


Strategic Branding & Messaging Workshop

- Messaging that Connects
- Branding that Creates Excitement
- Focused Content and Deliverables
- Develop Marketing Plan for Execution



" We had never done a planning session like this and it was a real eye-opening experience. All the so-called "Digital Marketers" just wanted to sell me a monthly service, not with BroadMoar, they looked at our overall strategy so we could start fresh with a complete marketing strategy". A. Walker

5-Day Strategic Branding & Messaging Workshop

This on-site workshop is a fast paced workshop where we work together to create a new impactful message that is integral to your marketing story.

The first day is spent discussing existing branding challenges aided by the answers to a list of questions you completed prior the workshop.

The answers to these questions will help us develop the branding & marketing story outline.

All the content we create during this workshop will require a keyword research matrix. These keywords will give us the search terms to embed in all your messaging and content.

Talk to your advisor about getting your matrix ordered prior to your workshop.

Branding is not your logo or slogan although those are important and must be in-sync with the marketing story.

We look at competitor's brand positioning, your existing brand. We look at functional benefits and turn them into emotional benefits.

What feeling do you want your brand to trigger in people's minds? We use "Reaction Marketing" techniques to ensure your brand creates positive emotional feelings.

Your brand story and messaging is the most important thing to do for your business to attract potential customers.

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