

# eBRANDS

## Building an Internet Business At Breakneck Speed

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**MAIN IDEA**

Creating a successful and enduring brand name in the Internet marketplace takes more than having a nice logo, an exclusive trademark or a catchy brand name. It even takes more than simply “building awareness” – the business activity most people naturally equate with brand building.

Creating and crafting an online brand successfully means paying attention to an array of activities, which include:

- Forming successful alliances with others who bring competitive advantages and operational efficiencies to the mix.
- Generating intensively loyal customers, who will do business with you again and again and tell others about you.
- Putting in place effective and logical distribution partnerships to provide real-world execution power.
- Attracting first-time visitors to your online business – and converting them into satisfied customers.

In other words, building a successful online business brand is more multi-dimensional than its offline equivalent. There’s a little more to it. Consequently, Internet brand building is a unique process which must be molded around the product or service offered, rather than simply following a standard template approach.

That makes the process of successfully building an Internet brand harder to achieve – and the rewards for doing so greater than they otherwise would be.

*“Imagine that you’re walking down the aisle of the local grocery store on your weekly shopping run. As you reach for the laundry detergent, you’re surprised to see the range of options in front of you suddenly double. You attempt to grab the fabric softener. The number of brands on the shelf doubles – then triples – in about thirty seconds. Choice rapidly becomes overwhelming. Welcome to the Internet. Although the variety of products available at your local Safeway or Star Market is clearly not increasing at warp speed, the number of sites on the Web is. In an environment characterized by extreme choice, perplexed customers will turn to the familiar. They will establish relationships with specific Internet brands and do business with them repeatedly. As the number of companies online multiplies, the increased choice will strengthen customer / company relationships – not weaken them – for those organizations that have built premier Internet brands.”*

– Phil Carpenter

**Section 1 – Building a New Internet Brand . . . . . Pages 2 - 6**

The eight key drivers of success in building a new brand on the Internet are:

<b>Best Practices For Building New Online Brands</b>	<b>1</b>	Make a major commitment to building brand awareness.
	<b>2</b>	Obsess on retaining the loyalty of existing customers.
	<b>3</b>	Communicate any growing momentum behind the brand.
	<b>4</b>	Build exceptional distribution and content alliances.
	<b>5</b>	Gain a first mover advantage, and continue to move fast.
	<b>6</b>	Understand the needs of customers better than anyone else.
	<b>7</b>	Build a solid, word-of-mouth reputation for excellence.
	<b>8</b>	Deliver unmatched value to customers.

**Case Study #1 – www.cdnow.com . . . . . Page 2**

**Case Study #2 – www.iVillage.com . . . . . Page 3**

**Case Study #3 - www.yahoo.com . . . . . Page 4**

**Case Study #4 – www.fogdog.com . . . . . Page 5**

**Case Study #5 – www.onsale.com . . . . . Page 6**

**Section 2 – Taking a Successful Real World Brand Online . . . . . Pages 7 - 8**

The three key drivers of success in taking a brand which already exists offline and expanding it to take advantage of the Internet are:

<b>Best Practices For Crossover Brands</b>	<b>1</b>	Build on the core elements of the existing brand.
	<b>2</b>	Add new and unique online features.
	<b>3</b>	Leverage the assets of the offline brand.

**Case Study #6 – www.Barnesandnoble.com . . . . . Page 7**

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