



SMART BRAND STRATEGY®

Support Document

■ Welcome

Welcome to this support document that will serve to explain further what **Smartketing** can do for your company.

In this occasion we present our service:

SMART BRAND STRATEGY®

■ Definition

Is a close and constant Tracking of the performance of a brand in a constantly changing environment.

Provides results of the efforts implemented by the different market actors, to establish strategies and evaluate results.

Eases diagnostic of the performance of a brand historically compared to itself.

Is completed by the adjustment of strategies and objectives redefinition.

■ Communication Analysis

Allows an effective evaluation of the communication due to the qualitative analysis such as:

- Semiotic elements analysis
- Iconography
- Discursive
- Iconological
- Rhetoric strategies
- Anthropologic elements analysis
- Marketing recommendations based on our experience.



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