

ambition insight

ENTREPRENEURIAL DEVELOPMENT

Fort Lauderdale, Florida, USA

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How to Develop a Powerful Online Brand

Presented by:

BRETT NAPOLI

Internet Entrepreneur, WordPress Developer & Web Consultant
Founder & CEO of **Ambition Insight**
Founder & CEO of **thatDROP.com**

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Background: Brett Napoli

- Founder/CEO of **Ambition Insight**, a US based WordPress Development, Consulting and Media Company Founded in 2007
- Developing Websites & Online Brands for **13 years**
- Built **500+** WP sites, worked on **1000+**
- Developed social media following of **110K+ people**
- First WP blog once reached **987,000** Pageviews in 24 hrs
- Served over **Half a Billion** Ad Impressions Since 2012
- Dance Music Publication, **thatDROP.com**
 - Avg. **400K** Uniques & **1 Million** Pageviews per month
 - Avg. Social Reach of **1.5M** people per month

Your business can't be something to everyone. It needs to be everything to someone.

- Jon Taffer

Today's Lessons

- Key Components of Branding
- Logo Guidelines
- Logo/Branding Resources
- Finding the “Perfect Name”
- Does the Domain Name Really Matter?
- Beware of “Domain Limiting”
- Marketing For The Year You're In
- 10 Key Takeaways

My Value Proposition

- Perspective of a Domain “Collector” & Web Developer
- Invests in Developing the Business
- Understanding predicated on how domains relate to development of an online business through Branding
- Domain name’s role & position in the marketing process and online business ecosystem.

Key Components of Branding

Consistency

*Font, Colors, Look & Feel, Theme/Vibe, Ethos, Core Message
Across all Platforms / Always Targeting Your Market Sector*

Context

*Why should I care? What's in it for me? Easy to understand?
Quickly establish niche – Who are you selling to?*

Authenticity

*Be an expert. Storytelling establishes trust, appeals to the emotions & values
Heart → Brain → Wallet*

Perceived Value

*Does it appeal to the consumer's motives? Best, Cheapest, Fastest
Know the Consumer, What They're Looking For, What Provides Value*

Practical Value

*Business' Core Purpose: Entertainment or Utility
Does it create Real, Immediate, Quantifiable Value*

Logo Guidelines

- **Logos → Graphic Based or Font Based**
 - Ideal logo is a combination: (font as a graphic)
 - McDonalds, Visa, Coca-Cola, 3M, Google, Disney, IBM
 - Icon Based: Nike, Mercedes, Apple, CBS, Target
 - Really almost no logo is pure graphic unless evolved over time
 - Brand Recognition → Experience → Doesn't Start That Way
- **Focus on Simplicity → Reduce Friction From Business to Consumer**
- **Scalability → Visible/Recognizable**
 - Small (Business Card)
 - Medium (Computer Screen)
 - Large (Banner)
 - Massive (Billboard, Projection)
- **Perceived Value → Cursive High-End, Colorful/Cartoonish Kids**
- **Have multiple versions – have a “full logo” and an “icon logo”**
 - Think Profile Picture, App Icon, Bookmark
- **Including the Business Purpose/Value Prop in the Logo, Domain or Tagline Brings Additional Clarity, Reduces Friction**

Logo/Branding Resources

- **Find the Perfect Font**
 - AbstractFonts.com
- **Find a Graphic or Icon**
 - IconFinder.com
- **Find Inspiration**
 - LogoPond.com
- **Find Branding Identity**
 - Pinterest.com



Finding the “Perfect Name”

“Stop worrying about coming up with the **perfect name**. Yes, a good name carries some marketing power, but at the end of the day if the product sucks, the name means nothing. If you have a clever name, people might stop and notice. If you don't, they really won't care. They're going to assign it meaning based on the experience they have with your brand. So please, stop worrying about your name and start worrying about your product.”

- *Gary Vaynerchuk*

Does the Domain Name Really Matter?

- Yes, it absolutely matters. Helpful/Valuable but only a piece of the equation.
- Value from a marketing/memory standpoint
 - doesn't matter without a quality product or business behind it.
- Generic Domains
 - Brands of shoes named Shoes, Cars named Car or Sodas named Soda.
- A Domain as a Brand typically reserved for Category Killer, One-Word Generics. Hotels.com, Cars.com
- AutoTrader.com less valuable? Can sell trucks?
- Niche enough to play in the genre but vague enough to pivot.

Beware of “Domain Limiting”

- When a Domain Name Limits the Product/Services the Brand Can Sell (*In the eyes of the consumer*)
- Investment is a different strategy than Development
- Investment is safer in exact matches, but in development, avoid buying “limiting” domains to use them ‘as the brand’
 - Refrigerators.com → Parked
 - Books.com → Barnes & Noble
 - Coolers.com → Rubbermaid
- Build a brand with storytelling, marketing & creating value
 - Brand, Domain Name or Logo still won't do the work entirely.
- Even [hotels.com](https://www.hotels.com) → Give it a chance. Trivago, Booking, Orbitz, Travelocity also get a shot.
- These “Brandable” names aren't meaningful until a story or demonstration of value is associated with it. **Best Product Wins.**

Marketing for the Year You're In

- Type-ins will lose relevancy w/ Growing Dominance of Search + Social (*as a traffic source*)
- Search Engines for Discovery may fade
- Branding Today/Future Fueled by Content Marketing & Trust Building
- Focusing on Where Attention Is & Providing Value to Target Consumer
- Traffic Driven by Content, Social, Erodes Relevancy and Efficacy Away from Domains as a Traffic Source, Becomes Purely Branding/Memory Play
- Traffic = Attention. Commerce happens where the attention is.
- Ease of memory gives domains advantage in the short term as people tend to avoid quickly adapting to new things.
- Even with just muscle memory, .com will still retain value
- New TLD's are a Huge Opportunity, But Still Subject to the Same Rules

10 Key Takeaways

1. Unless Investing to Resell, Build a **Real Business**
2. Branding: Consistency, Context, Authenticity, Create Value
3. Simplicity is **essential**.
4. Forget the “Perfect Name” – **Execution is Everything**
5. Avoid “Domain Limiting” – Opportunity to Pivot
6. Know Your Strengths, Develop/Invest Where You Can **Win**
7. Focus on **Creating Value**
8. Know Your Target Customer: Figure Out What They **Want**
9. Market Where The Attention Is
10. Do Something You **Love**.

Contact Me

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Marketing, Branding

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