


# Inixia Resource Materials: Service Management

## *Brand Building: How*


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HOW

### How it`s delivered

- Each service's **HOW** should flow from a deep understanding of the **target (WHO) and the desired (WHAT)**.  
*i.e. HOW is normally not where you begin*
- **A clearly defined Strategy that leads to a choice of:**  
(the 4 P's of Marketing)
  - Solutions Projects & Program (Product)
  - Coverage and Adoption (Place)
  - Communications (Promotion)
  - Pricing Strategy (Price)
- **Don't start here!**

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## strat·e·gy

/ˈstrɑːdʒəʒi/

*noun*

a plan of action or policy designed to achieve a major or overall aim.  
"time to develop a coherent economic strategy"

**Similar:** master plan grand design game plan plan of action plan policy

- the art of planning and directing overall military operations and movements in a war or battle.  
**Similar:** the art of war military science military tactics generalship
- a plan for military operations and movements during a war or battle.  
"nonprovocative defense strategies"

*An integrated, overarching concept of how the business will achieve its objectives.*

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