

Building Brands: Boosting Sales in Challenging Economic Times

Acquire key skills for building and boosting brand value for increased customer appeal

Date: July 29, 2026 **Duration:** 2 days

Mode of Delivery: Hybrid



Overview

Guided by senior members of LBS' marketing faculty, this programme provides in-depth exposure to leading-edge thinking on successful B2B marketing practices. Participants explore the fundamentals and best practices of brand strategy, with a strong focus on practical application. The programme equips attendees to build customer value models that clearly articulate the value of their offerings to target customers and market segments.

Through collaborative exercises and peer discussions, participants analyse marketing strategies, share experiences, and broaden their perspectives. The programme helps participants craft distinctive brand positioning, manage brand touchpoints effectively, and design strategies for managing brand portfolios. This enhances the organisation's ability to boost sales and create meaningful customer value.

Who should attend

This Programme is designed for managers responsible for brand strategy, marketers seeking to enhance their brand-building capabilities, and leaders aiming to elevate the role of branding within their organisations. Participants typically work in business-to-business or consumer-facing environments where strong brands directly influence sales and customer loyalty.

PROGRAM FEE:
N750,000

Learning Objectives and Benefits

Participants on this programme will:

- Understand why brands matter, how they drive sales, and create lasting value.
- Learn to craft distinctive brand positioning and create compelling brand experiences.
- Apply frameworks for managing brand portfolios and elevating brand impact across the organisation.

Structure and Curriculum

- Brand power: meaning and best practices
- Building and wrecking a brand
- Intrigue marketing and tweaking brand sales in the face of stiff market competition
- Creating new markets through brand segmentation & positioning
- Creating sales in new markets: the role of segmentation, targeting & positioning
- Stretching your brand into new markets
- Can brand repositioning raise sales?
- Reviving brand sales in the face of fatigue
- Sales, sales promotion and the brand effect
- Branding through social media
- Managing brand imitation and counterfeiting

Secure Your Spot / Need to Know More?

Oluwakemi Mfon-Bassey
08086726686
Omfon-Bassey@Lbs.edu.ng

Afolabi Oyewunmi
07019900756
Aoyewunmi@Lbs.edu.ng

Toba Olugosi
07080070553
Tolugosi@Lbs.edu.ng

Florence Dick
07086095194
Fdick@Lbs.edu.ng
Exceedsales@Lbs.edu.ng

Lagos Business School
Lekki - Epe Expressway Ajah,
Lagos, Nigeria
Info@Lbs.edu.ng
+234-(0)-8025014623