  - o Off-page SEO strategies
  - o Technical SEO best practices

# Course Outline

## Day 4: Crisis Management and Reputation Management

- Crisis Communication:
  - o Responding to crises effectively
  - o Protecting brand reputation
- Reputation Management:
  - o Monitoring brand reputation online
  - o Managing online reviews and feedback
  - o Crisis management planning

## Day 5: Future Trends in Branding and Marketing

- Emerging Trends:
  - o Artificial intelligence and machine learning
  - o Virtual and augmented reality
  - o Influencer marketing
- Measuring Brand Performance:
  - o Key performance indicators (KPIs)
  - o Brand tracking and analysis
- Ethical Considerations in Branding:
  - o Brand authenticity and transparency
  - o Sustainable branding and social responsibility

# Registration & Payment

Complete & Mail to London Royal Academy or email  
registration@londonra.com

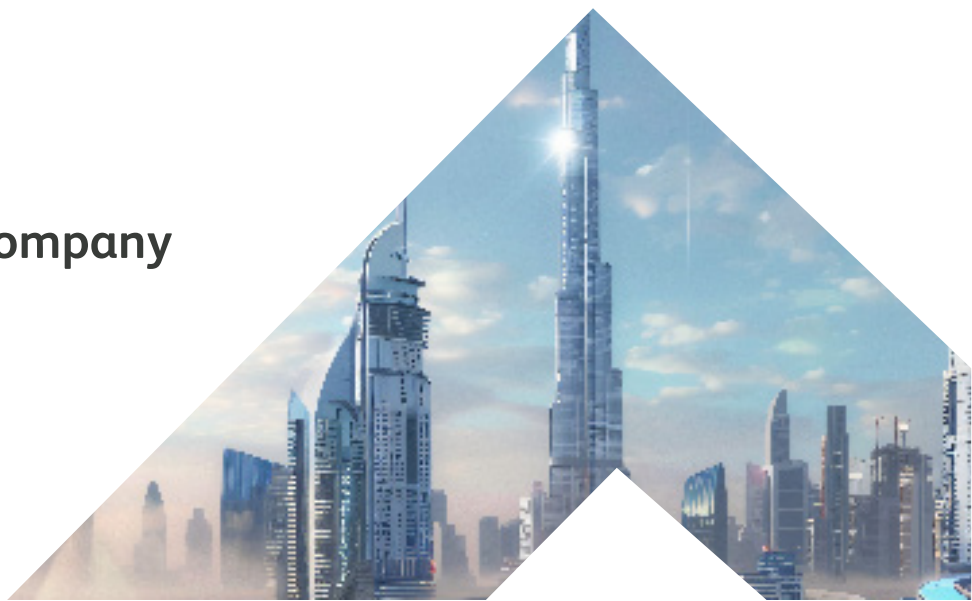


## Registration Form

- Full Name (Mr / Ms / Dr / Eng) .....
- Position .....
- Telephone / Mobile .....
- Personal E-Mail .....
- Official E-Mail .....
- Company Name .....
- Address .....
- City / Country .....

## Payment Options

- ☐ Please invoice me
- ☐ Please invoice my company





# Terms & Conditions

Complete & Mail to London Royal Academy or email

[registration@londonra.com](mailto:registration@londonra.com)



## Cancellation and Refund Policy

Delegates have 14 days from the date of booking to cancel and receive a full refund or transfer to another date free of charge. If less than 14 days' notice is given, then we will be unable to refund or cancel the booking unless on medical grounds. For more details about the Cancellation and Refund policy, please visit

[www.londonra.com/terms-and-conditions/](http://www.londonra.com/terms-and-conditions/)

## Registration & Payment

Please complete the registration form on the course page & return it to us indicating your preferred mode of payment. For further information, please get in touch with us

## Course Materials


The course material, prepared by the LRA, will be digital and delivered to candidates by email

## Certificates

Accredited Certificate of Completion will be issued to those who attend & successfully complete the programme.

## Travel and Transport

We are committed to picking up and dropping off the participants from the airport to the hotel and back.



# VENUES

 LONDON

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 ISTANBUL

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 PARIS

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# OUR PARTNERS



# THANK YOU

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