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Marketing Strategy of Kellogg's - Kellogg's Marketing Strategy

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Philip Kotler - Faculty - Kellogg School of Management

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In developing a strategic marketing plan, your brand serves as a guide to understanding the purpose of your key business objectives and enables you to align the plan with those objectives. Branding doesn't just count during the time before the purchase—the brand experience has to last to create customer loyalty.

Why Branding Is Important in Marketing

Digital Marketing Strategies: Data, Automation, AI & Analytics is much more than marketing through digital channels. 65% Half of customers will switch brands if a company doesn't make an effort to personalize communications to them — 65% in B2B markets.

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Marketing Good Brand Design Appeals to Consumers on an Unconscious Level. An excerpt from "Kellogg on Branding in a Hyper-Connected World" uses an iconic brand—Coca-Cola—to illustrate the power of design thinking.

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