Online Branding

Brand Equity

The differential effect of brand knowledge on consumer response to the marketing of the brand

Product evaluation

Purchasing rates

Quality perception

Product line extension

Resistance to negative events

Price sensitivity

Advertising recall

Establishing Customer-based brand equity (fig 6.6)

Establishing the proper identity

Creating the appropriate brand meaning

Eliciting the right brand responses

Forging appropriate customer brand relationships

Establish proper brand identity

Reinforce brand salience

Online ads

Attention is an issue. Solutions?

Choose the right content site

Paid placement

Domain name

Domain Names

IP address

Number-based internet address

Unique for each computer on the Internet

Domain name

Text-based internet addresses (Ex. [www.uta.edu](http://www.uta.edu) (TLD is edu))

Several domain names can be pointed to the same IP address

Marketing implication?

Domain Name Memorability

Obtain a category domain

[www.diamond.com](http://www.diamond.com), [www.pc.com](http://www.pc.com)

Avoid

Hard to decode ones

Long ones from hosting services. (Ex. Course site)

Script names

Register related items & common typos

Meet consumer expectation

Match consumer brand awareness

The other “UTA”

Be easy to guess

(UTA marketing department)

New gTLD

Unicode support (multi-language)

Any organization can apply to set up

New gTLD examples: .work .channel. .zip .business

Need to think about both sides of the dot

Ex: coffee.nyc cellphone.help

Reinforce Right Brand Response

Integrated marketing communication

What are the different roles of mass media and company Website?

Effective content varies

Credibility, persuasion, usability

Dealing with brand crises

How company website can help?

Forge Brand Relationships

Brand relationship/brand loyalty: the commitment and resonance a customer has toward a brand

How to measure

Repurchase rate (not a purchase rate)

Referral rate

Metcalfe’s Law

Moore’s Law

4 P’s and C

Revenue Model

Customer Lifetime Value

Referral / Influence

Flow

Quality cues

Measurement

Targeting Approach

Authority