



Ph.Creative

Getting GOOSEBUMPS



Chapter 2

Implementing your brand values ebook

Over the next couple of pages you will find two organisation charts that will enable you to effectively define and implement your brand values.

Fill them in to clearly establish what your marketing efforts will be focused on in the near future. These charts will allow you to ensure you marketing is always aligned with your larger business objectives.

Implementing your brand Values

VALUES

3-YEAR PLAN	Target date: Revenue: Profit: Measureables: What does success look like? - - - - - - -	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.
	CORE VALUES	Purpose/cause: Our niche:
	CORE FOCUS	Target audience: Unique selling points: <ol style="list-style-type: none"> 1. 2. 3. Core activity: Desired outcome:
MARKETING STRATEGY		

APPROACH

ONE YEAR PLAN	POTENTIAL OBSTACLES
<p>Target date:</p> <p>Revenue:</p> <p>Profit</p> <p>Measureables:</p> <p>Yearly goals</p> <ol style="list-style-type: none"> 1. 2. 3. 4. 5. <ul style="list-style-type: none"> - Winning theme - Roles & responsibilities - Budget 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. <p>Prioritise</p> <ul style="list-style-type: none"> - Determine - Examine - Resolve

We hope you've found this PDF useful. Don't hesitate to contact us for more information and to discuss how we can help you discover and develop your employer brand. Visit www.ph-creative.com for details of our UK and US offices, or simply email liverpool@ph-creative.com