

Marketing Agency	vs	JL Brand Strategy
<p>BRAND BUILDING</p> <p>Brand analysis / Brand strategy & positioning / Internal identity creation / Roadmap development</p>		
<p>The key function of a marketing agency is to take your brand (good or bad) and implement it across marketing channels. For a marketing agency to do their job, they need a fully defined brand.</p>		<p>We help you define and build up a brand that meets your vision and goals. We do the pre-work any brand needs in order to achieve effective marketing management in the future. Why do you need it? Because you can't market a brand if you don't have a <u>brand</u>.</p>
<p>MARKETING MANAGEMENT</p> <p>Brief creation for partners / Creative partner collaboration and negotiation / Social media management / Web design & management / Content & digital strategy</p>		
<p>Since you are an external client, the marketing agency will be more concerned with protecting their track-record than your brand; often prioritising short-term effectiveness over long-term growth. For example, they may prioritise getting the best results from a campaign, but without regard for suitability and how the overall brand perceptions are impacted. Effectively, you may end up with a fragmented and diluted brand.</p>		<p>We work as part of your internal team, providing guidance, strategic advice, assistance in identifying suitable creative partners (internal or external), and managing the projects for you. Since we're part of your inner circle, we know your brand better than anyone and will utilise our position to always look out for your best interests.</p>
<p>BRAND MAINTENANCE</p> <p>Brand implementation / Measurement & analysis / HR recommendation and team training / Process implementation / Reputation management / Agency collaboration</p>		
<p>Many marketing agencies work on a project basis, once it's complete, they step out. This results in a huge loss of insights, like understanding areas of improvement from data analysis, project closure and client feedback. In contrast, even if you're working with an agency on a long-term basis, their approach is still short-term, i.e weekly, monthly planning. This coupled with having different teams for every aspect of the market, might ensure that separate campaigns (looking great individually) will end up fragmenting your brand and confusing your target audience.</p>		<p>Your brand is a long term investment and we understand that it needs constant attention, monitoring and management to ensure it continues being perceived the way you want it to be. We not only see the big picture but also make sure that your brand is kept intact and holistically cohesive over time. By assisting in all brand operations from the launch to team training to agency feedback, our goal is to increase brand value and maintain your brand's reputation.</p>

In a nutshell,

We are not an agency, but a strategic partner who works as part of your internal team to ensure your brand is managed holistically from every angle, not just design and social media.

How are we different?

- We help companies become impactful and sustainable brands
- While agency efforts are short-term and performance-driven, brand strategy and management is a long-term investment that increases the recognition, value and equity of any company. We understand that and strive to achieve that.