STRATEGIC MARKETING

Prepared By : JUST IMAGINE INFINITY

STRATEGIC MARKETING

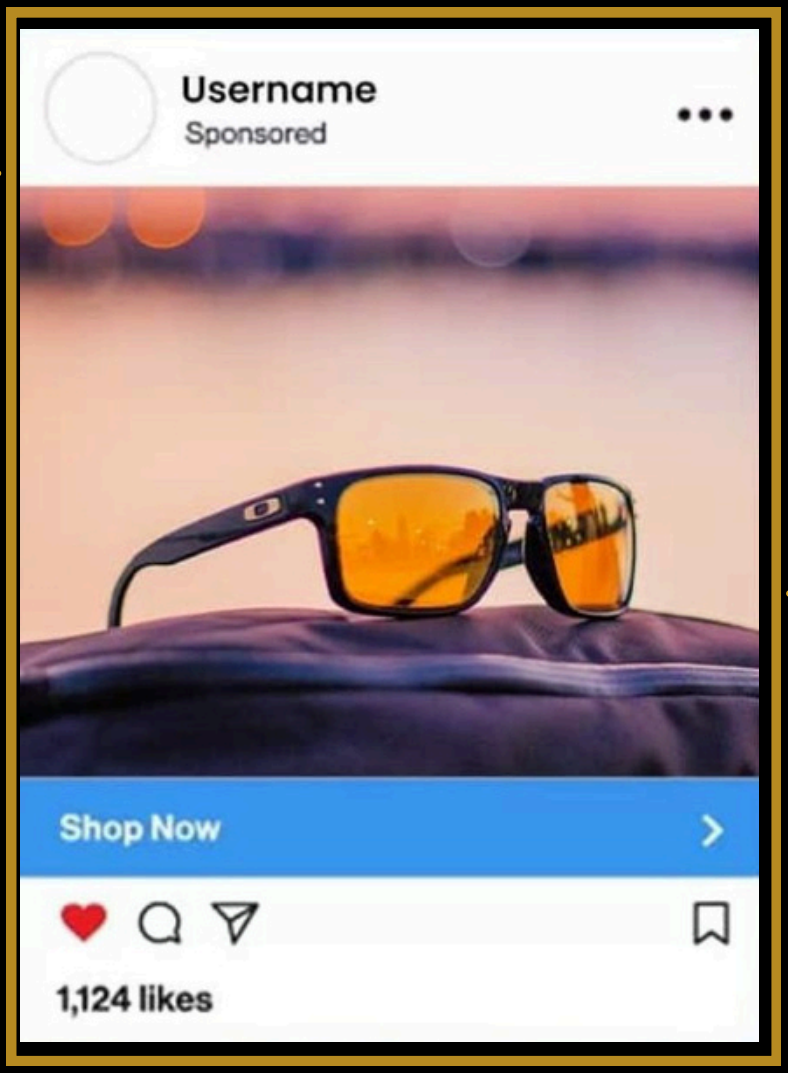
VS

SOCIAL MEDIA MARKETING

SOCIAL MEDIA MARKETING

Our company doesn’t consider the act of posting a picture or video and paying to boost it on social media as ‘marketing’ or ‘social media marketing’

VISUALS & PRODUCTS



CONTENT

Boost Post

This is the common method that every so-called marketing and social media marketing expert uses. Using this method of posting a picture, boosting it, and hoping for the best doesn’t work anymore as there is way too much market noise and competition. We use the power of strategic marketing to find a unique position where your brand stands, and we work across all platforms to express this to the target audience

STRATEGIC MARKETING

02

We use the power of strategic marketing, branding, Google Ads, social media marketing (Facebook, Instagram, TikTok), SEO, and Google citations to achieve your business goals.

STRATEGIC MARKETING

WHAT IS STRATEGIC MARKETING?

Strategic marketing is a comprehensive approach that allows businesses to focus on creating and delivering value to their targeted audiences in a way that is also beneficial to the organisation. It involves understanding the market and the competition, defining a brand's position, expressing the brand's identity, and effectively communicating its values and vision.

Our company doesn't consider the act of posting a picture or video and paying to boost it on social media as 'marketing' or 'social media marketing'

BRAND SUBSTANCE

WHAT IS BRAND SUBSTANCE ?

we recognize that the psychology behind brand influence mirrors our interactions with people. Just as we cherish our loved ones for their substance—what they bring to our lives, their unique perspectives, and their significance—brands also possess substance. Our brand substance is composed of our purpose, vision, mission, and core values. These elements provide internal clarity on our existence, guiding us toward meaningful impact.

BRAND SUBSTANCE

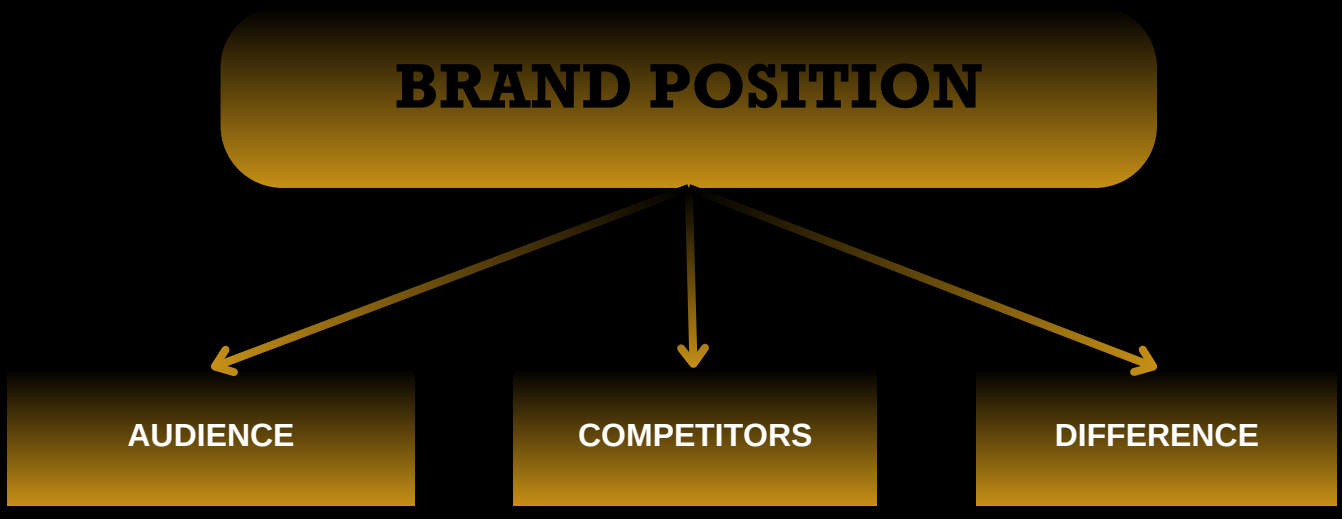
- VALUES
- PURPOSE
- VISION
- MISSION

BRAND POSITION

WHAT IS BRAND POSITION ?

At Just Imagine Infinity, we understand that brand positioning is an art. It involves crafting your brand's offering and image in a way that occupies a unique space in the minds of your audience. When you offer the same as everyone else, you risk getting lost in the noise. Effective positioning sets you apart.

Our brand position serves as the cornerstone of our entire strategy. It emerges from careful analysis of our audience, competitors, and what sets us apart.

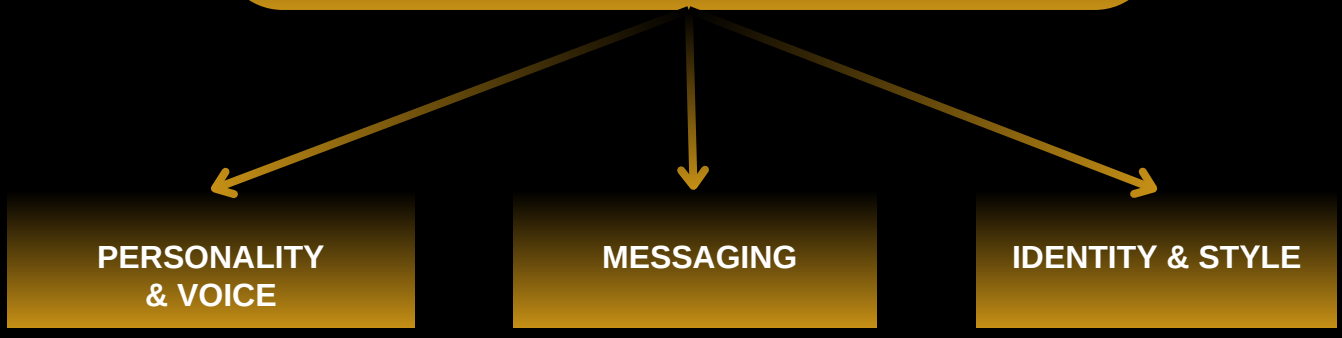


BRAND EXPRESSION

WHAT IS BRAND EXPRESSION ?

At Just Imagine Infinity, we recognize that brand expression is a critical component of our strategy. It represents the part of our brand that our audience sees, experiences, and engages with. To truly capture hearts and minds, we believe in connecting with our audience on an emotional level. This involves developing a human brand that embodies characteristics and messages that resonate with our audience.

BRAND EXPRESSION



Thank You

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SCAN TO VISIT
OUR WEBSITE