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Brand identity guidelines online

At any one time, thousands of companies compete for a part of the pie that revenues in various industries. Branding makes a difference in how big a company's slice of the market is. Therefore, both small and large businesses must understand brand and corporate identity to succeed in both national and global economies. Brand identity means the perception of a specific product, service or idea provided by a company or individual business owner. When creating a brand identity, the goal is to distinguish your product, service or idea from similar products, services and ideas from other businesses. Corporate identity is similar to brand identity. However, corporate identity expresses the perception of the entire company, not a single idea, product or service provided by the company. There can be many different brand IDs wrapped around the overall corporate identity of a business. Both corporate and brand identity consist of the same basic parts. A significant part of it consists of logos and other images. This is a powerful part of branding, because most of the information that people earn and remember is visual information. Another part of the branding is slogans. Because various factors affect consumer perception, branding also includes items such as pricing, the quality of what the company produces or does, customer service, and data availability. The big difference between corporate identity and brand identity is the way they are developed. Companies can assign different marketing representatives to any idea, service, or product they want to promote. These agents can work independently of each other. However, to develop a corporate identity, at least one CEO or other member of senior management must oversee the development of all brands. This senior management member or CEO is to provide marketing agents to develop brands according to their philosophies, vision and business goals. More importantly, consumers don't need to be familiar with all the brands a company offers before associating corporate identity with the business. In fact, some consumers develop a concept of corporate identity based on their experience with only one or two of the company's ideas, products or services. Therefore, businesses that want to develop corporate identity are closely interested in every brand they launch. Corporate identity and brand identity are the same in terms of importance. When separating your products, services and ideas (or your entire company) from their competitors, you tell the public why they should work with you. If you use branding correctly and cater to appropriate markets, it's easier to maintain a customer base that provides regular revenue to your business. Managing your personal brand isn't just about monitoring your reputation, it's about providing recognition and visibility in your company and positioning it. For future business opportunities, says Dan Schawbel, personal brand specialist and author of *Me 2.0: Four Steps for Your Future Building*. Schawbel, in today's world, you have to stamp yourself not for the career you have, but for the career you want. Says. It's all about visibility—online visibility creates opportunities. Brand yourself by a niche and take the right opportunities. Schawbel says the development of a strong personal brand is particularly important in this economy because it is becoming increasingly difficult to rise further. Growing a strong brand and online presence will help it become more valuable within your company and possibly push you to a higher position. If you can show more value – for example, that you are a thought leader or an expert in a field – you will immediately start to be recognized in your company without being paid more. Brand management is really a lifetime investment in yourself. Schawbel says managing your brand can be as simple or time consuming as you want. Take out what you put in it. The key is to experiment and find a balance of actions that suit your personal needs. Where do you start? Schawbel recommends these three actions to start building a brand that reflects who you are and what you want to achieve. 1. Create Content The need for an online lynel is now more important than ever, says Schawbel. If you resist joining social sites like Facebook and Twitter or starting the blog you've always thought about, now is the time to do it. People need to start looking at the Internet from a new angle. It's a global talent pool. People are looking for you on LinkedIn. Says. That's why you need to have strong profiles and a strong online lying. That way they'll find you when they Google you. Otherwise, you're gone. Says. [Looking for LinkedIn tips, tricks and analysis? Check out .com's LinkedIn Bible at the CIO.] Joining sites like Facebook, LinkedIn and Twitter and posting a blog will usually fill out the top 10 search results for your name. These top 10 results are important for managing your personal brand because rarely do people search further away from the first page, Schawbel said. Because you control content on these sites, it's an excellent way to fine-tune your brand. If you're active on social sites and you're already implementing a blog, ask yourself how you want others to see you. Next, every time you visit your profiles and evaluate the location of how you actually portray yourself, Schawbel recommends. Do your tweets and posts reflect where you want to be next in your career? 2. Follow Your Name; Interests One of the most useful free tools there is Google Alert, says Schawbel. Google Alerts, email about a topic or statement that's frequently sent to your Gmail inbox or Google Reader feed as you chose. [Facebook Bible: Everything You Need to Know About Facebook] To set up a Google alert the website. Schawbel says it's very important to create one for your name because you need to follow what people say about you on the Web, on blogs, and more. It can also be useful to create alerts for your company's name, important industry buzz terms, and other stakeholders. Schawbel, if I didn't spend some time looking at my Google Reader every day and reading what people say about me and my industry, my presentations would be outdated. Says. By centralizing alerts in Google Reader or email, you can stay up to date with your brand and industry. A handful of other brands and keyword tracking sites are useful for tracking your name and industry hands from all over the Web, including Twitter. 3. Build Relationships with Your Evangelists Develop and manage your online brand, and if you stay active on the social sites you choose, you'll start building a group of people who frequently read your blog posts and chat with you on Twitter and LinkedIn. This is a very important part of your evangelists. Schawbel, personal brand. [For LinkedIn tips, tricks and analysis, check out the CIO.com's LinkedIn Bible.] You find these people putting yourself out there and sharing your ideas. Says. These are the ones who will warn you if they find something negative about you or if there is something good about you. Then you can handle the situation or thank someone for

positive feedback and share it with others, says Schawbel. Promoting the good and addressing the bad when appropriate will help you grow and shape your brand, he says. Kristin Burnham covers consumer technology, SaaS, Social Networking and Web 2.0 CIO.com technology. Follow Kristin @kmburnham On Twitter. Follow .com CIO on Twitter @CIOonline Twitter. Send Kristin kburnham@cio.com e-mail from The New Year. Copyright © 2010 IDG Communications, Inc. One of the hardest aspects of building a business is obtaining to know who people are. It can be a great product or a great service, but people want to know who you are as a company - what happened to your brand - before they bought it from you. [Related: 8 e-commerce categories that will be hot in 2016] So how can new e-commerce and multichanny businesses create a strong brand presence online and off? Here are 11 tips.1. Research and save your brand/company name. Invest [time and energy] to name your brand, said Mihaela Lica Butler, founder of Pamil Visions, a travel and hospitality public relations firm. Says. There are so many unfortunate examples of naming that the company has great products or services but can fail. (Pisuar Tea comes to mind.) Therefore, possible brand names are when you enter the list, go online and see if there is another brand with these names or similar names, and if the name you choose is considered annoying or will cause giggles in another language. Then make sure the sign [name, logo] is available for use and registration, says Kathleen Lynch, an intellectual property lawyer. (You can do this by going to the United States Patent and Trademark Office (USPTO).) I see people coming to me after spending a lot of time and money on a brand, but once I start using it to find out that someone else has rights before. Once, we have checked with the United States Patent and Trademark Office whether registration with the United States Patent and Trademark Office is OK to use the name I chose. Make sure your domain name is the same or similar to your brand/company name. When building a brand from scratch, the first thing to consider is to find a domain, says IconPeak marketing manager, who specializes in targeted mobile ads. Use GoDaddy [or Register.com] to make sure brainstorming name ideas (for some relationship purposes with the benefits of the product/service) and .com version are available. Otherwise, consider an .io domain that is popular with beginners. If you're a nonprofit, go with net or .org. 3. Create a large logo. Your logo is the most important component of building your brand, says Craig Bloem, founder, FreeLogoServices.com. This will be the face of your business and the foundation for all brand efforts. Business cards, signs, shopping bags, boxes, pens, email and social media - all marketing materials must continue. Pamela Webber, CMO, 99designs.4, says that since you create a logo and brand aesthetic that conveys your values and will work well as an avatar on the brand's website, as well as on social media [networks] such as Twitter, Instagram and Facebook. Make sure your web or e-commerce site is attractive and easy to navigate. Even if your web or e-commerce site is only a few pages, make sure it's easy for visitors to read, navigate, and shop. [Related: 13 Simple Tips for Improving Your Web Design; 8 tips for hireing a Web designer for your business] 5. Be consistent with your messages regardless of channel. You want to have a visually identifiable logo and a clear message on all platforms, says Katie Hornor, CEO of Como Blog. Even if someone sees you in a printed ad, online or on social media, they should be able to find out immediately that your message is you and what it is. Similarly, your website, Facebook, Twitter, business cards, advertising, etc., should all have the same name in the same way [if possible], says Cheryl Rios Poldrugach, a marketing and PR expert. For example, if your Twitter @BrandBig has a @theBrandBigTX, use it on Instagram. @BrandBig it. Because consistency helps easily find out who you are.6. Identify yourself as an online expert. Share your knowledge, says Derrick Lawless, marketing director, D. Lawless Hardware. If you want to be a reliable brand that nobody knows who it is, then it is needed to contribute to society without trying to sell it. Nobody trusts someone who's been selling something from the beginning. Your reputation will be built over time by really contributing niche [or industry]. Make the CEO/founder [or another member of your team] a thought leader, says Jeremy Almond, CEO of B2B payment platform PayStand. Let them post regularly on Twitter, share it on Linkedln... and guest posts on blogs. I'm talking about payments everywhere, I can't help it. I like it a lot. Just remember to focus on helping [and] sharing the information.

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