

# Building Brand on the Web

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What are the advantages of branding on the web? Well for one you will be taking advantage of a larger audience to spread your brand. Simply you are taking advantage of the greatest trend in business that is proving to be fastest way to market your business. Branding is one way to help recession proof your company. Why? It has the ability to build residual income. The name sells even when you are not at the moment pushing the product. It is bought automatically because the name is associated with the product.

Kleenex means tissues, Coke means cola, Bayer is aspirin etc. The brand is the product and in that case you are no longer trading dollars to get name recognition. You are now marketing to reinforce your already well know brand. What does this mean to the small and medium size business? Well for one to compete for name recognition with the same strategies that big business uses you would need to find an enormous amount of capital.

The traditional marketing that these companies use requires that you have millions set aside for advertising. Remember that alone will not guarantee a successful campaign. What the internet does is take the middleman out of the equation. You are doing direct marketing on a global scale when you use the web to promote your business. Up to now the business owner has used advertising to reach the consumer. The truth is this generation and future ones are not playing the same game. To understand that will save an entrepreneur a great expenditure in wasted time and money.

The digital lifestyle is upon us and the one thing that has done for business is leveled the playing field. This is the place where marketing works for you, not the other way around. So whether you work for your business or your business works for you depends on a few things. One of them is how well you market what you do. It is a question of where you want to go and how you plan to get there. To think of a business as nine-to-five or even seven-to-eleven is to be in the wrong mindset. You may have to work that many hours at first but a better way of approaching a new business venture is to think coast-to-coast or even continent-to continent. That is true even if you business is limited to a local area.

To make an opportunity not just a living is what being an entrepreneur is about. On these pages we will show you powerful untapped ways to get out of the cubicle and separate yourself from your competition. We will show you how to build a brand and have that brand work for you. So join us here at Clermontrocks and learn first hand what you need to know about using digital technology to market your business.