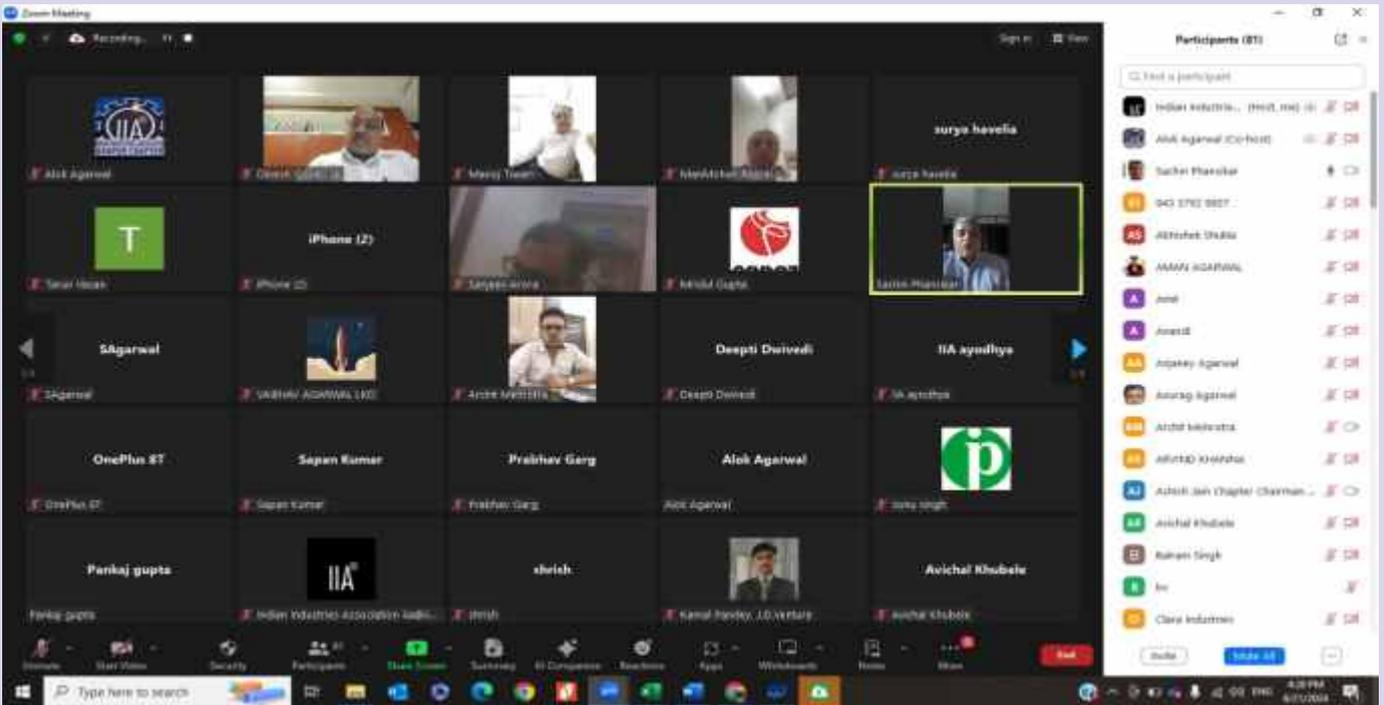


# Webinar on How to Make Your brand “A Brand”



On the 21<sup>st</sup> June 2024, the Indian Industries Association (IIA) hosted an insightful webinar on-How to Make Your brand “A Brand”, under the chairmanship of IIA President Shri Neeraj Singhal. The objective of the webinar was to provide entrepreneurs with actionable insights and strategies to establish and enhance their brand. **The session aimed to cover the importance of branding in today's competitive market and how businesses can differentiate themselves to achieve sustained success.**

**Key Speaker of the session was Shri Sachin Phinskar, Chief Operating Officer, Business Standards** is a renowned expert in branding and business excellence. With years of experience in guiding businesses to achieve their branding goals, Mr. Phinskar shared his profound knowledge on the subject, providing participants with practical tips and strategies.

Key Highlights of the Webinar

### 1.Introduction to Branding

- Definition and importance of branding.
- How branding impacts customer perception and loyalty.

### 2.Branding Strategies for MSMEs

- Steps to create a strong brand identity.
- Importance of consistent messaging and visual elements.
- Case studies of successful MSME branding.

### 3.Building a Unique Brand Proposition

- Identifying and communicating your unique selling points (USPs).
- How to make your brand stand out in a crowded market.

### 4. Leveraging Digital Platforms for Brand Building

- Utilizing social media, websites, and digital marketing for brand promotion.
- Best practices for online branding and reputation management.

### 5.Measuring Brand Success

- Key metrics to track brand performance.
- Tools and techniques for brand monitoring and analysis.

### Insights and Takeaways

- **Importance of Consistency:** Mr. Phinskar emphasized the need for consistent branding across all customer touchpoints to build a strong and recognizable brand.
- **Customer-Centric Approach:** Understanding and addressing customer needs and preferences is crucial for effective branding.
- **Innovation and Adaptability:** Brands need to innovate and adapt to changing market trends and consumer behaviors to remain relevant.
- **Engagement and Experience:** Creating engaging and memorable experiences for customers can significantly enhance brand loyalty and advocacy.