

Curious About How Brands Win Customers? Become the Force behind Them



Deepti Subba

Ever wondered why you are drawn towards buying a particular brand of chocolate while there are loads of others on the shelves? That's the magic of branding. It's the process of creating a

distinctive identity for a product, service, or company in the minds of consumers. Through logos, slogans, design, and messaging, branding shapes how we perceive and connect with a product, making it stand out from competitors. The

goal is not just to catch your eye but to build trust and foster loyalty, ensuring you return to that same brand time and again.

Strong branding enhances recognition and recall, helping consumers quickly identify and remember a product. It also establishes trust and credibility - consistent branding builds a reputation that inspires confidence. Over time, this leads to loyalty and advocacy, creating emotional connections that make customers feel part of the brand's journey. A well-established brand can often command higher prices and is perceived as more valuable because of the sense of quality and uniqueness it projects. In a crowded market, branding provides that crucial competitive edge by highlighting what makes the product special.

The branding process starts with research and strategy, diving deep into understanding the target audience, analysing competitors, and identifying

market trends to craft a unique value proposition. This is followed by designing a brand identity - logos, taglines, and visual elements that reflect the brand's essence. But it's not just about visuals; developing a consistent tone and messaging style that aligns with the brand's personality is equally important. From websites and social media to advertisements and packaging, success-

Continued on page 4



EN QUESTION OF THE WEEK

Readers' views elicited on important issues

Last date for entry submission: 22/1/2025

FREE SUBSCRIPTION FOR WINNERS

Details on page 47

JOB HIGHLIGHTS

DSSSB

Delhi Subordinate Services Selection Board invites applications for the posts of Post Graduate Teacher for various Departments

Last date: 14.02.2025 Page: 31-40

SBI

State Bank of India invites applications for recruitment of Probationary Officers

Last date: 16.01.2025

Page: 46

BRO

Border Roads Organisation invites applications for various posts

Page: 42

Follow us



@Employ_News

Follow us



@EmploymentNews

Continued from page 1

Curious About How Brands Win Customers? ...

ful branding ensures uniformity across all platforms. Even customer interactions - from the quality of service to after-sales support - are part of the branding experience, reinforcing the brand's values at every touchpoint.

At the heart of all this is the Brand Manager. They play a crucial role in shaping and expanding the brand's presence and reputation. From developing strategies that strengthen brand identity to overseeing marketing campaigns and collaborations with design, sales, and marketing teams, their role is multifaceted. Constantly analysing market trends and keeping an eye on competitors, Brand Managers refine branding approaches to stay ahead of the curve. They also ensure brand consistency across all communications and platforms, protecting the integrity of the brand's image. By tracking performance and engagement, they assess how well the brand resonates with consumers, always looking for ways to enhance its market position.

Why Brand Managers are Important?

Differentiation in a Competitive Market: Brand managers help businesses stand out in crowded markets by crafting unique brand identities that resonate with consumers. They utilise compelling design, storytelling, and consistent messaging to create

memorable brands that attract and retain customers. This differentiation is vital for small businesses and start-ups that need to carve out their niche against established competitors.

Building Trust and Credibility: Effective brand management fosters trust among consumers. Brand managers ensure that messaging is consistent and aligned with customer expectations, which helps build a credible brand image. Companies like Apple and Ritz-Carlton exemplify how strong branding can cultivate reliability and luxury perceptions through meticulous attention to detail. Trust leads to customer loyalty, which is essential for long-term success.

Driving Customer Loyalty: A well-managed brand creates emotional connections with customers, encouraging repeat purchases and advocacy. Brand managers develop strategies that enhance customer experiences, leading to increased loyalty. This loyalty not only boosts sales but also transforms customers into brand ambassadors who promote the brand organically.

Strategic Market Insights: Brand managers conduct market research to analyse consumer behaviour, trends, and competitor strategies. This data-driven approach allows them to make informed decisions about branding strategies, ensuring that the brand remains relevant and competitive in changing market

How to Become a Brand Manager

Step	Details
Step 1: Start with the Basics	Education
	- BBA (Bachelor of Business Administration): A well-rounded business degree focusing on marketing.
	- Bachelor of Marketing: Focuses on market research, advertising, and consumer behaviour.
	- BMM (Bachelor of Mass Media): Ideal for creative minds blending communication with branding.
	- BA in English: Develop storytelling skills to craft compelling brand narratives.
Step 2: Gain Experience	Optional
	- MBA (Master of Business Administration): Specialising in marketing can fast-track career growth.
	Internships
	- Intern during undergrad with marketing agencies or in-house brand teams to build experience.
Step 3: Skill Development	Entry-Level Roles
	- Start as a Marketing Assistant, Social Media Specialist, or Market Research Analyst.
	Climb the Ladder
	- With 3-5 years of experience, apply for associate brand manager positions to shape strategies.
	Master Branding Skills
	- Focus on brand positioning, customer journey mapping, and competitor analysis.
	Digital Marketing Proficiency
- SEO and Content Marketing: Ensure the brand appears where the audience is searching.	
- Social Media Strategy: Build brand presence across platforms and engage audiences.	
- Paid Advertising: Use PPC, Google Ads, and social ads to amplify reach.	
- Analytics Tools: Refine campaigns through data insights and performance metrics.	
Step 4: Networking & Growth	Certifications
	- Pursue certifications like Certified Brand Manager (CBM) or HubSpot Marketing .
	Internal Growth
	- Seek more responsibility, join cross-departmental projects, and expand marketing expertise.
Continuous Learning	
- Take workshops, webinars, and online courses (Coursera, Udemy) to stay ahead in brand management.	

Why Learn Digital Marketing to become a Successful Brand Manager

In today's competitive brandscape, being digital isn't optional - it's essential. Without a strong digital presence, even the most innovative brands risk becoming invisible to their target audiences. Digital marketing not only amplifies brand visibility but also ensures consistent messaging across platforms and enables real-time engagement with consumers. It transforms how brands interact with their audiences, offering opportunities to build loyalty, drive sales, and outshine competitors.

Key Benefits of Digital Marketing for Brand Managers:

- **Track Performance with Precision:** Digital marketing provides real-time analytics and performance data, allowing brand managers to see what's working (and what isn't) instantly. This insight means campaigns can be adjusted on the fly, maximising ROI and ensuring resources are directed toward the most effective strategies.
- **Engage Communities and Build Loyalty:** With tools like social media, email marketing, and content platforms, brand managers can foster deeper relationships with their audience. Interactive content, personalised messaging, and direct engagement help create vibrant online communities that enhance customer loyalty and advocacy.
- **Outpace Competitors by Leveraging Trends:** The digital world evolves rapidly, and brand managers who stay on top of emerging platforms, trends, and technologies position their brands as industry leaders. Whether it's capitalising on viral content, optimising for new search algorithms, or engaging with audiences on the latest social platforms, digital marketing enables brands to stay ahead of the curve.
- **Cost-Effective and Scalable:** Compared to traditional advertising, digital marketing offers highly scalable and cost-efficient solutions. Small campaigns can be tested with minimal budgets, and successful initiatives can be scaled up quickly, allowing brands of all sizes to compete in the digital arena.
- **Global Reach with Personalisation:** Digital marketing breaks geographical barriers, enabling brands to reach audiences worldwide. At the same time, personalisation tools allow for tailored experiences that make consumers feel seen and valued, enhancing brand trust and increasing conversion rates.

landscapes. By understanding consumer preferences, brand managers can tailor marketing efforts to better meet customer needs.

Cross-Functional Collaboration: Brand managers work collaboratively across various departments - such as marketing, sales, product development, and design - to ensure cohesive branding efforts. This collaboration is critical for maintaining a consistent brand message across all touchpoints, enhancing overall effectiveness in reaching target audiences.

Enhancing Business Value: A strong brand managed effectively contributes significantly to a company's overall value. It can attract top talent, boost investor confidence, and facilitate global expansion efforts. Brands that are perceived positively often enjoy higher market shares and can command premium pricing due to their established reputations.

Key Skills Every Brand Manager Needs

A successful brand manager is a combination of artist, strategist, and problem-solver, juggling multiple responsibilities to ensure the brand thrives in a competitive market. Here's a detailed look at the essential skills that make a brand manager truly effective:

• Creativity - Crafting Unique, Eye-Catching Campaigns

Creativity sits at the core of branding. Whether designing a marketing campaign, developing a new product concept, or crafting a compelling brand story, brand managers must think innovatively. The ability to generate fresh ideas and continuously innovate helps brands stand out and capture consumer attention. A creative brand manager can transform even the simplest product into something desirable and memorable.

• Communication - Translating Brand Vision to Teams, Stakeholders, and Customers

Exceptional communication skills are vital for brand managers, enabling them to clearly articulate the brand's vision and values to various audiences. From presenting ideas to executives and collaborating with marketing teams to crafting consumer-facing messages, effective communication is essential. The role also involves ensuring consistency across all channels, so the brand voice remains strong and cohesive.

• Leadership - Managing Teams and Guiding Campaigns from Start to Finish

Brand managers often lead cross-functional teams, working with designers, marketers, sales professionals, and external agencies. Strong leadership skills are essential to inspire, delegate, and drive campaigns forward. A brand manager must motivate their team, ensure alignment with brand goals, and oversee projects from conception to completion, ensuring that deadlines and quality standards are met.

• Analytical Thinking - Making Data-Driven Decisions that Shape Brand Growth

While creativity drives branding, data underpins strategic decisions. Brand managers must analyse market trends, consumer behaviour, and campaign performance to refine their strategies. This involves interpreting data from surveys, focus groups, and digital analytics tools to uncover insights that guide brand positioning and marketing initiatives. Analytical skills help brand managers adapt tactics, identify growth opportunities, and measure success.

• Time Management - Juggling Multiple Projects Without Missing Deadlines

A brand manager's day can involve overseeing several campaigns, coordinating with multiple departments, and managing different product lines. Strong time management and organisational skills are crucial to keep all elements on track. Prioritising tasks, setting achievable deadlines, and maintaining focus under pressure ensures that no project falls behind.

• Digital Savvy - Mastering Digital Marketing Platforms and Tools

In today's digital-driven world, brand managers must be proficient in digital marketing strategies and tools. This includes understanding SEO, social media algorithms, paid advertising, and content marketing. Familiarity with platforms such as Google Analytics, HubSpot, and Facebook Ads Manager is essential for tracking performance and optimising campaigns. Digital expertise allows brand managers to expand their reach, engage with audiences directly, and drive online visibility.

Continued on page 43

Continued from page 4

Curious About How Brands Win Customers? ...

• Problem- Solving - Thinking on Your Feet When Campaigns Don't Go as Planned

Not every campaign unfolds as expected, and brand managers need to be agile thinkers who can troubleshoot issues and pivot strategies when necessary. Whether handling negative feedback, adjusting to shifting market conditions, or recovering from an underperforming campaign, problem-solving skills are vital for keeping the brand on track.

• Customer Focus - Understanding Your Audience is the Key to Connecting with Them

A deep understanding of the target audience is at the heart of branding. Brand managers must stay attuned to consumer needs, preferences, and challenges. This empathy drives product development, messaging, and marketing strategies that resonate with audiences and foster long-term loyalty. Customer feedback and engagement often provide valuable insights for refining brand

initiatives.

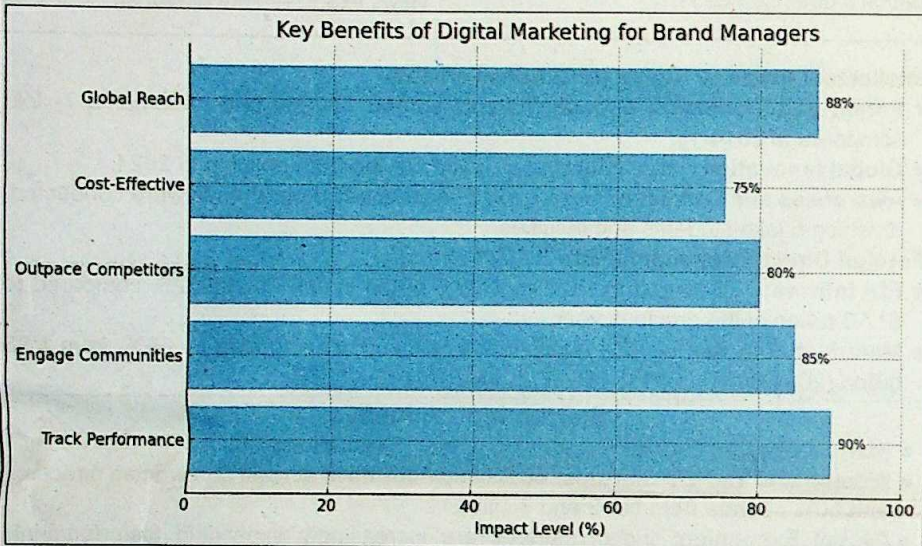
• Strategic Planning - Mapping Out Long-Term Goals for Brand Success

Branding isn't just about short-term gains - it's about establishing a lasting presence in the market. Strategic planning skills enable brand managers to set long-term objectives, anticipate industry trends, and position the brand for sustained growth. By creating comprehensive brand roadmaps and aligning them with the company's broader goals, brand managers ensure that every campaign contributes to the overall success of the brand.

Mastering these skills ensures that brand managers can confidently steer their brands through evolving markets, and ever-changing consumer expectations, keeping them ahead of the competition.

What to Study?

A curated list of top management colleges is put beside, as per the National Institutional Ranking Framework (NIRF) 2024, along with recommended courses



Based on the National Institutional Ranking Framework (NIRF) 2024, here are the top 10 management colleges in India:

Rank	Institution	Programmes Offered
1	Indian Institute of Management Ahmedabad (IIMA)	Post Graduate Programme in Management (PGP), Fellow Programme in Management (FPM)
2	Indian Institute of Management Bangalore (IIMB)	Post Graduate Programme in Management (PGP), Executive Post Graduate Programme (EPGP)
3	Indian Institute of Management Kozhikode (IIMK)	Post Graduate Programme in Management (PGP), Fellow Programme in Management (FPM)
4	Indian Institute of Technology Delhi (IITD) - Department of Management Studies	Master of Business Administration (MBA), MBA in Telecommunication Systems Management
5	Indian Institute of Management Calcutta (IIMC)	Post Graduate Programme in Management (PGP), Post Graduate Programme for Executives (PGPEX)
6	Indian Institute of Management Mumbai (IIM Mumbai)	Post Graduate Programme in Management (PGP), Fellow Programme in Management (FPM)
7	Indian Institute of Management Lucknow (IIML)	Post Graduate Programme in Management (PGP), Post Graduate Programme in Agribusiness Management (PGP-ABM)
8	Indian Institute of Management Indore (IIMI)	Post Graduate Programme in Management (PGP), Integrated Programme in Management (IPM)
9	XLRI - Xavier School of Management	Post Graduate Diploma in Management (PGDM) in Business Management, Human Resource Management
10	Indian Institute of Technology Bombay (IITB) - Shailesh J. Mehta School of Management	Master of Business Administration (MBA), Doctoral Programme in Management

These institutions offer a range of programmes that can equip you with the necessary skills and knowledge to pursue a career in brand management.

that can pave the way for a successful career in brand management:

Selecting the right institution and course is pivotal in shaping your career as a Brand Manager. Consider your career goals, the curriculum offered, faculty

expertise, and placement opportunities when making your decision.

(The author is a web-content writer and a career counsellor. Feedback can be sent to feedback.employmentnews@gmail.com.)

Views expressed are personal.

CSIR-NORTH EAST INSTITUTE OF SCIENCE & TECHNOLOGY, JORHAT, ASSAM
(Council of Scientific & Industrial Research)
Jorhat - 785006 (ASSAM)

"Government strives to have a workforce which reflects gender balance and women candidates are encouraged to apply"

Advertisement No. 1/2025-REC

Date of Commencement of Online Application: 14-01-2025 (09:00 AM)

Last date of submission of Online Application: 14-02-2025 (05:00 PM)

Last date of receipt of Hardcopy of Online Application: 28-02-2025 (05:00 PM)

CSIR-North East Institute of Science and Technology, Jorhat, a premier institute under the Council of Scientific and Industrial Research (CSIR), involved in multidisciplinary R&D programmes of both basic and applied nature across scientific disciplines for economic, environmental and societal benefits for the people of India. The Institute is equipped with sophisticated state-of-art analytical and other equipments, lab and pilot facilities to carry out research activities in frontier areas of Science.

CSIR-NEIST invites online applications from Indian citizens for the following Administrative posts as per the particulars given below:

Post Code	Name of Post	No. of posts Reservation	Upper Age Limit as on 14-02-2025	Pay Level in Pay Matrix	Essential Qualifications
JST-01	Junior Stenographer	No. of Posts - 04 Category UR - 03 OBC - 01	27 years	Pay Level - 4 (₹25,500 - 81,100/-) As per 7 th CPC Pay Matrix	10+2/XII or its equivalent and proficiency in stenography as per the prescribed norms fixed by DOPT from time to time.
JSA-02	Junior Secretariat Assistant (General)	No. of Posts - 03 Category UR - 03	28 years	Pay Level - 2 (₹19,900 - 63,200/-) As per 7 th CPC Pay Matrix	10+2/XII or its equivalent and proficiency in computer type speed and in using computer as per the prescribed norms fixed by DOPT from time to time.
	Junior Secretariat Assistant (Finance & Accounts)	No. of Posts - 01 Category UR - 01			
	Junior Secretariat Assistant (Stores & Purchase)	No. of Posts - 04 Category UR - 03 OBC - 01			

• Out of 04 posts of Jr. Stenographer, 01 post is reserved for Persons with Benchmark Disabilities (PwBD).

• Out of 08 posts of Junior Secretariat Assistant, 01 post is reserved for Ex-Servicemen.

• **Abbreviations:** UR - Unreserved; OBC - Other Backward Class

For detailed advertisement candidates are advised to visit Institute's website www.netst.res.in.

EN 41/74

Sd/- Administrative Officer

File No. Admin-12011(16)/11/2024- eoffice
Government of India

Ministry of Health and Family Welfare
Directorate General of Health Service
Central Drugs Standard
Control Organization
(Drugs Section)

Ministry of Health and Family Welfare invites application from eligible candidates for filling up the posts as mentioned below at Central Drugs Testing Laboratory, Hyderabad on deputation basis. **The last date for receiving the applications will be within 60 days from the date of publication of this advertisement in the Employment News.**

2. For further details please visit Ministry's website <https://mohfw.gov.in> or CDSCO website <https://cdsco.gov.in>.

Sl. No.	Name of the Post	Pay as per 7th CPC	No. of Post	Office for which the post is filled up
1.	Junior Scientific Officer	Pay Level 8 of 7th CPC (Rs. 47600 - 151100)	1 (one)	Central Drugs Testing Laboratory, Hyderabad
2.	Senior Scientific Assistant	Pay Level 7 of 7th CPC (Rs. 44900 - 142400)	1 (one)	Central Drugs Testing Laboratory, Hyderabad

(Dileep Kumar Rajput)
Director (Admn.)

C.D.S.C.O. Headquarter, Directorate General of Health Services
Ministry of Health and Family Welfare, New Delhi-110002
CBC 17194/11/0020/2425

EN 41/40