Taking Your Brand Online

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About MindFire Communications

- Research-based marketing communications company
- Expertise in branding, advertising, and web strategies
- Since September 1, 2007

The spark you've been looking for. ™

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A Hot Tip on Hiring an Agency:

"Clients shouldn't exclude small agencies. Talented people at the helm of small agencies are likely to have more experience than the mid-level staffers that would be assigned to your account at a big firm. Services not offered by the agency can be outsourced, and scale can be bought. It's the attention and ideas that matter."

From "How To Hire An Ad Agency"
in Business Week
8-15-2007

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The Burning Question:

Why do you need an integrated brand?

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A Strong Brand

Gives customers clear emotional and logical reasons to choose you.

Delivers on the brand promise with every customer interaction, including service, marketing, sales, facility design, product design, packaging, etc.

Results in customer loyalty.

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Brand integration

Your brand is “the promise you keep” in all customer experiences.

Integration means consistency in branding

Integrated branding includes :

- Messages to all key audiences
- Messages through multiple mediums
- Visual branding
- Tone and manner
- Employee and management actions

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The goal of integrated branding:

The goal of integrated branding is to create a

- consistent
- compelling
- differentiated

. . . customer experience.

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Does a start-up need to think about branding? YES!

The most successful companies consider branding from the moment the business is just a kernel of an initial idea.

When Joe Smith says he is starting a company and his buddies ask what business he is starting, this is where the concept and the establishment of a brand should begin: in his answer.

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Is branding the same as advertising and promotion? NO!

Advertising campaigns come and go, shifting according to the specific needs of your company over time.

Your brand is permanent. It consistently reinforces the appropriate messages to your key audiences.

A brand is the core identity of your company.

Your brand is bigger than any advertising, public relations or direct mail campaign you will ever do. It is the one thing that doesn't change.

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The Burning Question:

How can the Internet help build a brand?

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The Internet is a powerful interactive platform

70.2% of the U.S. population is online (July 2007, Nielsen NetRatings).

Consumer expectations for Web interactivity continue to grow – for credibility you have to be there.

If you can't be found by a search engine, you don't really exist for some consumers.

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The Internet can be the hub of all branding and marketing efforts.

Internet marketing does not simply mean 'building a website' or 'promoting a website'.

Somewhere behind that website is a real organization with real goals.

Your website will be the first introduction to your brand for many decision-makers.

An effective branding strategy integrates all online and offline communications approaches.

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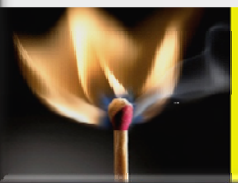
Online marketing has changed the advertising landscape…

Advertisers are shifting more of their traditional budgets to online.

The cost to acquire a customer is lower with Internet marketing than with traditional marketing.



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Online marketing *(Internet marketing or e-marketing)*

Unique benefits:

- Low cost distribution of information and media to a global audience.
- Interactive
- Instant response
- Measurable

Online marketing methods include search engine marketing, display advertising, e-mail marketing, affiliate marketing, interactive advertising and viral marketing.

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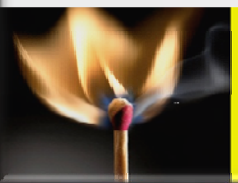
Search engine marketing (SEM) is growing at tremendous rates.

Search engine marketing seeks to promote websites by increasing their visibility in the Search Engine results pages.

SEM methods include:

- Search Engine Optimization (or SEO)
- Paid placement



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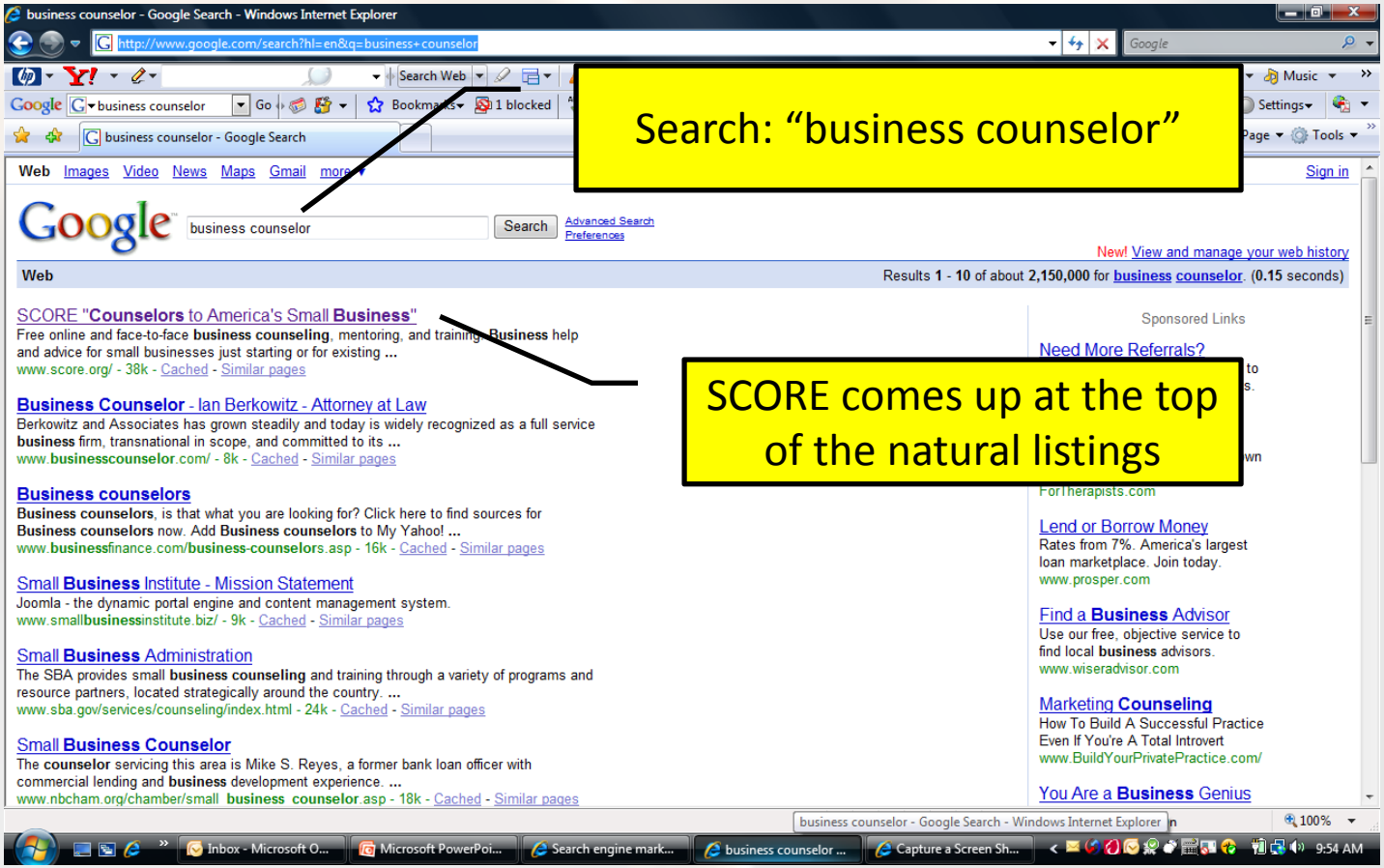
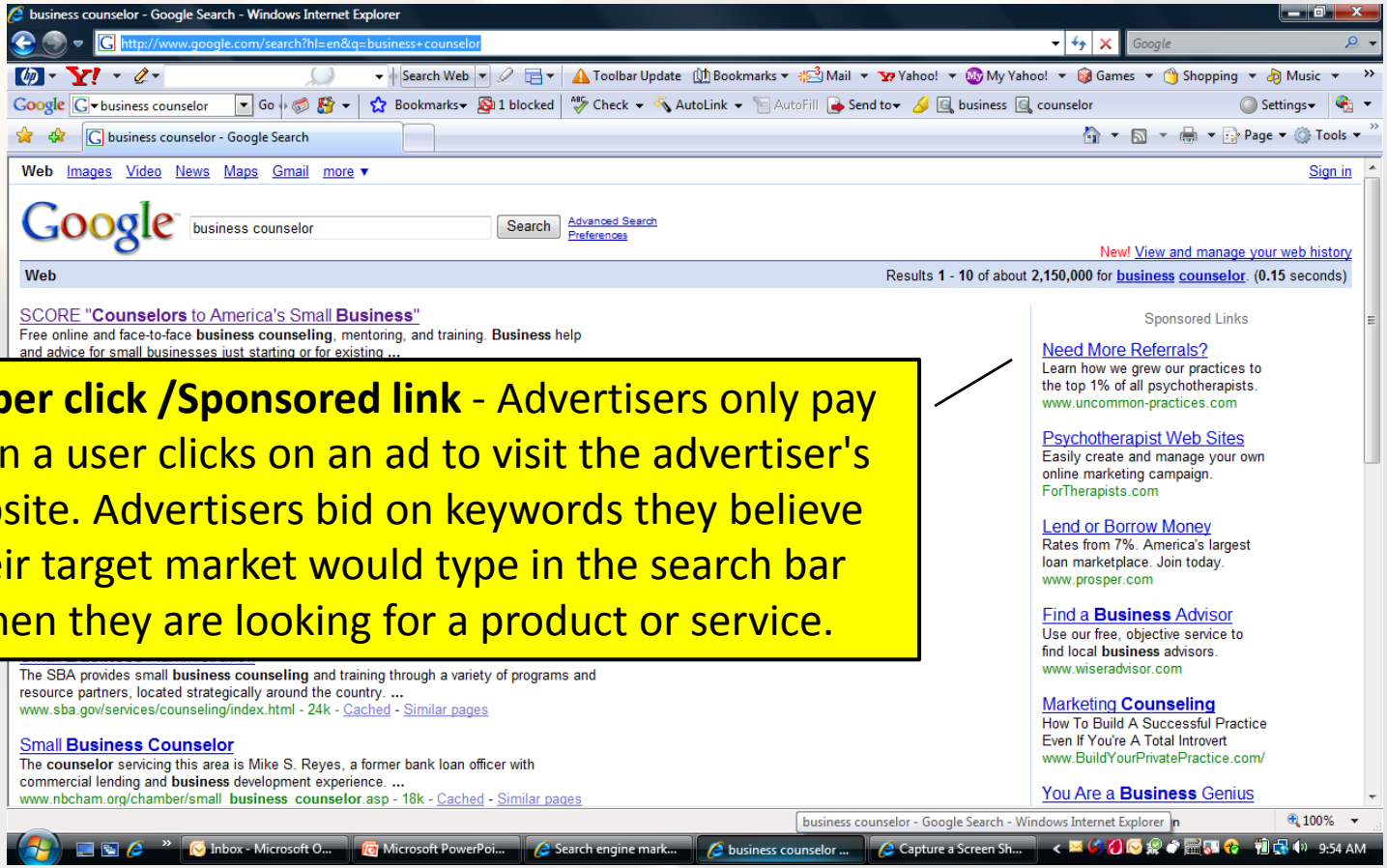
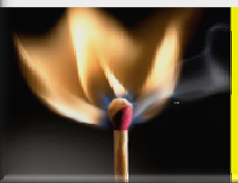
The SCORE site has been optimized…



Paid Placement



Pay per click /Sponsored link - Advertisers only pay when a user clicks on an ad to visit the advertiser's website. Advertisers bid on keywords they believe their target market would type in the search bar when they are looking for a product or service.



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Web Analytics

The use of data collected from a web site to determine which aspects of the website work toward the business objectives.

- Which landing pages encourage people to make a purchase?
- Which banner ad headline prompted the most click throughs?
- Which parts of the site get the most traffic?
- How long does the typical visitor spend with the Web site?

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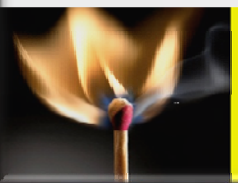
Online = Consumer Control

Your online presence allows people to interact with and touch your brand.

They can access the information they want – when they want it.

They can experience your brand without entering your place of business.

They can learn more about your company and capabilities before making a call or visit.



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Q & A

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Thank you