



Digital Branding: Making Your Mark in the Online World

Aleeza Ali

Trainer ECOT Karachi



www.enablers.org

POWERED BY



**What you will
learn today?**

Business Branding

Why Branding is Crucial in Digital Marketing

Defining Your Brand

Creating a Strong Brand Identity

Brand Consistency Across Channels

Building Trust and Loyalty

Measuring Brand Success

Personal Branding

Tips

Why Branding is Crucial in Digital Marketing

Branding is crucial in digital marketing because it helps differentiate your business from competitors and establish a unique identity that resonates with customers.

A strong brand can also increase customer loyalty and trust, which can ultimately lead to increased sales and revenue.

In today's crowded digital landscape, it's more important than ever to stand out and make a lasting impression on potential customers.



Defining Your Brand

A brand is much more than just a logo or tagline.

Defining your brand involves identifying your unique value proposition, target audience, and brand personality.

By clearly defining your brand, you can ensure that all of your digital marketing efforts are aligned with your overall business goals and values. This can help you attract the right customers and build a loyal following over time.



Creating a Strong Brand Identity

A strong brand identity is essential for standing out in the digital marketplace.

Key elements of a strong brand identity include,

- memorable logo,
- consistent color scheme,
- messaging that aligns with your brand's values and personality.

By investing in creating a strong brand identity, businesses can create a consistent and recognizable presence across all digital channels.



Brand Consistency Across Channels

Maintaining consistent branding across all digital channels is essential for building a strong and recognizable brand identity.

This includes,
Social media,
Email marketing,
Website design,
any other digital touchpoints that customers may encounter.

To achieve consistency, businesses should establish clear brand guidelines that outline key elements such as logo usage, color schemes, and tone of voice. It's also important to regularly audit digital channels to ensure that branding is consistent and up-to-date.



Building Trust and Loyalty

Branding can play a key role in building trust and loyalty among customers.

A strong brand identity can help establish credibility and make it easier for customers to connect with your business on psychological level.

By consistently delivering on your brand promises and providing a positive customer experience, you can build a loyal following that will be more likely to recommend your business to others and continue doing business with you in the future.



Measuring Brand Success

Measuring the success of your branding efforts is essential for understanding how well your digital marketing strategy is performing.

Key metrics to track include **brand awareness, engagement, and sentiment.**

To measure these metrics, businesses can use tools such as **social media analytics, brand awareness surveys, and website traffic data.**

By regularly tracking these metrics, businesses can identify areas for improvement and make data-driven decisions about their digital marketing strategies.



Success Story of Kurkure – CASE STUDY



Innovation

- Kurkure Was first launched in 1999 by PEPSICO company
- It took around 200 trial and after examination of taste is was mostly called by people kurkuray
- At that time there were only 2 types of snacks. So they discovered something new

LESSON: DON'T GO FOR BETTER, GO FOR INNOVATION



Launch

- When PEPSICO were launching a new product they completely covered the whole Chandigarh with ORANGE color. Only in 10 days they covered the whole city
- They also introduced the rack system to enhance products visibility outside the shop

LESSON: MARKET YOUR INNOVATION LOUDLY- To prevent competitor steal/copy your innovative idea



Sales Increment

To increase sale there are 3 tips:

1. Increase number of customer
2. Increase frequency
3. Increase quantity

Increasing number of customers

- They increased their audience by targeting whole families rather than kids and youth
- They also targeted different cities according to their flavor choices and local taste

LESSON: IF YOUR PRODUCT IS GETTING HIT IN ONE REGION, COVER FUTHER REGIONS WITH PRODUCT REQUIREMENT RESEARCH



Increasing buying frequency

- They researched on the most snack urging time of their customer and found it as a Tea time.
- They also worked on recipes that can be made using Kurkure as a raw material

LESSON: ENAGE YOUR CUSTOMER WITH ALL PERSPECTIVE
POSSIBLE AND BE THEIR ALL TIME NEED



Increasing Quantity

- They also introduce different International Flavours
 1. Pizza flavor
 2. Curry flavor
 3. Manchurian flavor
- They also start giving extra quantity in single pack

LESSON: ALWAYS GIVE A LITTLE EXTRA TO STAND CREDIBLE IN MARKET



Are you also a BRAND?



Personal Branding on Social Media

NEILPATEL
DIGITAL

Want more traffic?

- SEO
- Content Marketing
- PPC
- Social Media
- Display
- E-Commerce
- Email Marketing
- Funnels
- Strategy

Neil Patel
Co-Founder at Neil Patel Digital

Top Voice

Talks about #seo, #marketing, #digitalmarketing, #entrepreneurship, and #socialmediamarketing

Las Vegas, Nevada, United States · [Contact info](#)

506,504 followers

Followed by Abdul Moiz - Digital Marketer, Aayushma Poudel, and 8 others

[+ Follow](#) [Message](#) [More](#)

BEN HEATH
Founder & CEO of Heath Media

Ben Heath
Facebook & Instagram Ads Agency Owner | \$50M+ in managed ad spend. Posts about the Meta ads platform and agency life.
Talks about #marketing, #facebookads, #instagramads, #digitalmarketing, and #digitalmarketingagency

Cheltenham, England, United Kingdom · [Contact info](#)

<https://heathmedia.co.uk/>

7,999 followers · 500+ connections

[Following](#) [Message](#) [More](#)

Heath Media
 University of Bath

**DIGITAL MARKETING
EXPERT & TRAINER**
umartazkeer.com

Umar Tazkeer
Founder @UT Digital Media | Featured - IndiaToday | Data-driven Performance Marketer | Google Ads, Analytics & GTM Certified | Ex-FIITJEE, Business Standard & DigiTrend | Contact for Training & Projects

Talks about #marketing and #digitalmarketing

Lucknow, Uttar Pradesh, India · [Contact info](#)

14,626 followers · 500+ connections

Followed by Sana Saeed

[Following](#) [Message](#) [More](#)

Umartazkeer.com

Key Performance Indicators (KPIs) or Goals of Personal Branding



BRANDING FOR JOBS

RULES FOR DESIGNING WELL

- Design well – Basic rule
- Design on CANVA
- Negative spacing
- Consistency
- Color and Theme
- Hook, Message, CTA (Call to action)-Formula

Double Your Money

Or even 10x - Get in touch to know how!

We run ads on



+92 332 7074327



digital_dastak • Follow



digital_dastak And we are not kidding. 🤖
Lets Talk if you got excited after seeing this. 🙋

In Digital Marketing, we evaluate the performance of any campaign through ROAS (Return on Ad-Spent) which is almost similar to ROI (Return on Investment). 🤖

So when your ROAS is 2, it actually means that your money is doubling & you're making \$1 on each \$1 spent on Digital Marketing. 🤖

One of our recent campaign for @chandbaghschool hit the ROI of 16 🤖 So in a nutshell, we have helped them in making 16 times more than the total investment on Digital Marketing. 🤖

& here's the most amazing thing. 🤖

We love offering one free consultancy session with our experts in which we analyse your business, its requirements & the possible solutions. 🤖

Visit our website for more details. 🤖
128w



7 likes
JANUARY 1, 2021

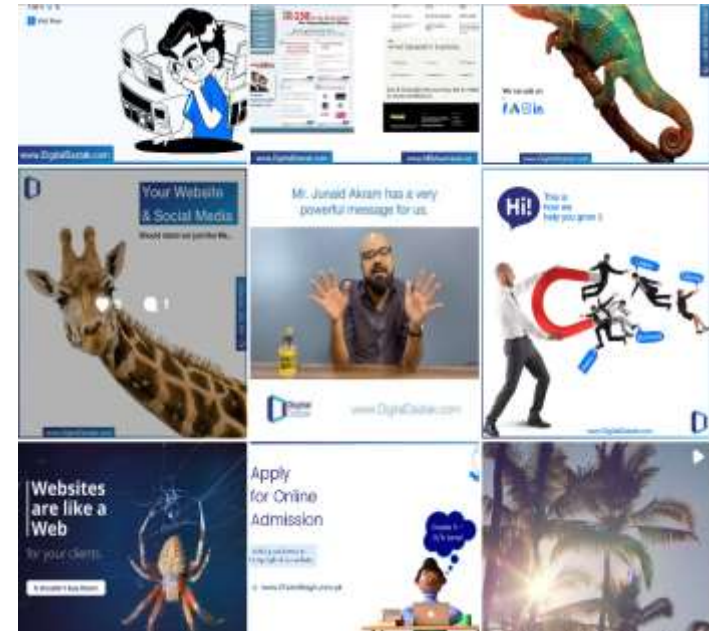


Your Website & Social Media

Should stand out just like Me...



+92 332 7074327





THANKYOU