

# WELCOME

**DAY 71/100**

## DIGITAL MASTERY CHALLENGE

**DATE: SEPTEMBER 27, 2020, SUNDAY**

**TIME: 06:00 PM (AST)**

**LIVE FROM DOHA, QATAR**



Branding **101**

BRANDING 101



TUESDAY  
August  
2

## Advertising

Advertising is defined as the process of conveying an advertising message to a target audience. It involves creating a brand identity, developing a marketing strategy, and promoting the brand through various channels.



## Value

Value is the benefit or advantage that a customer receives from a product or service. It is the perceived worth of the product or service.



## Strategy

Brand strategy is a long-term plan that outlines the brand's goals, objectives, and the actions it will take to achieve them. It is the blueprint for the brand's success.



# Branding

## Trust

Brand trust is the confidence that a customer has in a brand's ability to deliver on its promises. It is the foundation of a successful brand.

*“Branding is More than a Pretty Logo and Catchy Tagline”*

***What is the definition of branding?***



**A) A mark or seal placed on goods or services to represent authenticity?**



*From  
furniture to  
fashion.*

Calvin Klein  
**CK**

***What is the definition of branding?***



**B) The searing of flesh with a hot iron to produce an easy to recognize scar or “symbol” to claim ownership?**



***My cow, not yours***



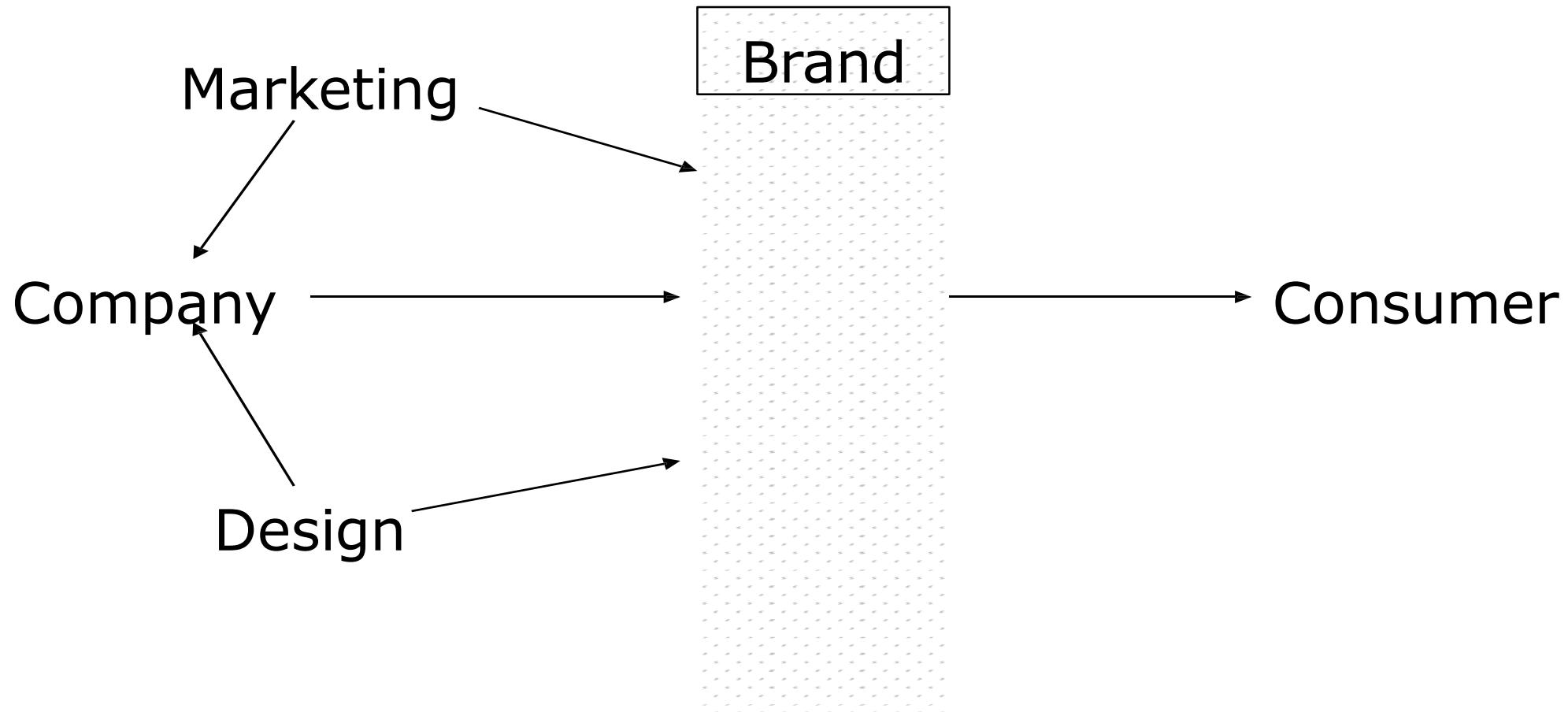
***What is the definition of branding?***



**C) A corporate or organizational logo or mark.**

# What is a brand ?

Branding is a combined effort of the company which is projected to the consumer.

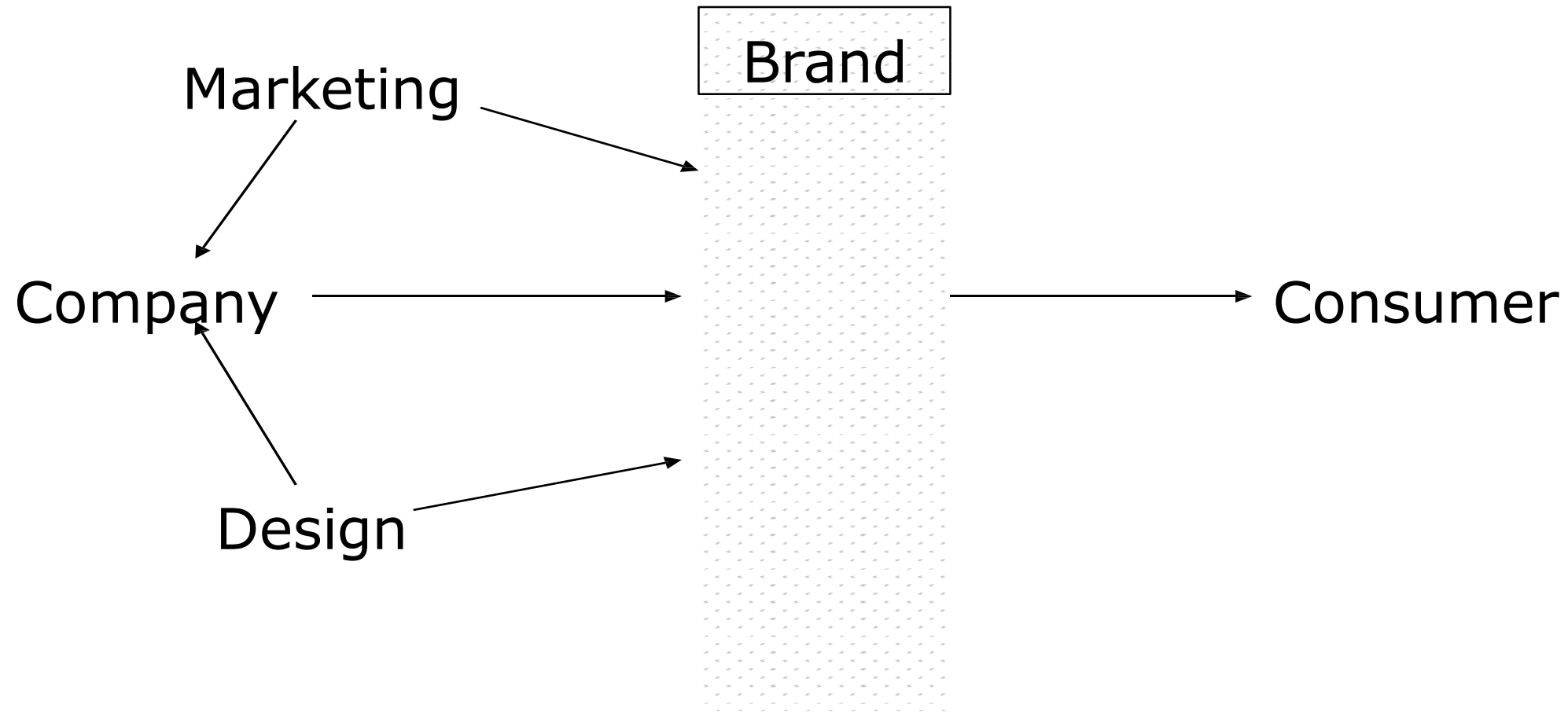


# WHAT IS A BRAND?

An illustration of an iceberg floating in the ocean. The tip of the iceberg is visible above the water line, while the much larger, submerged part of the iceberg is below the surface. The water is a deep blue, and the sky is a lighter blue. The word "Brand" is written in large, white, bold letters across the submerged part of the iceberg.

**Brand**

***Branding is a combined effort of the company which is projected to the consumer.***





# WHAT IS BRANDING?

*Branding is endowing products and services with the power of the brand*



DUNCAN MCCASLIN  
PRINCIPAL, CEO

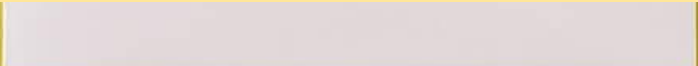
DUNCAN@KREATE.CO.UK  
+44 020 7601 9007




KREATE




# WHAT IS BRANDING?



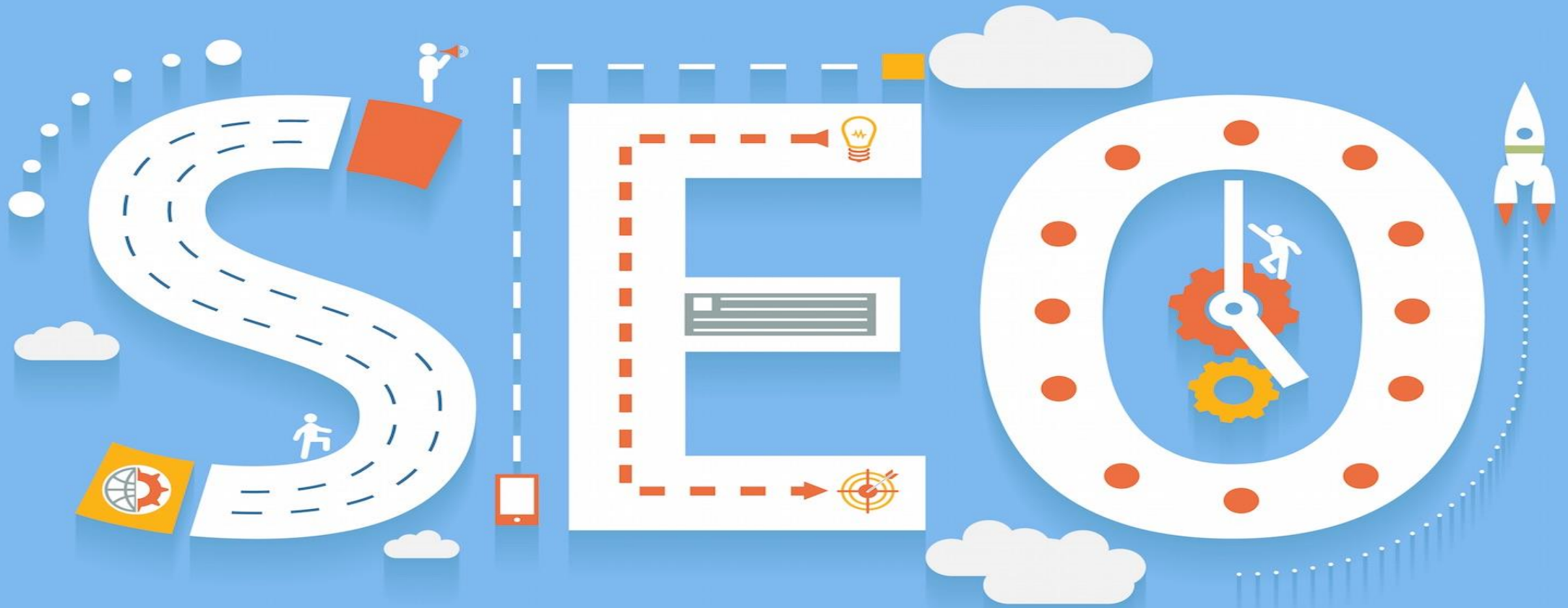
A top-down view of a desk with various items. There are several sheets of paper, some yellow and some white, with small icons on them. A black pen and a pencil are visible. A small, silver rabbit figurine is on the left. The background is a light gray surface.

**Branding is not just about the logo. Nor is it about being a multi-million dollar company.**

A person wearing a white t-shirt is shown from the chest up, with their arms raised and fists clenched. The person's hands are pointing towards the text in the center. The background is a solid teal color.

**A brand is how people  
perceive your product,  
business, or even you  
as a person.**





# HOW TO BUILD A STRONG BRAND PRESENCE USING SEO



# **RULES OF SOCIAL MEDIA BRANDING**

Aboutus.org

Wikipedia.org

Technorati

Facebook  
Fanpage

Twitter

Google+

Quora

About.me

Posterous

Tumblr

Youtube

Typepad

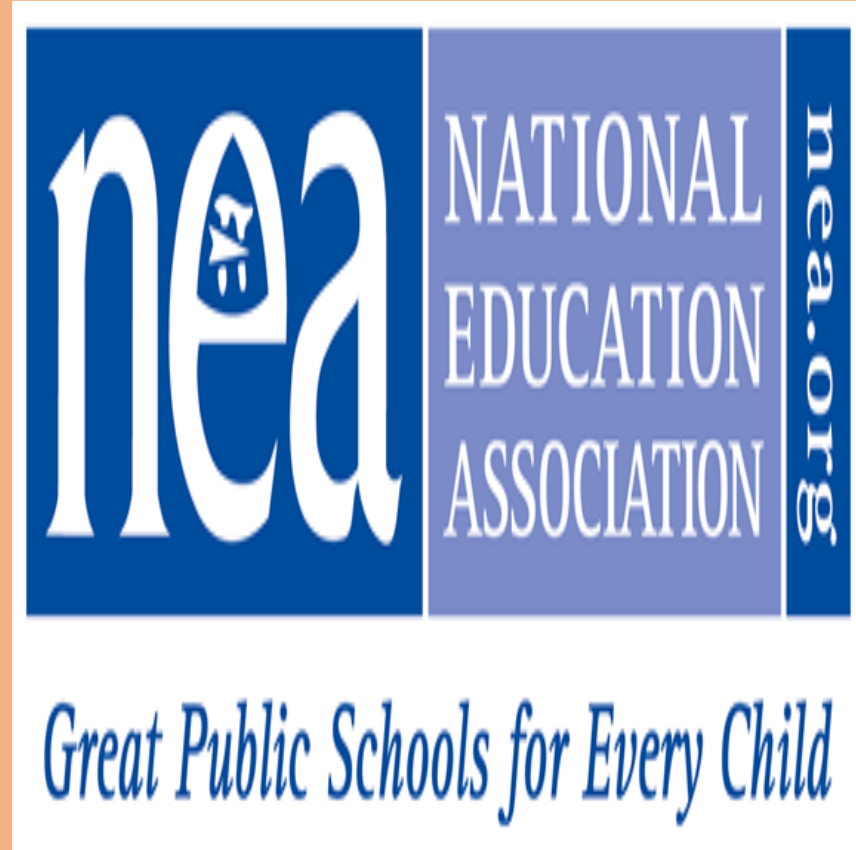
Squidoo

Hubpages

Stumbleupon

Pinterest

Slideshare



***From fast food to teacher unions***



**“BRANDS”**

**VS**

**“BRANDING”**

Money

STRATEGY

**Most people are referring to “brand identity” (logo) when they use the term “branding.”**



Money

STRATEGY

**The brand identity is only one of six dimensions to a complete branding program.**



Money

STRATEGY

**Brand management involves more than policing the logo or tagline.**







*More than just a pretty logo.*

**THE TOTAL BRAND**

**VS.**

**BRAND IDENTITY**



EYELASH  
SLOGAN HERE



BRAND  
SLOGAN



WEDDING  
SLOGAN



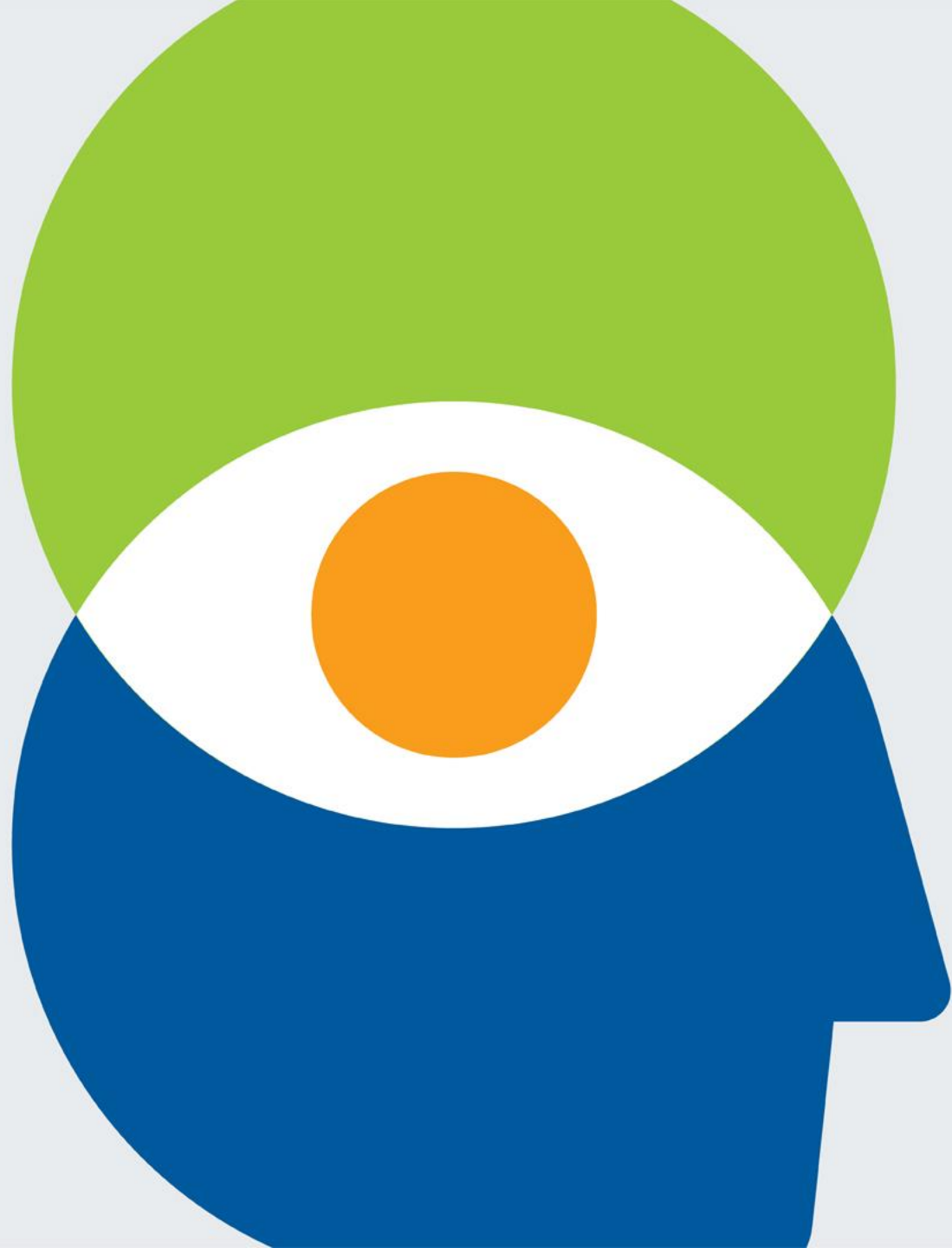
LUXURY  
SLOGAN



BRAND  
SLOGAN

**BRAND IDENTITY** includes brand names, logos, positioning, brand associations, and brand personality.





**Branding  
involves a  
lot more...**



***Branding: What is it now?***

*“A mixture of tangible and intangible attributes, symbolized in a trademark which, if properly managed, creates influence and generates value.”*



How a  
customer  
feels about  
your  
product.





**Promises, unwritten contracts  
between organizations and the  
customers they serve.**

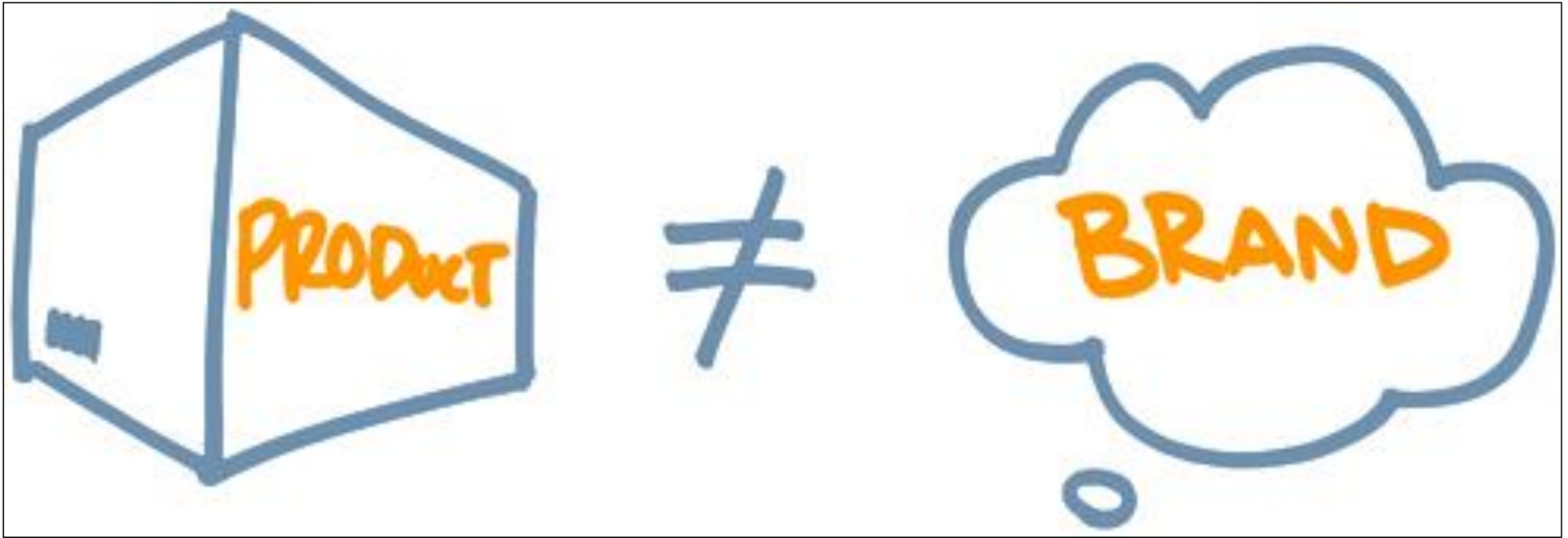


**All of the thoughts,  
associations and expectations a  
customer experiences when  
exposed to an organization's  
name, trademark, products or  
symbols.**



An illustration featuring several Amazon-related items: a blue Amazon box, a red shopping bag, a yellow Amazon box, a green Amazon shopping bag, and a laptop displaying an Amazon website interface. The text 'PRODUCTS DO NOT = BRANDS' is overlaid on a white banner across the center.

**PRODUCTS DO NOT = BRANDS**



***The difference between  
products and brands is:***




**PEOPLE USE PRODUCTS**  
***(AND SERVICES)***




**PRODUCTS SERVE A  
FUNCTIONAL PURPOSE**



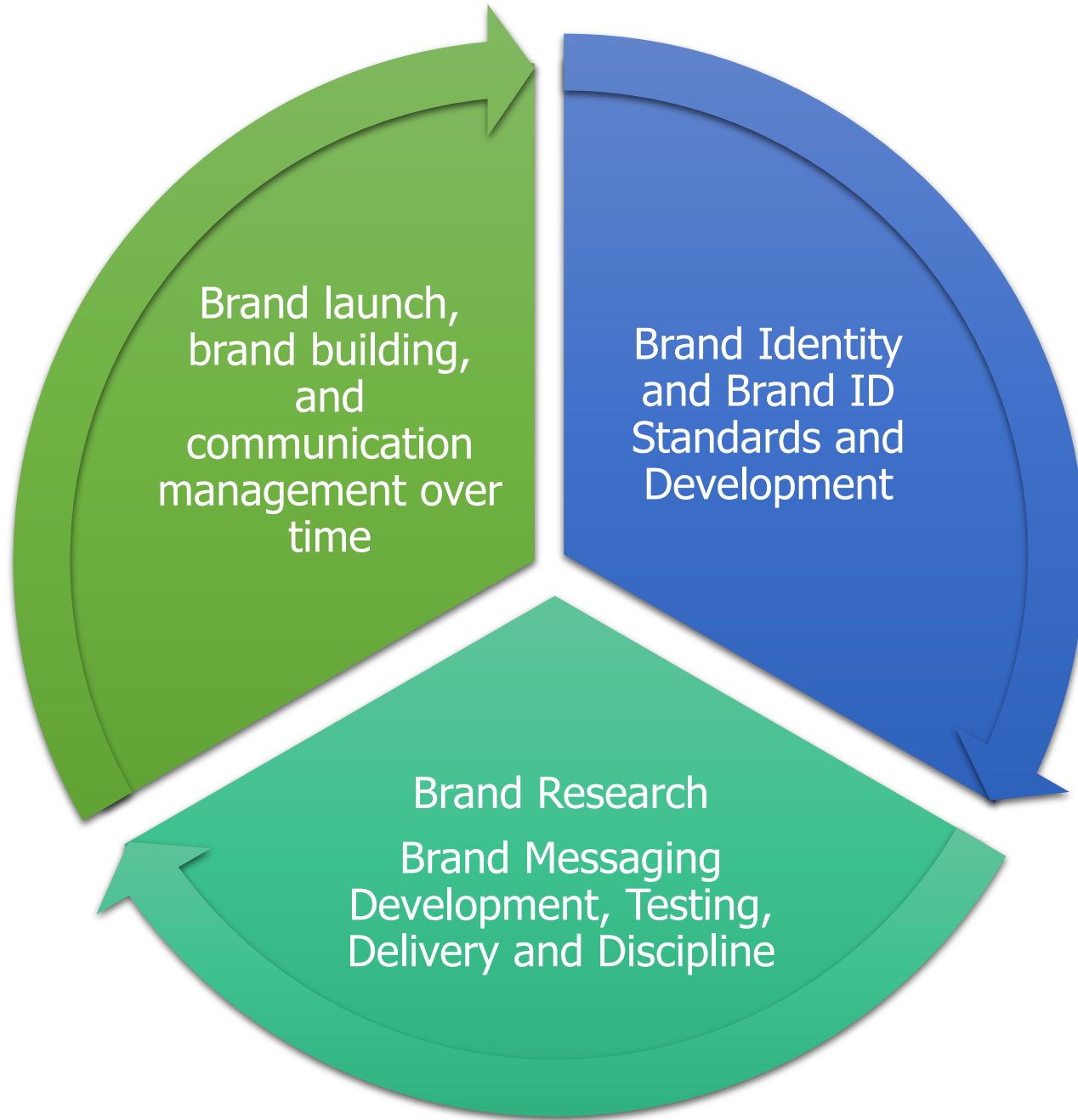
**THEY HAVE A RELATIONSHIP  
WITH BRANDS**



**BRANDS SERVE AN  
EMOTIONAL/PSYCHOLOGICAL  
PURPOSE**



**BRANDS MAKE PROMISES  
(UNWRITTEN CONTRACTS)  
BETWEEN ORGANIZATIONS AND  
THE CUSTOMERS THEY SERVE.**



# Three Important Phases to the **BRANDING CYCLE**



An illustration featuring various Amazon-related items: a blue shipping box with the Amazon logo, a red shopping bag, a yellow Amazon shipping box, a green shopping bag, a laptop displaying an Amazon website interface, and a yellow Amazon shipping box in the foreground. The background is a light green and orange gradient.

**PRODUCTS DO NOT = BRANDS**

A hand is shown holding a small, square wooden block with a white silhouette of a person. The block is teal-colored. The hand is positioned on the right side of the frame. The background is a light blue surface with several other similar wooden blocks scattered around, each with a white person icon and different colors (purple, orange, red, green, yellow).

**Brands have reputations.**

**People  
use  
products.**



***Consumers are increasingly making choices based on the total reputation of an organization***

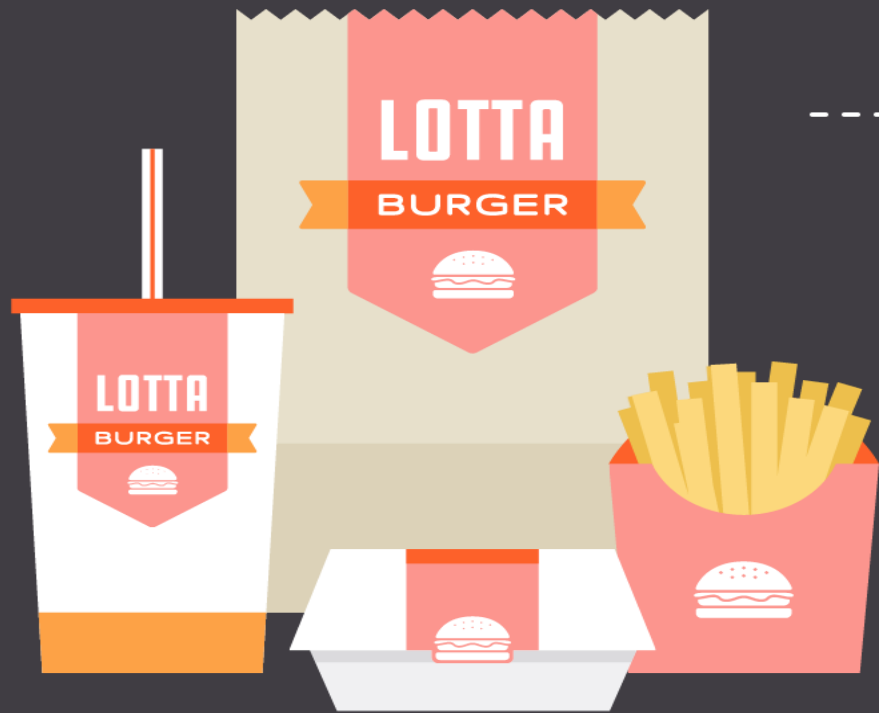


*how it relates to  
its customers, its  
employees,  
communities and  
shareholders.*





***Branding doesn't replace anything else that we do...***



***BRANDING*** makes everything we  
do more effective.

***Branding is about managing the “touch points” which communicates with its customers***







**Think 360**

**Degree**



**A 360<sup>0</sup> BRAND IS THE TOTALITY OF WHAT A CUSTOMER EXPERIENCES WHEN COMING INTO CONTACT WITH A PRODUCT OR SERVICE.**





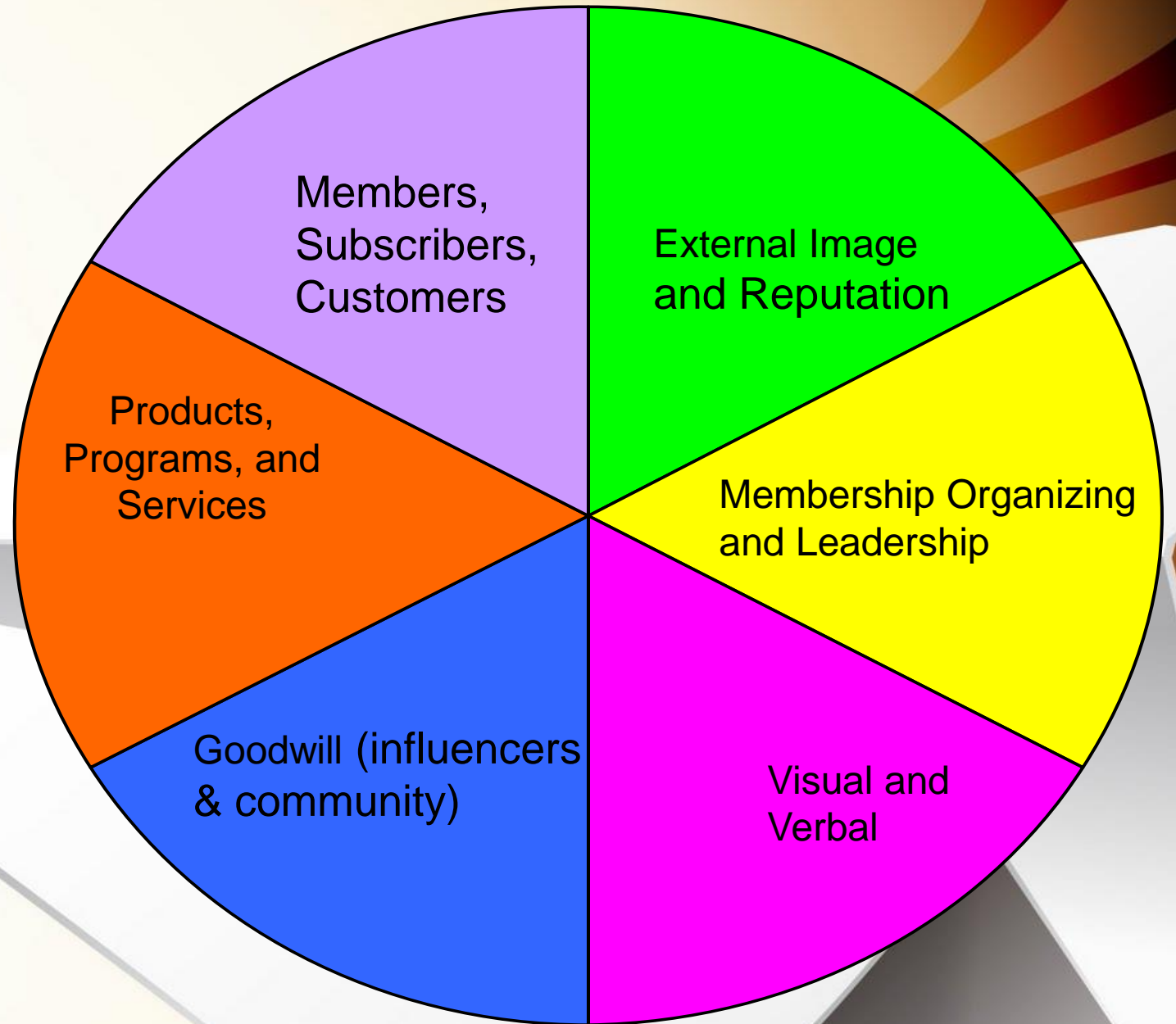
A circular graphic with a rainbow-colored ring. The ring is composed of multiple overlapping, semi-transparent bands of color, including red, orange, yellow, green, and blue, creating a vibrant, multi-layered effect. The center of the circle is a solid black circle containing the text "360°" in a white, sans-serif font. The entire graphic is set against a light yellow background.

360°

# THE NEA

## 360° BRAND

*Individuals "touch"  
points around the  
circle*





***How do we  
find our  
360 Degree  
Brand?***

*Where do we start?*





***Ask key questions within each dimension (slice of pie)***





***Anticipate every encounter or touch point a customer has with the brand***



***For each touch point, identify the communication vehicle or setting***

***Proactively manage the touch points while  
looking for the “emotional triggers”***





*Ask Your Brand:*

**SIX** KEY QUESTIONS

# IMAGE AND REPUTATION



**Does it have a  
strong and  
engaging image  
and reputation?**



# Membership Organization and Leadership

How well is it defined  
and supported  
throughout the  
organization and  
leadership structure?



Visual



Verbal

Does it have a clear, consistent and differentiated visual presence? Do keywords and message support brand ID?

# GOODWILL



Does it have  
goodwill of the  
influencers and  
communities in  
which it thrives?

**PRODUCT**

**SERVICES**

**BENEFITS**



How does product performance, price and other attributes support your brand?  
How are your products rated?



**MEMBERS, CUSTOMERS,  
SUBSCRIBERS**

How strong is the brand's customer service? Any customer relationship management? Or strategy?



***“Successful brands are those that build bonds with their consumers.”***

**David Ogilvy**



# ***When is a brand bonded?***



# ***When Consumers:***



***Always purchase the brand***



***Are not influenced by price  
comparison, sales***



***Are not looking at 2-3 favorites in  
the same category***



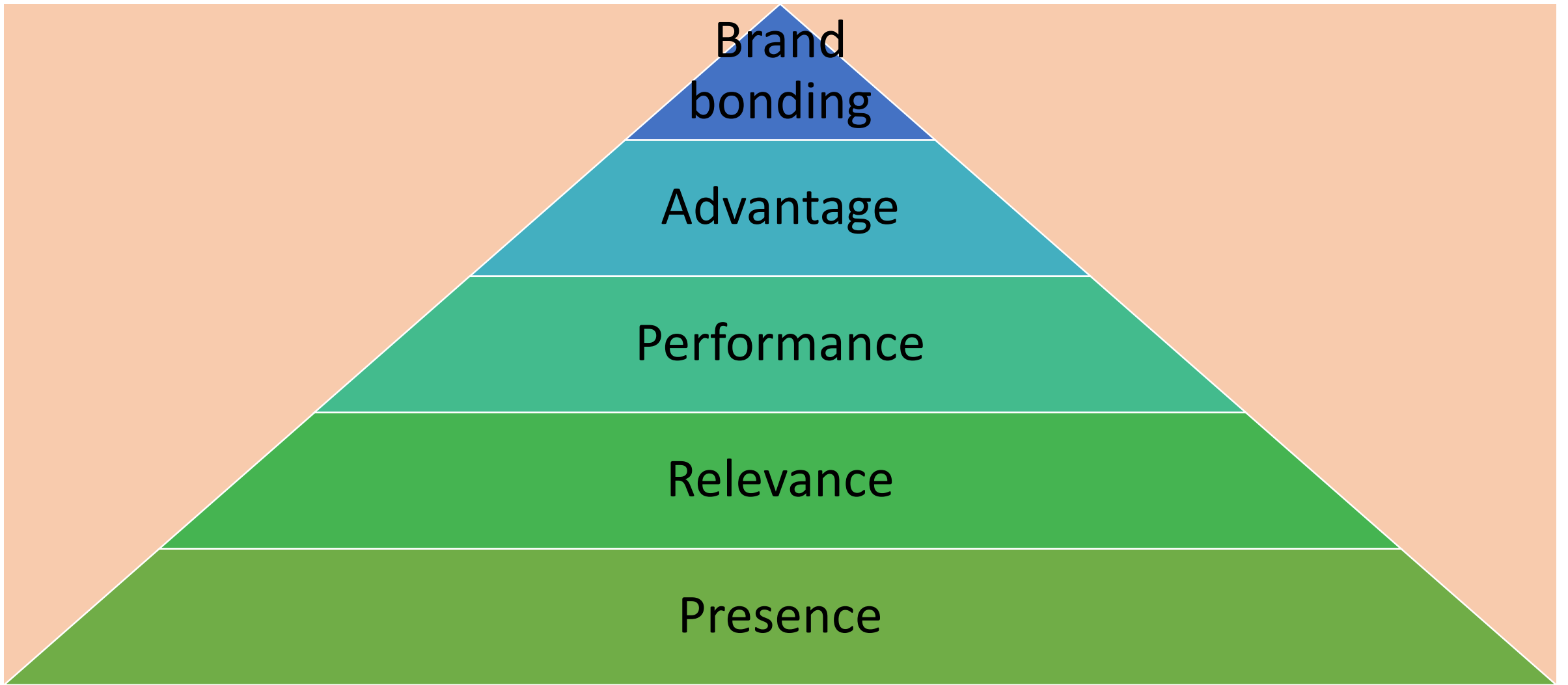
***Recommend it to friends***



***Have a connection to the brand  
that goes beyond the product  
function***







***Successful Brands***

***Make it to the Top of the Pyramid***



**BRAND BONDING**

Advantage

Performance

Relevance

Presence

# PRESENCE

Active familiarity  
based on past trial,  
saliency or  
knowledge of brand  
promise



**BRAND BONDING**

Advantage

Performance

Relevance

Presence

# RELEVANCE

Relevant to  
consumer's needs,  
in the right price  
range or in  
consideration set.



**BRAND BONDING**

Advantage

**Performance**

Relevance

Presence

# PERFORMANCE

Felt to deliver acceptable product performance. And is on the consumer's short-list.



## BRAND BONDING

**Advantage**

Performance

Relevance

Presence

# ADVANTAGE

Felt to have an emotional, rational, status or saliency based advantage



## BRAND BONDING

Advantage

Performance

Relevance

Presence

# BRAND BONDING

Rational and emotional attachments to the brand to the exclusion of most other brands. They are likely to be advocates of the brand.



# Six Key Attributes of a Successful Branding Program *(and where most fail)*


# LONG-TERM COMMITMENT








***Strong management (People, time, money)  
support and buy-in from the top.***

A person in a dark suit and light blue shirt is holding a smartphone. The background is a teal gradient with a network diagram overlay. The diagram consists of several white human icons of varying sizes, each enclosed in a blue circle. These circles are interconnected by thin blue lines, forming a web-like structure. A central, larger circle contains three vertical white bars. The overall aesthetic is modern and technological.

**Integrated, Coordinated,  
Celebrated.**

A person in a dark suit and light blue shirt is holding a smartphone. The background is a blurred teal color. Overlaid on the image is a network diagram consisting of several white human icons, each enclosed in a light blue circle. These circles are connected by thin blue lines, forming a web-like structure. The text "Continuous cycle or living 'system'" is centered in a light blue rectangular box.

**Continuous cycle or living  
“system”**



**(Consumer) Research based  
(formal and informal).**

A person in a dark suit and light blue shirt is holding a smartphone. The background is a blurred teal color. Overlaid on the image is a network diagram consisting of several white human icons, each enclosed in a light blue circle. These circles are connected by thin, light blue lines, forming a web-like structure. The text "Message driven." is centered in a white rectangular box with a light blue border.

**Message driven.**



**BRANDING**

**MARKETING MANAGEMENT**

# BRAND



Products and services have become so alike that they fail to distinguish themselves by their quality, efficacy, reliability, assurance and care.





Brands add emotion and trust to these products and services, thus providing clues that simplify consumers' choice.



These added emotions and trust help create a relationship between brands and consumers, which ensures consumers' loyalty to the brands.



Brands create aspirational lifestyles based on these consumer relationships.





# Brand Loyalty



*“The degree of consumer attachment to a brand.”*

Recognition



Awareness of name, benefit and package

Preference



Is useful, consumer will buy if available...evoked set

Insistence



Will search for; must have

# THE ROLE OF BRANDS

Identify the  
maker

Simplify  
product  
handling

Organize  
accounting

Signify quality

# THE ROLE OF BRANDS

Create  
barriers to  
entry

Serve as a  
competitive  
advantage

Secure  
price  
premium

The background features a white surface with two overlapping rectangular objects. The left object is red with the word 'UPPER' partially visible in white. The right object is grey with a red quarter-circle, a red circle, and the text 'UPPER GROUND' and 'MIDON, SET 950' printed vertically. A light orange horizontal band is positioned below the objects, containing the main title. Below the orange band is a light blue horizontal band containing the definition text.

# WHAT IS BRAND EQUITY

*Brand equity is the added value endowed on products and services, which may be reflected in the way consumers, think, feel and act with respect to the brand.*

# ADVANTAGES OF STRONG BRAND

Improved perceptions of product

Greater loyalty

Less vulnerability to competitive marketing actions  
Less vulnerability to crises



# ADVANTAGES OF STRONG BRAND

Larger margins More inelastic

Greater trade cooperation

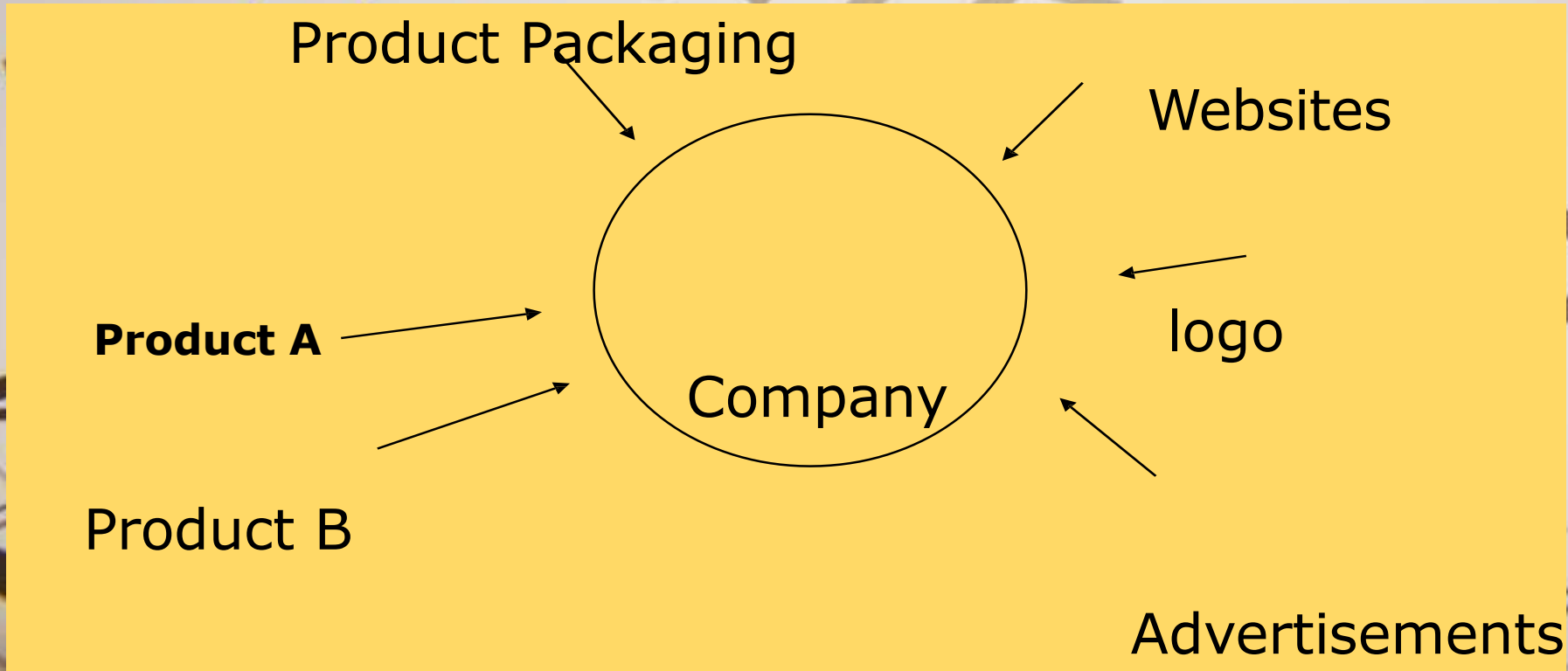
Increase marketing communications effectiveness Possible licensing opportunities

# **WHAT IS A BRAND PROMISE?**






**Brand promise is the marketer's  
vision of what the brand must  
be and do for consumers**



# INTEGRITY OF BRAND

A close-up photograph of a hand placing a wooden letter 'Y' on a sand surface. The word 'INTEGRITY' is spelled out in wooden letters across the sand. The lighting is warm, creating soft shadows. The hand is positioned on the right side of the frame, with fingers holding the letter 'Y' just above the sand.

**A brand is a promise. A promise to achieve certain results, deliver a certain experience, or act in a certain way. A promise that is conveyed by everything people see, hear, touch, taste or smell about your business.**

# What is Brand Identity?

- **A promise that gets kept consistently**
- **It creates a personality and a life for your products/services**
- **A unique and consistent look, feel, tone and voice for all communications**
- **It's essential to your success in the marketplace**

# DRIVERS OF BRAND EQUITY

Brand  
elements

Marketing  
Activities

Meaning  
transference

# KEY BRAND ELEMENTS

1

BRAND NAME

2

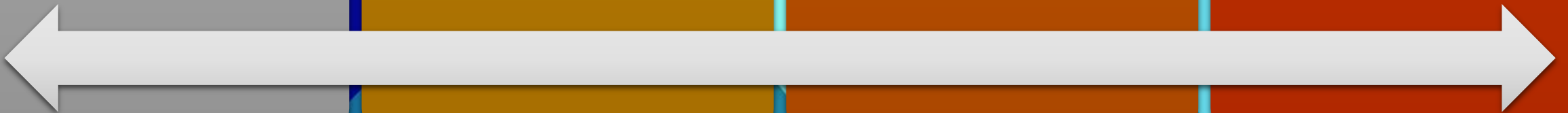
BRAND  
PROMISE

3

BRAND  
PERSONALITY

4

BRAND  
ASSOCIATIONS







**Brand  
Recognition  
/ Equity**

**Brand  
Preference  
/ Loyalty**

**Brand  
Insistence**

**Brand  
Awareness**



# THE NIKE CASE

Reflects the popularity of a well-known TM  
The “Swoosh” is the well known symbol of Nike

Originally Nike’s logo included also the shoemaker’s name

# THE NIKE CASE

At the end of the nineties, the Nike's name disappeared

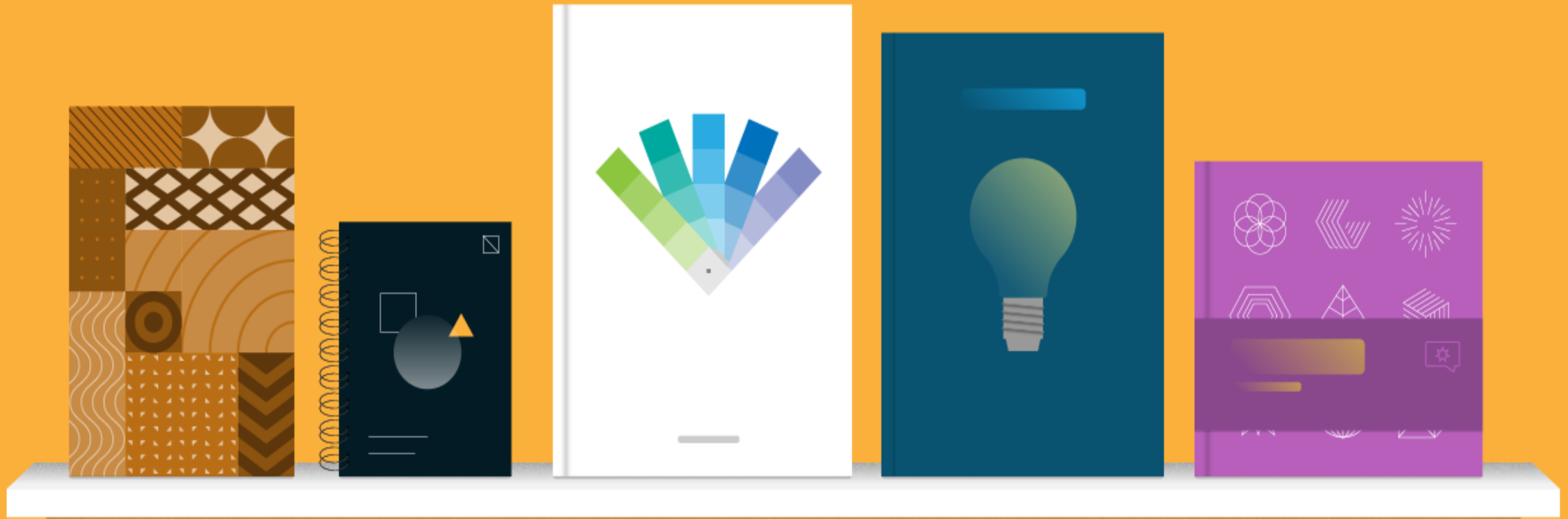
The swoosh remained as the main identification symbol of the shoemaker

# THE NIKE CASE

Today there is no need to include the brand into this logo since the recognition of a simple swoosh automatically brings our attention to Nike

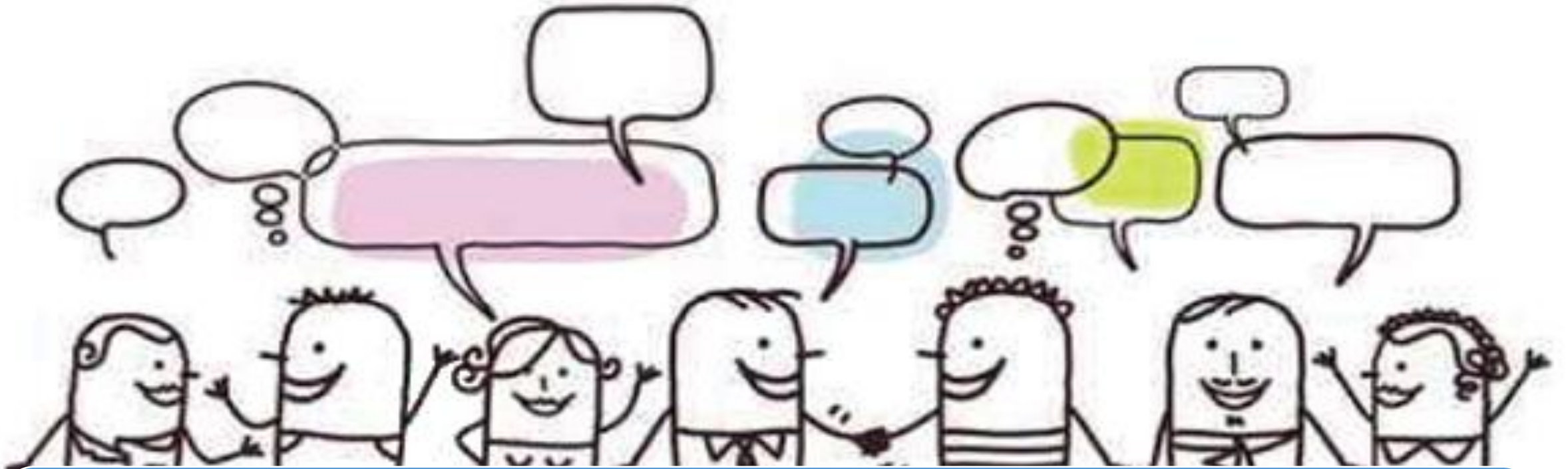
# THE SWOOSH





# THE ART OF BRANDING

# THE GOLDEN RULE



Brands are built on what people are saying about you; not on what you are saying about yourself!



# WHY BRANDING?

Awareness

Don't have a perfect product

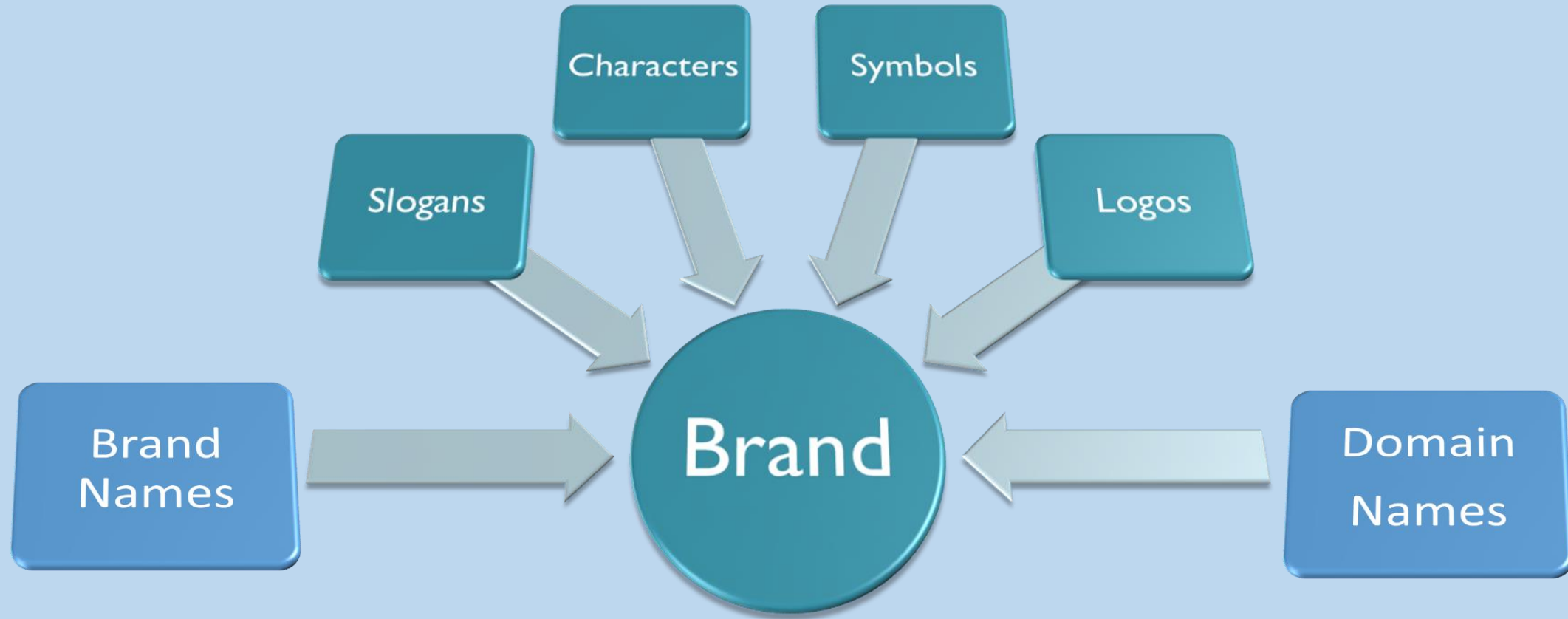
Don't have infinite resources

Growing market

Increasing competition

Cannot enforce what people think your brand represents

# BRANDING ELEMENTS



# CHOOSING THE RIGHT ELEMENT

Memorable

Meaningful

Likeable

Transferable

Adaptable

Protectable



**POINTS TO CONSIDER**

**Seize the  
High Ground**



**CREATE  
ONE  
STRONG  
MESSAGE**



**Speak in a  
way that  
you can be  
understood**





Take the Opposite Test  
(Check your competition)

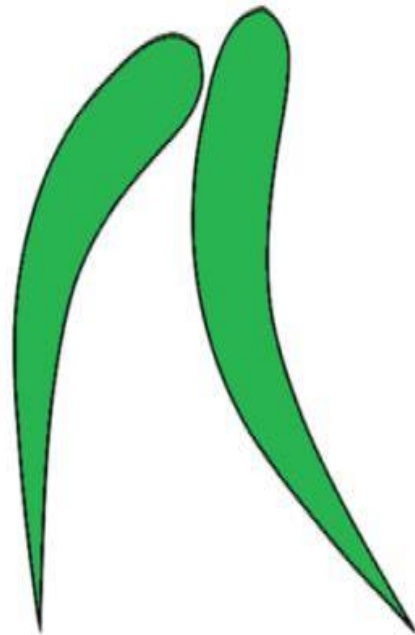
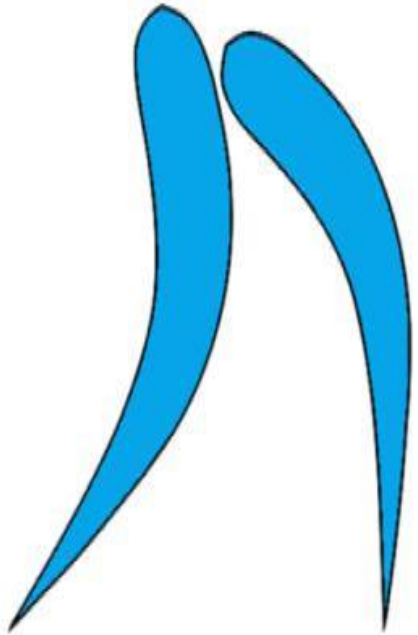


**Message to be  
understood by  
the  
organization  
ladder**





***Examine the Bounce Back  
(Feedback Research)***



PR

Advertising

**Focus on PR  
and  
Advertising**



***Your brand should reflect  
humanness***



# **ADVANTAGES OF STRONG BRANDING**



**Improved  
perceptions of  
product  
performance**

**GREATER  
LOYALTY**

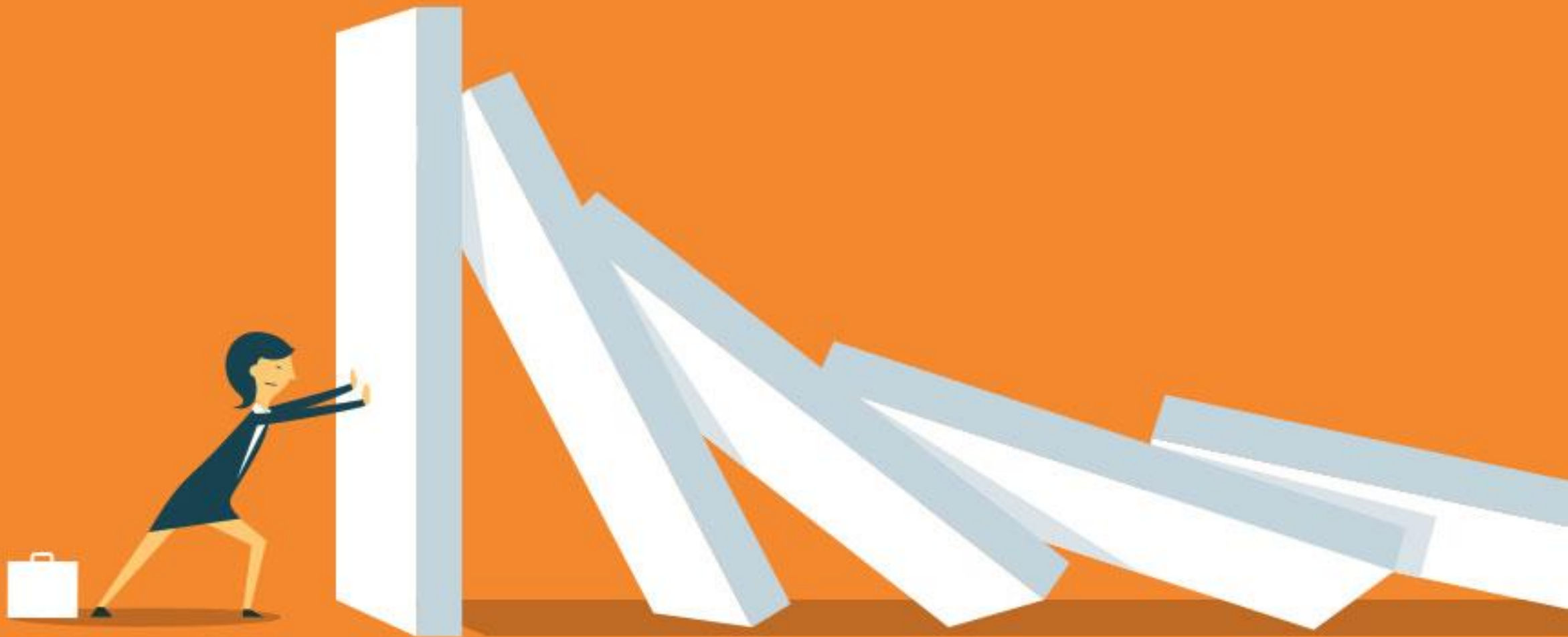
**BRAND LOYALTY**



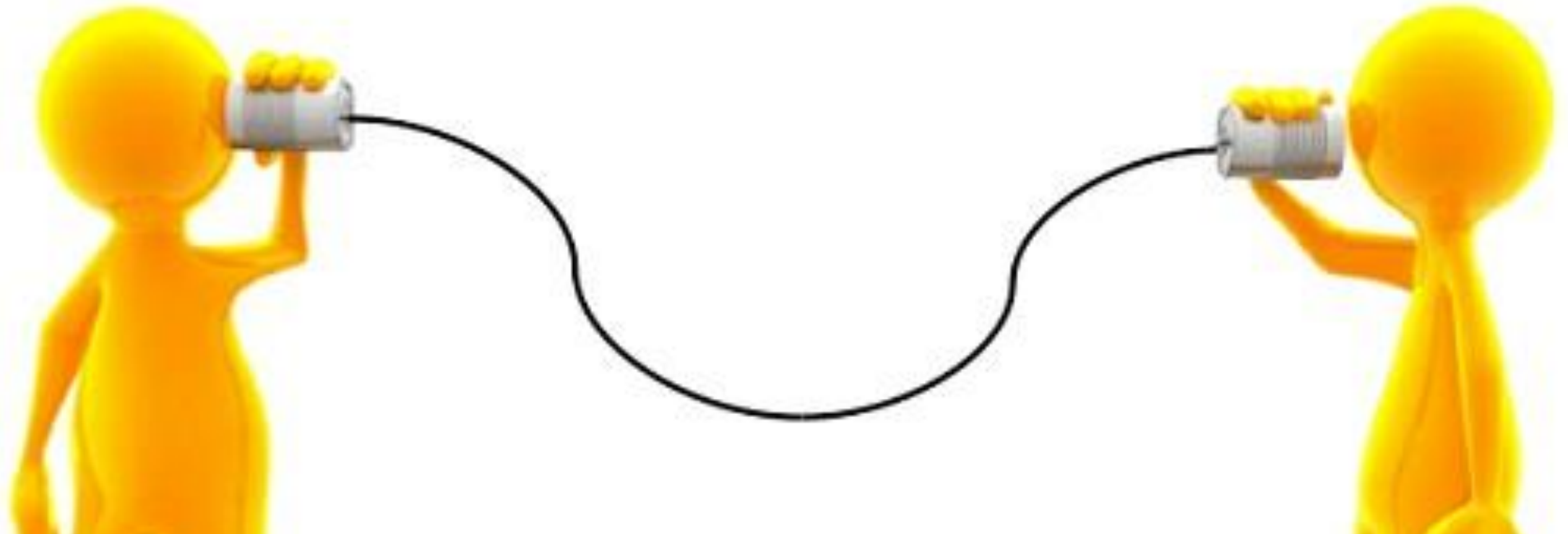


**Less vulnerability to  
competitive marketing actions**



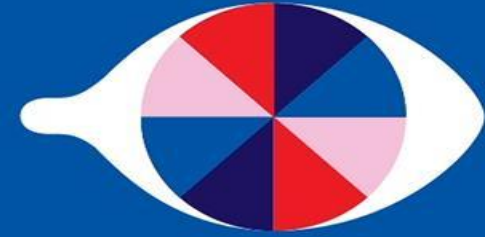


**Less vulnerability to crises**



**Increased marketing  
communications effectiveness**

**Net  
Present  
Value**



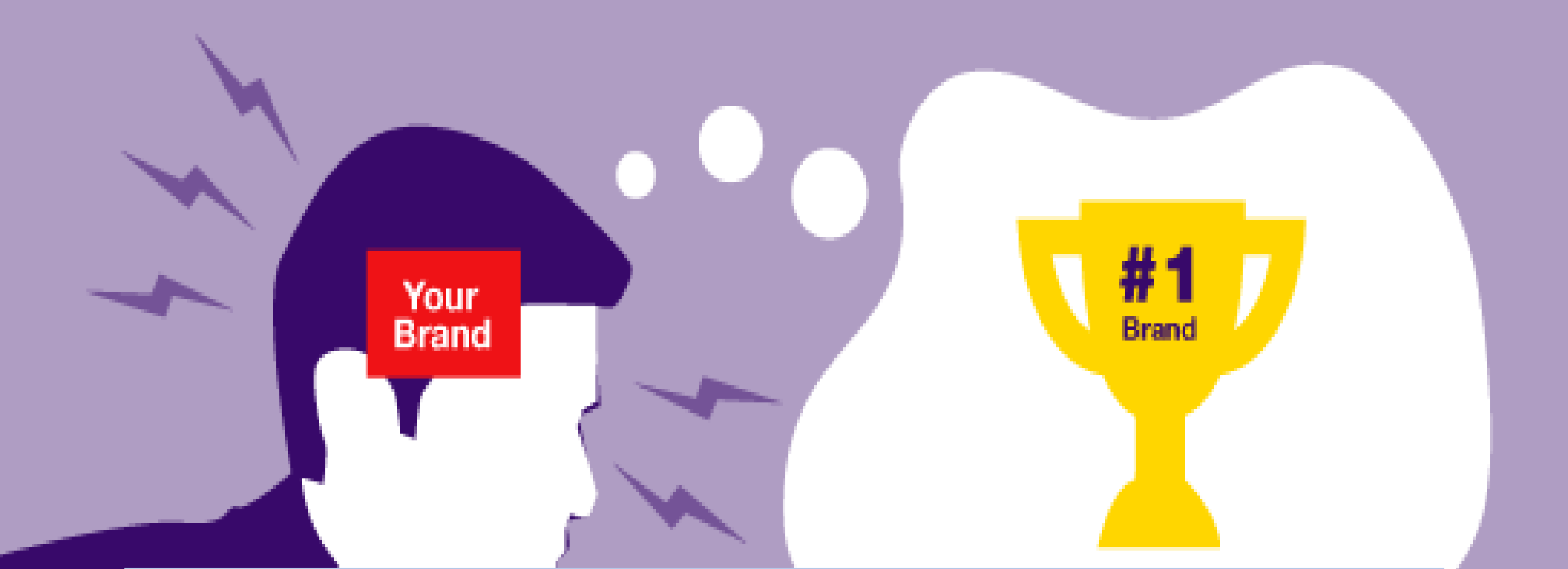
**Contributor to the Net Present  
Value (NPV)**

***So what do you  
achieve?***



# BRAND POSITIONING





***The act of designing the company's offering and image to occupy a distinctive place in the mind of the target market.***

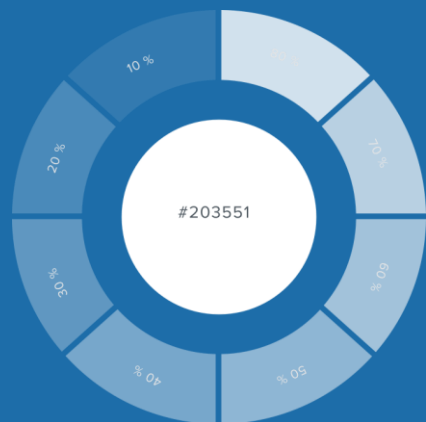


A + D + M

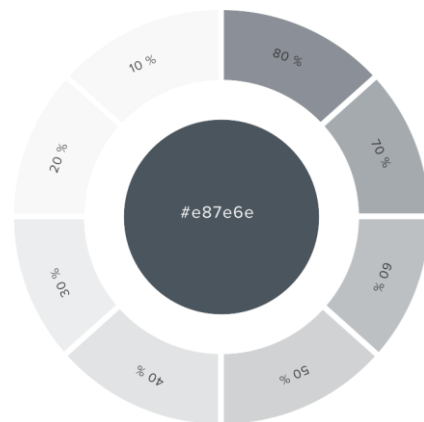




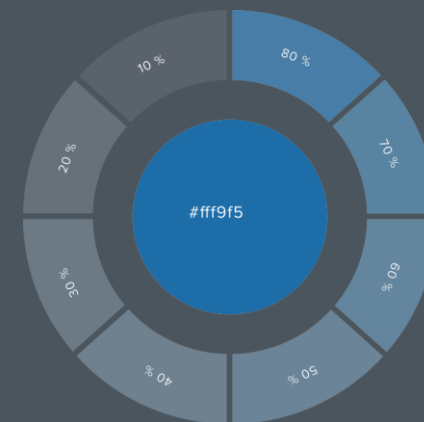




C M Y K  
70 66 56 52



C M Y K  
01 16 89 00



C M Y K  
06 07 10 00



### Regular

Aa Bb Cc Dd **Ee Ff** Gg -h Ii Jj

Kk **LI** Mm Nn Oo Pp Qq Rr Ss **Tt** Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

### Semibold

Aa Bb Cc Dd **Ee Ff** Gg -h Ii Jj

Kk **LI** Mm Nn Oo Pp Qq Rr Ss **Tt** Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

### Bold

Aa Bb Cc Dd **Ee Ff** Gg -h Ii Jj

Kk **LI** Mm Nn Oo Pp Qq Rr Ss **Tt** Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0



أشرف  
DIGIMENTORS



9995 054 527  
8129 831 531  
9400 523 580

Crown Plaza , The Business Park,  
Old Airport Doha, Qatar.  
shan@bcc.business





شركة  
DIGIMENTORS

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8129 831 531  
9400 523 580  
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Old Airport Doha, Qatar.  
shan@bcc.business









JOHN DOE





[HOME](#) [ABOUT](#) [CAREER](#) [SERVICIES](#) [CONTACT](#)

# WELCOME !

TRENDY  
BACKUP COLLECTION



HOME ABOUT CAREER SERVICES CONTACT

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

ADM DIGIMENTORS



أشيقر<sup>®</sup>  
DIGIMENTORS

  /ashghardigimentors



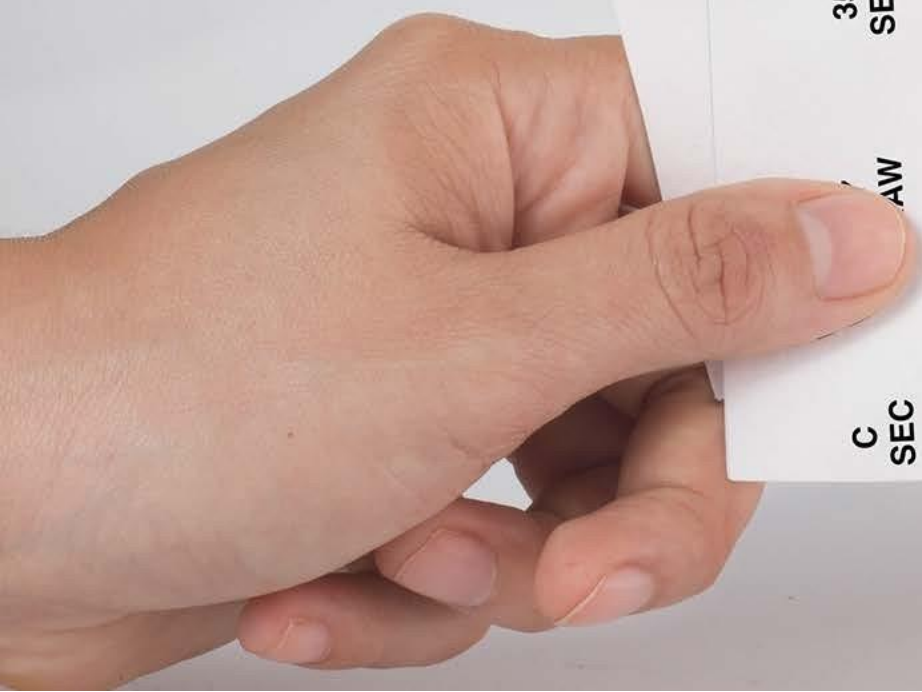


ADI أشيقر  
DIGIMENTORS



أشيقر  
DIGIMENTORS

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35 SEAT

35 SEAT

AW

C SEC



أشيقر DIGIMENTORS

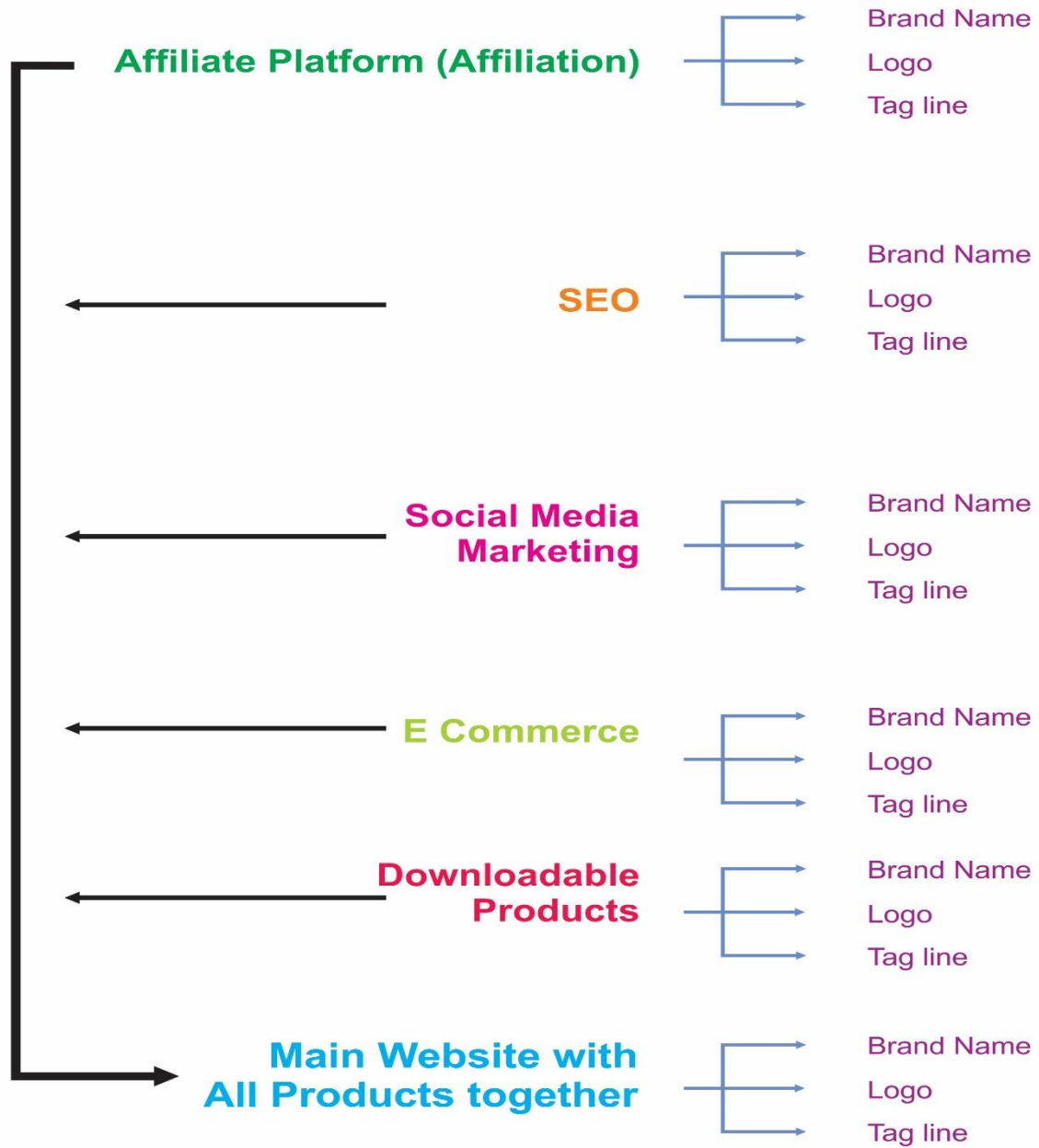



أشيقر DIGIMENTORS

A photograph of a diverse business team of four people (two men and two women) in professional attire, smiling and high-fiving each other in a modern office setting. The image is repeated on both business cards.

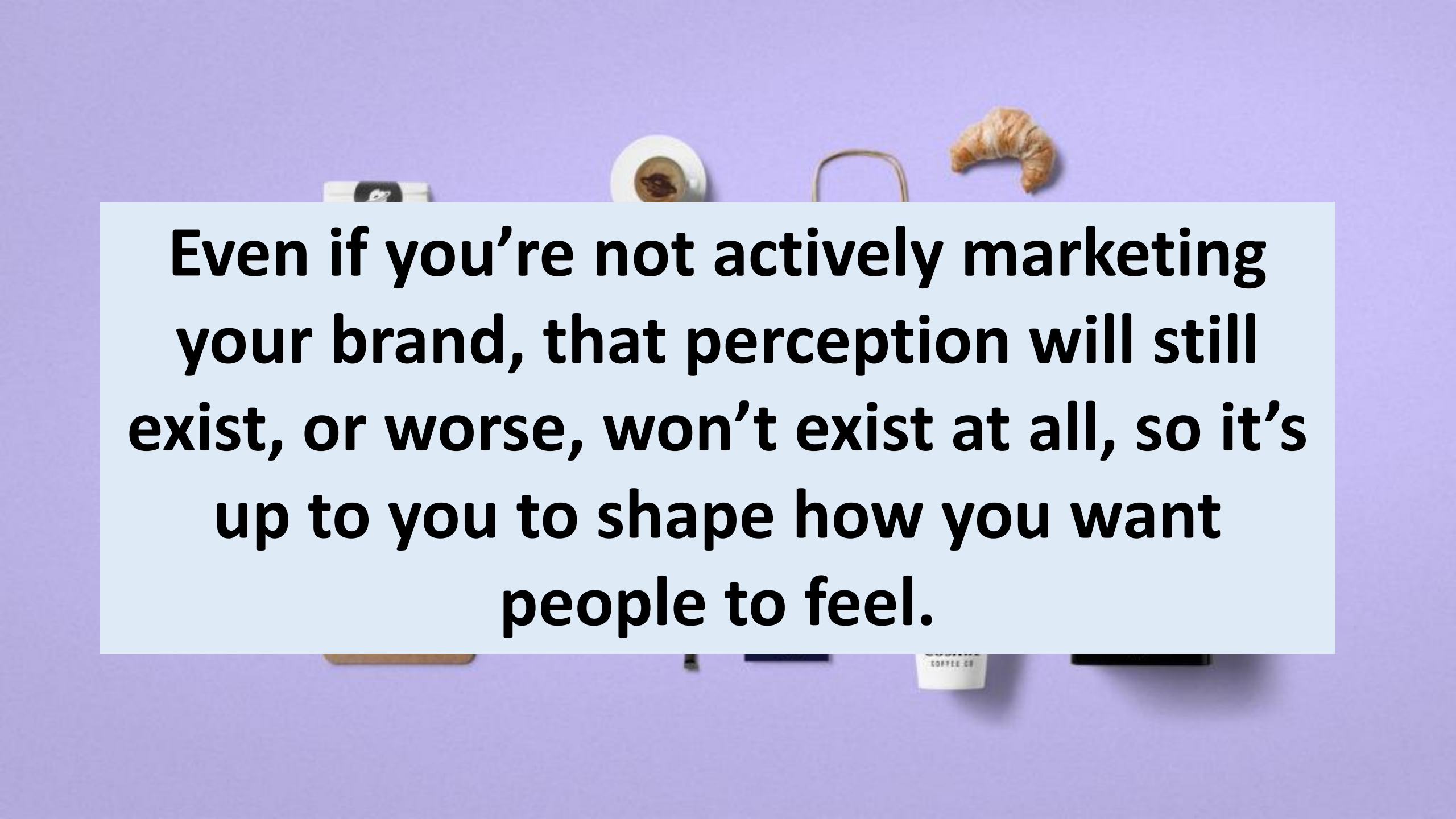








**The goal with branding is to make sure that perception is the one you want people to have.**



**Even if you're not actively marketing your brand, that perception will still exist, or worse, won't exist at all, so it's up to you to shape how you want people to feel.**



**What do you  
want your  
brand to  
achieve?**



***It's human nature to want people to like you, but likeability doesn't always convert to sales.***



**Be clear on your branding goals, as this can help you assess the success of building your brand later on.**

**Examples of  
brand goals  
include:**



**Driving awareness of your product or service**

**Generating business through new leads**

**Increasing sales**


**Increasing customer loyalty**

**Providing a higher standard of customer service**





# HOW TO CREATE A STRONG BRAND IDENTITY

An illustration showing multiple hands of different skin tones working on a white table. The hands are engaged in various tasks: one is drawing a graph, another is holding a smartphone with 'CALL' on the screen, one is using a hammer, another is using a wrench, and one is using a paintbrush. There are also gears, a color palette, a ruler, a calculator, and a 'TODO LIST' with a checklist. The scene is filled with colorful tools and documents, suggesting a collaborative and creative work environment.

**Before you do anything else,  
you need to define your brand.**



**Humans are exposed to so many brand stories, the ones that have cut through are the ones we instantly understand.**





We often talk about the elevator pitch to simplify complex thoughts. So imagine you're in an elevator trying to persuade someone to engage with your brand by answering these three questions:



What is your brand called?

What is your brand about?

What makes your brand different?

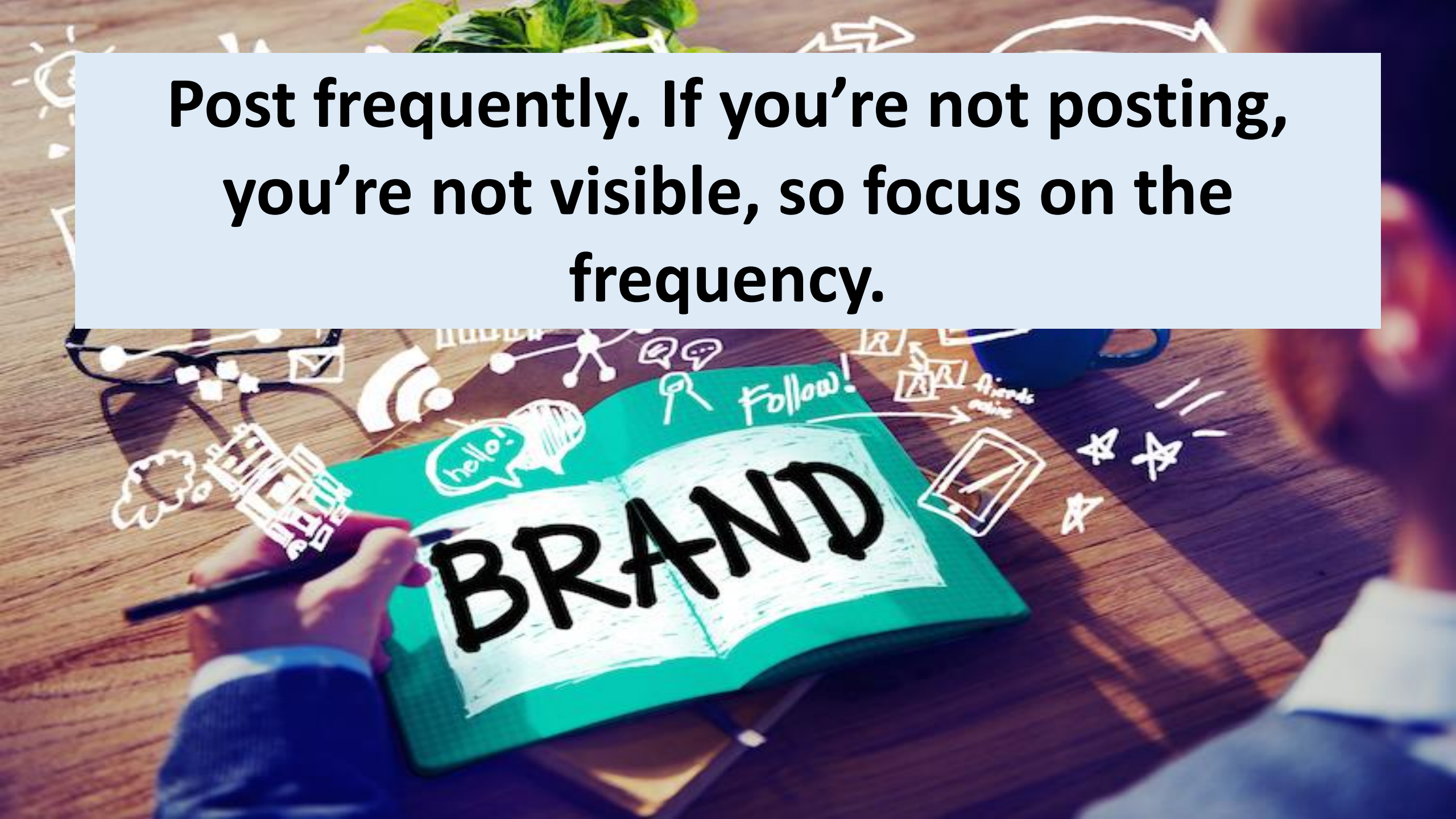
**You don't need to be on every channel. It's better to choose one and do it right. If you can do three, great, but don't water-down your reach because you're spread too thin.**



**You don't need thousands of followers. 10 followers who buy your product is better than 1000 followers who don't buy your product. Don't get caught up in follower figures.**



**Post frequently. If you're not posting, you're not visible, so focus on the frequency.**







**HERE ARE 10 WAYS YOU CAN BUILD YOUR BRAND ON SOCIAL MEDIA.**



# 1. BE CONSISTENT ACROSS SOCIAL MEDIA PLATFORMS



## 2. Design a logo that demonstrates the brand philosophy




FLY



FLY

# 3. USE COLORS THAT MAKE A STATEMENT






**4. Know your tone of voice  
and brand writing style**

# 5. TALK LIKE A HUMAN BEING



A photograph of two men in business attire sitting at a table, engaged in conversation. The man on the left is seen in profile, wearing glasses and a light blue shirt. The man on the right is a Black man wearing a blue and white striped shirt and a blue tie, smiling and looking towards the other man. The background is a bright, out-of-focus office setting with a window. A semi-transparent light blue box is overlaid on the bottom half of the image, containing the text.

## **6. QUIT PLUGGING, START CONVERSING**

# 7. TELL A COMPELLING STORY





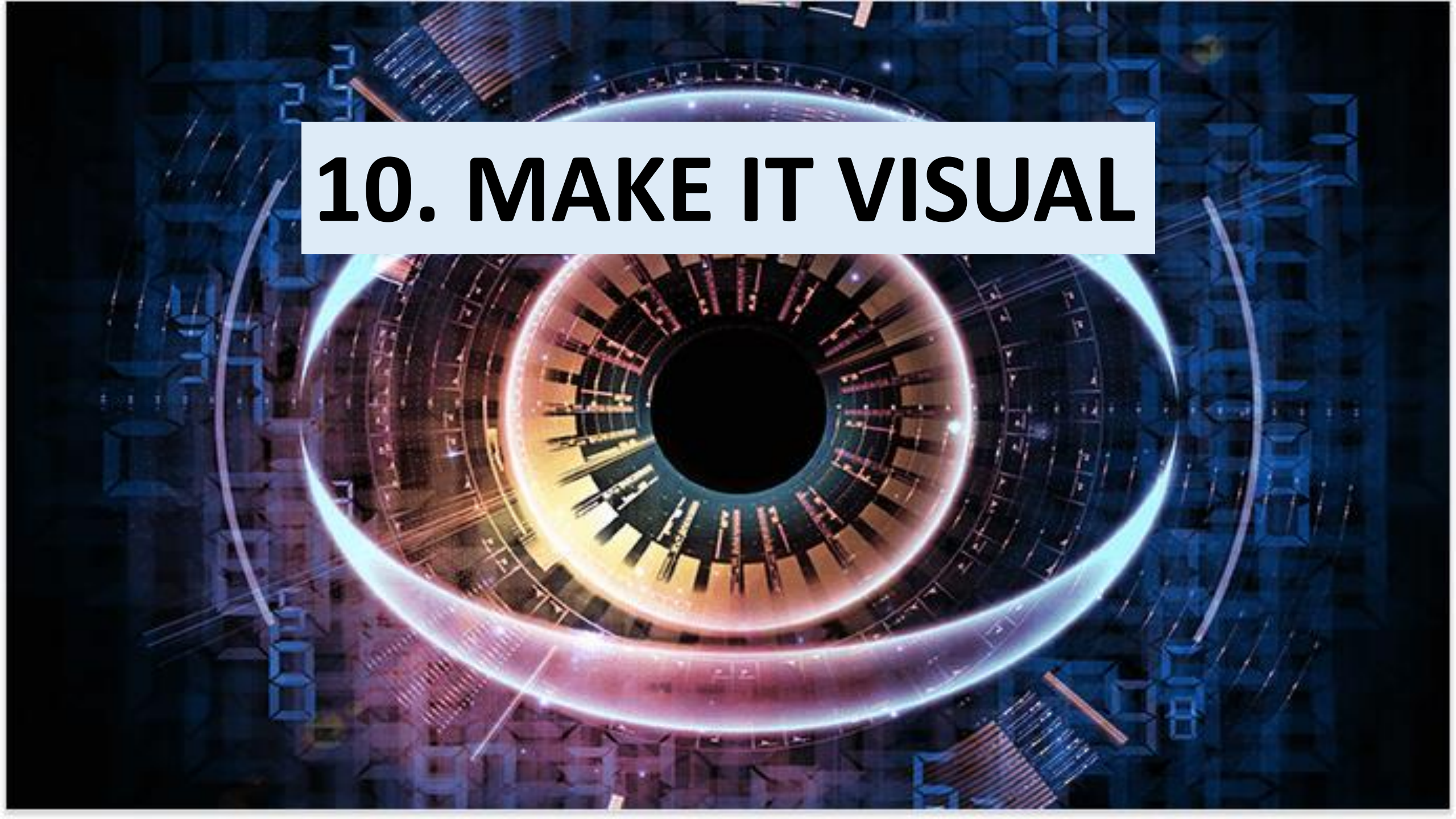
# 8. BE TRANSPARENT



# 9. POST RELEVANT CONTENT




# 10. MAKE IT VISUAL




**NOW IT'S  
*YOUR* TURN.**

A wooden desk with a red coffee cup, glasses, a notebook, and a small potted plant. The scene is lit with warm, natural light, creating soft shadows. A white text box is overlaid on the center of the image.


**WHY IS BRAND MARKETING  
SO IMPORTANT IN SEARCH?**

A wooden desk with a red coffee cup, glasses, a small potted plant, and a notebook with 'Opportunity' written on it.

**It improves your business' lead generation, because it's easier to sell things when you're a trusted brand.**




**Higher success rates from acquiring links naturally or through sending out requests to other webmasters/bloggers.**

A wooden desk with a red coffee cup, glasses, a small potted plant, and a notebook with the word 'strength' written on it.

**Search engines are more to favor brands when ranking pages on search results**



A woman with her hair in a bun, wearing a white sleeveless dress with a black side panel and black high heels, stands on a rooftop with her arms crossed, looking out over a city skyline. The skyline includes various skyscrapers and a bridge in the distance under a clear sky.


# Measuring the success of your online branding campaign:

The best metric to base your campaign's achievements is usually through the increase in amount of leads/sales/revenue you have generated from the campaign.



The increase in visitor loyalty as well as new visits (that can all be tracked through your Analytics' audience behavior report).






**Increase in branded search (people searching for your brand name on search engines).**




**The amount of natural brand mentions through editorial links, citations and/or social mentions.**

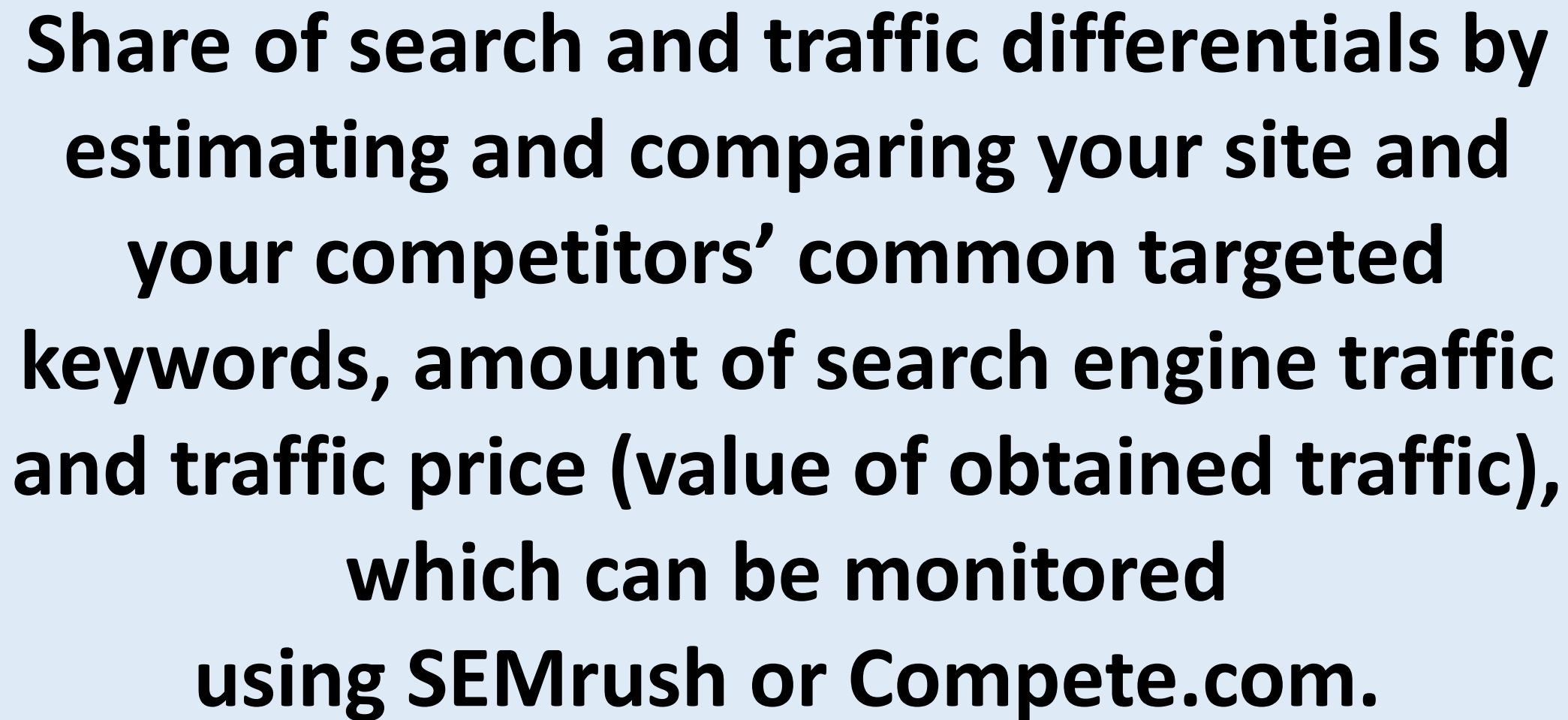




Approximate amount of engaged users (or possible brand advocates), that can easily be analyzed by setting goals for both macro and micro conversions



**Increase in amount of followers on key social networking sites that you are active on using such as Twitter, Facebook or Google+.**



**Share of search and traffic differentials by estimating and comparing your site and your competitors' common targeted keywords, amount of search engine traffic and traffic price (value of obtained traffic), which can be monitored using SEMrush or Compete.com.**




# TRUST SEALS



DON'T KNOW  
OR NO PREFERENCE



The background features a vibrant, abstract design with overlapping orange and purple shapes. Scattered throughout are white icons and numbers: a heart, a person silhouette, a speech bubble, and the number '53' in the top left; a person silhouette and the number '500' in the top center; a heart and a checkmark in the top right; and a large heart and the number '50000' in the bottom center.

Another way to motivate your new visitors to check more of what you can offer is to put emphasis on your brand's accomplishments



***Making these things available to be seen by your visitors can lift your brand's importance in your industry and can immediately establish trust and cultivate interest.***

# KISSmetrics is Trusted By

amazon.com® ebay Square

WE PAY zaarly FEE FIGHTERS

hootsuite Adobe foursquare

Small businesses and big brands rely on KISSmetrics every day

Keyword research and content development always go hand in hand in every start of campaign, especially in SEO, but of course these 2 vital processes will also play an important role when you're trying to build a brand.



WHY?

A wooden sign with the word "WHY?" carved into it. The letters are made of light-colored wood, while the question mark is a darker wood. The sign is set against a background of blue and white painted wood.

**Because your campaign's target keywords and the pages where they'll be used will help your brand obtain the right audience.**

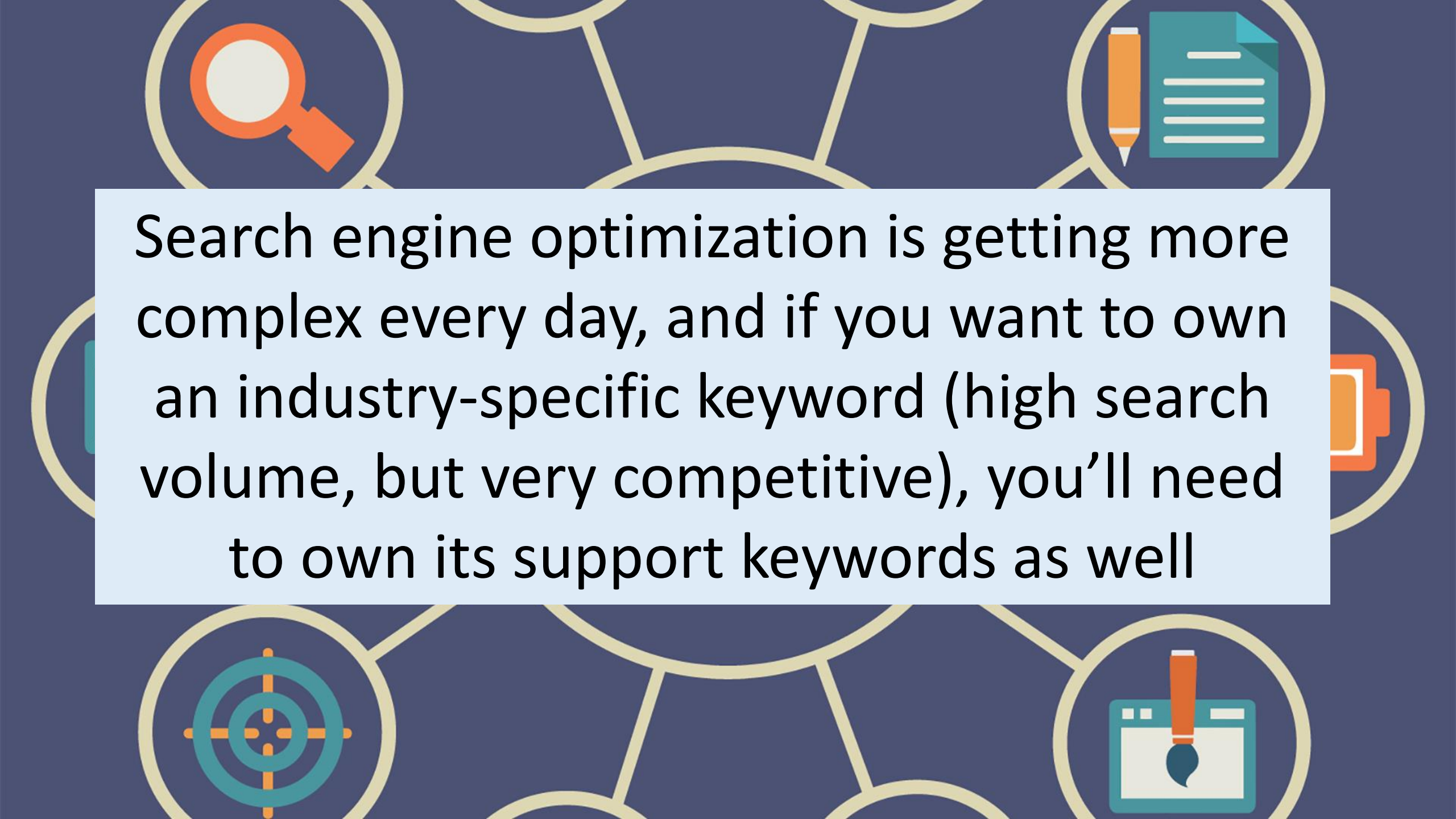
**Basically, once you've sorted out the list of your campaign's primary as well as secondary keywords, it will be the best time to lay out your plan of attack to rank for those keywords that will help define your brand as whole**



Best way to rank for your big list of keywords is to **create useful content for each of your targeted keyword.**

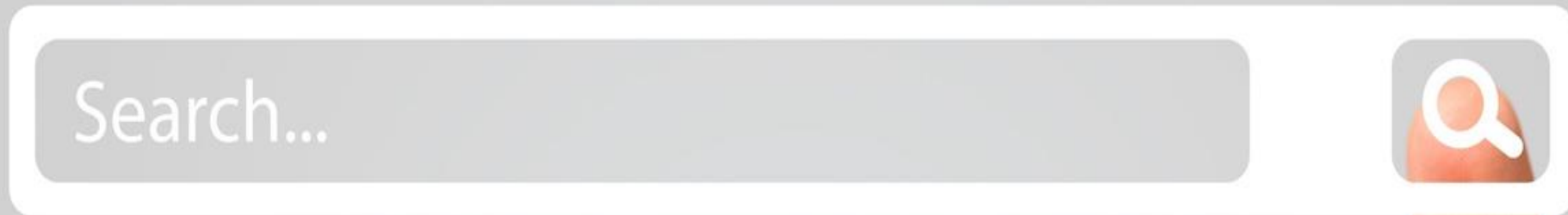
**It's important that you create useful content, since people will more likely share and link to your content if they've found it valuable or worth linking to.**

**It's also easier to request for links from other webmasters and bloggers if they will find your content really useful and worth sharing to their own networks/followers.**



Search engine optimization is getting more complex every day, and if you want to own an industry-specific keyword (high search volume, but very competitive), you'll need to own its support keywords as well

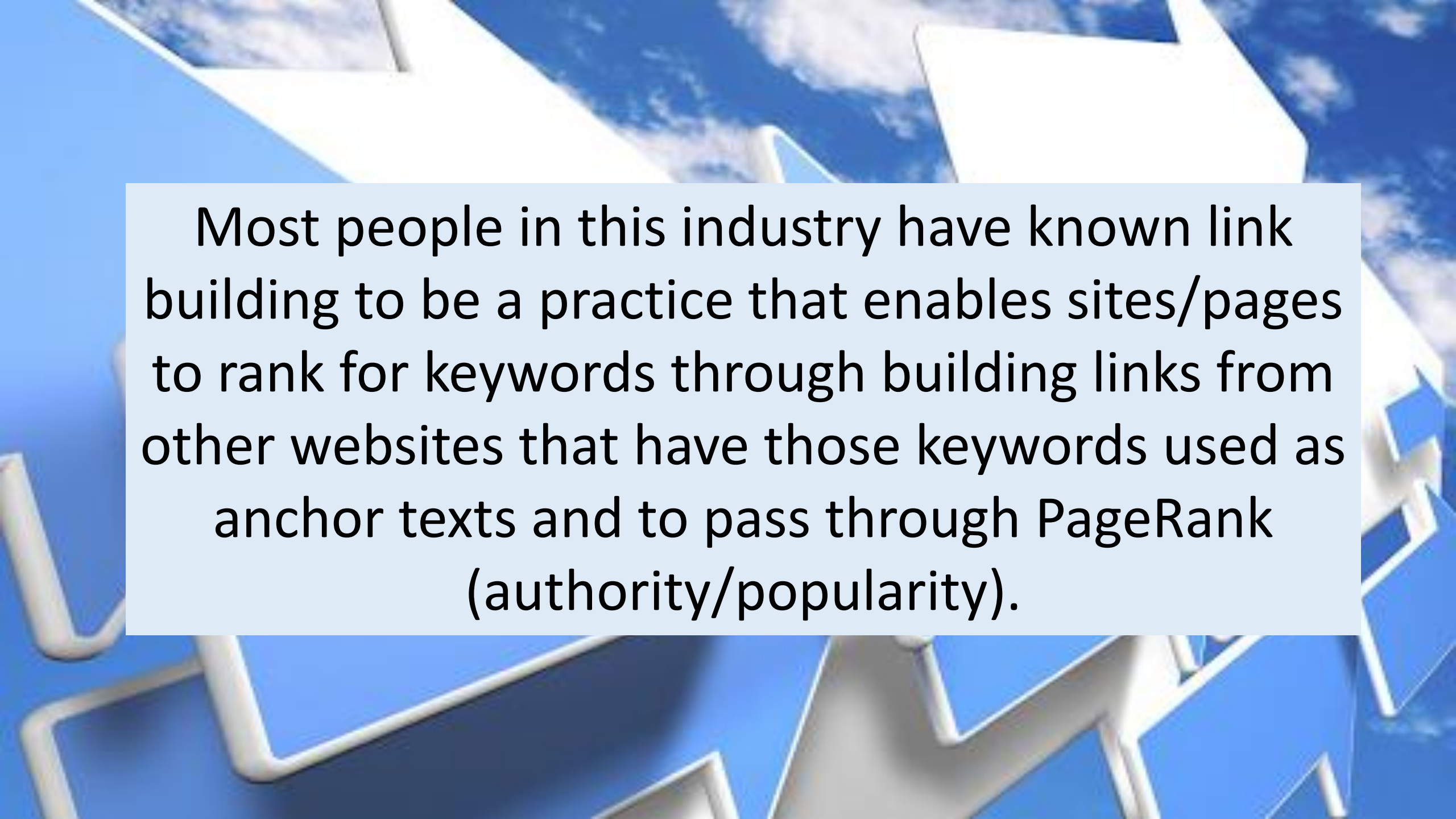
Basing from how search engines  
work these days




***it's a game of complete  
dominance – and brands have  
more ownership in this era.***

# BRANDED LINK BUILDING

The background is a dark blue gradient with various geometric shapes in lighter shades of blue. A prominent feature is a 3D cube in the center, with a chain link icon wrapped around it. Other elements include a square with a circle inside, several parallel lines, and other faint geometric patterns.


The background of the image is a close-up, slightly angled view of a computer keyboard. The keys are white and set against a blue background. A semi-transparent white rectangular box is centered over the keyboard, containing black text. The text explains the concept of link building in the industry, mentioning keywords, anchor texts, and PageRank.

Most people in this industry have known link building to be a practice that enables sites/pages to rank for keywords through building links from other websites that have those keywords used as anchor texts and to pass through PageRank (authority/popularity).



However, link building has also changed over the years, as it's been also a great marketing tool for generating traffic

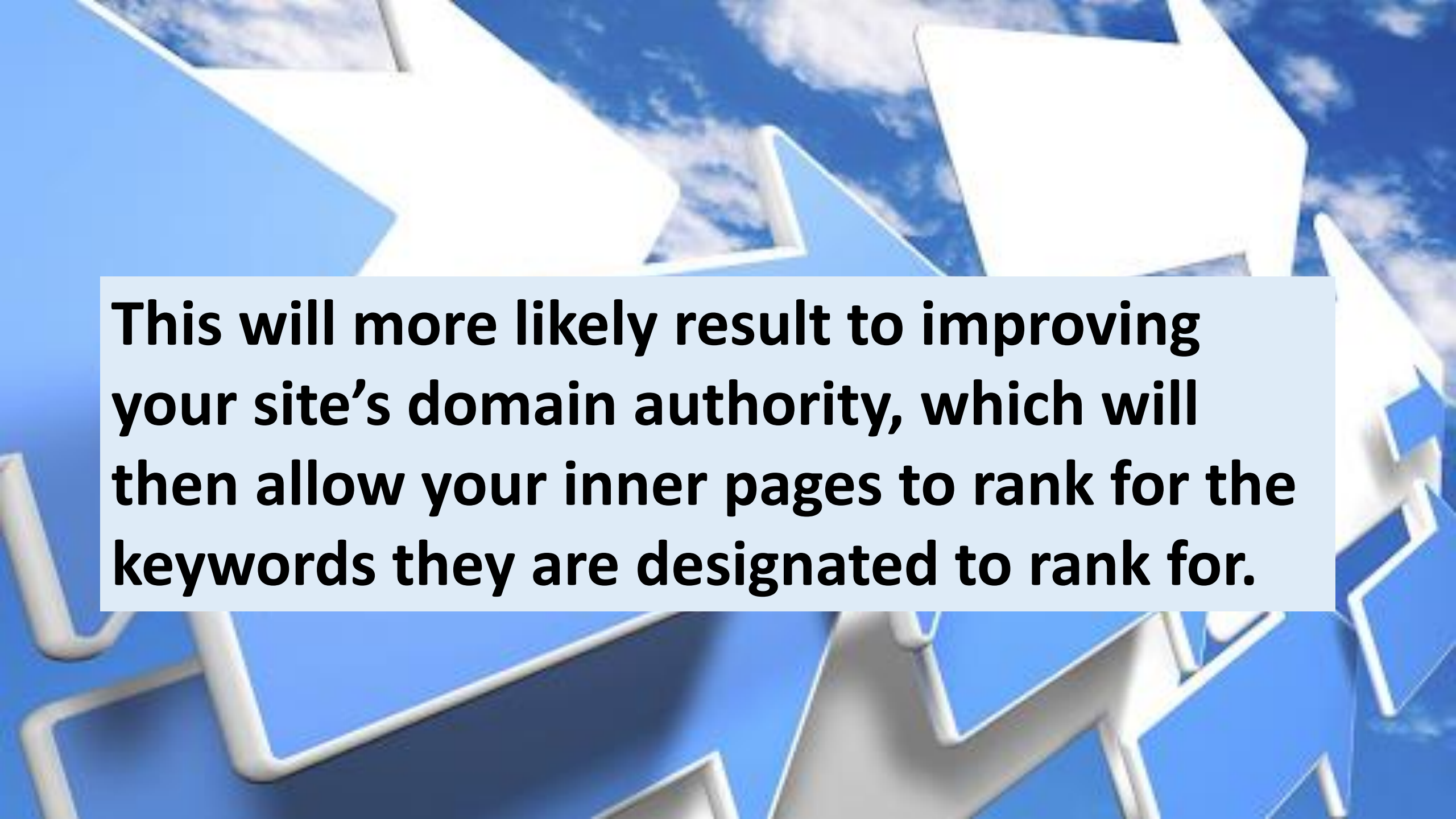




The great thing about building branded links is that it allows your site to assimilate the industry keyword(s) your site/brand is aiming to achieve



**Allocating 50 – 60% of your link building efforts to this type of link building tactic will also make it easier for you to acquire links**



**This will more likely result to improving your site's domain authority, which will then allow your inner pages to rank for the keywords they are designated to rank for.**

**Create and promote  
embeddable  
infographics that will  
link back to your site  
using branded anchor  
text links.**



**Target blogroll links by establishing connections with bloggers in your industry. You can easily find blogs that have this placed on their sidebars by using queries like: [industry keyword] “blogroll”.**



**Submitting your site  
to business and geo-  
specific web  
directories.**



**Use your brand name as the anchor text for the link and be sure to offer unique descriptions for each submission.**






**Use branded links on your author bio  
when submitting guest blogs or  
columns.**



**Organize contests or awards, and then provide embeddable branded widgets to participants or nominees/winners.**



A person wearing a light grey suit jacket, a blue dress shirt, and a dark blue tie is sitting at a wooden desk. Their hands are clasped together on the desk. The background is a plain, light-colored wall. A pair of glasses is visible on the desk to the right.

Get interviewed by finding bloggers/writers that conduct online interviews related to your industry.

You can use search queries like [keyword] intitle:interview, [keyword] intitle:Q&A with, [keyword] “expert interview”.

You can certainly ask for links directing to your site through these kinds of opportunities.






# OWN YOUR BRAND'S SERPS

When it comes to online branding, defending your own turf in Google's search results, particularly for your main keyword (which is your brand name), is top priority.


There will be times that you'll have tough times in your business, where other people or unsatisfied customers might publish something negative about your brand,






and that could certainly hurt your image if those kind of content will show up instantly on Google's top 10 results when people are searching your brand


ONLINE  
BRANDING



The good news is that there are online reputation management techniques that you can use to ensure that you'll own the search results for your brand name.



ONLINE  
BRANDING



One method that you can use to protect your brand in search results is through building strong external profile pages ,


ONLINE  
BRANDING






which will include your brand name in its page titles and will also link back to your main website, by creating accounts and optimizing your profile pages from web 2.0 properties like:


BRANDING



**Distributing press releases, which will include your brand name on the title of the articles, is also another great method to shelter your SERP**



**Interviews are also a powerful branding tool, as it strongly demonstrates your authoritativeness in your industry when people see it in the top results when they search for your brand.**



**If you're getting opportunities for interviews, always try to suggest if they can include your brand name in the title of the post/interview.**

## [Interview with kaiserthesage, Jason Acidre – The White Hat SEO ...](#)

[www.seoteky.com/interview-with-kaiserthesage-jason-acidre-the-whit...](http://www.seoteky.com/interview-with-kaiserthesage-jason-acidre-the-whit...)

29 Sep 2011 – About the name “kaiserthesage”, it’s sort of a combination of my personality. Kaiser was the codename I frequently used when I was still active ...

PR: <a href="#">n/a</a>	I: <a href="#">201</a>	L: <a href="#">2</a>	LD: <a href="#">11</a>	I: <a href="#">61</a>	Rank: <a href="#">945657</a>	Age: <a href="#">June 12, 2010</a>	I: <a href="#">n/a</a>	
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← ||| →

<b>Page:</b>	PA: 17	mR: 1.45	mT: n/a	6 links from	<b>Root Domain:</b>	DA: 30
				PRO ONLY Root Domains		


A collection of social media icons including Twitter, Target, Facebook, and others, scattered on a wooden surface. An orange banner is overlaid on the top part of the image.

# **LEVERAGE SOCIAL MEDIA**

**Social media has always been a branding tool and the more it's being used by people (especially by consumers) the more it will be an instrument for mobility to brands.**



**There are many ways that you can utilize social media to develop a strong brand presence for your business and listed below are most of them.**




**Use content to drive  
social media  
interactions**






**Effective social media marketing is usually powered by content, as it's the best way to convey messages across the web and generate a strong following base.**



**Making your content as the basis of your social media campaign will make it more scalable as well as actionable for your target audience, given that they'll have more reasons to follow you.**



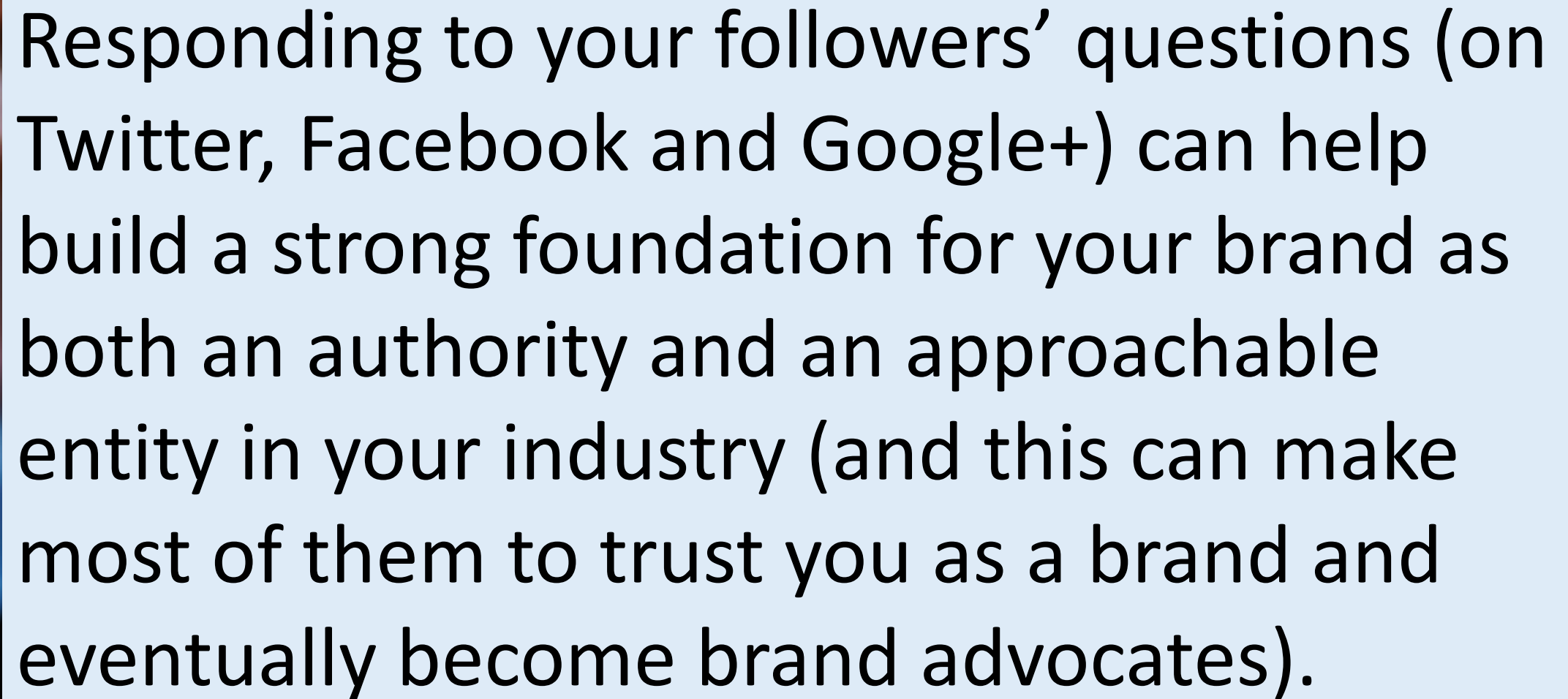
**You can also create socially engaging content that are proven to attract social shares (particularly if the content can be marketed well) such as curated and crowdsourced content.**

*Followers*

**ENGAGE YOUR FOLLOWERS  
THROUGH CONVERSATIONS**



Social media can also be a great CRM tool, given that it's one way to communicate real-time with your customers and followers.



Responding to your followers' questions (on Twitter, Facebook and Google+) can help build a strong foundation for your brand as both an authority and an approachable entity in your industry (and this can make most of them to trust you as a brand and eventually become brand advocates).





Create branded content that will not just stand as a linkable asset, but a distinctive brand asset as well.



Provide extensive free resources such as monthly free ebooks and comprehensive guides stored and available within your site's domain,









Instagram



**YouTube**

twitter 

**facebook**

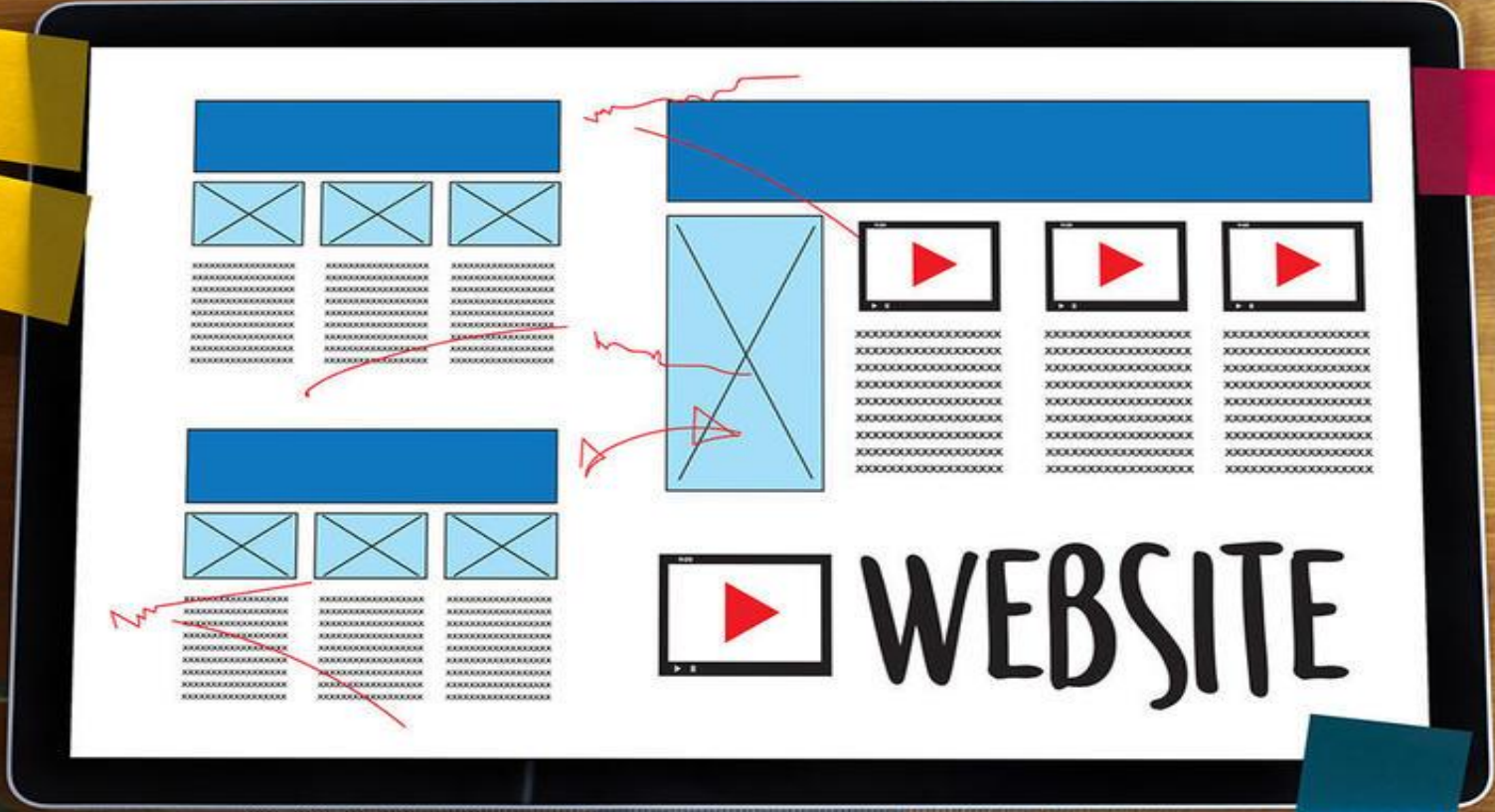
**Linked**





**WhatsApp**





# THE LANDING PAGE

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[SIGN UP NOW](#)

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Blog

**THANK YOU.**