

Brand Strategy

List the main elements of the brand strategy



List here:

Digital Marketing Goals

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List here:

Segmentation

<NAME OF THE SEGMENT / PERSONA>

Demographic:

Geographic:

Behavioral:

Psychographic :

Persona description

Extended description here:

Differentiation points → Laddering technique

Attribute:

Functional benefit(s):

Emotional & Social benefit(s):

Segmentation

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