

# **ANALYSIS OF INTERNET BRANDING STRATEGIES**

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**Abstract-** E-business also known as electronic business, is a term derived from E-commerce. It is a way of conducting business online. It focuses on the use of ICT to enable the activities and relationships of the business with individuals, groups or other businesses with the help of internet. Internet branding is a branding technique that uses the World Wide Web as a medium for positioning a brand in the marketplace. [3]Behavioral targeting, re-messaging, and site-specific targeting are used as a way to keep a brand in front of a target audience. Branding through social media involves sharing knowledge about the brand and continuously interacting with customers. Using sites like Twitter, Facebook, E-mails and other popular websites to share knowledge about a brand is a popular form of online branding through social media. In this research paper we will also see some of the branding techniques, their positive and negative outcomes.

**Keywords**—Information and Communication Technology, Electronic-commerce, Electronic-mail.

## **1. INTRODUCTION**

Traditionally, branding is associated with creating value through the provision of a compelling offer and customer experience that keep satisfied customers coming back. Branding in the digital age is important with the advancements of the internet. Most businesses are exploring various online channels, which include search engine, social media, online press releases and online marketplace, to establish strong relationships with consumers and to build their brand. Internet branding also involves social media interaction and integration. Display and content networks used with repetition are one method of integrating a brand with social media. A brand image creates an impact on the customers perception on the product or the company. The main aim of the companies is to attract more customers by influencing their mind with perfect branding strategies and also to create awareness about their products. They make use of internet to know about the purchase or search patterns of people and then target such a group to expand their business. Building a brand strategy for your company is a powerful technique in marketing, customer retention, and loyalty and is necessary for all companies. A perfect strategy will help you to stand out in the competition, otherwise, you might find yourself working backwards to get your business to the customers.

## **2. ADVANTAGES AND DISADVANTAGES**

### *2.1 Advantages*

#### *2.1.1 Product identity-*

IT helps customers to identify the product. Uniqueness is the key here. For example Coca-Cola has a iconic logo and uses the red and white colors along with the slogan 'Open happiness'. Each year it sponsors the Olympic games and American Idol. In this way it creates an unbeatable identity..

#### *2.1.2 Makes it distinguishable from the other products-*

The product must stand out from the rest. For eg the popular soft drinks company Coco-Cola has a unique bottle design which is different from other soft drinks company. The shape itself gives the identity to the product and makes it different from the rest.

#### *2.1.3 Customer loyalty:*

A better strategy helps in customer retention and ill expands the target customers circle.

### *2.2 Disadvantages:*

#### *2.2.1 High investment required.*

The company will fall into huge loss if its strategy fails in spite of the huge investments.

#### *2.2.2 May create negative image, if the brand fails in the market.*

There are many companies in competition and so obviously all of them will try hard to reach the top position. A little fault in the strategy can result in brand failure if not taken proper steps.

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### 2.2.3 Unwillingness on part of the customers to pay extra amount for branded goods.

Usually the customer will be read to pay huge amount to buy their favorite product from their favorite brand if they have the trust in the company. So they must start with a small amount and then increase the amount when they gain more customers and also maintain a constant customer loyalty.

### 3. BUILDING BRANDS

Brand Equity is defined as the financial “asset value” of a brand and is derived from goodwill and loyalty it has built among customers. The role of marketing is to build awareness to communicate high quality, create or modify product associations, build higher loyalty.

- High Brand Equity results in
  - Strong loyal customer bases
  - Extract high prices
  - Customers repurchase the brands more often
- High preference and loyalty
  - Better consumer perceptions of the brand.
  - Customers will refer the brand to others too.
- The associations of the brand in the consumers mind
  - Creates trust and loyalty towards the brand.

### 4. E- BRANDING STRATEGIES

Your brand strategy will help define how your customers see your business and product. There are many things to keep in mind when building a strategy like do not make complicated logo designs or strategies, have excellent and attractive website. If the customers are not happy with the products they will provide negative reviews in the internet which will be read by many people and then those people will be unwilling to purchase your products.

Where do you go to find out about a company before buying products or services from them?



Figure 1. Survey on company

When you are doing research for a product or service you're going to buy, how many negative articles does it take for you to decide to not buy that product or service?

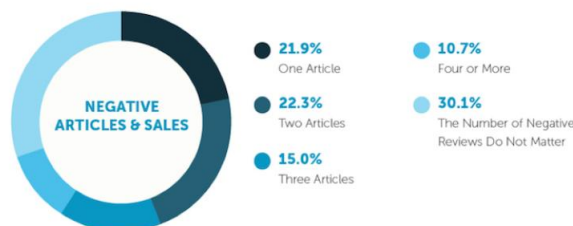


Figure 2. Survey on customer purchase based on reviews

#### 4.1 Unique selling methods:

Why the customer would chose your products over hundreds of other brands? The answer is the unique selling methods formulated by the company which is unique from the rest in the terms of offers, items given for free along with the product etc. The company should analyze the unique selling point in their products which makes them best compared to other company's products. If you fail to get a good strategy your company can face huge losses or even shut down due to lack of customers.

#### 4.2 Change or modify the branding rules:

<sup>[6]</sup>Even though this is a risky method it can give you success if planned carefully else can even put you in loss. Do a research on USP of your products and get group of target customers. If it becomes a success then you expand the circle. When a new product emerges the company can modify the existing rules for the success of the new product.

#### *4.3 Distinguished product quality:*

The quality of the product should not be compromised if you want your product to be the best seller. It is also the most effective tool in building customer loyalty. Customers are the ones who can get you either success or failure. Failure to please them can put you in huge loss. Collect feedbacks on your products on a regular basis to understand the flaws and try to make the product better.

#### *4.4 Customer experience:*

<sup>[6]</sup>While delivering a product to a customer, everything right from the quality of the product till the customized packaging matters. The saying “first impression is the best impression” comes to picture here. For instance, let’s say you’re 30-something, wear plaid shirts, appreciate craftsmanship and the qualities that go into making something by hand. You look online to buy a plaid shirt and come across a brand that hand sews all of their shirts locally. After purchasing the product, it arrives beautifully packaged, customized with a handwritten note on the inside and a screen printed hanger tag.

#### *4.5 Thankful to the customer:*

Sending thank you notes or gift hampers to the regular customers will create a bond between the company and the customers. Brands will be able to position themselves well by getting in the spirit of being grateful to their customers. No matter how many sales you have, you must always have an opportunity to share your gratitude with your customers. Not only does this position your brand as being thankful and recognizing the support of your customers.

### **5. E-BRANDING FAULTS**

#### *5.1 Failure to research the market:*

<sup>[1]</sup>Market research helps you to understand the market better and the success and failure stories of existing businesses in the industry. Your research should include products, services, target audiences, websites and social platforms. Else you will end up in not being able to judge the competition properly or replicating a competitor's strategy without truly understanding them.

#### *5.2 Taking feedback from the all sources:*

Depending on the type of product you're looking to sell and the market you want to cover, you must try to take feedback from all sources. Limiting your sources to positive reviews won't help you set or measure your goals. Family members, employees and relatives might give you positive reviews no matter what, so think before accepting reviews from them. Be ready to accept negative reviews too. The platform for reviews includes both social media and review sites.

#### *5.3 Failure in understanding your target audience:*

Before you start selling your products you must be aware of the kind of audience you need. You should understand their demands, expectations, favorite brands and why they are attracted to those particular brands. Once you find your target audience, selling will get a lot easier.

#### *5.4 It's not just about logo redesign:*

Branding's not just about a logo or a tagline. Branding constitutes everything that you represent, even your company and the style of content you create. You will find an audience when you have a competitive advantage and a distinct style. Here's a real-world example. When Marissa Mayer became Yahoo's CEO, she decided to change the logo of the company. It created hype among everyone. But when Yahoo finally unveiled its new logo, all expectations were crushed and that didn't bring any significant growth to the Yahoo brand.

#### *5.5 Focus on first impressions:*

There's no logic in trying to get an audience before you've established your brand properly. Branding is the first and the most important step to enter the marketplace; the first impression is always the product packaging design which is the first point of contact between your brand and the customer. Change the packaging design based on the trends and do not hurry. Sometimes, it might cost you a fortune. In 2009, Tropicana changed its packaging design and invested \$35 million in advertising. Later, consumers rejected the new packaging and Tropicana recorded a loss of \$30 million. Immediately the company decided to go back to the old packaging design.

#### *5.6 Inconsistency:*

<sup>[2]</sup>Brand consistency has a tremendous impact on your business. Consistency helps build familiarity, loyalty and eventually, credibility. Be consistent with your promotions, personality, communication and every other interaction you make with your audience. For example, Coca-Cola might just be the most consistent brand in history. Its logo has hardly changed in 130 years. The brand has built such loyalty that no other soda can beat it—even when Pepsi famously won blind taste tests with

consumers. Now in the digital age, Coca-Cola has built a huge audience of followers on social media, so it's quite easy to reach its target audience wherever they may be.

#### *5.7 Not having a Plan B:*

Not all branding strategies will work the first time. In such cases, you need to be ready with a second plan to ensure that recovery is immediate. Managing a brand is not easy. But you must always understand that your business is more than just its products and services. Success depends on the experience of your customers with your products. This is what defines your brand identity. Once you've established trust in your brand then it is easy for your growth.

## **6. CONCLUSION**

There are many branding strategies available. The company should know the pros and cons of all strategies and select the best one suitable. <sup>[5]</sup>Almost 90% of the world population is using internet today. So it is a opportunity to the companies to showcase their products online. Social networks are a new dimension in the business world. Many marketers claim to have acquired new customers over social networks. Be sure to do a thorough market research before implementing the strategy. A right strategy can get you success but a wrong strategy can result in loss.

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