



## Resources to be Invested in Branding

- The size of the target markets
- The optimum price point
- The margin
- Delivery options
- Longevity (TCO for the customer)
- The life cycle
- Recurring or follow-on revenue
- The potential depth & breadth of the brand
- Role in corporate strategy

The astute marketer will determine whether to brand and the amount of resources to be invested in branding based on a long list of factors. These include, but are not limited to those given in the table above.

Branding can be an expensive and long-term process that consumes considerable ..... Power branding requires the effective use and interaction of all elements of the marketing mix. It is the power of the mix that allows a brand to captivate the customers in the market.

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