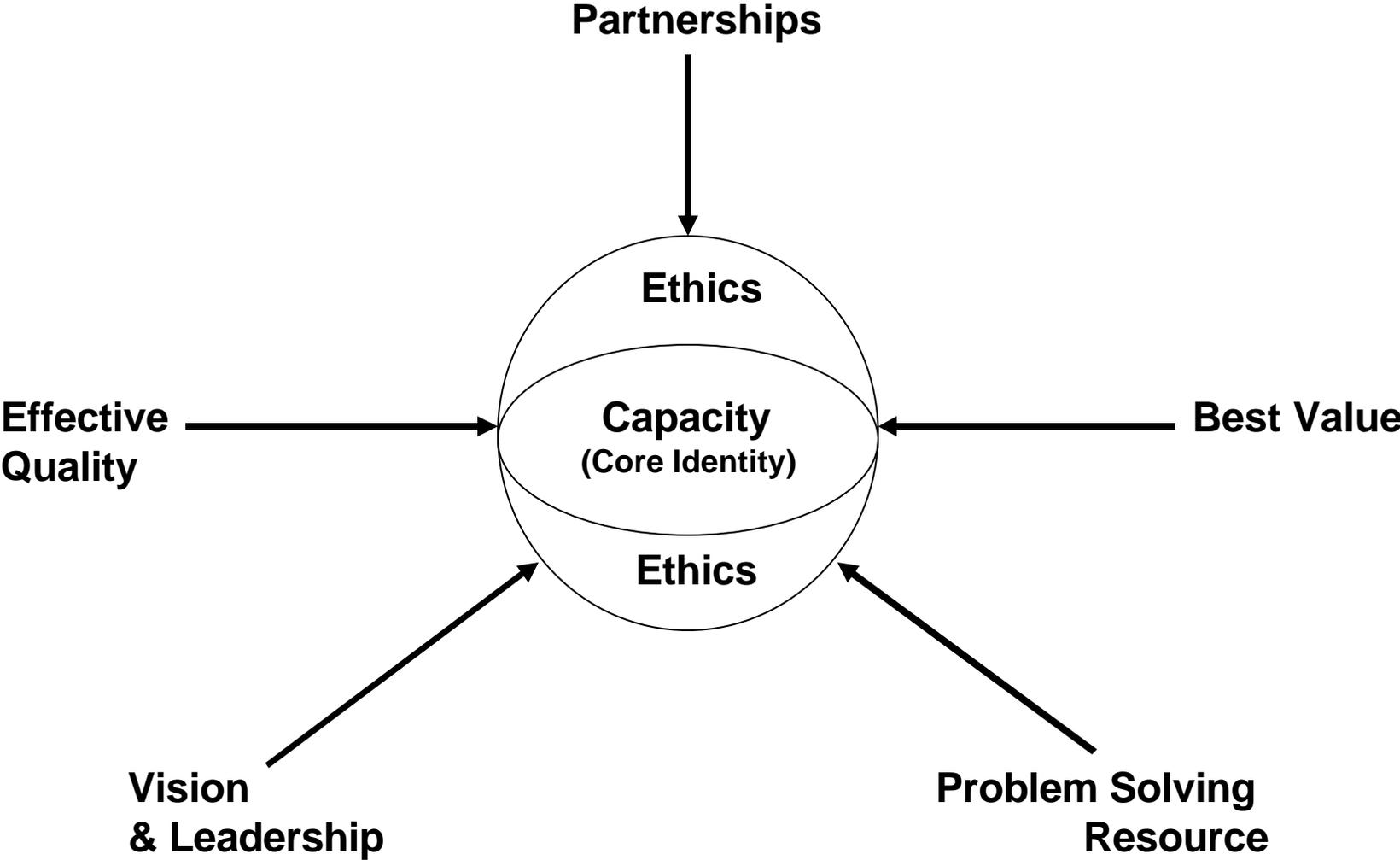# Online Branding

How Brands Behave Online

annpisanelli@earthlink.net

What is a Brand?

- A set of associations in the mind of the audience

- What do you want the brand to stand for?

- What do you want the brand to achieve?

- All dimensions of the core identity should reflect the strategy and values of the organization

Nance College of Business Administration Brand Identity

Partnerships

Ethics

Effective Quality

Capacity (Core Identity)

Best Value

Ethics

Vision & Leadership

Problem Solving Resource

Brand Building Programs

- The key to a strong brand is brilliant execution

- Provide relationship-building experiences

- Articulate the emotional and self-expressive benefits of the brand

Branding Practices

- Based on core attributes
- Uses a consistent visual vocabulary
  - Establish personality
  - Builds recognition/awareness
  - Influences perceived quality and associations
  - Influences organizational associations
- Messaging sets expectations—"brand promise"

Online Branding

- Opportunity to maintain/extend/create a brand
- Based on the core attributes as in traditional brand building channels
- Unique attribute of the internet among other mass communication tools: INTERACTIVITY
- INTERACTIVE experience builds relationship
- Establish and follow a Brand-Customer Relationship model: a consistent experience with the brand across all touch points
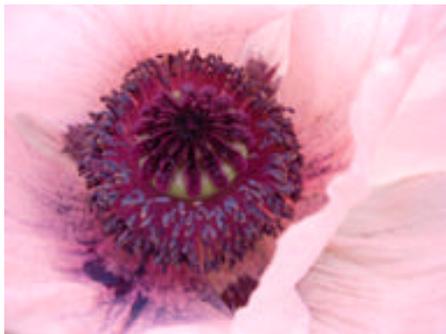
Brand Journey

- The brand journey
  - Attraction: you only have seconds to attract
  - Entrance: opportunity to personalize the users entrance to the site
  - Experience: critical to user's stay and to repeat visits
  - Exit: even upon exit, you can offer some kind of brand contact
  - Extensions: products and services associated with the brand
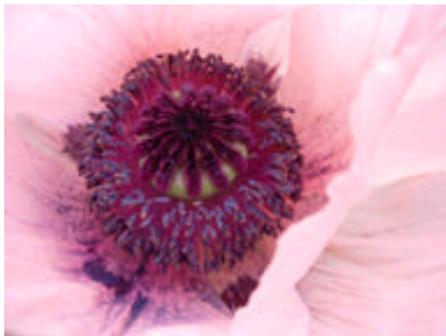
Online Brand Journey

- Attraction:
  - Advertise in other channels
  - Email campaigns
  - Web-only offers to drive traffic
  - Traditional channels (e.g. advertsing, direct mail, etc.)
  - Creative ads and sponsorships can drive traffic, form associations
  - Market your e-business program to trade partners, even train them on the services available
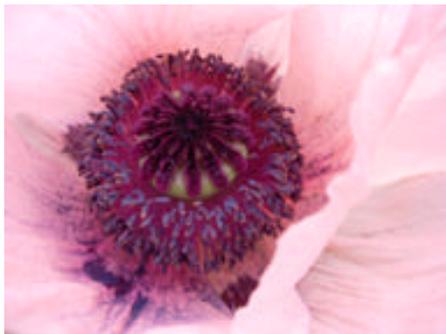
Online Brand Journey

- Entrance
  - Avoid gratuitous graphics or pages (i.e. splash pages) unless appropriate for the brand
  - Offer substantive content on every page, including home
  - Home page should tell you:
    1. Who you are
    2. What you can do on the web site
  - Capture user data and use that to personalize the next visit to the home page
  - Hire a professional information architect to organize the content on your site.

GEO

Green Energy Ohio is a nonprofit organization dedicated to promoting environmentally and economically sustainable energy policies and practices in Ohio

CONTINUE >

Online Brand Journey

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EcoCity Cleveland

Ecological Design | Smart Growth | Transportation Choices | The Bioregion | Health & Home | Calendar

EcoCity Cleveland

Designing a green city on a blue lake

EcoCity Cleveland is the nonprofit organization that helps people live in greater balance with nature in Northeast Ohio.

In the cities, we promote environmentally friendly redevelopment that improves quality of life and makes cities more sustainable. In the country, we promote sensitive

Updated November 23, 2005

Headlines

- *Build your Web skills workshops*
- *2005 GreenCityBlueLake Awards*
- *Updates on Innerbelt and citizen movement for a signature bridge*

Other recent additions

- City of Cleveland hires Sustainability Programs Manager
- Leveraging Lake Erie: See the "Quiet Crisis" interview of EcoCity's David Beach
- Rating the suburbs?
- Linking land use and Lake Erie

Sign up to receive EcoCity Digest email updates

Fun features

- GreenCityBlueLake Web portal of eco-news and sustainability
- Aerial tour of the lakefront
- Slide show on waterfront design
- What do we like about Northeast Ohio? See our built environment ratings
- Interactive tour of the Towpath Trail

Online Brand Journey

- User Experience (UX)
  - Build a user-centric site—talk to your users!
  - How do they interact with the organization?
  - Offer Value-added content
    - Helps customers get the information they seek
    - Helps establish the desired associations

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It's time for a low-carbon alternative. That's why we've created a new business focused on delivering cleaner energy

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Publications

▸ Statistical Review of World Energy

▸ Sustainability Report 2004

▸ BP Annual Report 2004

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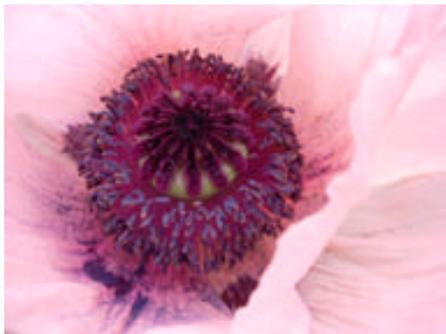
Online Brand Journey

- Designing the UX
  - Use intuitive global navigation
  - Use page title (the user is always lost)
  - Consider using a "bread crumb trail"

Cleveland Public Library

Text-only version

Library Information

The People's University

keyword search   » Go

I would like to...

| Library Catalog | Databases & Links Library | Library Info | Events | Reading Room | Collection Connection |

Home : **Library Info** : **The Main Library**

» The Main Library

» The Subject Departments

» The Branch Libraries

» The CLEVNET Library Consortium

» The People's University on Wheels

» Library Locator

» Library Services

» Library Policies & Procedures

» Library Administration & Employment

Main Library

325 Superior Ave., N.E.
Cleveland, OH 44114

Phone: 216.623.2800
Fax: 216.623.7015
Email: info@library.cpl.org
Manager: Joan Clark

Hours:

S: 1:00-5:00
M: 9:00-6:00
T: 9:00-6:00
W: 9:00-6:00
Th: 9:00-6:00
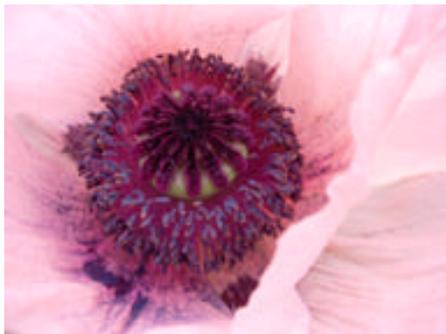F: 9:00-6:00
Sa: 9:00-6:00

Location:

Online Brand Journey

- Develop a Content strategy:
  - Document what the site should help achieve
  - Determine what you want to communicate
  - Desired action (purchase, member registration)
  - Determine what kind of content meets the goal
  - Filter these against the users' stated needs
  - Content MUST be useful and relevant

Viewbook Content Identification Guidelines

Viewbook Goals	Core Brand Attributes	Brand Personality *How we want people to describe CBA*	Executional Qualities
• Build awareness of graduate program offerings • Raise the level of perceived quality of a Nance education • Apply to Nance as the graduate college of choice	• Capacity Builder • Effective Quality • Partnerships • Problem Solving Resource • Vision/Leadership • Integrity	• Competent • Sincere • Exciting	

Viewbook Goals	Content That Supports Viewbook Goals
Raise the level of perceived quality of a Nance education	• Evidence of applied, hands-on learning • Collective faculty profile showing industry experience • Feature faculty who are recognized experts in their field • Accredited by AACSB International • Graduate placement statistics or facts (e.g. company's that hire our grads, average salary, etc.) • Employer testimonials of satisfaction • Feature successful alumni
Influence the selection of Nance as the graduate business college of choice	• Flexibility of academic offerings – Wide selection of fields/courses • Mention great price—best value for tuition • Paint a diverse and colorful picture of Nance's students • Demonstrate guidance and mentoring • Empathize with purchase motive—Problem-removal: overcoming educational barriers to job advancement for the purpose of improving one's career and quality of life • Convenient locations around NEO • Alumni testimonials- show pride and prestige • Evidence of applied, hands-on learning • Professional networking opportunities through partners, peers • Provide contact information for advising, MBA office • List support services offered to students
Build awareness of graduate program offering	• Comprehensive list of all programs, including specialization • Flexibility of academic offerings – Wide selection of fields/courses/locations/times.

Online Brand Journey

- Exit
  - Give them a reason to return
  - Messages as simple as "thanks"
  - An offer good on their next visit/purchase (e.g. get a friend to join, get a discount on next…)
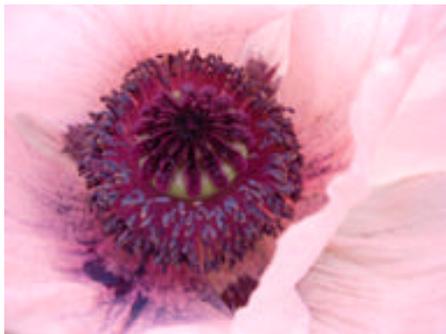
Online Brand Journey

- Extensions
  - Sponsorships and Affiliations: drive traffic
  - Reinforce associations (reinforce brand)

GreenCityBlueLake

The network leading the transformation toward a sustainable future in Northeast Ohio

Roll over these images to learn about the major areas of sustainable practices

Network Map

Calendar

Alerts

Jobs & Volunteering

About

Member Area

Username: [   ]

Password: [   ]

[Log In!]

Sign up is free for nonprofit organizations.
Start adding content to the site today—
Click here to get involved!

Sustainability is bigger than we think

The GreenCityBlueLake Network is the network of organizations, projects and people that are leading the transformation to a sustainable future in Northeast Ohio. This network is bigger than commonly appreciated—and it's growing rapidly. It's setting an inspiring new agenda for the region. It's creating a cool identity for Northeast Ohio as a place of green cities on a blue lake. And it's providing a context for planning and action that will help move the region into the 21st century.

This website provides an interactive network map so you can explore who's in the network and the relationships between various groups. It also provides a comprehensive calendar of events, as well as other services for the sustainability community.

The site is maintained by EcoCity Cleveland, and, in the spirit of open networking, we welcome your comments.

We encourage you to add your organizational events, job postings, and action alerts—sign up today. It's a free service for nonprofits in Northeast Ohio.

✉ CONTACT US

GREATER CLEVELAND
GREEN BUILDING COALITION

HOME

DIRECTORY | EDUCATION | GET INVOLVED | PROJECTS | ABOUT US

Welcome to the Cleveland GBC

The Cleveland Green Building Coalition is a nonprofit organization created to inform civic, business and building industry leaders as well as the general public about the economic, health and aesthetic benefits of green building.

NEW! **Wake Up! to Green Building series begins December 2nd with a case study of the Geauga YMCA**

NEW! Car Talk's Guide to Better Fuel Economy

NEW! Union of Concerned Scientists Green Tips

Save the Date: 2006 ACI Home Performance Conference: Austin, TX - May 22-26 2006

View and download a **Request for Qualifications for Residential Contractor**, due **September 23**, 2005

View and ~~download~~

Building

User Testing

- Test Early and Often—user testing is critical
  - Test a paper prototype for navigational issues (pre GUI design)
  - Test a working prototype, 3-5 users (captures most issues
  - Functional test
  - Brand assessment
- Consider your launch strategy
  - If you build it, they *may* come

Measure Success

- Establish measures of success

  - Establish a baseline prior to launch so you have something to measure against

  - Active solicitation and maintenance of a dialogue with customers ensures that the brand evolves and anticipates customers' needs.