

# eCommerce Marketing



## CHAPTER 13 BRANDING

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# AGENDA

What is a brand

MVB – minimum viable  
brand

Choosing a name

Brand look and feel

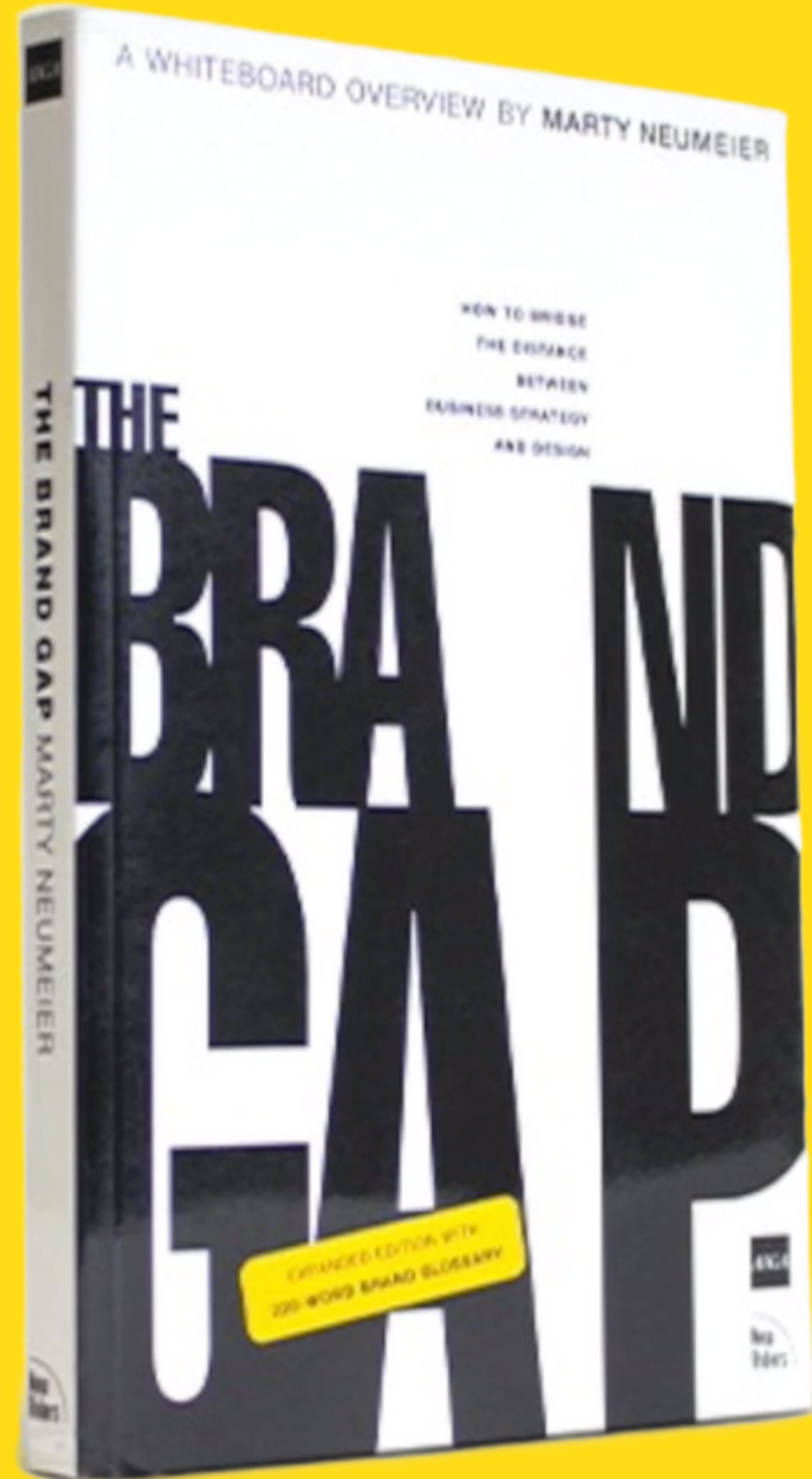
There is a **difference** between an  
ecommerce **store** and an ecommerce **brand**

## A Brand **IS NOT**

- Branding
- Logo
- Product

## A Brand **IS**

- Perception
- Experience
- Association



"Your customers will develop a gut feeling about your business – and that feeling **is your brand.**"



When it comes to brand, that is  
worth something all on it's own



When you're building a brand,  
**you're building an asset**

# Take Care of Your Body. It's The Only Place You Have to Live.

Safe. Simple. Effective.  
Free Shipping & Returns.

SHOP WOMEN

SHOP MEN



FREE SHIPPING ON ALL ORDERS


MENS

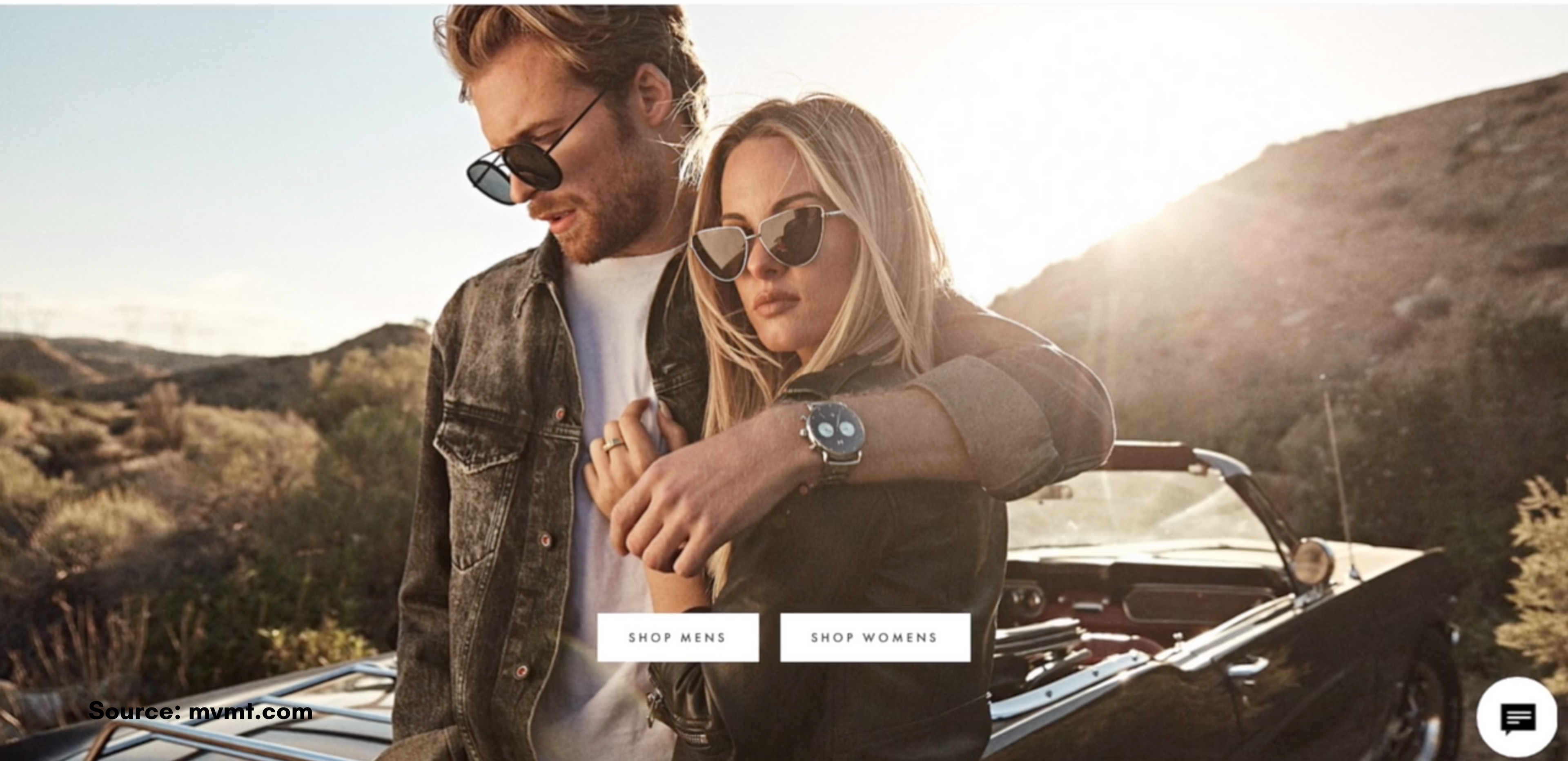
WOMENS

BRAND

MVMTM

ACCOUNT 

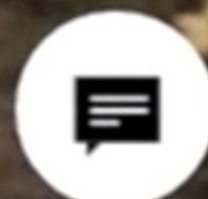
CART  <sup>0</sup>  



SHOP MENS

SHOP WOMENS

Source: [mvmf.com](https://mvmf.com)





MENU

GET STARTED

PRODUCTS

GIFT THE CLUB



HOW IT WORKS

LOGIN

JOIN

BOX



# Get Ready to look, feel and smell your best.

Try a risk-free Starter Set today.

[GET STARTED](#)





Many brands think their customer  
is **more rational** and **logical** than they are

“In the factory we make cosmetics,  
in the store we sell hope.”

**Charles Revson**, Founder of Revlon

## **Brand Positioning**

The conceptual place that you want  
to own in your market's mind



## **Top-of-Mind positioning**



Ecommerce

**foundr**

Entrepreneurship

## **Minimum Viable Brand (MVB)**

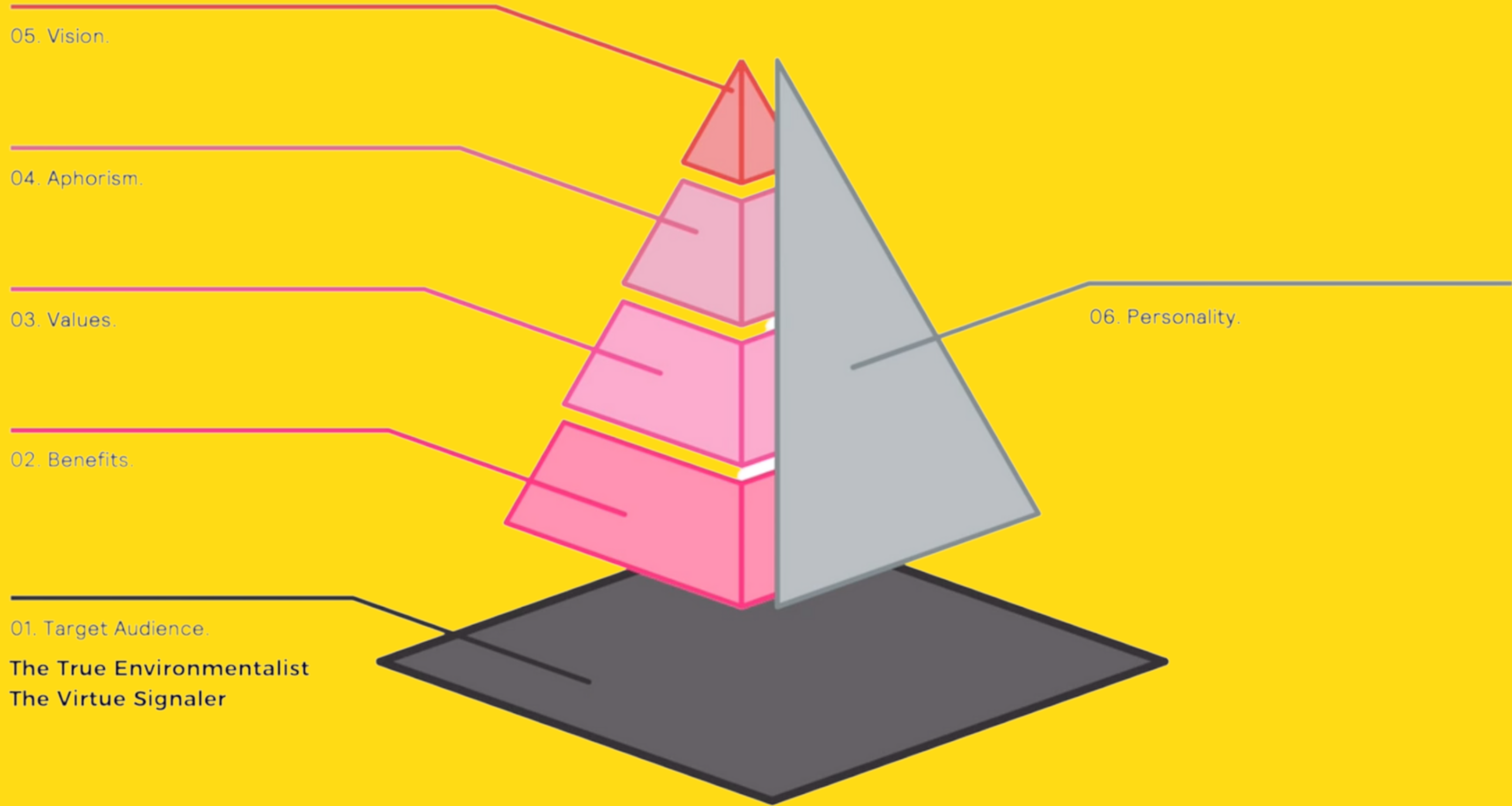
The fewest consistent assets and tools needed to define and differentiate your brand

## **Brand Pyramid Scheme**

1. Target Audience
2. Benefits
3. Values
4. Aphorism
5. Vision
6. Brand Personality

## **Target Audience**

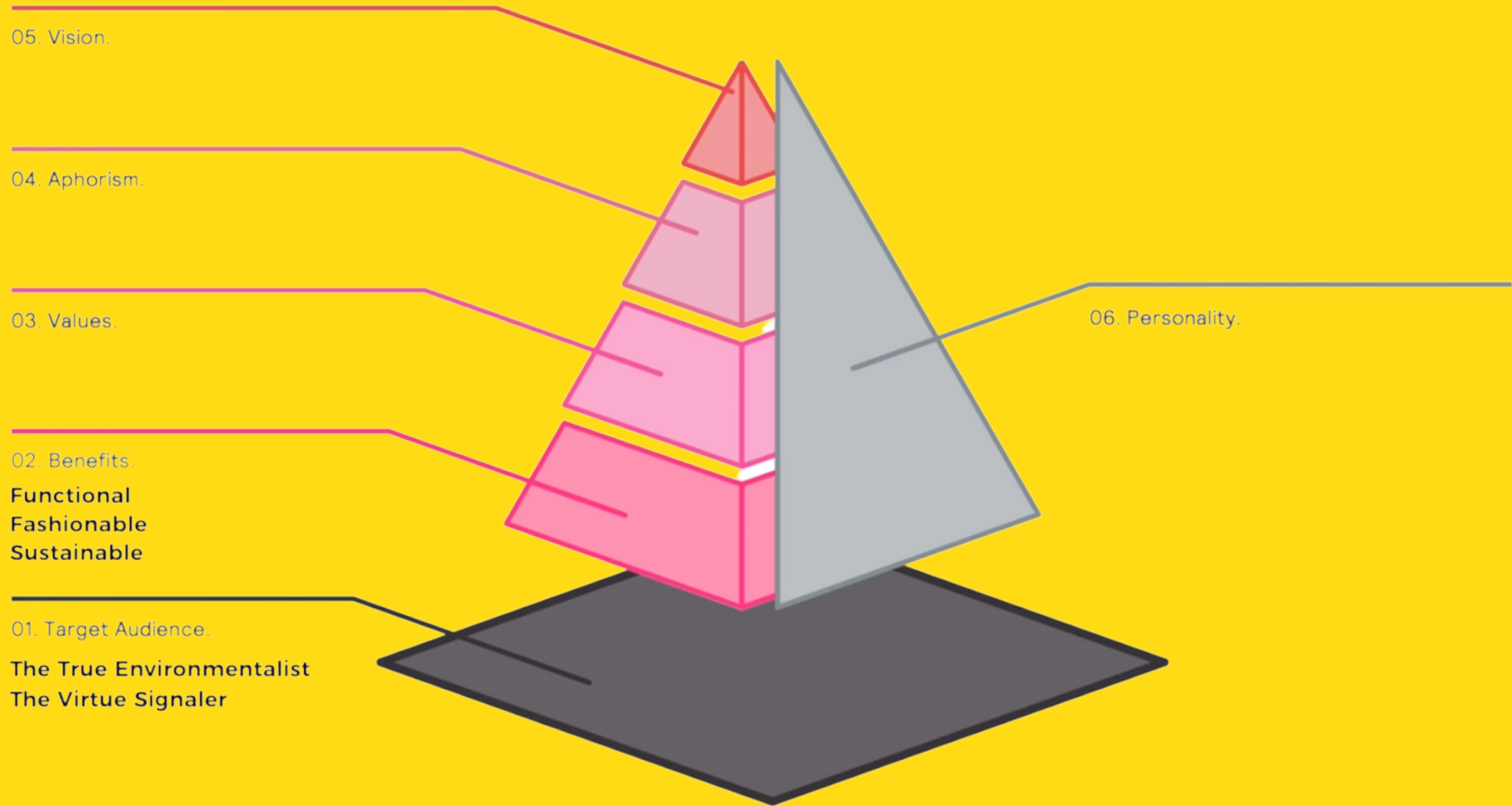
The type of people your brand  
wants to speak to



Source: [foundr.com/start-and-scale](https://foundr.com/start-and-scale)

# **Benefits**

The rational benefits your product offers your audience



Source: [foundr.com/start-and-scale](https://foundr.com/start-and-scale)

# **Values**

The common emotional ground  
between your brand and your audience



People won't remember what you **said**  
or what you **did**, they'll only remember  
**how** you made them feel.

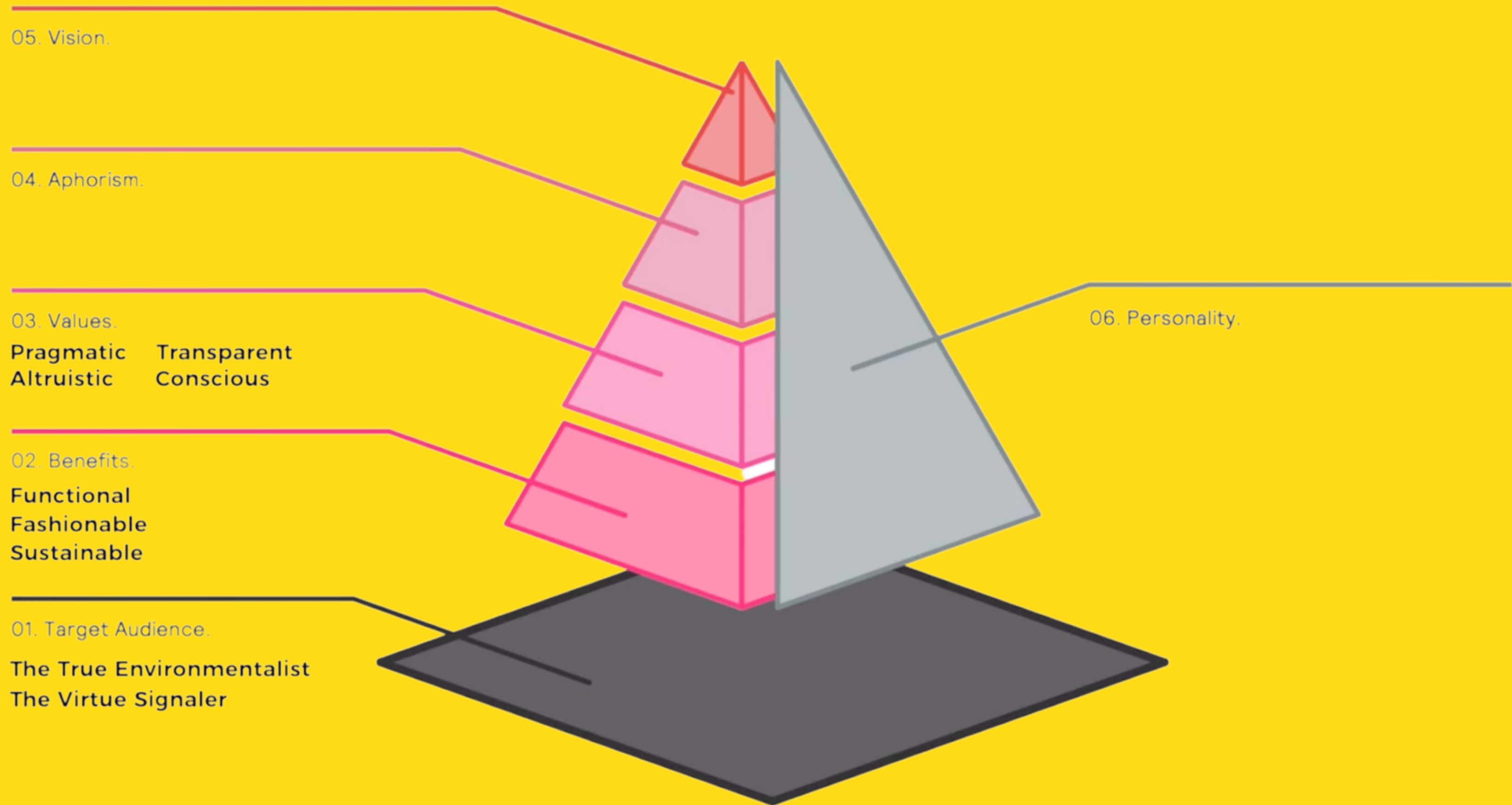
## **Reasons to Believe (RTB)**

A set of emotionally-charged values  
that make sense to your product or service

What is your brand **passionate** about?

What makes you **different** to others in your industry?

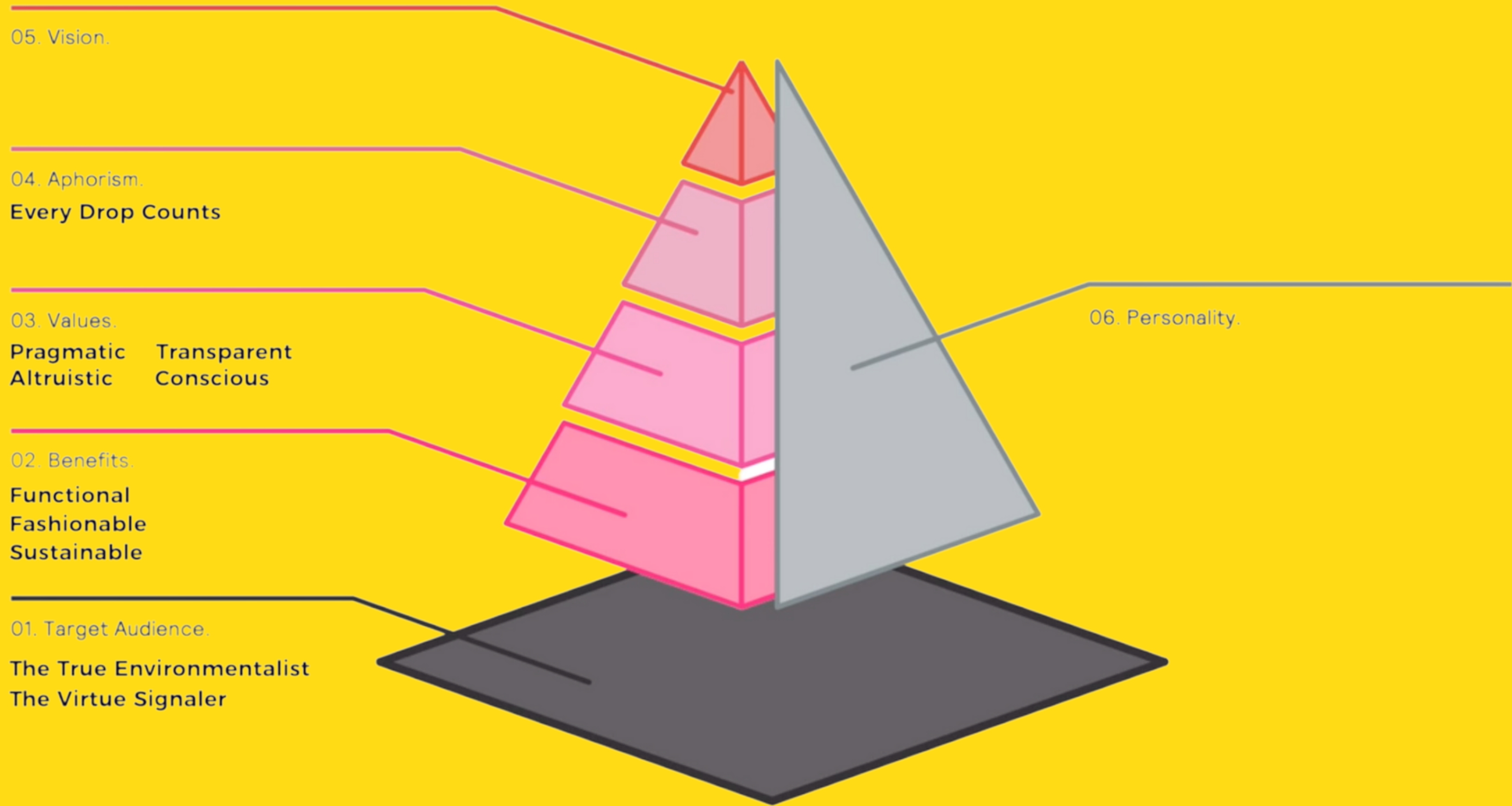
How do you want consumers to **feel** about your brand?



Source: [foundr.com/start-and-scale](https://foundr.com/start-and-scale)

## **Aphorism**

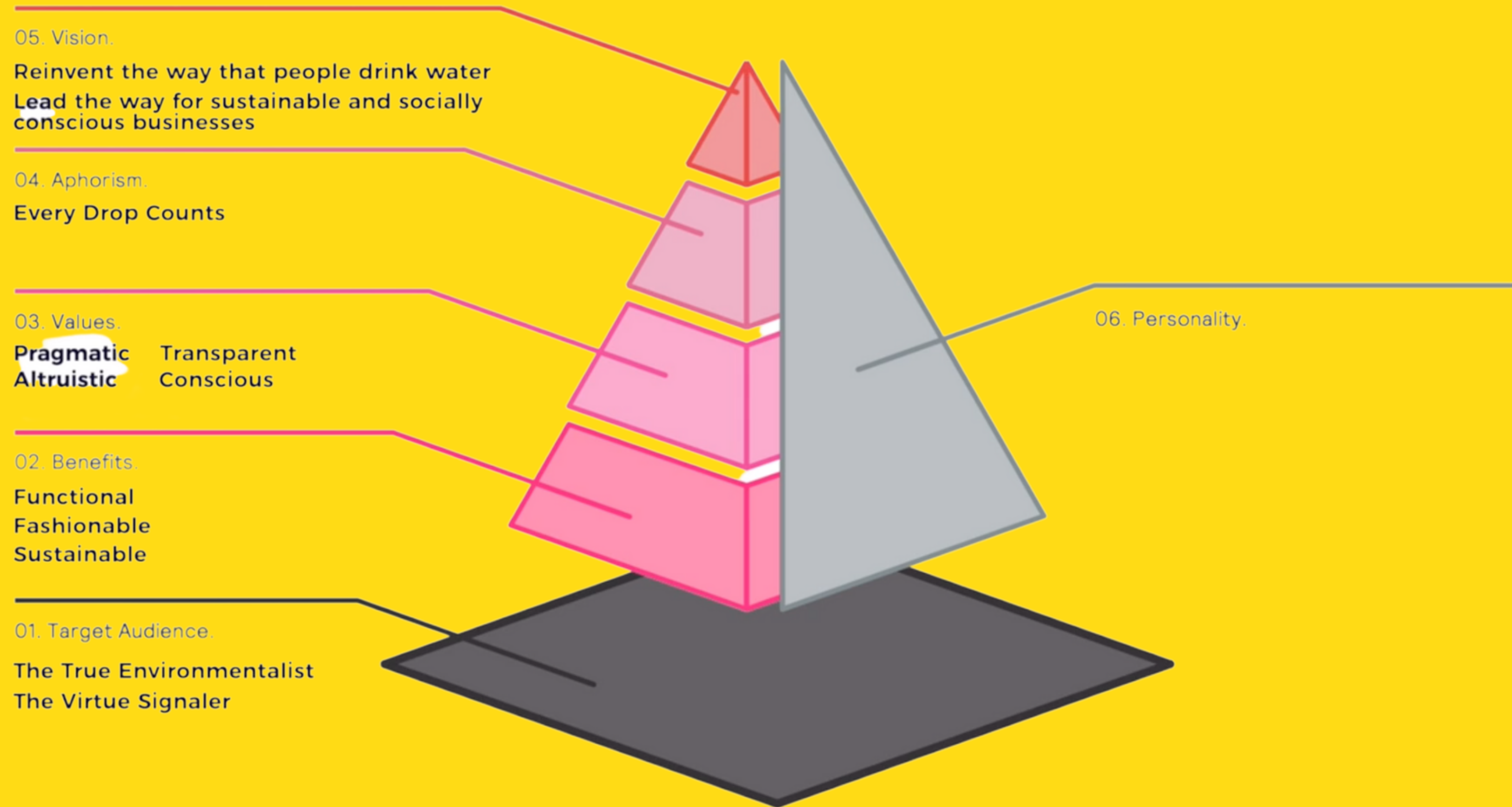
A concise and bold observation which contains a general truth that defines your brand



Source: [foundr.com/start-and-scale](https://foundr.com/start-and-scale)

## **Vision**

What your business aspires to achieve,  
beyond your bottom line



## **Brand Personality**

The traits your brand exhibits in service of getting your message across

## Brand Archetypes



Source: [thehardfourd.com](http://thehardfourd.com)

Courtesy of Millward Brown



All successful brands on the market  
have a distinct brand archetype  
and that is what makes them successful

**Millward Brown**

## Vision ga Canvas dan Problem ni olish kerak

05. Vision.

Re-invent the way that people drink water  
Lead the way for sustainable and socially  
conscious businesses

04. Aphorism.

Every Drop Counts

03. Values.

Pragmatic    Transparent  
Altruistic    Conscious

02. Benefits.

Functional  
Fashionable  
Sustainable

01. Target Audience.

The True Environmentalist  
The Virtue Signaler

06. Personality.

Wise  
Dreamer  
Friend

01 Targetga -> Customer persona

Source: [foundr.com/start-and-scale](https://foundr.com/start-and-scale)

Don't worry about perfecting  
your brand name just yet

What do people **associate**  
with your brand?

Naming helps  
**bring your brand to life**

## A Name **SHOULD**:

- Be Easy to Remember
- Be Distinct
- Pique Interest
- Make Sense
- Be Malleable

## A Name Should **NOT**:

- Tell the Whole Story
- Be Too Literal
- Box you in
- Steal the Show
- Slow Things Down

The **Generic** Name

The **Descriptive** Name

The **Suggestive** Name

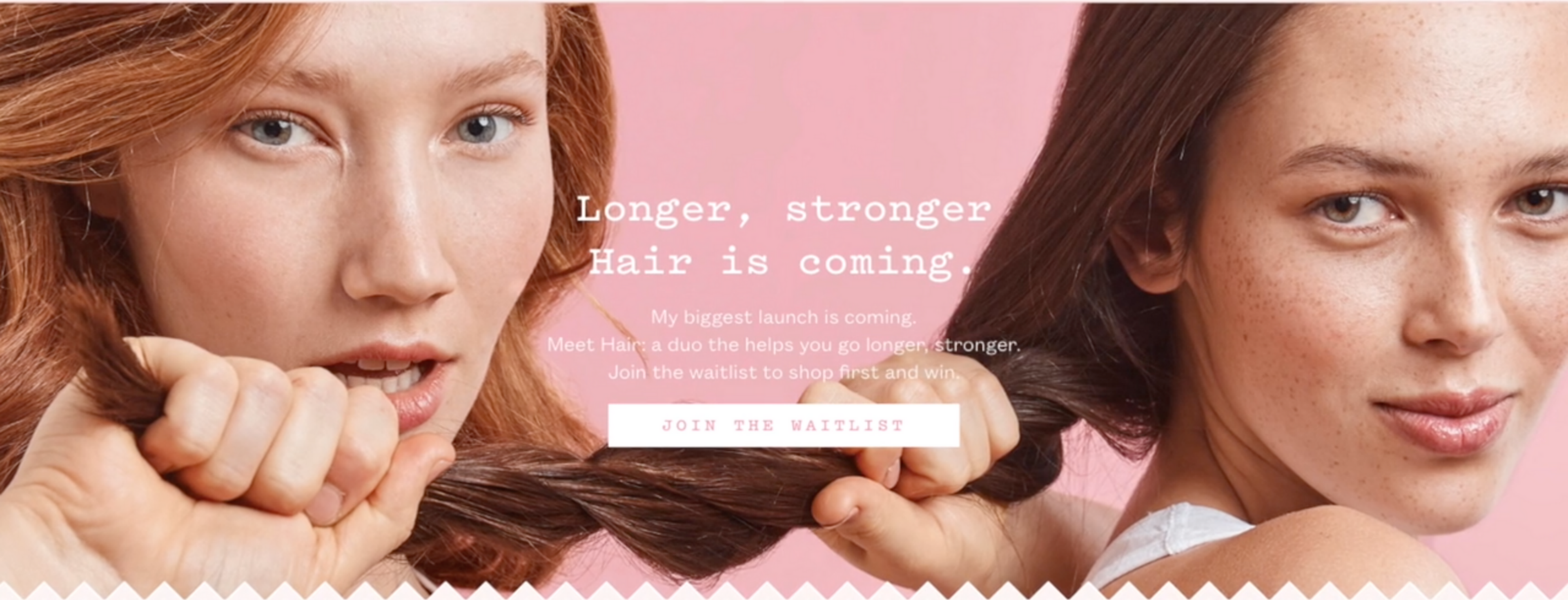
The **Coined, Random,**  
or **Abstract** Name

Descriptive names run the risk of  
**limiting** or **boxing you into** a certain category

Always consider the **wider  
implications** of your chosen name

You want to give your customer  
**a sense of the product**

Can the name be used as both  
an **adjective** and a **noun**?



# Longer, stronger Hair is coming.

My biggest launch is coming.  
Meet Hair: a duo the helps you go longer, stronger.  
Join the waitlist to shop first and win.

[JOIN THE WAITLIST](#)

Natural skincare, out of this world results.

There's a reason millions of babes all over the world love my cruelty free, coffee-based products: they clear blemishes, fade marks and leave you glowing all over.

Source: [frankbody.com](http://frankbody.com)