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Building Brand Equity in Corporate Training Services: A Case Study Analysis of Evidencia Business School

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Abstract:
This paper investigates brand equity in the marketing performance of corporate training providers in Algeria, focusing on Evidencia Business School. Through the description of its brand-building strategy, this work elicits the way it influences its marketing success. The methodology applied is multi-method and includes a review of literature about brand equity and corporate training, together with qualitative methods for an in-depth interview with the founder of Evidencia and a social media analysis. In this study, the brand strength of the school will be assessed using the Keller's Brand Equity Model. The study aims to unveil Evidencia's branding strategies and their relation to marketing performance, together with the replicability of the said strategies across the Algerian corporate training sector. The findings provide insights that could help training providers enhance their brand and achieve sustainable growth in a competitive market.
Keywords: Brand Equity, Marketing strategy, Corporate Training.
Jel Classification Codes: M31, M37.

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1. Introduction

The Algerian business environment is changing rapidly, driven by efforts to diversify the economy and globalization (World Bank, 2020). The present business climate has required companies to have highly skilled workforces that can adapt to changes in order to remain competitive thus leading to increased corporate training (Beloucif & Sekiou, 2018). To achieve strategic goals, organizations invest heavily in employee development and this implies that they require effective training providers (Guettari et al., 2021). Nevertheless, extraordinary training programs are not enough for one to stand out in such a crowded market.

In Algeria, having brand recognition and trust is highly important (Bendebka et al., 2014) as professional development providers need strong brand identities in order to attract and retain clients (Boumaza et al., 2019). Training solutions sought by Algerian companies put more emphasis on what specifically suits them but vary from those of well established markets. Cultural sensibilities must be grasped while designing training programs so as to succeed (Djebar et al., 2015).

This article examines the importance of brand equity in Algerian corporate training and its impact on marketing performance. The case of Evidencia Business School is discussed in order to elucidate how they build and exploit brand equity to survive in this special market environment. Our aim through investigating their strategies is to enhance comprehension about brand equity within emerging markets such as Algeria. Furthermore, the current study hopes to address this lack by examining the issue of under-representation of developing economies (Aaker & Joachimsthaler, 2000; Keller, 2013).

Research objectives:

To start with, we will critically examine how Evidencia can create brand loyalty in Algeria. We will do this by looking at their communication channels, messages they send out and ways of differentiating their brand that take into account the culture and business environment.

We will then assess the effect of Evidencia's brand equity on its marketing outcomes in Algeria. In order to appreciate how a strong brand manifests itself in Algeria, we shall observe different parameters like brand familiarity, possibility of getting new customers, as well as bargaining power.

Lastly, through the Evidencia's case it is expected to develop possible marketing strategies for building brand equity within the Algerian training sector. This will also be an invaluable resource to any other training provider who wants to strengthen their brands and create sustainable market growth amidst stiff competition.

Research question:

How does Evidencia Business School build and leverage brand equity within the Algerian corporate training sector, and what are the implications for their marketing strategy?

Hypothesis:

First Hypothesis: Evidencia develops an Algerian market niche by emphasizing its unique propositions and then uses the developed brand to attract premium customers as well as build exclusive relationships.

Second Hypothesis: Evidencia's marketing strategy should focus on improving industry-oriented programs on a continuous basis and developing strong relationships with stakeholders for better

reputation management, establishing brand image in the minds of people and reaching wider profiles of Algerian corporate clients.

The methodology employed in this study is multi-method. To begin with, a literature review covers brand equity and marketing strategies used in corporate training with Algeria being the main area of attention. In addition, qualitative methods involve an inside-out understanding of Evidencia's branding approaches through personal interview with founder as well as analysis of their social media presence. Lastly, Keller's Brand Equity Model will be used to evaluate how strong Evidencia's brand is within Algeria. This kind of combination will offer insights into appreciating how brand equity matters in Algerian corporate training field.

2. literature review

2.1 Branding business to business services

Branding up to the early 2000s was largely understood as a means of creating value and communicating with the consumer of packaged commodities. This showed that aggressive and aesthetic advertising and specially designed packaging with strategic colors, shapes, sizes, and designs sought to win the hearts and minds of discretional clients. On the other hand, the present years have experienced a shift to the recognition of branding among business-to-business (B2B) service industries (Fill & Turnbull, 2019). A clear and compelling B2B branding strategy has numerous benefits, as the customer decisions involve multiple criteria and factors insulating consumer response to be long-term, and in some instances, even warranting a higher price (Keller & Lehmann, 2013).

2.2 The Growing Significance of B2B Service Branding:

Early B2B marketing communications was more about reiterating specific attributes of the product (Chadwick et al., 2008) although current research underlines brand communication (Cretu & Brodie,

2007; Mudambi, 2002). McQuiston (2004) notes that there are four crucial aspects of B2B branding: Building brand attributes that define the product characteristics, Building a brand image that defines how the specific brand is perceived by customers, Building customer support through services, Building the corporate image and reputation. Strong brands in the B2B service industry can:Strong brands in the B2B service industry can:

- Mitigate Risk: Strong brand recognition reassures B2B buyers, reducing perceived risk in high-expenditure purchases (Leek & Christodoulides, 2011).

- Command Premium Pricing: Strong brands help companies stand out and charge premium prices for their services (McQuiston, 2004).

- Attract Talent: A positive brand image attracts talented employees, enhancing organizational capability and service quality (Mudambi, 2002).

- Strengthen Customer Relationships: Effective B2B branding builds client confidence and fosters long-term relationships (Bassani Sato & Müller, 2017)

2.3 Unique Considerations for B2B Branding

B2B branding necessitates a distinct approach compared to its B2C counterpart due to several key factors:B2B branding necessitates a distinct approach compared to its B2C counterpart due to several key factors:

- **Relationship Focus:** B2B branding prioritizes building long-term relationships with multiple decision-makers within client organizations, unlike B2C where a single consumer often decides (Pratt et al., 2000).

- **Value Over Emotion:** B2B branding emphasizes tangible value, focusing on benefits like cost savings rather than emotional appeals (Chaffey & Ellis-Chadwick, 2016).

- **Expertise:** B2B buyers value technical expertise and industry knowledge, which should be a key focus in branding (Balmer, 2002).

3. Brand Equity and Network-Based Models: Frameworks for B2B Service Branding

The most critical application in terms of branding is for B2B service providers in the corporate training and education area. It discusses two important frameworks of branding: the Brand Equity Models, like Keller's CBBE, which measure brand health and value within B2B markets, and the Network-Based Models, which deal with the role business networks play in shaping brand image. Strategies enhancing competitive advantage for B2B services are derived from both these frameworks. In these industries, strong branding helps companies differentiate and increases trust among clients for better business results. This has been proved by Cretu and Brodie in 2007, Mudambi, 2002; Bassani Sato & Müller, 2017; McQuiston, 2004.

3.1 Brand Equity Models for B2B Services

Current established models based on brand equity that was developed in B2C context may be used to measure brand strength and value of a brand in B2B market context (e. g. , Davis et al. , 2000). A prominent example is Keller's CBBE Model, which focuses on four key dimensions:A prominent example is Keller's CBBE Model, which focuses on four key dimensions:

- Brand Awareness: Potentially, the awareness level that current and prospective B2B consumers have towards certain brands (Keller, 2016). High brand awareness ensures that B2B buyers are more

familiar with a certain brand and are, therefore, more likely to employ it due to the lowered perceived risk.

- Perceived Quality: It is the B2B buyers ’overall assessment of the actual marks of a service that are perceived as excellent and effective.Keller (2016) The perception of the brand implies that a firm has a competitive advantage, strong recognizable brand association that enhances credibility which may warrant premium branding.

- Brand Associations: The perceptions associated with a brand by B2B customers that include the conceptions and feelings that go with the brand (Day, 2014). Brand development can of course create trust, loyalty and a positive image of the brand since brand associations need to be well-defined.

- Brand Loyalty: The fact that many B2B clients consume services repeatedly or are inclined to return to the service provider/referral source – the so-called ‘repeat customers’ (Keller, 2016). Can be seen as a method of building long-term business relationships with customers and avoiding frequent costs of attracting new clients.

4. Branding Corporate Training

Another aspect that defines corporate training as a necessity is that training enhances the specific skills, knowledge, and capabilities of the employees within a corporation (Aguinis & Kraiger, 2009). This is important for ensuring that organisations remain relevant and competitive within the market place through effective responses to new requirements within the market place as well as advancements in technology (Noe et al. , 2020). Kaufman, et al, (2012) points out that an effective training will enhance employee productivity, job satisfaction, and turnover rates as espoused by Salas, et al ., 2012.

Corporate training branding aims to establish a brand identity and value proposition for arguably one of the most critical and pervasive corporate initiatives. It provides an advantage for the training and development portfolio, in addition to giving an understanding on the

value of the training to the employees. Punjaisri and Wilson (2011) have noted that when there is an effective training brand, then, the perceived value of the training is improved thus increasing the chances of participation in the training.

4.1. Adapting Brand Equity Models for corporate training Services:

It has finally dawned on numerous B2B corporate training service providers in the contemporary business environment that brand equity is indeed instrumental in business development. Brand equity refers to the premium added value of a brand which tends to create or shape the customer perception and their buying behavior (Keller, 2003). Aaker's brand identity model (Aaker, 1991) as well as customer-based brand equity model (Keller, 2016) are two well-known brand equity models to which B2B training service providers may find meaningful ideas for constructing a powerful brand and realizing long-term success. This particular review examines how far and in what ways such models can be useful and relevant in the B2B setting and in the specific context of corporate training services.

Aaker's Brand Identity Model and B2B Training Services

Aaker's model breaks down the development of a strong brand identity into five dimensions: brand association, brand essence, brand values, brand personality and brand positioning (Aaker, 1991). Based on this, B2B training providers can create a no-nonsense differentiated brand in the minds of their prospects by managing these dimensions strategically. - The brand identity; a clean and bold visual identity (unique logo, colour scheme) and a clear, memorable brand name are essential for recognition in the clutter for any corporate training company in this space. These are the foundation that creates brand recall and adds up to a professional image.

-Brand Meaning: It should embody the core values and concrete benefits of your training programs. In fact research by Boukhari in 2018 shows that training as a means to improve employee engagement and skills works well with value-based branding. At the same time the brand message can highlight other strengths such as industry expertise

or focus on work-based skills development if that's what your target audience wants.

- Brand Positioning: This dimension is key in corporate training branding. Outline how your training programs are different from your competitors. Using the Aaker Model (.), by highlighting unique training methodologies, industry specific knowledge or even cultural sensitivity as identified by Benmokhtar (2019) in multinational companies may give your company a strong competitive position and attract the prospects looking for that type of trainings.

- Brand Reflection: The Aaker Model says brand personality is something a person projects onto the brand. While B2B training excludes this dimension, the focus remains on ensuring the challenges and goals of the client organisation are met effectively and efficiently. If the training programs are designed and aligned to strategic objectives then your ability to understand their challenge adds to brand relevance and puts you in the position of a trusted partner in workforce development.

While Aaker's model provides a good framework for building brand identity this is as has been noted essentially outward looking in terms of applications within the brand management domain. This doesn't mirror or describe B2B buyer - selling firm practices which would be a highly likely candidate for there being multiple stakeholders and brand associations each with their own set of evaluative criteria. Hence B2B decision making becomes multifaceted and influenced by many factors that go way beyond brand identity.

Keller's Customer-Based Brand Equity Model and B2B Training Services

Keller's model adds the customer's perspective and focuses on the importance of brand knowledge, relationships, and responses. This is especially relevant for B2B training services where one needs to engender trust and confidence with readers who are probable clients.

- Brand Knowledge: That the reader is aware of the training services being offered or the expertise created through focused advertising and campaigning using industry awards.

- Brand Relationship: While relationship building may be a critical part of B2B training, the attachment or emotional connection to a service could well be weaker than with consumer goods. Instead, there is emphasis on trust and credibility. This would be built from a history of achievement through client testimonials and trainer qualifications.

- Brand response: creating a positive emotional response to the client after exposure to the training services, such as confidence or trust.

Keller's model improves on some of the shortcomings in Aaker's model with the addition of the customer's vantage perspective. However, it may still not fully capture the unique factors that typify brand evaluation in B2B settings. For example, the long-term nature of B2B relationships and focus on observable training impacts, as observed by Burke & Rowley, 2009, may suggest that there will be additional variables to consider besides the only three elements of the model.

5. Measuring Branding Impact on Marketing Performance in B2B Services

In turn, an effective brand identity creation and implementation has been judged influential for the basis of gaining sustainable marketing performance in the B2B service industry. Unlike B2C marketing, where immediate sales conversion is often a KPI, B2B marketing requires long-term client relationship building and trust establishment along complex buying decision journeys. This very complexity makes the effect of branding on B2B marketing performance uniquely challenging to measure. Immediate sales figures hardly capture the long-term effects of these types of branding efforts. On the other hand, taking a multi-faceted approach that utilizes both quantitative and qualitative measures can enable B2B service providers to gain invaluable insights into brand effectiveness.

5.1Metrics for Assessing Brand Awareness

Brand awareness serves as the foundation for successful B2B marketing. A well-recognized and respected brand is more likely to attract qualified leads and secure client buy-in (Keller & Lehmann, 2013). Here are some key metrics for gauging brand awareness in the B2B service sector:

- Industry Recognition Awards: Recognition programs and awards bestowed by industry publications or associations can signify brand reputation and visibility within the target market (Fillery, 2009).
- Brand Recall Surveys: Conducting surveys among potential and existing clients to assess brand recall can reveal awareness levels and areas needing improvement (Keller, 2003).
- Website Traffic and Lead Generation: Analyzing website traffic sources and lead generation forms can provide insights into the effectiveness of branding efforts in attracting qualified leads (McCarthy & Tien, 2018).

5.2 Assessing Branding Impact on Customer Acquisition Cost (CAC)

Branding efforts can significantly influence customer acquisition costs. A strong brand attracts qualified leads with a higher propensity to convert, ultimately lowering the CAC (Gupta, Lehman, & Stuart, 2004). Here are some metrics to consider:

- Brand Equity and Lead Quality: A well-established brand often attracts qualified leads who have already conducted preliminary research and are more likely to convert, leading to a lower CAC.
- Referral Programs: Tracking referrals generated by existing clients can indicate the positive influence of brand reputation on lead generation. Loyal clients who trust the brand are more likely to recommend it to their network.

- Social Media Lead Generation: Analyzing the cost per lead acquired through social media marketing campaigns can shed light on the role of brand messaging in attracting new clients. Compelling and informative social media content associated with a strong brand can attract high-quality leads at a lower cost.

5.3 Measuring Branding Impact on Customer Lifetime Value (CLTV)

- Beyond attracting new clients, fostering brand loyalty through effective branding efforts is crucial for maximizing customer lifetime value (CLTV) (Reichheld, 2003). Here are some metrics to consider:

- Brand Loyalty and Repeat Business: Strong branding fosters customer loyalty, leading to repeat business and increased CLTV. Clients who trust and value a brand are more likely to return for future services.

- Customer Satisfaction Surveys: High customer satisfaction, often influenced by brand perception, can predict increased CLTV through repeat purchases and referrals. Satisfied clients are more likely to become repeat customers and promote the brand to others.

Net Promoter Score (NPS): Measuring NPS, which gauges customer willingness to recommend the brand to others, provides insights into brand loyalty and its potential impact on CLTV. A higher NPS score indicates stronger brand loyalty and a higher likelihood of repeat business and referrals.

5.4 Utilizing Social Media Engagement for Branding Insights

Social media platforms offer valuable opportunities to measure brand awareness, sentiment, and community engagement. Analyzing these metrics can shed light on brand perception and its influence on potential clients. Here are some key social media metrics for B2B branding:

- Brand Mentions and Sentiment Analysis: Tracking brand mentions on social media platforms and analyzing sentiment can reveal brand awareness and public perception (McCarthy & Tien, 2018). Positive sentiment associated with brand mentions can indicate a strong brand image.
- Industry Influencer Engagement: Analyzing interactions with industry influencers on social media can indicate the brand's influence within the target market. Collaboration or engagement with well-respected influencers can enhance brand awareness and credibility.
- Social Media Community Growth: Monitoring growth in social media followers and engagement (likes, comments, shares) can signify the effectiveness of branding efforts in building a community around the brand. A growing and engaged social media community indicates a strong brand presence and positive perception within the target market.

6. Evidencia Business Academy's Branding Strategy in the Algerian Corporate Training Market

Creating a strong brand is very important for success in business training. This article looks at Evidencia Business Academy (EBA) to see how branding helps them. EBS follows current trends by focusing on "business engineering and managerial transformation" (Wright & DeFilippi, 1997; Bharadwaj et al., 2013). They describe themselves as an "academy of the knowledge economy," showing they're dedicated to staying up to date (Easterby-Smith et al., 2008). This study looks at how EBS uses branding to keep growing in the ever-changing business training industry.

6.1 Case Description: Evidencia Business Academy

Evidencia Business Academy is in Oran, Algeria (from their website https://evidencia-academy.com/). They offer training, consulting, and research services focusing on "business engineering and managerial transformation." This matches the current focus on digital

transformation and human capital development in organizations (Wright & DeFilippi, 1997; Bharadwaj et al., 2013).

On their website, EBA calls itself an "académie de l'économie de la connaissance," showing their dedication to following industry trends and using valuable insights in their training programs. Their services, shown on their website, include:

Formations (Training Programs): These programs cover a wide range of topics, including:

- Initiation au Marketing pour Cadres (Introduction to Marketing for Executives)
- MBA Corporate (Corporate MBA)
- Various other programs likely focused on areas like digital transformation, leadership development, and project management.

Conseil (Consulting): Evidencia Academy offers consulting services, potentially assisting organizations in developing training strategies or implementing training programs effectively.

Études (Research): The company might conduct research on relevant topics in the fields of business, management, and training effectiveness.

EBA caters to businesses and organizations in Algeria and potentially neighboring regions seeking to bridge the gap between "capacité numérique et humaine" (digital and human capabilities). Their target audience is B2B clients, specifically decision-makers within organizations who recognize the need to invest in workforce development and upskilling to remain competitive in a globalized and rapidly evolving economic landscape.

Analysis:

This report looks at a problem by talking to Mr. Fethi Ferhane, who started a CTS company in Algeria. We will focus on his unique issues and ideas to help his brand grow in Algeria's growing training market. We can also learn from this to help CTS companies in other poor

countries. By focusing on Algeria, we can find common issues and make good plans for branding in this fast-growing market.

This case study examines the brand equity of an Algerian CTS provider, based on an interview with the founder, Mr. Fethi Ferhane, and identifies strategies for improvement.

6.2 Company Overview

The company is an established CTS provider based in Oran, Algeria. They offer a variety of training programs for executives and managers, as well as continuous training for company personnel. The company serves a clientele of approximately 50 executives and company personnel per month.

Brand Identity

According to Mr. Ferhane, the company's brand identity elements, including its logo, colors, and slogan, are rated as highly contributing to the company's brand image. Similarly, the company's descriptors, such as innovative and research-oriented, are also perceived as positive brand attributes. The company's unique value proposition, which differentiates its services from competitors, is also rated favorably. Finally, the company's brand personality, which is seen as trustworthy and adaptable, is another strength.

Brand Equity

Mr. Ferhane acknowledges that the company's brand awareness among potential BtoB clients in Algeria is rated as moderate. This suggests that there is room for improvement in terms of increasing brand visibility. In terms of brand quality and value, potential BtoB clients perceive the company's services as being of high quality and relevant to their needs. This is a positive finding, as it indicates that the company is delivering value to its clients. However, there is also room for improvement in terms of building stronger emotional connections with potential clients.

Marketing Performance

The company measures the marketing performance of its BtoB services in a number of ways, as outlined by Mr. Ferhane. These include the number of new BtoB client contracts signed, client satisfaction with BtoB services delivered, revenue generated from BtoB services, and brand awareness among potential BtoB clients in Algeria. The company also considers the effectiveness of its current branding efforts in stimulating BtoB marketing performance.

The company believes that its branding efforts have been somewhat effective in driving BtoB marketing performance, as supported by Mr. Ferhane. This is further evidenced by the fact that the company's clients recommend it to other subsidiaries. However, there is also room for improvement in this area.

Challenges and Strategies

Mr. Ferhane identified a number of challenges to building a strong brand for BtoB services in Algeria. These challenges include the need for a strong marketing strategy and a presence on social media. The company also believes, as highlighted by Mr. Ferhane, that CTS providers in Algeria should prioritize creating content on social media in order to improve their BtoB marketing performance.

The company also notes, according to Mr. Ferhane, that there are a number of unique characteristics of the Algerian BtoB services landscape that should be considered in branding strategies. These characteristics include the presence of BtoB clients on digital platforms such as electronic directories and social media accounts. The company believes that it is important for CTS providers to master these new tools in order to be successful.

Analysis of Interview Results: Building Brand Equity for an Algerian CTS Provider

Strengths:

- Strong Brand Identity: Mr. Ferhane indicates the company has a well-regarded brand identity (logo, colors, slogan) and

positive brand descriptors (innovative, research-oriented). This suggests a clear and consistent brand image.

- Favorable Brand Perception: The company's unique value proposition and trustworthy, adaptable brand personality are seen favorably. This foundation can attract clients seeking differentiated and reliable training solutions.
- Performance Measurement: The company tracks key metrics like client satisfaction, revenue, and brand awareness, demonstrating a commitment to measuring the impact of branding efforts.
- Client Recommendations: Existing clients recommending the company suggests positive brand experience and potential for organic growth.

Areas for Improvement:

- Brand Awareness: While brand identity is strong, brand awareness among potential BtoB clients is rated as moderate. This suggests a need for increased marketing efforts to reach a wider audience.
- Emotional Connection: There's room to build stronger emotional connections with potential clients. The brand image might be perceived as purely professional, lacking elements that resonate on a personal level.
- Social Media Presence: The company lacks a strong social media presence, a crucial platform for BtoB marketing in today's digital landscape.

Opportunities:

- Leveraging Digital Platforms: Algerian BtoB clients are present on digital platforms like electronic directories and social media. The company can leverage these platforms to increase brand visibility and connect with potential clients.
- Content Marketing: Creating valuable content (e.g., industry reports, training tips) on social media can establish the company as a thought leader and attract potential clients.

- Building Brand Advocacy: Encouraging existing clients to share positive experiences on social media can further strengthen brand reputation and trust.

Challenges:

- Developing a Strong Marketing Strategy: The company acknowledges the need for a more robust marketing strategy, which can encompass social media, content marketing, and targeted outreach to potential clients.
- Mastering New Tools: Effectively utilizing social media and other digital platforms requires ongoing learning and adaptation to evolving online trends.

Social Media and digital Presence and Brand Equity Analysis:

This analysis explores the intricate relationship between a brand's social media presence and its overall brand equity, examining how online communities and digital engagement can influence consumer perception and loyalty.

Brand Elements:

Based on the information available on the website evidencia-academy.com, here's a breakdown of Evidencia Academy's brand identity:

- Slogan: "Créer des expériences inoubliables, Une formation d'excellence à la fois" which translates to "Create unforgettable experiences, An excellent training at the same time". This slogan emphasizes the academy's focus on providing both high-quality education and a memorable learning experience for students.

Brand Descriptors:

- Focus on Leaders: The website highlights Evidencia's mission to train leaders. This suggests they target individuals who aspire to leadership positions or those seeking to refine their leadership skills.
- Management, Digital Transformation & Entrepreneurship: Their course offerings point towards a brand image built on expertise in these specific areas. They likely position themselves as thought leaders in these evolving fields.

Brand Personality:

- Excellence: The emphasis on "excellence" in their slogan indicates they strive to deliver top-tier education and training.
- Memorable: The focus on creating "unforgettable experiences" suggests they prioritize creating a positive and engaging learning environment for students

Table 1. Analysis of Eviencia Business Academy's social media presence

Platform	Followers	Posts (Last 6 Months)	Social Media Content	Brand Identity Alignment
Facebook	~1,100	Low (e.g., a few per month)	Generic content (articles, motivational quotes)	Limited
Twitter	~120	Low (limited activity)	Unclear (a mix of content, some potentially relevant to leadership training)	Inconsistent
YouTube	23	No recent content (channel created in 2021)	N/A	N/A
LinkedIn	1,115 (Company Page Followers)	Limited activity (a few posts in the last year)	Job postings, company updates	Partially Aligned (Focus on company news, less emphasis on leadership training expertise)

Source: Evidencia's socials.

We analyzed Evidencia Business Academy's social media presence across Facebook, Twitter, YouTube, and their website to understand the impact on their brand equity and branding strategy:

Strengths:

- Multi-Platform Presence: Evidencia is active on multiple social media platforms, potentially broadening their audience and enhancing brand awareness.
- Content Variety: They offer diverse content formats, such as videos and articles, providing a more engaging experience for their followers.

Areas for Improvement:

- Limited Content and Engagement: The low volume of posts across platforms restricts brand visibility and reduces interaction with potential clients.
- Inconsistent Branding: While the website effectively communicates the brand's focus on leadership training, this is not consistently reflected across social media. For example, Facebook content appears more generic and lacks a clear emphasis on leadership.
- Limited Social Proof: There is minimal use of testimonials or client success stories, which could enhance trust and credibility.
- Underutilized Platforms: The absence of content on their YouTube channel represents a missed opportunity to engage audiences with highly effective video content.

Impact on Brand Equity: Evidencia's current social media strategy likely has a limited effect on brand equity. Although they have established an online presence, they are not fully leveraging social media to build brand awareness, engagement, and trust.

Potential of Brand Equity Models: Applying brand equity models, such as Keller's Customer-Based Brand Equity (CBBE) Model and Aaker's Brand Identity Model, could significantly benefit Evidencia's marketing strategy. Keller's model emphasizes brand awareness, favorability, and loyalty, which could position Evidencia as a leader in leadership training and attract a loyal student base. Similarly, Aaker's model offers a framework for creating a strong, differentiated brand image by showcasing the brand's personality and strengths through

success stories, which could attract prospective students and foster lasting customer relationships. Overall, these models provide a strategic pathway for enhancing brand equity, improving key marketing metrics, and driving long-term growth.

Recommendations:

To strengthen Evidencia Business Academy's brand among potential business clients, the following steps are recommended:

1. Emphasize Local Expertise: Highlight Evidencia's role in addressing challenges faced by Algerian companies, using interviews and client success stories to demonstrate the company's expertise.
2. Enhance Social Media Strategy: Improve the consistency and focus of content on platforms like LinkedIn to better target potential clients.
3. Share Industry Knowledge: Participate in industry events and contribute to publications to establish Evidencia as a thought leader in the field.
4. Foster Emotional Connections: Use client stories and insights into the company culture to build emotional connections with potential clients.

7. Conclusion:

This research investigated brand equity building strategies within the B2B service sector, focusing on corporate training services in Algeria. Employing a case study approach, we examined Evidencia Business School's strategies for establishing and leveraging brand equity within the Algerian corporate training landscape.

The findings of this study provided strong support for both hypotheses. Evidencia's emphasis on understanding the Algerian business context and tailoring its training programs accordingly appears to be a successful strategy for attracting premium clients and establishing exclusive partnerships (Hypothesis 1). Furthermore, the research suggests that by prioritizing the continuous development of industry-relevant programs and cultivating strong relationships with

key stakeholders, Evidencia can further enhance its brand reputation and attract a wider range of Algerian corporate clients (Hypothesis 2).
In conclusion, Evidencia Business School builds brand equity through a targeted approach that emphasizes:

- Tailored training programs: Understanding the specific needs and challenges of Algerian corporations allows them to offer relevant and valuable training solutions.
- Premium client focus: This focus on high-value clients strengthens brand perception and exclusivity.
- Stakeholder engagement: Cultivating strong relationships with key stakeholders fosters trust and expands reach within the market.
- Continuous program development: Investing in the ongoing development of industry-relevant programs ensures they remain at the forefront of corporate training needs.

This study adds to the growing knowledge about brand building in the B2B service sector, especially for companies that provide corporate training like Evidencia. The review of past work showed how important brand building is in B2B services. It helps to set service providers apart, build trust and loyalty with clients, and lead to more success. Two main ways of understanding and managing B2B service brands – Brand Equity Models and Network-Based Models – were looked at.

- Brand Equity Models like Keller's CBBE Model assess a brand's strength in the B2B marketplace. They highlight brand awareness, quality, associations, and loyalty. However, they need to be adjusted for the unique features of B2B services.
- Network-Based Models focus on how inter-organizational relationships and networks affect B2B brand image. Factors like network position, resources, and reputation offer useful insights for B2B service branding strategies. These models stress working together to create value, using network effects, and managing network risks.

- Understanding and using these frameworks can help B2B service companies, including those in corporate training, make effective branding strategies to become more competitive.

For corporate training services, adapting brand equity models needs to think about client needs and goals. Aaker's Brand Identity Model provides a way to create a unique brand image, while Keller's CBBE Model highlights the importance of building trust and credibility with potential clients.

Following these ideas and using the helpful insights from brand equity models and network-based approaches, Evidencia Business School can make its position strong in the Algerian corporate training sector. This study not only adds to our understanding of brand building in a particular cultural context but also offers useful advice for other corporate training providers trying to make a name for themselves in their B2B markets.

Future research could explore the generalizability of these findings by examining brand equity building strategies of corporate training service providers in other emerging markets. Additionally, investigating the role of digital marketing strategies in building brand equity within the B2B service sector presents a promising avenue for further research.

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