Best guidelines for branding Your Website

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About me...

Over the past four years, I've personally provided branding which applied to many companies and businesses through digital marketing platforms. This gave me a huge opportunity to measure, analyze, and test the effectiveness of different branding strategies at scale.

This content gives you an easy way to brand a website to do before you do marketing on the internet. Which solved customer's problems related to lead generation and they getting more customer engagement on the website.

 Rajeshkumar Chavan

FONT and COLOR

Font and Color are representing your website look and feel , its similar like how handsome / beautitiful you are!! , sametime business idology , intelligance content will help to boost your client attraction on web site. So Font and color has major role to attract customer and encourage them to go ahead with business operations , process.

Heading , title , subtitle , contents text has different font psycology to impress users.

Color psycology is also play vital role to attract your customer on web. Nick Kolenda psycology is one of the best research on which font and color suits which customer not on you. Basically customer has big role while they browsing your web site . So keep your choice aside and try to understand customer point of view.

More details on this you will get by click on bellow link.

FONT and COLOR psycology

WEB Design

1. Get Domain and hosting from Bluehost or GoDaddy from any site
2. You can build your website by using tools like WordPress, GoDaddy site builder or any other.
3. The first **landing page** should be more attractive with minimum content. Keep images and videos as much less as possible.
4. **Contact Us Page**: This is an important page for improving your email listing and contacts.
5. Add **ChatBot** on the landing page.
6. Focus on **problem-solving content** rather than marketing and funny content on web site.
7. Add testimonial and feedback, rating on the landing page.
8. DO **SEO** for your main page. Improve ranking.

WebSite templates

Work on Contents

1. Your website or your band must have newsletters/ subscriptions.
2. Provide offers as per company policy which attracts a customer who always comparing with other company/ brand
3. Must have blogged on web site, publish blogs on regular basis
4. Add automation on follow-up and email marketing.
5. Add links on websites that redirect to your product and its information with one click.
6. A podcast about your company profile, services, and testimonials regularly.
7. Update blogging with recent technology in your domain, engage the audience with forum and quiz, polling, etc..
8. Publish videos on youtube channel.

Tips on branding

Analysis of Target Market

1. Before do marketing you must set up above all kinds of stuff on the website and add content.
2. DO market analysis before the above steps which give you more clarity on which content you should prefer to keep on the web.
3. The target audience is your end customer, categories than in different categories 5 to 10.
4. Depend on geographical location, age group, gender, on its behavior. Analyze How your product will help them to resolve your problem.
5. After that, you can set for your content and website videos publishing. People must know details about your product and how it will help them.

How to do? Click here

Social Media Marketting

1. Design posters
2. Create Videos company-related, services, and client testimonials
3. Podcast
4. product Offer videos
5. Create accounts on FB, Linked in, Instagram, youtube channel
6. Publish it all of the above sites also on Quora, Pinterest, and your industrial blog sites
7. Do the above stuff of publishing 3-4 times in the week.
8. Create Events on FB , also if required do paid ads on conversion type, not on branding type of paid add.
9. Do paid ads on your youtube channel and try to increase subscribers.

More details Facebook ads

Video Marketing

1. 70% of consumers say that they have shared a brand's video
2. 72% of businesses say that video has improved their conversion rate.
3. 52% of consumers say that watching product videos makes them more confident in online purchase decisions
4. 65% of executives visit the marketer's website and 39% call a vendor after viewing a video

Video is by far the most popular way customers want to learn about new products.
Start to publish your product and customer satisfaction testimonial videos.

Video marketing for lead generation

Influencer

1. 63% of consumers trust influencers' opinions of products much more than what brands say about themselves
2. 58% of people have bought a new product in the past six months because of an influencer's recommendation

For this reason, Iceland, a popular British supermarket chain, switched from ads with celebrities to a campaign that features real-life moms. Teaming up with YouTube community Channel Mum, it now works with a number of vloggers to promote its products in a more "authentic" fashion.

And research shows that 35% of moms trust online videos more than traditional ads.

Check out Digilifestyle

Build community

1. Create group or community on social media like FB
2. Internal portal for all members
3. Organize industry conferences
4. Set up award/ certification / event programs
5. Connect with confferances and media partners
6. Set up manual ads on locations if required
7. Telemarketting and customer service
8. Feedback , review and followup system

Join Us

Branding is a mirror image of your company, So don't compromise on it.

Want to help your company/ business to build strength in the market and worldwide so it can serve many peoples? Our branding roadmap and tips Course will give you every tool you need to big brand and keep your image strong from day one. Click the button below to be the first to know when enrollment opens.

LET ME KNOW!