

# TOP TEN SECRETS OF DIGITAL BRANDING



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# TOP TEN SECRETS OF DIGITAL BRANDING



## 1 TODAY'S BRANDING STRATEGIES ARE THE SAME AS THOSE USED IN 1950

Branding today is still about clearly articulating a brand promise-- understanding your competitive differentiation, being consistent in delivering that brand, enticing consumers to engage in your brand and understanding who your customer is.

## BRANDING STRATEGIES TODAY ARE COMPLETELY DIFFERENT THAN THEY WERE IN 1950

# 2

The tools we use, the media we use to *deliver* our branding messages, to develop our brand promise have changed dramatically. There is a whole new set of tricks in our little black bag that need to be learned and understood and applied in order to build the brand.

## 3 YOUR CUSTOMER IS YOUR MOST IMPORTANT ASSET

The customer is king. The customer is the most important aspect of your business. Whether you are on the cover of Fortune Magazine or whether you don't even have a subscription to Fortune Magazine, your consumers, your email list, your customer database, is your most important asset. So much of your activities should be built around developing, nurturing, adding, growing, engaging and interesting your customer in the products and services that you have to offer.

## CONTENT, CONTENT, CONTENT

Everybody knows that you need to have a website, but it's not just enough to *have* a website. If you have a brochure-type website, that is not enough. We live in the information age. What are you providing that is of value? There are so many new delivery vehicles available, so many new tools available for communicating your brand message.

# 4

Here are a few for you to think about:

- Blogs
- Virtual worlds
- Podcast
- Webinar
- Widgets
- Tele-seminars

*"There is a whole new set of tricks in our little black bag that need to be learned and understood and applied in order to build the brand."*

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## COLLABORATION IS CRITICAL

# 5

There are ways for you to leverage the customer base that you have now in order to double and triple your customer base. Collaborate with your customers to create an even greater business. Your customers want you to do well and if you delight them, they will be happy to tell others how happy they are. Tell-a-friend programs have been around for quite some time in the online world. Now one of the new programs, instead of “forward to a friend” (FTAF), in email 2.0 world, there is another option that you can give to your customers and that is – “share with your network”. These offer ways to exponentially increase your exposure and reach in deep and meaningful ways.

Another portion of collaboration is affiliate programs and online resources. Outsourcing makes it easy for small to seem big.

# 6

## ENGAGE!

It is still about relationships. In order for someone to buy from you, they need to trust you and so you need to build ways for them to interact with you, ways for them to build a relationship with you. This can be done with e-Newsletters, e-mail campaigns, blogs, forums, surveys and a whole host of other tools in order to build those relationships. Social networking groups have exploded the opportunities for building relationships with huge numbers of people. *Facebook, LinkedIn, Twitter* and *MySpace* are all tangible ways to build relationships with lots of people.

## AUTOMATION CREATES TIME

# 7

Almost everything digital can be automated.

There are auto-responders, there are lead generation tools and lead generation sites that can be leveraged. ePR is another area where exposure can come easily and create lots of time for you as a small business owner.

*“Social networking groups have exploded the opportunities for building relationships with huge numbers of people. Facebook, LinkedIn, Twitter and MySpace are all tangible ways to build relationships with lots of people.”*

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## TRACK IT BACK

# 8

Measurability is a critical component of the digital world. Google analytics allows you to track what is going on in your website and what is going on in your email campaigns for virtually no cost. Sophisticated email segmentation models allow for you to monitor who is responding to your offers and with simple measurement tools, you can look at the conversion rates of your various marketing efforts.

# 9

## LEVERAGE MULTIMEDIA

The digital world offers advertising much like traditional advertising vehicles of radio, TV campaigns, they are just delivered via the computer. Rich media ads can delight and surprise people in lots of fun ways. YouTube is another way to deliver video & leverage the multimedia opportunities that web 2.0 provides.



## JUMP IN

# 10

It is impossible for you to understand and really create meaningful digital marketing and branding campaigns if you are completely divorced from the digital world. Set up a *Facebook* page, engage in a conversation on a forum, respond to someone's blog, get out and listen to what your customer is saying so that you can be part of the digital world. All of this will reap huge benefits as you move forward.

## HOW TO LEARN MORE

If you'd like to learn more about how to maximize your brand and engage fully with your consumers, give us a call today!

We love to help companies maximize their business potential and become irresistible to their customers!

Call (860) 254-5907

Or E-mail [info@beacon-marketing.com](mailto:info@beacon-marketing.com)

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## AUTHOR'S BIO

### **RAHNA BARTHELMESS**

#### **SPEAKER, BRAND CHAMPION & ENTREPRENEUR**

For over 20 years , Rahna Barthelmess has passionately built some of the world's beloved brands and shared her expertise and branding programs with over 2000 people in a variety of industries.

From her work in a top NYC advertising agency to the international conference rooms of a leading toy company, she has turned branding into business for a variety of leading brands, most notably LEGO® Toys, Miracle-Gro® Plant Food, and Texaco® Gasolines.

As Chief Marketing Strategist and President of Beacon Marketing, Rahna understands how to translate classic marketing ideas into practical “how-to’s” that audiences can immediately apply to their own business lives. Rahna pulls from real-life experiences—lessons learned from some of the marketing greats over the past two decades. During these sessions, audiences will discover that marketing is fun; her conversational style and her infectious enthusiasm for branding inspires audiences to action.



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