

BRANDING ONLINE

The Web is well established as a great medium for highly targeted campaigns – with unprecedented segmenting and tracking capabilities. But it's also prime territory for brand building.

So you've got a branding campaign. What do you need to know?

- 1. Create a distraction.** Don't wait for users to interact with you - go on out and interact with them. Mouse-tracker, page skins and overlays put your brand front and center.
- 2. Repetition, repetition, repetition.** Saying it again makes it sink in. Repeat the message, not the exact creative!
- 3. Get the sequence.** Sequencing leads users down the branding path.
- 4. Talk it out.** Users are far more likely to remember interactions than one-way messages. Invite them in. Start a conversation. Get their feedback.
- 5. Carrots and sticks.** Offer users a "reward" for engaging with your ad. An entertaining brand experience, desirable content, more product knowledge.
- 6. Get Emo.** The goal of branding is to build an emotional connection to the brand. Pictures say a thousand words, and moving pictures say millions.
- 7. Be a socialist.** The Web experience may be a solitary one, but that doesn't mean your consumers exist in a vacuum. Engage your users' social networks.
- 8. Deputize the consumer.** Widgets turn consumers into marketers. Give them compelling content and meaningful interaction and watch them evangelize for your brand!
- 9. Put it in context.** Make your message relevant by using contextual information to tailor your message.
- 10. Kick the click.** Branding is about engagement, over response. Tracking metrics should measure engagement, rather than clicks