

Advice for Establishing A Brand

This appendix includes an English translation of a message originally published by KM | SKG on their facebook page. This post was intended to give potential customers advice on how to create a gambling brand. It provides specific details that tie KM to Vigorish Viper and Yabo. It has been edited for clarity and brevity. The source material can be found at <https://www.facebook.com/KMbaowang>.

SKG baowang recommendation: Authoritative guide to naming your platform

If your name is not correct, you will not be able to sell well.

Brand naming makes this thing big or small. Seriously, a good name determines the life and death of the platform. No one can deny that a good brand name is a plus for the platform at any level, and it is the pre-work with the largest impact and the lowest cost. The editor-in-chief has participated in the naming of dozens of new platforms, large and small.

First step: domain name

Domain names are the first step in brand naming. Even if you have a great idea, if your brand name can't buy a matching domain name, it's a big [issue]. You should first choose a domain, then a brand, then a logo. A simple and easy-to-remember domain name will make your brand more widely spread, easier to be remembered by users, [it will allow you to not lose contact with your audience].

Choose a domain name [and] pay attention to the following points:

First: buy on GoDaddy, never choose a domestic cloud service provider such as Alibaba Cloud. For well-known reasons, all domestic website registrations are to be recorded [by the state], and there are constant issues in choosing domestic companies as cloud service providers.

[You] must choose a .com TLD. A lot of people feel like they can pick a .VIP or .club TLD, it would be cheaper and good enough to host a website.

But in fact .com, as the first generation of initial domain name suffix, has become a subconscious input choice for most people. If you don't want the precious [money] you have spent on the publicity fee to run to other people's [business] - [the .com TLD] has the highest investment value. Domain name investment [is] an "old" business, a quality domain name will continue to rise in value.

Second point: the shorter the main domain name, the better. In general, the shorter the domain name, the more expensive the price, the shorter the better the memory, the [higher] the [volume of traffic], the greater the competition, the higher the investment value naturally rises. Ob[.]com is definitely better than oubao[.]com and yb[.]com is naturally better than yabo[.]com and 168[.]com is naturally better than 168ty[.]com.

It is recommended that you choose the shortest domain name within the scope of your budget, preferably a combination of letters, followed by a combination of letters + numbers, preferably not more than 5 words, 3-4 letters are best. Pure numbers are not recommended, as they are difficult to remember and difficult to associate with a brand. Don't think that short letter domain names are very expensive. Many 4 character domain names are only tens of thousands of yuan. For example, I search for a combination casually: zmt[.]com

🕒 搜索历史记录

zmt[.]com



❤️ 查看列表



①精品域名

zmt[.]com 现已可用

¥87,945^②

推荐理由。

- ✓ 使用 .com 扩展名。
- ✓ "Zmt[]" 的字符数不超过 15 个。
- ✓ 包含永久的免费隐私保护。^③

Second step: Brand name

After buying a good domain name, you'll have to come up with a brand name. For this, you'll need to be creative and it might require ideas from the whole team.

For example, if you buy ayx[.]com domain name, you can name the brand name "love games" or "love credit"; if you buy hth[.]com domain name, you can name the brand name "Chinese experience" or "Hetaiheng." Using the domain name I casually searched above - zmt[.]com- : If you buy it, you can name the brand name "Zunma Sports." When taking a brand name, pay attention to the following points:

[..]

The shorter the brand name, the better, two words > three words > four words. The shorter the easier it is to remember.

[..]

Brand name suffix: In general, depending on the platform's main game type you can use the brand name everywhere, but some prefer to tailor it to a specific target audience. Thus, the main sports [gambling domain] can be named "XX Sports", the main casino [domain] can be named "XX Entertainment", the main comprehensive [domain] can be named "XX City."

[..]

Avoid taking brand names that have nothing to do with the domain name, this will increase the burden of brand memory, and it will not be good for brand building and communication in the long term. For example, it is difficult to form an association between the domain name W88 and the brand.

Avoid using English words, if you are not targeting the international market, it is best not to use English words to define domain names and brand names. [Case in point :]FUN88, not everyone can understand what FUN means, which makes it more difficult to remember brands and domain names.

[..]

Third step : Brand logo

After completing the first two steps, basically the tone of the brand has been set. Taking the domain name I searched for randomly above, zmt[.]com is a good four-character domain name. Zm is interpreted as Zm [Zen Ma], then the brand logo can naturally revolve around the two cores of "Zen" and "horse" [Ma] [..]



Finally, through a combination of domain names, brands, graphics, we produced a simple but practical brand.

We also have completed a platform brand logo from scratch, from a four-character short domain name to an easy to remember brand name. The cost of the entire brand design including the domain name is under 100,000 yuan (about \$13,000).

A good name doesn't necessarily make you successful, but successful people have a good name.

If you still have any questions about the name, please contact our business manager to help solve it. SKG package network provides you with a full set of brand design, domain name purchase, brand consulting.