

Hands-on Branding Strategies

Branding is a procedure used by the businesses as an important marketing strategy for creating a long lasting impression on people's mind, for remembering the services and products offered easily. Try to be with your branding. Keep your branding simple and safe, yet attractive enough to create a lasting impression on people's minds.

Branding can help or break your business. Therefore, branding plays an important role. By learning and applying simple branding strategies to your website should prove helpful. Branding is not just restricted to the bigger companies only, but it is also helpful for smaller companies. It is very much important for every business to do branding.

Following are the most popularly used strategies for the branding purpose:

The domain name can be used as a brand name. You can put the domain name at all the stationeries like business cards, letter heads, statements, post cards and others. Thus, using domain name in right way is important.

Repetition is significant, as it will keep the designing elements same at every page. Displaying of the company logo at every page throughout the website is important. Your website should have its own unique feel.

With the increasing number of websites and the ezines popping up everyday, the need of high quality content has emerged. Providing with free articles to some other editors and webmasters for publishing them at their websites too should prove helpful. You are obviously not going to offer articles free without any motive. You need to add your name and a link to your website and the end of these free articles. This will allow the visitors to click to your website link, thus be able to locate you. You might consider adding short teaser at the end like free ezine subscription, free ebook or some other attractive offer. Free publicity is considered as one of the best marketing strategies. The free publicity will not only bring loads of traffic but also add credibility and status to your website. However, make sure that you are providing with some high quality articles free for distribution and publication. There are several ezines over the web where you can submit articles and get more traffic.

For promoting your website, you can participate at the forums that are industry related through article writing, press release and the publications. Customized messages can be posted at blogs and message boards too for generating more traffic, promote services and products and increase the ranking at search engines. Promotional videos too could be created for branding promotion at various social sites. This should further help improving SEO position and ranking at some major search engines.

In case your website has online forms for the visitors to request for more of information, subscribing newsletters or contacting them, you might consider adding thank you page to your website. At this page, you can thank all the visitors for using the form. Thus, this page makes one of the best places for placing the brand slogan and logo. However, make sure you do not end up cluttering with loads of marketing materials and banners. Keeping it simple and plain remains the key.

Auto responders are the emails that will be sent automatically to all requesting for them. The auto responders are excellent as they work for 24/7 without your interference. They can be perfect for sending free reports, link list, articles and others to the visitors. You can easily add the branding copy - brand name, logo, slogan, USP and others at the top as well as bottom of the message having backlink to your website. These days, most of the web hosts are found to be providing the customers with the free auto responders.

Adding USP in the signature file should prove helpful. Furthermore, every email that you sent your visitor will be exposed to the brand. In order to learn more about the signature files, all you need to do is check out the help file with email software.

If you fail to use these branding strategies then, surviving can prove difficult. Branding is not difficult. Simply following these simple branding tactics should prove helpful in a great way. You might also consider to some help from professional SEO experts for branding promotion.

About the Author

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