



Fireside Chat | [Marketing & Brand Equity]

Strengthening Brand Value Through Strategic Efforts & Tools



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Which area do you find most challenging when it comes to building and sustaining brand equity?



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Questions here

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Question 1

With so many ways to promote a brand online, how do you decide which platforms or tools are the right fit to grow awareness and connect with your audience?



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Question 2

What are some effective ways you've used email marketing, thought leadership, loyalty programmes, or CRM tools to keep customers coming back and feeling valued?



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Question 3

How do you stay on top of how people feel about your brand, and what tools or feedback loops help you adjust your messaging when needed?

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Q&A

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