

# Brand Strategy vs. Marketing Strategy: There Is a Difference.

*Many companies confuse them – and pay the price.*

## Quick Definitions:

**Branding** is who you are, what you stand for, and how you want to be perceived.

**Marketing** is the actions and strategies used to promote your brand and deliver its message to potential customers.

## Where Most Companies Go Wrong:

- Launch campaigns without clarifying their core messages.
- Invest in "marketing" that's not anchored in anything meaningful.
- Rebrand hoping that doing so will fix poor sales or lack of direction.

## What Great Companies Do:

- Build their brand foundation first (voice, values, visuals).
- Align internal teams around that identity.
- THEN execute strategic, targeted marketing that reflects that planning.

### Let's Talk.

Our Brand Focus Solution can help.

[carneyco.com/brand-focus/](https://carneyco.com/brand-focus/)

