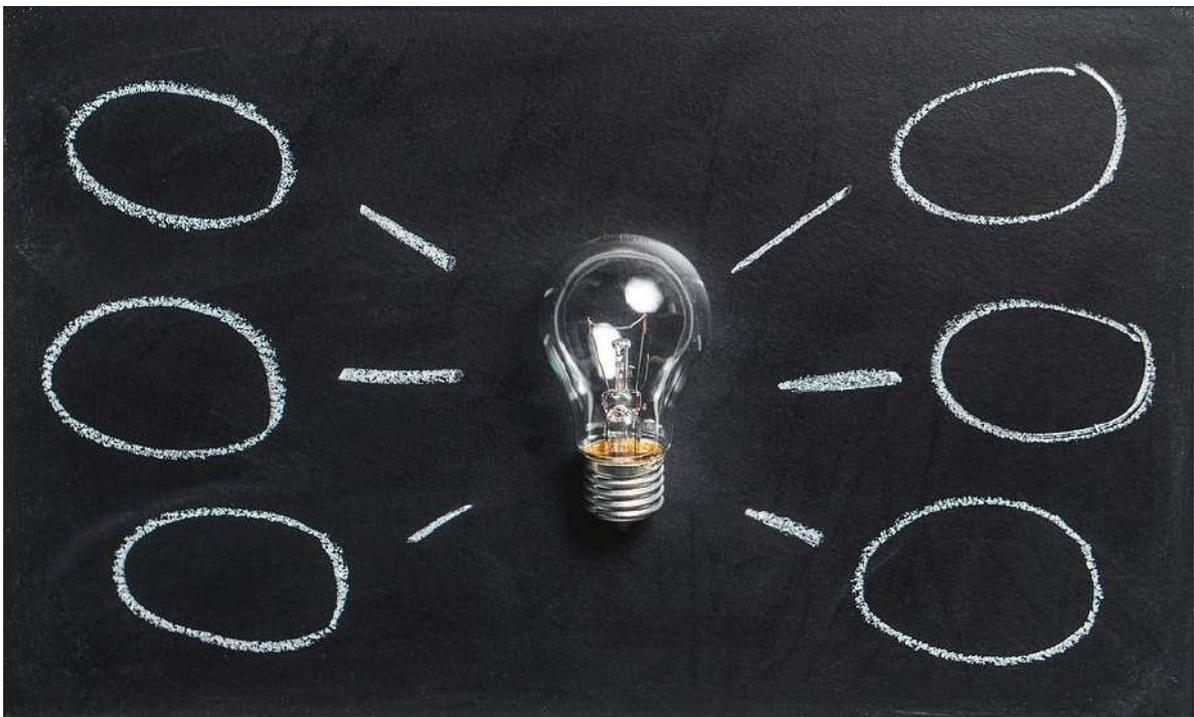


# CURZON PR



## BUYER'S GUIDE STRATEGY

## STRATEGY



### WHAT IS STRATEGY?

A strategy is a plan of action designed to reach a goal.

It is important to align your strategy with your brand's mission, vision and values. This will then allow it to enhance its advanced positioning amongst your brands competitors.

There are 5 main types of strategy:

#### 1. Plan

This is a consciously chosen course of action. This would be a strategy that would be based on actions which you are planning to take.

#### 2. Perception

This is creating an image in the mindset of stakeholders about the brand. This is focuses on the identity of the brand.

#### 3. Ploy

A strategy may be a ploy, in the sense of a particular manoeuvre designed to distract key players i.e. competitors.

#### 4. Pattern

This is when the strategic plan is used to create a consistency in actions taken.

#### 5. Position

This is when the strategy will be based around the location of the brand in its market, where this maybe aligned to local competitors or international ones.

#### 5. Ploy

A strategy may be a ploy, in the sense of a particular manoeuvre designed to distract key players i.e. competitors.



## HOW DOES STRATEGY BENEFIT YOUR BRAND?

There are several benefits of having a strategy for your brand:

### 1. Clarity, focus and direction:

- This is the roadmap for your brand. Where, it is now, where you want to go and how you want to get there.
- Clearly defining your goals, means that you can then focus on where you want to go, achieving your strategic goals.
- If you know where you are going you have more chance of getting there.

### 2. Drive:

- Having a strategy for your brand means that all the internal stakeholders have the same goals and are motivated to achieve them.

### 3. A better understanding of your current brand:

- Developing a strategy, means that you will be forced to evaluate where your brand is now. This will involve looking into several different factors-financial performance, customer satisfaction, staff turnover, sales and marketing trends, conversion rates etc.
- Considering the strengths, weaknesses, opportunities and treats (SWOT analysis) to you brand will be an important part of this.



### 4. Creating the foundation for the longer term future of your brand:

- The strategy, will make you focus and narrow down on your goals, focusing on the long term vision on what your would like your brand to achieve.

### 5. Identifying the actions and milestones you need to achieve your strategy:

- You will need to identify your milestones and the actions needed to achieve this. This will affect all your activities as they will all have an impact on how you achieve your goals.

### 6. Promote decision making which will force alignment:

- Brainstorming and strategy workshops mean that you will have several different courses or action to chose from. The analysis will force you to look at the competition and question your brand, which will help to make it stronger as a result of a chosen strategy.

### 7. New opportunities for the business:

- Analysis your brand can possibly lead to the generation of new ideas and opportunities for your brand which you may not have explored otherwise.

### 8. Better results for your brand:

With the analysis, monitoring, planning and evaluation, there is a higher change or better performance for your brand, as you will have a focus and long term goals.



## DELIVERABLES

1. Strategy
2. Strategic Framework

## FURTHER READING

You can read more about Strategy in our PR Insider Blogs

*Corporate PR Profiling – CEO Strategy*

<http://www.curzonpr.com/theprinsider/corporate-pr-profiling-ceo-strategy/>

*Social Media from Strategy to Channel*

<http://www.curzonpr.com/theprinsider/social-media-from-strategy-to-channel/>

*5 Visual Tools To Integrate Into Your Marketing Strategy*

<http://www.curzonpr.com/theprinsider/5-visual-tools-to-integrate-into-your-marketing-strategy/>



## WHAT IS THE COST?

All our projects are bespoke and priced accordingly. You can get further information on prices by contacting Joga Sangha from our business development team, [joga@curzonpr.com](mailto:joga@curzonpr.com) or on (+44) 0203 637 4830.