Branding and Internet Marketing

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Thoughts and biased opinions from an observer of the passing scene in advertising

> Branding and Internet Marketing

> William K. Holstein
Definition of ‘Brand’

> The sum of the characteristics of a product or service as perceived by the user ...

> The user perceives relevant unique added values which match their needs most closely ...

> Success results from being able to sustain these added values in the face of competition.

http://www.sensacom.com
Definition of ‘Brand’

A product from a **known source**

**Brand value** reflects how a product's name, or company name, is perceived by:

- The **target audience** for a product, or
- The marketplace in general

http://www.learnthat.com/
Target Audience

Important to understand the meaning and the value of the brand for each target audience in order to develop an effective marketing mix.

The value of the brand for a web-based company may have heightened importance due to the intangible nature of the web.
You want to become the default reference in a consumer's mind.

You want to become synonymous with your niche.

When someone says "chocolate", many Europeans immediately think Nestlé because, in a sense, they "own" the brand.
But in the U.S., when you say "chocolate," I immediately think **Hershey’s**

But my wife might think **Godiva**
It’s more expensive, but it’s worth it.
What is e-Branding™?

"e-branding™ is the creation and development of communications strategies specifically for brands to have meaning and context on the web.

Traditional, terrestrial brand positioning strategy doesn’t always work on the web.

The US shopfront of Apple's iTunes

http://ebranders.com/
Remove the hype, and branding is just common-sense strategy, re-branded.

To successfully build a brand is to communicate your key value proposition to the key customer segment, and do so in an integrated and consistent way.
One day I realized that every person I bought from on a regular basis... was a person to me, not a company.

I don't shop at WAL*MART.

I don't buy music.

Even with brands like Amazon.com.

http://www.mynameiskate.ca
Brand Association

You must create an **association** between yourself and the person you want to influence, the results they want to have.

Your brand needs **a face**, **a representative**, **a personality**.
Focus on PR, not advertising

Many companies waste millions of dollars trying to establish brands with advertising.

http://blog.guykawasaki.com/2006/01/the_art_of_bran.html
Brands are built on what people are saying about you, not what you're saying about yourself. People say good things about you when

> you have a great product and

> you get people to spread the word about it
Get past the **endless obsession** with what competitors are doing.

The end result is a group of companies that are all offering the same thing as they "**me too**" each other into commodity hell.
You have to let your customers **co-create your brand** through the stories they tell one another.

Advertising has a harder time doing that than PR.
Branding is not what you say but what you do.

To brand, in a corporate sense, is no more a verb than "to gorgeous."

A brand is a result, not a tactic.
One cannot go about branding an organization or a product or a service; the organization, product, or service is what creates the brand.

In a brilliant twist, the experts have bottled an end and sold it as a means.
Establishing a brand plays into several facets of human nature.

For example, when we are presented with a choice between the known and the unknown, we'll naturally tend towards the known.

And if there are several known entities, we further sort by the one we trust most.
As we learn more about branding and its tie to growing a known product, the answer to whether we should brand is simple.

If we want to **create a niche and dominate it**, online or off, we need to **shape that niche**, to **define it**, and to **use several different approaches**.

**But HOW to do it?**
Let us turn now to specific methods among the diversified approaches available
e-Mail Advertising
> Using e-Mail

> **84 billion** e-mails are sent daily

> US business users send and receive, on average, **171 e-mails a day**, and that volume is expected to double by 2010

> **Is Europe far behind?**

http://www.radicati.com/
The e-Mail Bomb

Like fax-push advertising, spam advertising is out of control and likely not a viable alternative for most companies.
There are ways around Spam

Opt-in Email Advertising

Features:

- Targeted Opt-in E-mail Lists
- Over 3000 Categories
- Over 30 Million E-mail addresses
- Demographics targeting, including: age, sex, job title, salary
- Geo-targeting
- Domain Targeting (i.e. .com, .net, .edu, .org, .uk, .de)
- Prices starting as low as 7 cents per email

http://www.submitexpress.com/opt-in-emails.html
Cell Phone and PDA Advertising
Interaction Between Customer and Brand

MOVO is Neighborhood America’s comprehensive mobile marketing solution designed for enterprises seeking to maximize communication efforts and extend their reach beyond traditional forms of engagement. To reach a broader audience or enhance your brand, Neighborhood America has the experience and proven success you can rely on to move into the next generation of social networking. Are you ready to MOVO?

http://www.movomobile.com/
Delivering Relevant Content

**Relevant:**

having a bearing on or connection with the subject at issue

wordnet.princeton.edu/perl/webwn

PROXIMITYMEDIA’S BLUETOOTH PROXIMITY ADVERTISING SOLUTION:

We deliver relevant content to relevant people in relevant places at relevant times.

Bluetooth MediaServer

Looking for creative, cost-effective methods to distribute rich media content? Mobile marketing methods that can substantially raise your ROI? Here’s the solution: Wiremedia’s Bluetooth MediaServer, an amazing system that uses Bluetooth wireless technology. Direct response advertising at its best.

http://proximitymedia.com/home.htm
Proximity Advertising

Your cell phone delivers the ad for a nearby restaurant ....

... and then delivers the directions to get you there

Now that is relevant!
Proximity Advertising

Your cell phone asks if you want a message from a nearby theater ....

... and then shows you a clip of what is playing

Now THAT is RELEVANT!
Earlier we said *we sort by the one we trust most*

Now we are beginning to see implementations of these ideas that work ... 

... and with new technology it will get even better!
Blogs
Without, say, the imprimatur of The Neue Zurcher Zeitung, a blogger has only his or her reputation to recommend the work

**BUT**, in this age where the hype of business blogging is reached a plateau, **people are starting to realize that blogging has real, permanent benefits.**
Blogging – 2 Questions

- Does my planned blogging vision suit my company?
- Is my current blog strategy both cost-effective and brand-effective?
Your blog has got to **match or enhance your brand**, in appearance, message, utility and reach.

A blog that brings your brand down is worse than no blog at all.
My **assumptions** are that you **don't have infinite resources** and that you **do have a great product**.

If you do have infinite resources and don't have a great product, there's still hope, but you don't need to read this entry any further.

http://blog.guykawasaki.com/2006/01/the_art_of_bran.html
To **extend and solidify** your brand online, have blogs that are **themed**

**Extend the reach of your brand** by offering your blog's RSS feeds for syndication (repurposing) on strategic web properties.

**Open more communication channels** for your brand.
Web Sites
Let’s talk about my wife of 48 years
Life was Simple ... but now ???
Tide Simple Pleasures Liquid Laundry Detergent, Rose & Violet, 80 fl oz
  > Show only Tide items

PAG0291EA Ultra Liquid Tide® Laundry Detergent, 100-oz. Bottle
  $18.12
  > Show only PROCTER & GAMBLE items

PAG0291CT Ultra Liquid Tide® Laundry Detergent, 100-oz. Bottles, 4/Carton
  $65.90
  > Show only PROCTER & GAMBLE items

Tide Ultra Liquid Laundry Detergent, 100-oz. Bottle, 4 Bottles per Case
  > Show only Proctor and Gamble Professional Items

Tide Liquid - Clean Breeze Wth Bleach, 39 Loads, 150 fl oz
  > Show only Tide items

Tide-Liquid-Laundry-300 Oz. - 96Us (36602PG)
  $68.00
  > Show only Procter And Gamble Items
And the Web Site introduces still more alternatives!
We are getting coupons in the mail ...

... but none of these are in our local supermarket!
Web Sites – The Big Problem

Who is the audience?

> Boomers?
> Seniors?
> Males?
> Females?
> Swiss French?
> Swiss German?
Who is the Audience?

Amazon.com Recommended for You

1. **The Portable MBA in Entrepreneurship**
   - by William D. Bygrave (Editor), Andrew Zacharakis (Editor) (March 14, 2003)
   - Average Customer Review: ★★★★★
   - In Stock
   - **Our Price:** $24.12 **Used & new** from $15.41

2. **The Innovator’s Dilemma: The Revolutionary Book that Will Change the Way You Do Business (Collins Business Essentials)**
   - by Clayton M. Christensen (Author) (January 2003)
   - Average Customer Review: ★★★★★
   - In Stock
   - **Our Price:** $12.21 **Used & new** from $5.91

3. **Hot Summer Nights**
   - by Danny Wright (February 4, 1997)
   - Usually ships in 6 to 12 days
   - **Our Price:** $15.98 **Used & new** from $3.49
Web Sites – The Big Problem

What is the message?

- Brand?
- Benefits?
- Features?
- Help?
- Information?
Why are we doing this?

- To promote the brand?
- To build credibility?
- To inform?
- To convince?
- To persuade?
- To influence?
Web Sites – The Big Opportunity

95% of Canadians to buy online this holiday season

At IIMA conference in Vancouver, results of an eMarketer survey point to significant sales taking place online this holiday season.
At Least 75% of US businesses are now buying goods and services online

Accounts for only 12% of $
e-Shopping Carts

52% of online shopping carts are abandoned!

Other surveys say up to 79%

E-Service by Ron Zemke
Can you imagine …

… if up to 75% of shopping carts were abandoned in a supermarket without the customer buying anything ???

Advertising Executives must deal with this !!!
Sorry, but we're out of stock on this model.
You know where he went next …
Emphasize Web site usability over design
Primary Strengths – Each Medium has a role

- Drive sales: Internet 48%, Traditional media 23%
- Drive traffic: Internet 33%, Traditional media 26%
- Awareness: Internet 77%
- Positioning: Internet 27%, Traditional media 10%

Radio, TV, Newspapers

The purpose for segmenting a market is to allow your marketing/sales program to focus on the subset of prospects that are "most likely" to purchase your offering.
A short market segmentation demo

Segmentation Demo
Old Truths are still the reality… you need a great product or service, and you need to communicate well to gain recognition, mind-share, trust and brand-loyalty
Final Thoughts

> But everything else is changing
> You must surround the customer with a consistent brand experience
> You can’t just say who you are
> You have to live it, be it, prove it
> It is about the dialogue
> **Characteristics** must be perceived as **relevant, unique added values**

> **Meaning** and **Value** are defined by each **target audience**
Think about everything, use the MOST EFFECTIVE
Final Thoughts

When thinking about brand strategy, think across **all the segments**, across **all of the communications touch points** and across the **entire relationship cycle**.

The Relationship Cycle

- Awareness
- Consideration
- Decision
- Purchase
- Support
- Loyalty
> Define **what success means** upfront

> **Measure** against that success

> **Try something**, change it, and try again

> And always **measure** your results
Thank You! And good luck with your brands!