

Branding and Audience development

* Websites play an integral role in developing the marketing and sales strategy of an organization creating brand recognition using standard branding methodologies on the internet, such as using a catchphrase, can enable audience development.

* Using websites, a brand can be effectively marketed on the Internet. This objective can be accomplished by designing the web pages according to marketing requirements. To do this, the motivation of a marketing specialist needs to be understood.

* The main objective is to establish a name and brand recognition. For example the insignia of Mercedes Benz and the Golden arches of Macdonalds are used to establish familiarity among people to achieve these goals.

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- * A company can adopt catchwords, phrases, symbols, and also aural strategies to gain recognition.

This enables a product, person, or service to easily be identifiable by the public, and is referred to as 'mind share'

Intel's "Intel-Inside" and M&S's "where do you want to go today" are popular examples of mind share

- * to attain such recognition, a branding standard should be clearly defined and executed. Essentially, a branding standard is a set of ^{comprehensive} marketing goals and strategies. Branding standards can be developed through well co-ordinated meetings and carefully envisaged plans.

- * Co-ordination with individuals and departments can ensure that the web site complements the company's branding strategy. To do this, meetings can be called to focus on target markets, market messages, media choices, color combinations, sales strategies, and technologies that can be used.

- * A web developer needs to reinforce the branding standard while developing a web site. This standard should be kept in context, whether it is while designing the page layout or creating graphical content

* The development of the website has to be consistent, using official design principles, color combinations, graphics, and logos found in company stationery, posters and advertisements.

The company catchphrase can be ingeniously interwoven into the site. The idea is to apply effective design rules to make the website a success.

* You can use various techniques to build an audience for your website.

Apart from standard website features, such as appropriately placed video, audio and active content, you can also use flash programs and Java applets to develop an intuitive and interactive web site.

* Wherever applicable, various methods, such as push and pull technology, and visitor tracking, can be utilized to develop an audience.

Push technology delivers information to a client list automatically.

In a legitimate scenario, the client has to make a request to be included on the list, or to be removed from it.

- * using Push technology, clients can automatically receive information about a product or a service. This technique can be used for sales and marketing strategies, where you need to push information to clients and potential clients.

Use of a mailing list server is an example of push technology. Illegitimately, this technology is also used for spam.

- * On the other hand, pull technology is a standard way to disseminate information from a server. Providing information to clients only upon request, this technique is immediate and demand based.

Downloading files from a web site or collecting e-mail are examples of pull technology

- * Unique web site features can be evolved to monitor visitors to the web site and gain relevant information, such as the number of visitors to the web site, the time spent, and the frequency of visits to a page or a web site

This can be achieved by using ideas generated by the web team and related departments, like marketing and sales, and upper management

- * Visits to the web site can also be monitored to enhance the pages that are not frequently accessed. Tracking of user visits can be used to develop an overall profile that can then be used to strategize marketing goals accordingly

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* using the visitor information, you can explore methods to increase customer time at site locations where revenue is generated

Whenever customers visit the website, you can collaborate with the sales and marketing team to obtain relevant views from the user.

These views can then be used to develop desired web site features.
