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3 KEY ELEMENTS OF AN ONLINE BRAND

Establishing an online brand is important for anyone marketing on the internet since in doing so they will gain a competitive advantage. Building brands however goes beyond just increasing your exposure especially if you intend to leverage the brand you created to help increase your marketing effectiveness. There are a few necessary elements that will need to be successfully incorporated into the image you are creating if you expect people to spend money with you or your business.

There are three essential elements every brand needs in order to be a viable asset for anyone marketing on the internet.

Reliability. When building brands it is absolutely mandatory that the image or identity you are developing is perceived as reliable. Whatever your product, service or business is representing it needs to be able to perform or deliver in the manner as it is being presented. Failure to do so will simply make your branding efforts useless and tarnish your reputation as well!

Recognition. You want your image or brand to be easily recognizable by others therefore the use of a slogan, logo or some other type of imagery is recommended. When marketing on the internet you will have access to a global audience but your competition will also be global in scope. Having an easily recognizable way of capturing peoples attention helps you stand out from the 'crowd' thereby increasing your marketing effectiveness. This is a very large part of what building brands is all about!

Quality. Without quality you got nothing to offer people so it all starts with something worth the attention and interest of others. Whatever you are representing it must be of respectable quality otherwise it is not worth standing behind! In fact associating with inferior products or services can damage your reputation and destroy your marketing effectiveness so carefully select what you choose to promote.

Building credibility online is crucial for your success and this takes plenty

of time and effort. On the other hand repairing a damaged reputation, which can occur literally overnight, will take even longer.

Establishing an online brand is a great way to gain a competitive edge when marketing on the internet. When building brands for this purpose however certain elements, as discussed above, are essential if the new image is to have a positive impact on your marketing effectiveness. Increasing your exposure when working online is always an important first step but trust and reliability must also exist for this strategy to be the most effective.