



## E-Branding Development Process for Entire Organization

Aftab Alam\*; Omair Mujahid Malik\*\*; Imdad Ullah\*\*\*

\*College of Business Administration King Saud University,  
Riyadh Saudi Arabia.

UniKL Business School,  
University of Kuala Lumpur,  
Malaysia.

\*\*College of Business Administration King Saud University,  
Riyadh Saudi Arabia.

\*\*\*College of Business Administration King Saud University,  
Riyadh Saudi Arabia.

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### Abstract

E-Branding online is the next wave of personal and professional development. A personal E-Brand is how you present yourself on others in the market all the while having a digital representation online. It may be who you are and what you represent in terms of mission, personality, including skills, attitudes, values, vision, and look. The sum of everything you are and how you project your brand on others, whether it is online or offline. Therefore, if your name is being presented in a blog only, this blog is your personal E-Brand. If you have commented on ten blogs and three social-networking profiles, the proportion of this contribution is your brand - it is how people perceive you. Everyone can and must develop an E-Brand. There is no barrier to entry as the branding cost has been reduced as a result of which E-Brands are built on minimal financial expenses.

**Keywords:** E-Brand, Online, Vision, Social Networking, Personal, Skills.

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### Introduction

Businesses companies, as well as individuals who understand the importance of E-Branding and the unexploited potential of social networks, In fact, 45% of companies are set, spending on social networks in the next year (Forrester Research). 80% Percent of marketers use blogs, 63% use video and 56% use social networks (MarketingVox.com). Online profiles are constantly monitored by recruiters, and even if you're personal brand of constantly advancing technology can remain, your

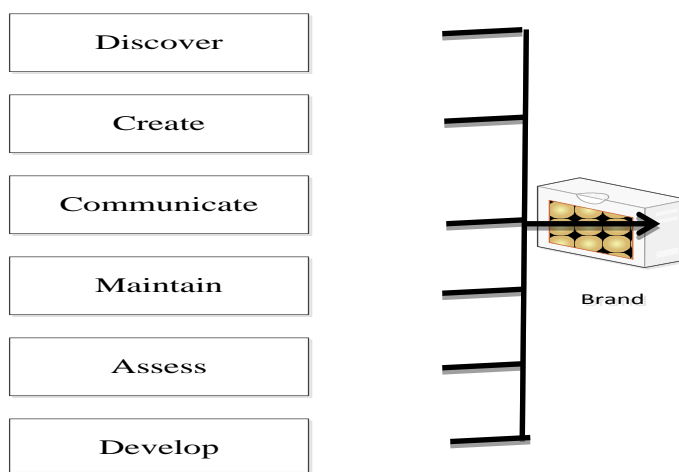
E-Brand coherent must accurately represent your brand as well informed and technologically savvy updated. ("How to find," 2013)

Google is the gateway to the panoramic and discovery of nation's personal E-Brands. A simple search to determine if you have a presence, to show what the effectiveness of credibility behind the brand is represents the presence and content of how many visits. The first page of results for your name is essential to your reputation. 49% of people change even your terms of research for any research purpose is located on the first page (IProspect). To be reflected on the first page is ideal for the visibility of the brand and the position of expertise. Almost 39% of search engine users believe that companies, their websites in search engines results are returned the leader field area (IProspect).(Pryor, 2006)

People are often - understandable – obsessed with E-Brands of their nation. We want to know how many results have reflected our names and the search engine results are handled in regards to ourselves. 47% of all Internet users have the research on the ego, representing an increase of 22% in five years (Pew/Internet survey). As the number of automobiles of communication increases, so does the need for continually monitoring and controlling the personal E-Brand. The business companies have already noticed this leaning and start to respond. 51% Of Inc.500 companies in fact monitor Web social media through RSS feeds, statistics, and video downloads, and more (Schawbel , 2008)

## Process of E-Brand

We've broken down the process in six easy steps to understand. Each with its own set of objectives and tactical strategies, which led what we believe to be a sustainable brand that fits who we are today and offers where we want the flexibility to expand it tomorrow.(Feldman, 2014)



### *1-Discover the Idea*

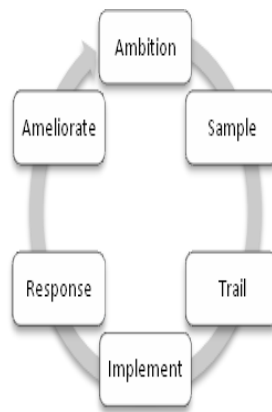
Before entering the virtual world, one must focus on researching and understanding your personal idea which you may reflect upon and what you want to do. The majority of the article fails because people don't take time to discover more about themselves, what they inspire and the topic on which

you can write. The passion is the driving force online, as it is in reality. Individuals need to indulge into building brand image, allow themselves to assess conversations in which one may contribute online and your current life situation; in doing so you discover your own idea

You probably have something thought of that would make millions, but had absolutely no idea how to implement it. If someone else had thought of same thing, and you watched how to make millions with it? (McWhinney, 2013)

We are the people of thinking. We are to solve the problems. To solve problems, is the beginning of a great idea is called discover the idea

Here we discover six simple steps to implement these great ideas and how to incorporate these steps into your daily life. This is not a tedious process. We will break all this information in six short lessons for E-Branding



What will you discover in this short e-course about the 6 steps to applying your own idea?

a-As you are already using these steps and how can you follow it and how to rouse your thoughts using Simple methods to get your mind touching and how to identify and discover your Idea

b- What is a sampling anyway and why sampling testing is the key to success or failure?

c- Why failure is good for you and when to understand that your idea is a big failure or flop

d- When to invest your money in your idea and how to get your dream turned into form and why Feedback is the key to your future success

e- When to throw feedback out and to stop everything because of feedback

## ***2-Create the Idea***

After that you have taken a subject or idea position, it is time to choose a platform. You want to create a blog? Are you more interested in joining some social networks? Want a traditionalist and adhere to a static Web page? Here are the questions you would have issues with. Select your

strategy with care because you don't want to extend your brand too thin. For elements, the choice between Wordpress.com/.org and Type Pad (Kent, Hand, Bradbury & Kent, 2010)

## **How to create your Personal E-Brand?**

Here are 10 vitals steps to create personal e-brand

1-You're already doing it "I don't like, what you think everyone is today in the area of services e-branding And customer companies, whether you know it or not, you already are"

2- Describe your Personal E-Brand "In a global market, the process of recruitment of the strengths of each to a networker, Internet all marketers are obliged and the economy requires everyone be an expert for e-banding"

3- Influence who you are "I splashed my business my personality in all areas as possible. This is clearly of my personal e-band and website design, the all-inclusive concept of packaging and my nickname"

4- Be trustworthy "Something about my e-branding, my whole being has me out there in an imperfect, fun And unique resonance with many other people"

5- You must buy into your own E-Brand "And those propensities obviously come through in all I do, Particularly within the e-brand and it's easy if you trust in it!"

6- Find an Unforgettable Graphic "Hook" "We have become the largest provider of services in most of Our markets in record time, this success only the client and show the value of our services"

7- Make "From the minute I fully embraced my e brand, my blog, and my business--everything has just Taken off"

8- Look Inside to Grow on the Outside for Personal E-Brand "But never forget that ultimately the answers Lie inside your personal e-brand"

9-Involve the Customers to create Confidence in your E-Brand "This can considerably help the Confidence in creating the respect necessary for a corporate culture and help that you stand out in a sea of competitors

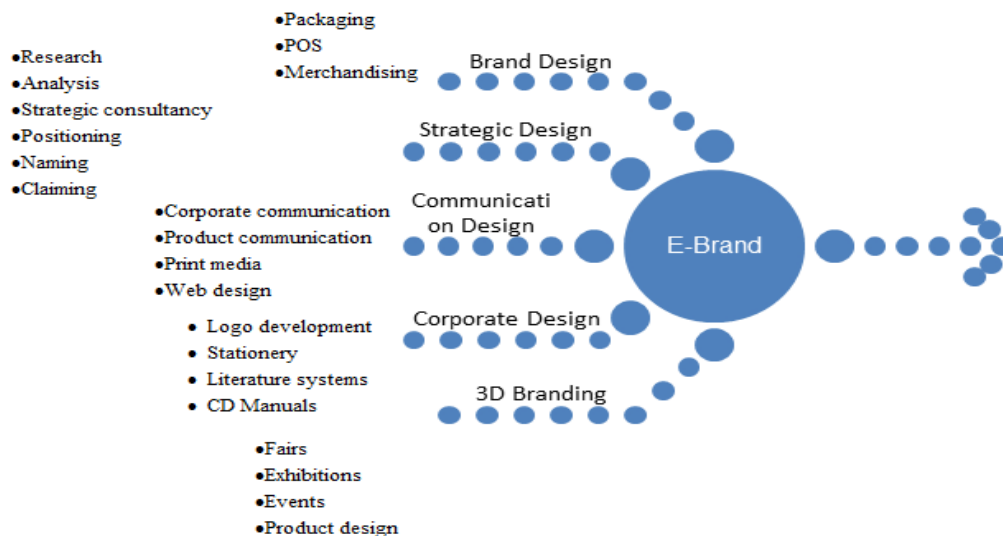
10- Grow Smart for your Personal E-Brand "Wonderland team took the brand of logo of sparkling wine in a complete theme of fairytale with a group of fantastic characters, The requirements for a very Memorable brand, which ignites the senses.

### ***3-Communicate the Idea***

Now that you have an E-Brand, it is time to pass on to others people. There are several ways, through your blog or your website online, how to promote the blog client stations, link exchange and social networks to join. Keep in mind that visibility creates opportunities.

## What we can do for E-Brand Communication?

The E-Brand is our icon of perfect coordination of all disciplines in design and communication for the e-branding. All of these components of behavior need a strong e-brand, and they need to move in the same direction. Our capabilities serve our customers brand management in a continuous cycle. Together we will explore the strategies at regular intervals and update of design and communication always with the aim of increasing the value of the e-brand.



In the above diagram you can assume related E-branding and its components. The E-Brand are interlink of five components. These components are further discussed in the details in diagram for example Brand Design can be details with Packaging, POS and Merchandising the same other four components are discussed in details in the diagram, which are helpful reading for the reader (Stine, 2013)

### 4-Maintain the Idea

After you have taken a subject position, it is time to choose a platform. You want to create a blog? Are you more interested in joining some social networks? For example Facebook Myspace, Twitter, linked In, Want a traditionalist and adhere to a static Web page? Here are the questions your issues have. Select your strategy carefully because you don't want to extend your brand too them. Without the right tools, asset management can be very costly and time consuming. How many accounts do you receive per year? How many interfaces need access, change the settings of your domains? Different prices as you have per domain.

E-brand services, there is a need to specialize in the transfer of portfolios from external providers and clean the owners details, form a coherent and organized portfolio. Thousands of domains are entering each week, which means that we have extensive knowledge and experience in the development and management of volumes of documents transfer for our customers at the Center.

Added value: on request, E-Brand services registered your brand all over the world in countries where there is a market for your business and you need a brand image. DNS for entry in some countries can be very difficult. You can meet obstacles, which are daunting. (Kylander& Stone, 2012).



In order to make an E-Brand there are some simple services which need to be adhere

- 1- To contract one supplier for your e-brand supplier
- 2- To select one management system for your E-brand
- 3- To fix one price per domain (registration/transfer/renewal)
- 4- To select one year registration period on all domains
- 5- To select one invoice per year

### **5- AssessE-Brand**

Statutory quantity of marketing, design and graphic designer for E-Brand, design of websites, and advertising specialists fore e-brand, e-brand strategists marketing professionals and for e-brand success, The service we offer to you that you then together can "White Label" on your own service to your customers, a brand verification is complete and check for certain 'name', 'Logos' and other brand identity for your client name or logos are probably a trade mark which need to be registered

and will not disrupt the rights of the other owners of the trademark or service mark. Why do you offer ' Assess E-Brand '?

Accordance with our general approach to the questions of the customer we want to work together in partnership, to understand better with every customer as close as possible to their needs and those of our customers. The package is the E-Brand assess around this cooperative approach, and in fact is always very well built will include a brainstorming - if there is a big name to choose from, which is an important business resource attractive for investors, licensees or franchisees e brand company goodwill can be attached for E-Brand (Treiblmaier, 2006)

### ***Tools that Help Assess Online Brand Insight and Loyalty***

#### ***A-Social Media***

In addition to social media blog comments, discussion forums and hosted web videos are another popular forum for consumer questions, feedback and suggestions about products, E-brand and image of a company. Social mention.com can search all these platforms for mentions of your company name or website, so they provide that as a measure an overview of popular feelings about your research. It can send notifications that mention your brand. Keep in mind, this is an another free and useful tool for customer discussions ("Tools that help," 2013)

#### ***B-Google Alerts***

The hub for research on the Internet is the best place to go to maintain the reputation of the mark. Google Alerts can subscribe and configure alerts by E-mail or RSS updates in real-time to provide on your company, product, or even a particular topic of your E-Brand. It can follow the news, blog, video presentations and also when a group or Web site has been established. Yahoo and Bing have similar tools available for online research of your E-brand ("Tools that help," 2013)

#### ***C- Twitter Search***

Twitter, the half has now 1 billion active user's more than 58 million tweets per day, depending on the statisticbrain.com share. You are to get the pulse of your E-brand, owner of a professional or a small business, marketing, Twitter is the place to go. Tweets can just be purely viral and has the ability to select a company or product a brand means that you need a handle on. To know what is being said about your E-brand, who says, and where the people are valuable resources, you and your brand online promote on Twitter search ("Tools that help," 2013)

#### ***D- Blog Comments***

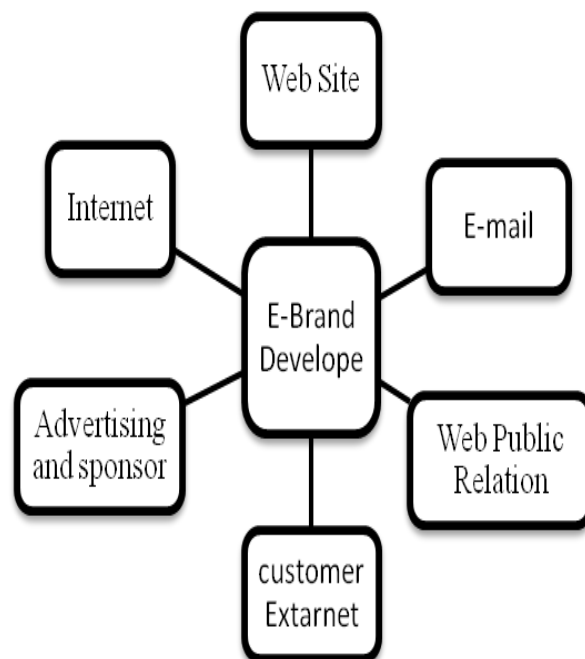
Incorporating a blog on a website of the company is part of search engine optimization and a great way to engage customers or even valuable information about your E-products or industry. Also important to have is to add a blog to monitor the comments that are posted. You can link directly to your target audience to give and receive more honest and constructive feedback. It allows, quick

response to the comments of the blog, so that consumers know that their voice is heard and the perception of the E-brand building companies at the same time. ("Tools that help," 2013)

### **6- Develop of E-Brand**

According to Murphy (1993) "E-branding comes with installation and maintenance of a mixture of tangible and intangible values, on the consumer and that clearly and according to a supplier of another E-brand to distinguish". A number of these values, which are mixed together, make a branded product or service, the distinct but interconnected components of which are difficult to assess. The origins of the fire management are at the beginning of the 20th century. Its main objectives are the creation and development of the visible symbols, which could serve as a reference and influence consumer purchase decisions. Preference for the brand, customer loyalty and trust is necessary to a competitive brand. Also in the context of modern marketing is characterized by the approaching of customers individually by using relationship management client, brands are required to "develop and communicate a differentiated market value proposition" (Dawar, 2004, p 31.37)

E-brand (trademark of electronic, online) are trademarks, in the (virtual) world online available and an offer (products, services or marketplaces) or represent an organization. Depending on whether the company's business online, offline, or both performs three types distinguished, namely pure player, offline brands and be mixed. Problems in connection, Santiago and Treiblmaier(2004) structure brand with offline, online worldwide to overcome the simple transfer of brand strategies architecture account and it, but also the structural and cultural aspects of the organization.



**Brand building on the web (Aaker and Joachimsthaler, 2000, p. 237)**



## Conclusion

E-branding can be defining the ground rules for the traditional brand not new, but rather changes the way and manner in which it is communicated to sellers and buyers. The media reinforces the key decisions that have the number and the type of medium, and weaknesses are adjusted. Therefore e-branding has impact on the existing business, and can be considered independently of the overall marketing strategy. In this research paper we tried to highlight all the aspects of e-brand from the beginning and to development stages. Most of the differences in the online business strategies can be explained by the sector of the industry. Many of the dotcom have the principles of traditional and adapted, applied to e-commerce marketing. On the contrary, brick and mortar companies integrated the use of new media in their existing business processes. Our research has shown that mark (e-brand) again a very relevant topic for traders and researchers.

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