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The 5 Roles You Need to Execute a Brand Strategy

Role

Shepherd

Purpose

Align brand and business goals.

Lead

Preserve brand identity. (This is often the same person as the Brand Shepherd.)

- Align marketing to brand strategy.
- Cultivate a culture that reflects brand values.
 - Share brand knowledge.

Responsibilities

- Bridge the gap between brand and business.
- Communicate with higher-ups.
- Oversee marketing.
- Ask questions, poke holes, etc.
- Oversee and enforce brand guidelines (including brand messaging and visual identity).
- Empower team to apply guidelines correctly.
- · Craft marketing strategy.
- · Oversee content creation.
- Coordinate teams and resources.



Marketing

Lead

 Help the company promote brand values to attract active participants in building the brand.

Communications Lead пH

- Document information.
- Build the brand library.
- * Educate anyone who may need to know that information, whether a new employee or CEO.

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