INTERNET BRANDING STRATEGIES FOR SMALL SCALE BUSINESS

Nigeria Internet Registration Association

www.nira.org.ng

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Outline

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- Develop your Internet brand strategy
- Use of Social Media
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INTRODUCTION

- You have products and services to sell.
- You have conceived the product, you must put your ideas on paper/table.
- People out there must know about your ideas.
- The Internet can help you sell your products, project it and present its value and worth to the people out there.
- At any point in time, whoever wants to venture to start a business, must be clear about his/her vision, mission, strategy, ethical conduct and integrity.
- YOUR WORD MUST BE YOUR BOUND!

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INTRODUCTION cont..

- The Internet is a powerful platform that has transformed the way we communicate and the way we do business.
- The Internet has given a globalized dimension to the world, it has become the universal source of information to millions of people, at home, at school, at work etc.
- The Internet has opened various channels through which small scale businesses can market their brand online. Use of Facebook, Twitter, email, etc.

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What is a brand?

- A name, design, symbol or logo used to distinguish a product, service or provider from others.
- Used in business, marketing, advertising
- It is a perception or emotion maintained by someone on a product, that describes an experience
- Can be both tangible and intangible characteristics of a product or service that makes it unique
- Examples:

What is a brand? Cont…

- Private /for profit company brands online retailers

- Some Local banks.

- Local SME

- Global brands

Why build up your brand?

- To start a business is not a big challenge; to grow & sustain a successful business is the challenge.
- In whatever business, entrepreneurs face competitions
- To survive, you need distinguish your business, services or products from others
- Convince the public about the special reward your brand offers them
- Benefits from building a successful brand include
  - Loyalty
  - High volume sales
  - Business growth, brand growth
  - Fan base growth
  - Trust

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DEFINITION OF KEY TERMS

WHAT IS INTERNET BRANDING ?

- Also referred to as Online branding
- A Brand management technique that uses the World Wide Web as a medium for positioning a brand in the marketplace.

STRATEGY ?

- A plan of action intended to accomplish a specific goal.

SMALL SCALE BUSINESS ?

- The Central Bank of Nigeria defines small and medium enterprises in Nigeria according to asset base between ₦5million &₦500 million
- Staff strength between 10 and 300 employees.
- Outnumber large companies by wide margin
- Employ more people
- Responsible for driving innovation and competition in many economic sectors

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SUCCESS STORY – $1MILLION

Profile: Ashley Qualls
Website: whateverlife.com
Business: Online business- offering MySpace page layouts for free

- Through proper internet branding, 'whateverlife.com' a small business raked in more than US$1 million through Google AdSense advertising revenue in 2008 at age 18years.

- In 2008, the business could bring in as much as US$70,000 a month and was offering a variety of teen products, mainly for girls

- Current worth of website is about US$14,500.00

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BENEFIT OF THE INTERNET FOR SMALL SCALE BUSINESS ?

- Increased Profit
- Awareness
- Large Audience
- Cost effective marketing and advertising

Statistics already show that there are over 2 billion Internet users. You would want to have such an audience for your brand. Growing by 200 million each year

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INTERNET BRANDING STRATEGY

Your Brand Strategy is

- **HOW** you want to communicate (visually or verbally),
- **WHAT** you want to communicate and advertise(e.g. mobile phone repair, photography, etc),
- **WHERE** you want to communicate and advertise (e.g. Facebook, Linkedlin)
- **WHEN** you plan to communicate and
- **WHOM** you plan on communicating and delivering your brand messages to.

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FEW SIMPLE STEPS TO ADAPT

Create relevant online presence by understanding your target market and draw the traffic towards them

- Develop your brand, logo and website
- Develop the brand message
- Choose the right domain name to publish your website using .ng (eg nira.org.ng)
- Develop your internet branding strategies
- Enhance your website for Social Media Marketing Search Engine Optimization
- Select your target audience online

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FEW SIMPLE STEPS TO ADAPT cont..

- Ensure you integrate your brand across all platforms
- Utilize Email Marketing
- Be consistent with your brand
- Be true to your brand

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DEVELOP YOUR BRAND, LOGO AND WEBSITE

- Choose Something catchy
- Use a symbol that relates with your product
- Place it online
- Get it advertised everywhere

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DEVELOP YOUR INTERNET BRAND STRATEGIES

When developing your internet branding strategy always keep in mind

- Your Target Audience
- Your Budget
- Your Expected Profit
- How you want people to find your brand online
- The key messages you want to communicate about your brand
- What you want people to say about your brand online or offline

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CHOOSING THE RIGHT DOMAIN NAME

- Select a domain name for your intended target audience and market
- Decide on a unique web address to use
- Select an internationally recognized domain name (eg .ng)
- Choose a secure Hosting company for your website with .ng domain name to ensure high volume of local and international traffic

.ng
Domains

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SUCCESS STORY: US$164 MILLION

Profile: Yun Ye
Business: Domain industry

In November 2004, a Chinese American Yun Ye, became a legend in the domain industry when he sold his portfolio of 100,000 domain names to Marchex for a whopping US$164 million!

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SUCCESS STORY: US$1.0 BILLION

Profile: Chinedu Echeruo
Business: ICT

Apple Inc bought a Nigerian-owned ICT firm, HopStop.com, for US$1.0 billion!
Company makes mobile applications for both iOS and Android, that covers over 300 cities and helps people get directions or find nearby subway stations and bus stops

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SUCCESS STORY: US$30 MILLION

Profile: Jason Njoku
Business: Internet Entrepreneur

Founder of Iroko TV, world's largest digital distributor of African movies! Iroko TV has been dubbed the Netflix of Africa.
Iroko TV enjoys lucrative content distribution deals with Dailymotion, iTunes, Amazon and Vimeo.
Analysts believe Iroko TV is worth as much as US$30Million

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USE OF SOCIAL MEDIA

Choose the social networks that support your brand

- A social media site where you can easily communicate, connect and interact with your target audience

Provide valuable and shareable content.

- Use quality content that engages your audience

Leverage on your influencers

- By using the 20:80 rule of influencers.

Use social campaigns to promote content.

- E.g. free offers, competition, etc.

SEARCH ENGINE OPTIMIZATION

Work on getting your SEO Strategy in order. Take a review of the following items to start:

- What is the core service or product of your brand?
- Do you want to generate revenue from SEO or just market using SEO
- Where do you generate the most revenue?
- Where do you have the most expertise?

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EMAIL BRANDING AND MARKETING

Email is more powerful than ever “because it moves the conversation about your business to a more personal environment–the inbox.”

The advantages of using Email are

- Its mobile – It can be viewed on various mobile device
- It enhances the relationship of a merchant and customers
- It encourages customer loyalty and repeat business.
- It can reduce or eliminate the need for traditional mailing and associated cost and challenges

PITFALLS TO AVOID

- Everything can not be done online. Spend money offline (TV, Radio, newspaper, banners, promos, etc) to promote the brand
- Lack of focus: Understand your brand and choose strategies that align with your brand
- Lack of diversity: Refresh your strategies with current trends
- Lack of following up: Be consistent with following up
- Lack of trust in your brand: Be true to the promises of your brand. (Deliver the promise of the brand at all times).
- Have the right people reflect your brand.
- Be ready to respond to customer complaints online on a 24*7 basis (can be fast and furious) to avoid damage to the brand

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Nigeria Internet Registration Association (NiRA)

- NiRA is the Registry for .ng Internet Domain Names
- Maintains the database of names registered in the .ng country code Top Level Domain (ccTLD)
- Self regulatory body and managers of the .ng national resource in the public interest of Nigeria and global Internet communities.
- NiRA operates the 3-R model (Registry, Registrar, Registrant) in the management of the .ng ccTLD. Delegated responsibility on behalf of the Federal Government of Nigeria by National Information Technology Development Agency (NITDA)
- Have policies guiding our operations

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Nigeria Internet Registration Association (NiRA)

- Not for Profit Organisation
- 46 Registrars
- About 60,000 domain names
- Domain names also available at 2nd level.
- We provide opportunities to create employment opportunities, develop the economy
- We advise
  - Claim your online Identity
  - Project Nigeria and Nigerian presence in cyberspace
  - Eliminate capital flight by using .ng domain names
- We are online http://www.nira.org.ng
- Become a NiRA Registrar or a reseller to NiRA Registrars

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CONCLUSION

- **Internet branding** can take time but the benefits are endless.
- There is no magic pill or overnight solution to it.
- To get branded online, have a clear idea of your current brand, what you have already produced and what you plan to produce
- Be ready to evaluate and re-evaluate your strategies to achieve success your want

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Thank You for your time!

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