

The background of the entire slide is a vertical wood grain pattern, featuring various shades of brown and tan with prominent vertical lines and knots.

**BRAND AND PRODUCT MANAGEMENT
(COURSERA)
SOCIAL MEDIA MARKETING & DIGITAL MEDIA MARKETING
(UDEMY)**

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BRAND AND PRODUCT MANAGEMENT

❖ CONTENT

- LAUNCHING NEW PRODUCT
- BRAND ARCHITECTURE & NAMING
- BUILDING BRAND PORTFOLIO
- EQUIPPING & ENGAGING EMPLOYEES TO DELIVER ON THE BRAND PROMISE

INTRODUCTION

BRAND

It is a promise which provide rational & emotional benefit. it reflected in the clients experiences present in the heart and the mind.

PRODUCT

product is that which is made by particular company items like medicines, perfumes, soft drinks & clothes it is quit different from brand. Brand provides emotional aspects whereas produduct provide consumer to experience their touch & benefits

MANAGEMENT

Built & protected by the organization.

brand & product management is strategic assets that require management.

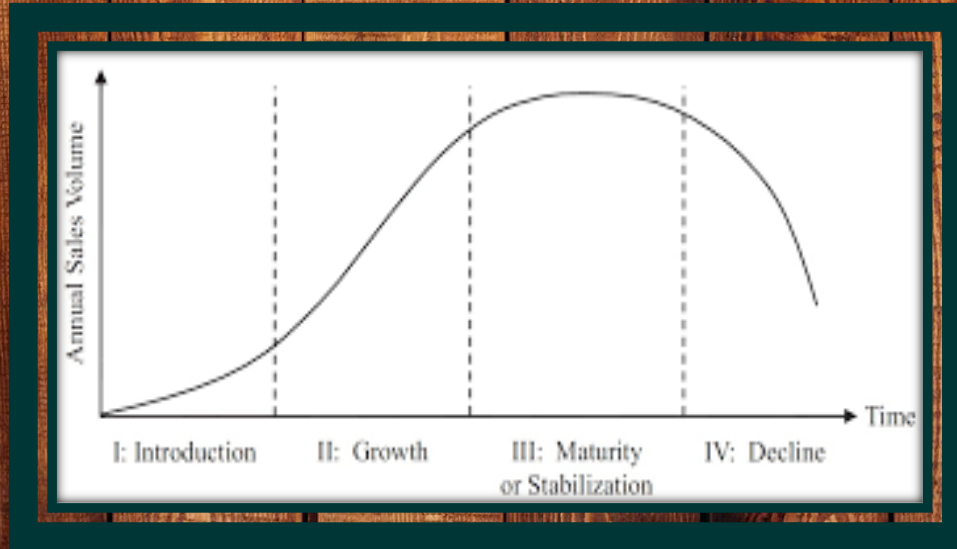
LAUNCHING NEW PRODUCT



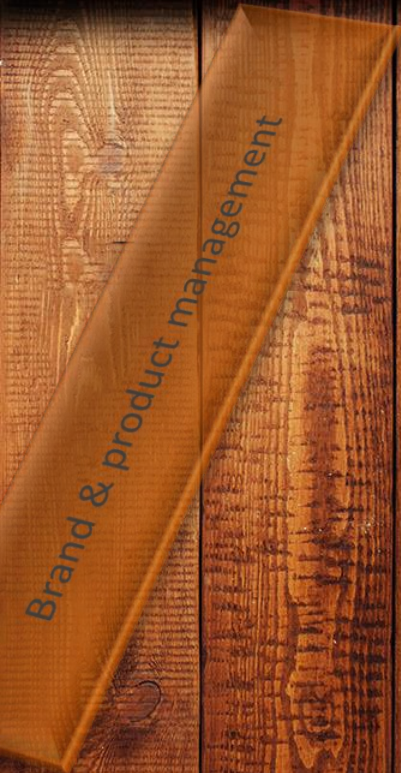
- Launching new product one should think of having clarification of which consumer need you are trying to satisfy and what type it is.
- Secondly, verifying that your essential and capable of satisfying that consumer specific need.

PRODUCT LIFE CYCLE

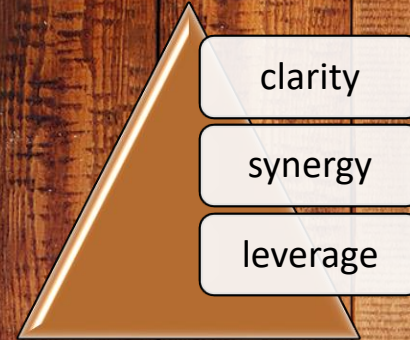
Products are like human being they are born, grow, reach in maturity and enter in their old age, the declining stage and then they die.



BRAND ARCHITECTURE & NAMING



- It is the underlying structure and relationship of brand assets in a given portfolio.
- Its objective to achieve:
 - clarity
 - synergy
 - leverage
- The term brand architecture was used for the first time in 1994. Brand architecture describes how consumer perceives the link and relationship between the portfolios



BUILDING YOUR PORTFOLIO



- The objective of brand portfolio is to maximize its value by strategically growing, protecting, leveraging and protecting brand to ensure optimal coverage across market.
- It allows us to determine the right number of product and brands and thus, rationalize our portfolio.
- It determines the right level of investment for each brand.
- Create a new platform for growth.

EQUIPPING & ENGAGING EMPLOYEES TO DELIVER ON THE BRAND

- ❑ The best way to aware employees aware of the brand engagement is through internal communication.
- ❑ It also presents a platform for everyone to view the brand as important in achieving the organization success.
- ❑ It helps employees to see themselves as essential part in delivering the brand promises



KEY LEARNING

- ✓ Able to understand concept of product life cycle
- ✓ Able to understand to develop and launch new product
- ✓ Able to understand how to manage brand architecture and portfolio



SOCIAL MEDIA MARKETING & DIGITAL MEDIA MARKETING

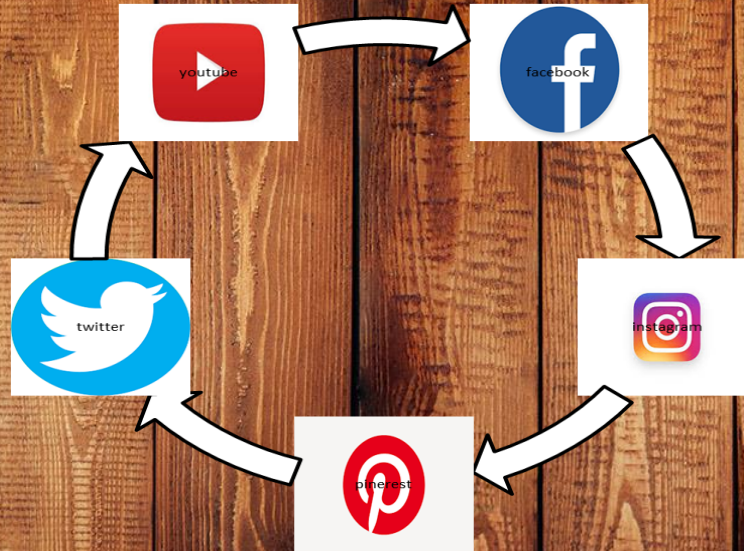
CONTENT

- ☐ Understanding social media
- ☐ The essence of social media
- ☐ Optimizing for success
- ☐ Key learning

INTRODUCTION

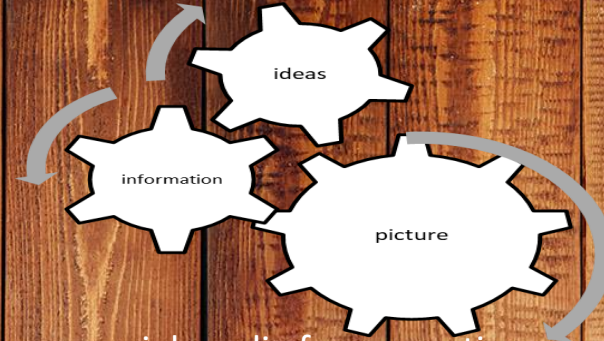
Digital media marketing is the component of marketing based on digital technologies like computers, mobile phone and other digital media by the use of internet with the help of social media tools

Social media
marketing &
digital media
marketing



Understanding
social media

- Social media is a type of platform where we share which we want like



- And many more we use social media for promoting our product and service using its popular tools like instagram, Facebook, twitter and YouTube.
- It has brighter future one can achieve anything, if a person not able to use technology their business will suffer.

Essence of social
media

- Social media is like a car; imagine social media is one of the components of car.
- If one part is taken out like steering wheel will car drive answer is no yeah you can push by hand but it's not complete .
- It's not about you not follow this platform your business will suffer & you will not succeed, you can with or without but yes one can use this platform for grow your business





Optimizing for
success

- For optimization for success in social media one should take care of their profile updating.
- your background will clear so other can reach into your account easily like show others that you are investor, freelancer, storyteller and entrepreneur .
- only simply written name in your profile people are not able to reach you and you also not reach to your target audience.



Key learning

- Understand the concept of social marketing
- Understand how to promote brand using social media marketing tool

The image features a background of vertical wooden planks with a warm, brownish-gold tone and visible grain patterns. A solid dark brown horizontal bar is positioned at the top of the frame. Centered on the wooden background is the text "THANK YOU" in a black, serif, all-caps font with a thin white outline.

THANK YOU