



7 Steps to Building a Great Online Brand

Presented by Raja Choudhury | raja@c3cube.com | +91 9871586502

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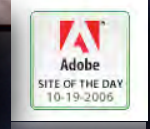
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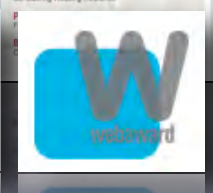
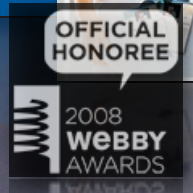
Wedding Tips & Advice
Damage Control
Considering Wedding Insurance



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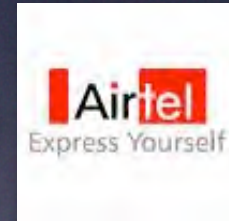
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PROPERTIES CORPORATE SMALL BUSINESS RE INVESTORS



Online Branding

A Brief History of Brands

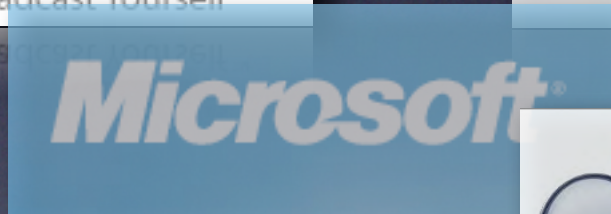
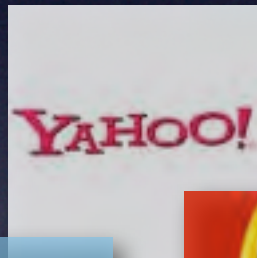
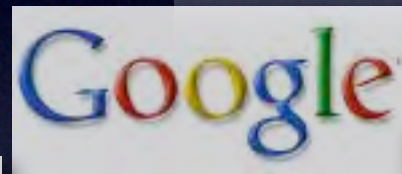


Why Branding?

Why Branding?

- Add up to 70% to the value of your Company.
- Have a lasting impression on the public imagination.
- Ensure Loyalty from customers and shareholders alike.
- Rally Employees to your Culture and attract new Recruits
- Allows you to diversify into other categories and businesses.

What makes a Brand Great?



What makes a Brand great!

- ➔ Great Design - Unique Positioning - the Brand Impression
- ➔ A Superior Product or Service
- ➔ Consistency on delivering on a Promise
- ➔ A Great Customer Experience
- ➔ Internal Commitment to keeping the Brand Great
- ➔ Staying Relevant to Market and Consumer Expectations

7 Steps to Building a Great Online Brand

Step 1: Have a Great Idea

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- Having a Good Idea is critical to building a great brand.
 - > Does your idea do something dramatically new or cater to a New Market?
 - > Does it fill a Gap or Need in the Market?
 - > Does it Improve the way of doing Something?

Step 1: Have a Great Idea

> Does your idea do something dramatically new or cater to a New Market?

- ❑ **Naukri.com**
- ❑ Launched 1997 - First in Indian Market
- ❑ Copied Classifieds from Newspapers
- ❑ Valued at over Rs 800 Crores today
- ❑ Revenues of over Rs 100 Crores
- ❑ 8:1 Valuation due to projected revenues and Brand dominance.



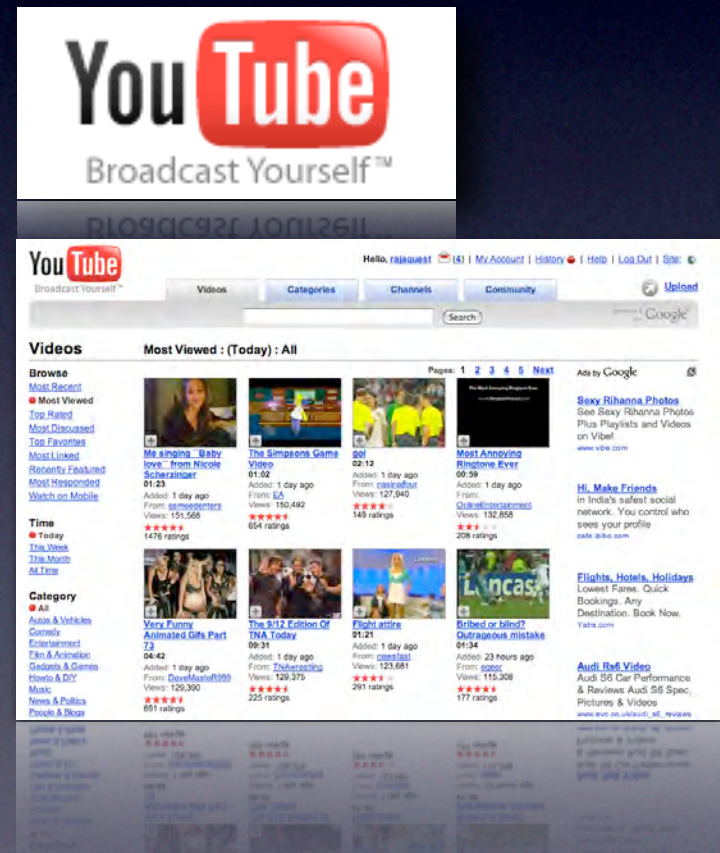
“In our scheme of things, the first priority is the product, the next is the brand -- we spend a lot of money on advertising both online and offline.”

Sanjeev Bikhchandani, CEO, Naukri.com

Step 1: Have a Great Idea

> Does it fill a **Gap** or a **Need** in the **Market**?

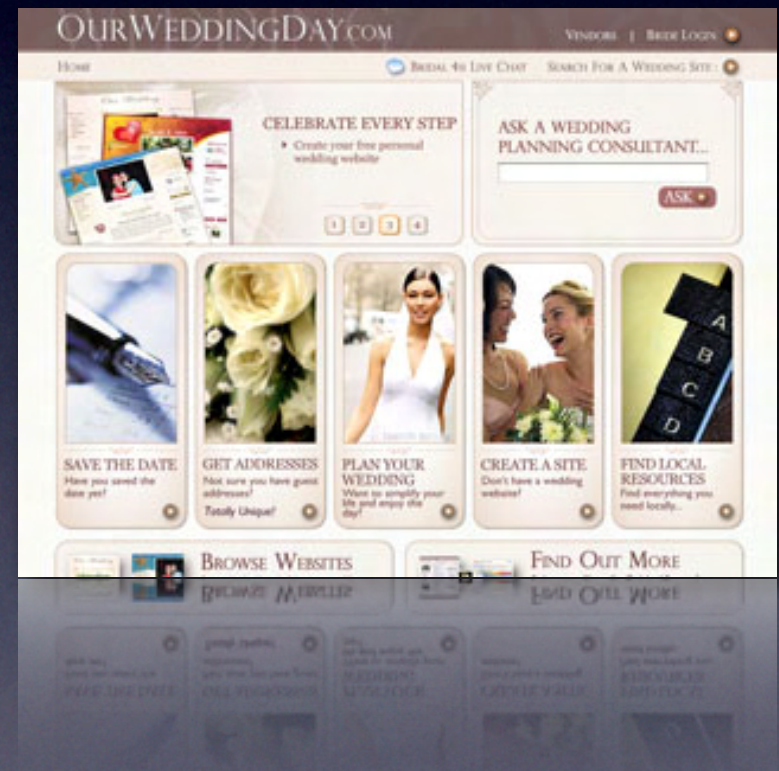
- ❑ **YouTube.com**
- ❑ Launched 2005 - by 3 ex-employees of PayPal and Angel funding
- ❑ Instant success due to novel and easy way of uploading and showing video clips
- ❑ Buzz generated when clips of top US Comedies were posted by users
- ❑ Legal battle with NBC led to massive user interest and PR.
- ❑ Bought by Google in October 2006 for \$1.65 billion.



Step 1: Have a Great Idea

> Does it Improve the way of doing Something?

- ❑ **OurWeddingDay.com**
- ❑ Launched November 2006
- ❑ Innovated Wedding Planning Online
- ❑ First Web 2.0 Wedding Planning Site
- ❑ 50,000 Registered Brides in 6 months
- ❑ 25,000 Vendors across US
- ❑ Partnered with Davids Bridal
- ❑ Now valued at over \$3 million



Step 2: Have a Vision



Crush REEBOK!!



“The Coca-Cola Company exists to benefit and refresh everyone it touches.”



“To inform, empower, and entertain the world through video”

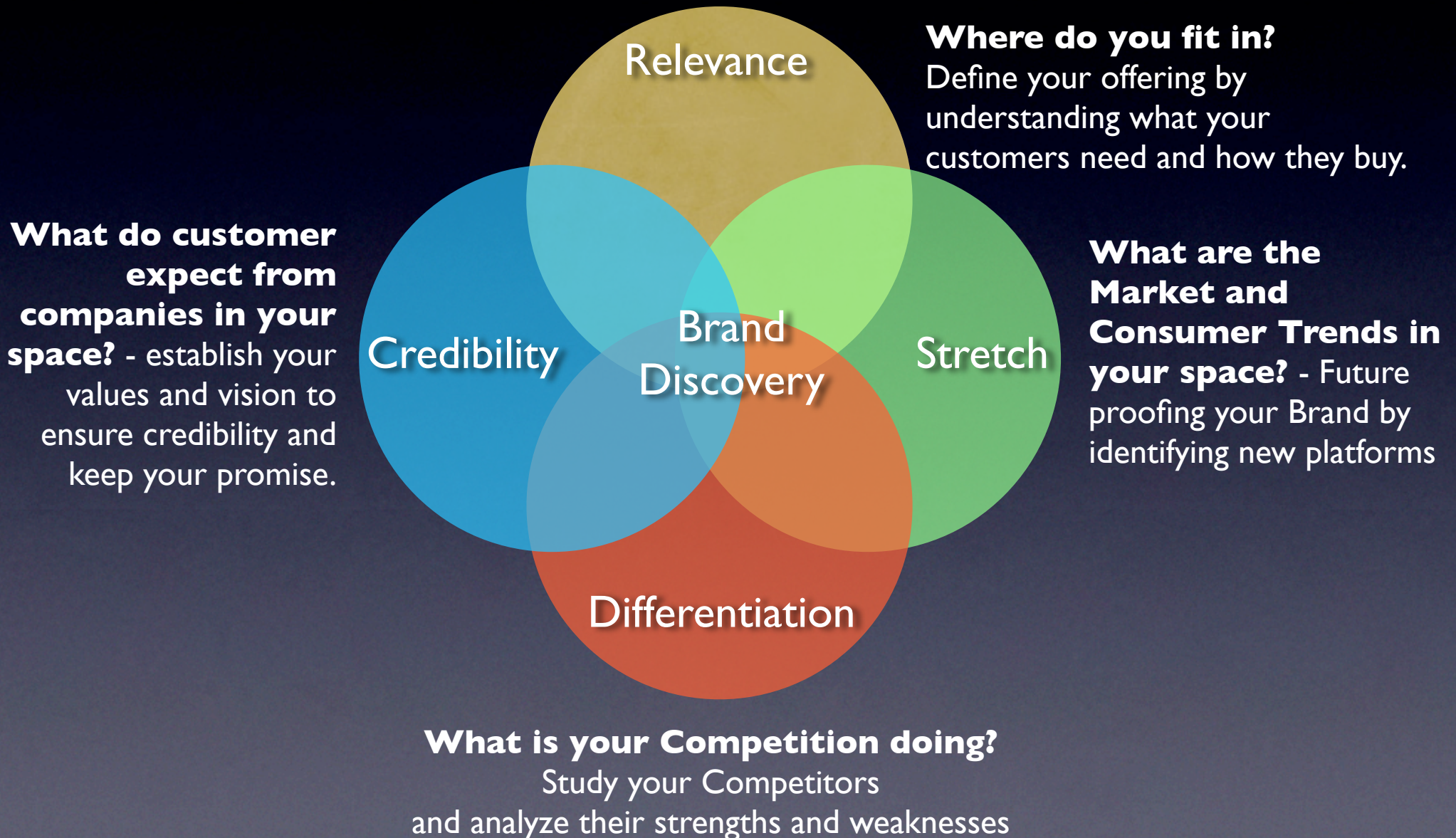
Step 2: Have a Vision

- Write a Great Vision or Mission Statement
- Mission is Purpose | Vision is Goals
 - > Set out Your Goals and Purpose Clearly
 - > Identify your Primary Reason for being in Business
 - > Establish your Standards, Values and Integrity
 - > Keep your Company, Management and Employees focused on your Primary Purpose.

Step 3: Position Your Brand

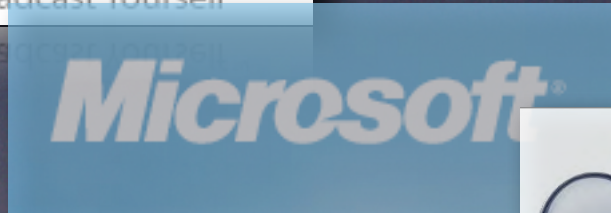
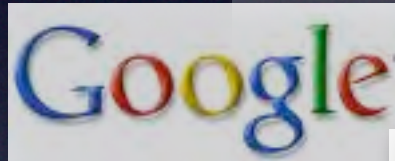
“If differentiation is the Goal. Then
Branding is the Process”

Step 3: Position Your Brand



Step 4: Design Your Brand Identity

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Step 4: Design Your Brand Identity

● YOUR BRAND IDENTITY

> Visual Identity

> Verbal Identity

> Brand Platform

Step 4: Design Your Brand Identity

● VISUAL IDENTITY

- > Logos
- > Symbols
- > Typeface
- > Colours



Step 4: Design Your Brand Identity

● VERBAL IDENTITY

- > Names
- > Sub-brand Names
- > Voice
- > Catch Phrases
- > Stories

Step 4: Design Your Brand Identity

Brand Platform

- Website
- Emails, Blogs and Newsletters
- Print Materials - Cards and Stationery
- Adverts and Press Releases
- All Touch Points



Step 5: Protect Your Brand

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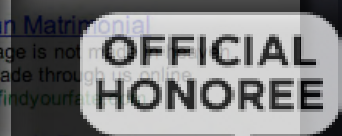
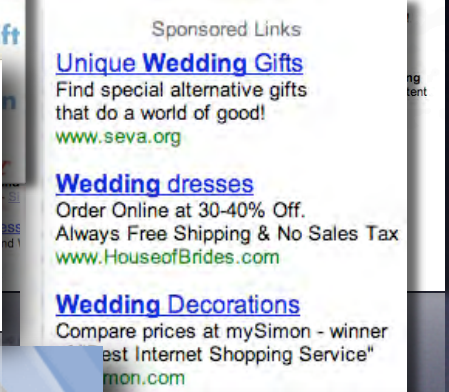
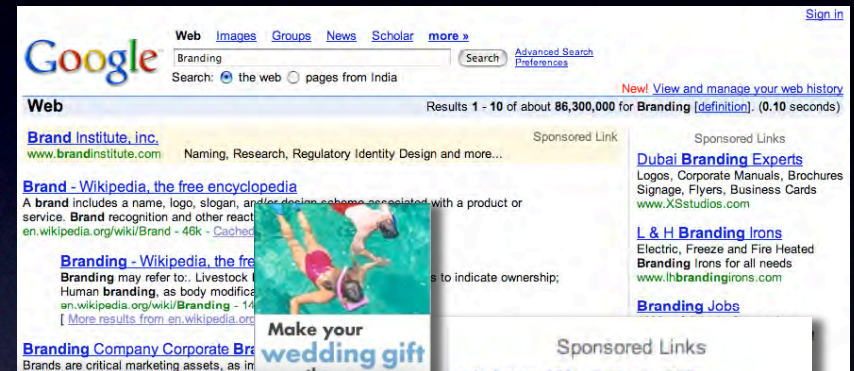
- **Before Launching or Marketing your Brand ensure you set up all measures required to PROTECT it!**
 - Talk to Intellectual Property Lawyers
 - Register Trademarks and Patents in all Territories
 - Establish Clear Copyrights
 - Plan your Public Relations Strategy and what to do in case of Theft or Attack or Customer Dissatisfaction
 - Do not be afraid to ATTACK if threatened - Litigate!

Step 6: Establish Your Brand

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- **Marketing is the Key to Establishing an Online Brand**

- ➔ SEO & SEM
- ➔ Viral Marketing
- ➔ Online PR and Awards
- ➔ Advertising
- ➔ Partnerships and Co-Branding



Step 6: Establish Your Brand

- **SEO & SEM**

- ➔ Organic Optimization and understanding Key Words and CSS/Divs/XHTML/WC3 best practices
- ➔ Building Relevant Content through Multiple Pages
- ➔ Get Linked to from Related Sites
- ➔ Measurement - Google Analytics/Alexa

The image shows a Google search for the keyword "Branding". The search results page displays several organic results and a prominent sidebar of sponsored links. The organic results include:

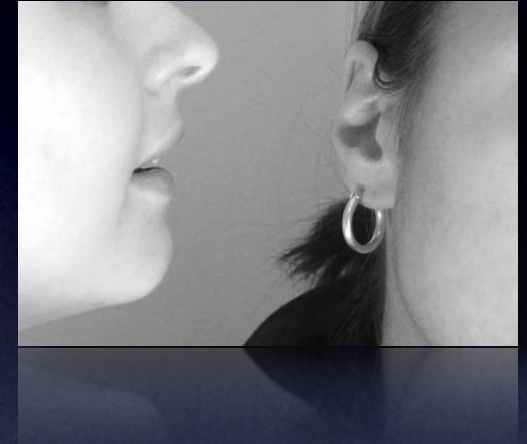
- Brand Institute, inc.** (Sponsored Link): Naming, Research, Regulatory Identity Design and more...
- Brand - Wikipedia, the free encyclopedia**: A brand includes a name, logo, slogan, and/or design scheme associated with a product or service. Brand recognition and other reactions are created by the ...
- Branding - Wikipedia, the free encyclopedia**: Branding may refer to: Livestock branding, the marking of animals to indicate ownership; Human branding, as body modification or punishment ...
- Branding Company Corporate Branding Internet Brand Ide**: Brands are critical marketing assets, as important to your business as yo Clear, consistent, moving brand messages encourage interest and ...
- Branding Asia**: Free articles, news and columns on branding in Asia. Market research at www.brandingasia.com/ - 23k - Cached - Similar pages
- Paul Temporal's Asia Branding Tips**: Paul Temporal's Asian branding tips, Monthly column from Brand www.brandingasia.com/columns/temporal.htm - 12k - Cached - Si
- What is Branding and Why Do You Want It?, small business** (CBS Knowledgebase, small business resources, What is Branding and I?

The sponsored links sidebar on the right includes:

- Unique Wedding Gifts**: Find special alternative gifts that do a world of good! www.seva.org
- Wedding dresses**: Order Online at 30-40% Off. Always Free Shipping & No Sales Tax www.HouseofBrides.com
- Wedding Decorations**: Compare prices at mySimon - winner of "Best Internet Shopping Service" mySimon.com
- Indian Matrimonial**: Marriage is not made in heaven but made through us online. www.findyourfate.com
- Women's Designer wear**: Women's clothes for every occasion Register free to shop online! www.ebay.com/india

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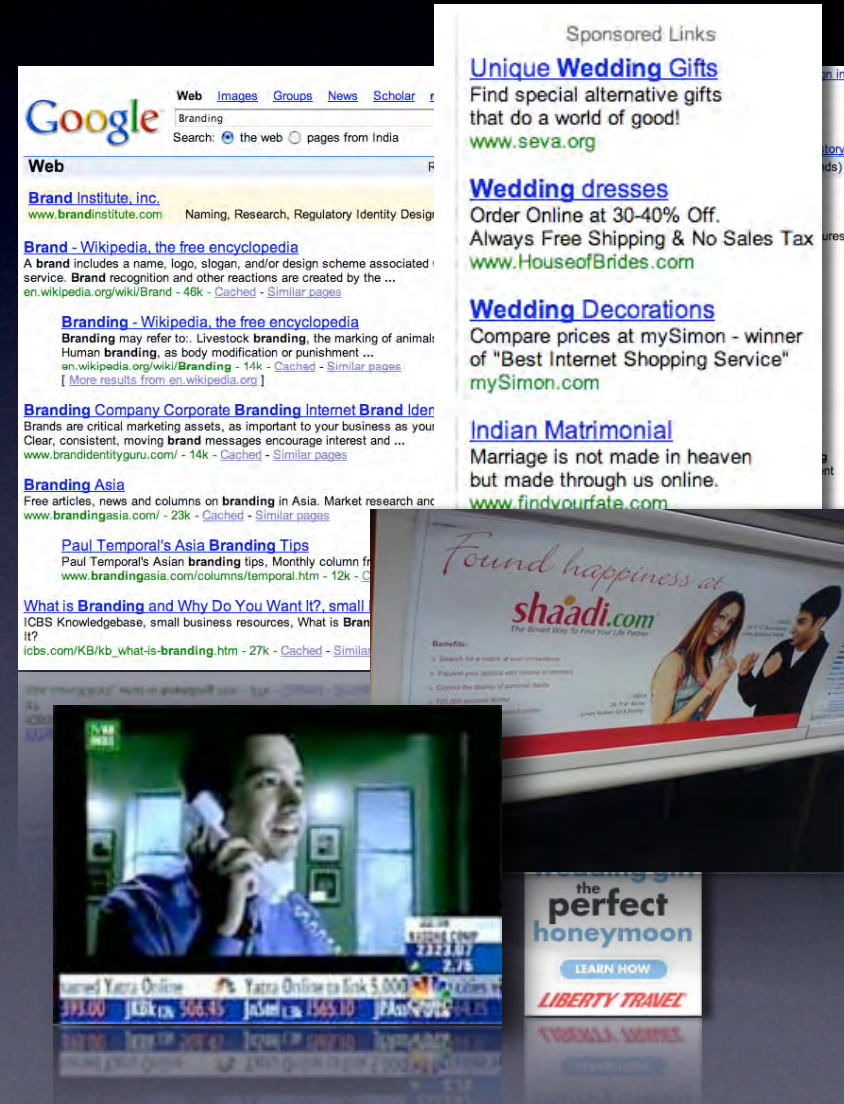
- **Viral Marketing & PR**
 - ➔ Create buzz
 - ➔ Blogs, Forums & Newsletters
 - ➔ Online and Mainstream PR - press releases and distribution
 - ➔ Word of Relevant Mouth (WORM) - Catalysts & Connectors - Opinion Shapers - get them to write about you



Step 6: Establish Your Brand

- **Advertising**

- ➔ Google and Yahoo Search and Content Networks CPC
- ➔ Online Ad Networks - Doubleclick, Tyroo...CPM/CPC/CPA
- ➔ Direct Placement in Websites, Blogs and Newsletters
- ➔ Building Affiliate CPA Networks
- ➔ Print and Media Advertising in Specific Verticals



Step 7: Keep Your Brand on Top

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- **OK - you have now established your Brand - How do you keep it on Top**
 - ➔ Develop a Brand Culture in your Company
 - ➔ Conduct Regular Market Research and Focus Groups to study your customers and their needs
 - ➔ Do a regular Discovery every 6 months to maintain your Brand Position
 - ➔ Revisit your Brand Identity and Platforms at least once per year
 - ➔ Keep track of market trends and ideas
 - ➔ Get your Brand valued and add it to your Balance Sheet.

So, Why Online Branding?



“If this business were split up,
I would give you the land and
bricks and mortar, and I
would take the brands and
trademarks, and I would fare
better than you”

John Stuart, Founder and Chairman of Quaker Oats.

So, Why Branding?



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