

The Value of Combining Brand & UX Strategy

Common Goals: Both Brand & UX strategy are focused on understanding and prioritizing end user needs to provide value at every touchpoint, creating positive brand perceptions.



7 Reasons to Pursue Brand & UX Strategy Together

- Accounts for Today's Non-Linear Customer Journey
- Creates Research Efficiency
- Allows for Collaborative Insights
- Results in a More Cohesive Customer Experience
- Improves Messaging Consistency
- Establishes a Unified Mood Board Incorporating Traditional & Digital Applications
- Saves Money

The Process



Brand Recommendations

- Brand Positioning
- Brand Promise
- Brand Essence
- Tagline
- Brand Architecture
- Brand Personality

Goal: Establish a Consistent Voice and Go to Market Strategy

UX Recommendations

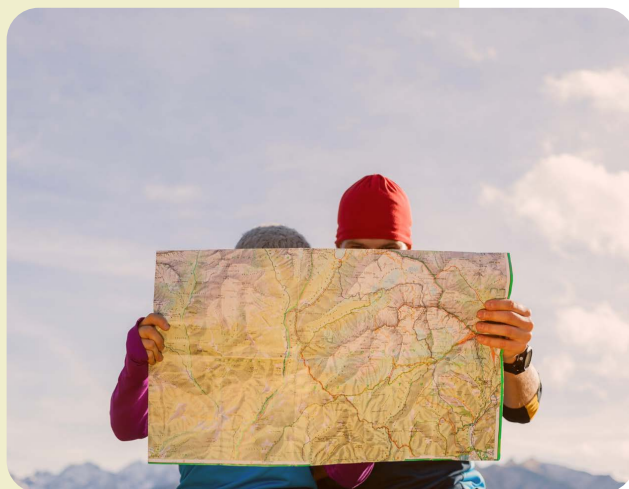
- Sitemap
- Content Recommendations
- Page Layout Recommendations

Goal: Create a Foundation for Future Website Improvements

End Result: One Consistent Approach Based on In-Depth Data

A Combined Approach Creates ...

- **Efficiency:** Combining strategies allows organizations to tap into critical research audiences once instead of multiple times, avoiding survey and focus group fatigue. It also allows for the sharing of key learnings across teams that can significantly impact each team's work, helping to accelerate organizational goal achievement.
- **Consistency:** Pursuing brand and UX strategy in tandem helps you create consistent, data-driven brand experiences across the entire customer journey, accounting for today's non-linear customer journey.
- **Impact:** Marketing success hinges on providing a seamless, frictionless, and enjoyable customer experience at every touchpoint. Conducting brand and UX strategy together helps you go to market more effectively and cohesively.



Resources



Blogs

- [Enhance Customer Engagement, Market Presence with Both Brand & UX Strategy](#)
- [The Importance of Brand Strategy](#)
- [User Experience: Your New Competitive Advantage](#)
- [The Benefits of Website UX Research](#)



Videos

- [The Dynamic Duo of Brand Strategy & UX Research](#)
Around the Campfire Podcast | Season 2, Episode 1
- [UX 101: A Beginner's Guide](#)
Around the Campfire Podcast | Season 1, Episode 3



Webinars

- [The Hidden Power of a United Brand & UX Strategy](#) (recording)
- [You & UX: The Relationship You \(Probably\) Don't Know You Need](#) (recording)