



BRANDING FOR DIGITAL ENTREPRENEURSHIP

Deep.

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Branding for Digital Entrepreneurship



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- Digital branding vs digital marketing
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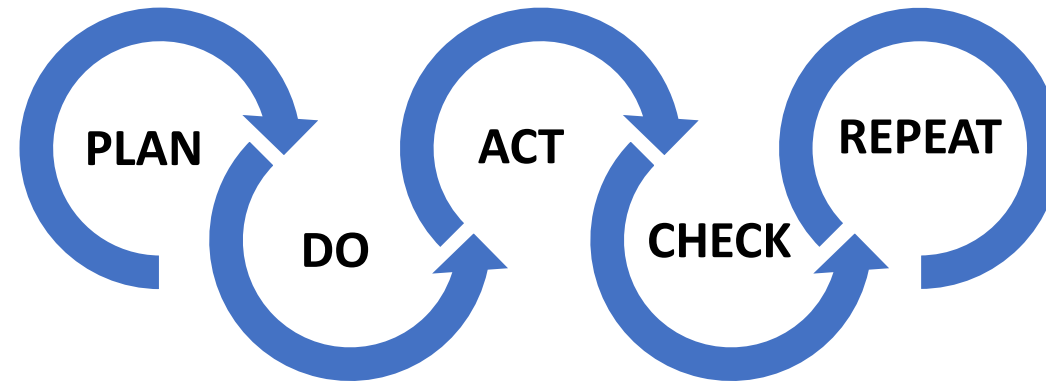


Branding for Digital Entrepreneurship

Unit 1: The ABC of branding

Branding vs positioning

Strategic brand management, or branding, is one of the steps you must undertake if you want your brand to be known. It is a **continuous management process** that will help you to **create** your start-up brand, **prepare** it for the market and **maintaining** it in the market.



Your start-up is your idea, you know all about it! **Positioning**, as an integrated part of branding, is all about knowing:

- who you are as a business
- to well your target market
- exactly what differentiates your business from your competitors

Branding for Digital Entrepreneurship

Unit 1: The ABC of branding

Digital branding vs Digital marketing

Creating a start-up will demand you to become a marketing expert! To do so, you must know the basics.

Marketing is the set of activities and strategies your start-up will have to undertake to promote its service or product.



How you **design** and **build** your start-up brand online, making **use of digital tools** (e.g., websites, apps, social media, videos).



Development of **marketing strategies** aiming to promote your product/service **through digital channels**.



Branding for Digital Entrepreneurship

Unit 1: The ABC of branding

Golden rules of startup success branding



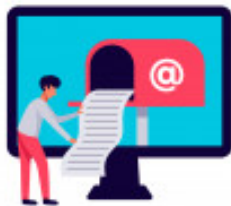
MARKET ANALYSIS Who are you trying to reach?

You must fully know and understand your target market, including: who they are, what interest they have, what do they need, what do they like to do. Here are some [tips of tools to conduct your target study](#).



COMPETITIVE ADVANTAGE What makes you different from the others?

You must also study your competition and learn from their branding. See how they communicate, how they interact with their audiences. Doing so, you can find a way to stand out.



BRAND MESSAGE What is your core idea?

You must have a clear mind about your start-up values and mission. This is actually the starting up of your branding. Learn more about it on Unit 3 – Telling your story.

Branding for Digital Entrepreneurship

Unit 1: The ABC of branding

Golden rules of startup success branding



VISUAL AND VERBAL IDENTITY How do you want to be known?

You must have a captivating image and language. This is all about having a great logo/symbol, a good name, a catchy slogan. If you are not a designer, then trust on professionals to make your start-up look professional.



ONLINE PRESENCE Where do you want to be seen?

You must choose the right digital channels and tools (e.g. website, social media, SEO) to affirm your digital identity. [Learn more about it on Unit 4 – Go further with your branding strategy.](#)



MANAGEMENT PRACTICES How are you going to do it?

You must have a concrete business plan where you can define all your brand management practices. Follow a plan so that everything works in the best way possible.

Branding for Digital Entrepreneurship

Unit 1: Digital branding for start-ups: how to start?

Positioning your start-up: the formula “for-who-is a-that-unlike”

In practical terms, positioning is a brief statement where you will describe:

- your start-up product or service
- your target market
- how your product or service will answer the needs of the target market.

When writing your **positioning statement** keep it **clear**, **simple** and **concise**.

THE FORMULA

For <your target market> **who** <target market needs> <Your brand> **is a** <product or service category> **That** <main benefit of your product>. **Unlike** <what competitive alternatives does your brand offer>, <Your brand> <what is your brand primary differentiation>.

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Branding for Digital Entrepreneurship

Unit 1: Digital branding for start-ups: how to start?

Positioning your start-up: the formula “for-who-is a-that-unlike”



PRACTICAL EXAMPLE

For World Wide Web Users **who** enjoy books, Amazon **is a** retail bookseller **that** provides instant access to over 1.1 million books. **Unlike** traditional book retailers, Amazon provides a combination of extraordinary convenience, low prices and comprehensive selection.



Branding for Digital Entrepreneurship

Unit 1: Digital branding for start-ups: how to start?

Differentiate yourself

When writing your start-up positioning statement you have already identified **what sets your product or service apart from the competition**. It is all about that **uniqueness** only you can provide, plus the way you do it. It is all about **standing out!** There are many ways you can do it:



Brand emotional differentiation example.

- offering experiences
- telling a story
- outlining your core values
- being exclusive
- designing with purpose
- offering solutions
- keeping updated
- creating strong relationships
- getting mentorship

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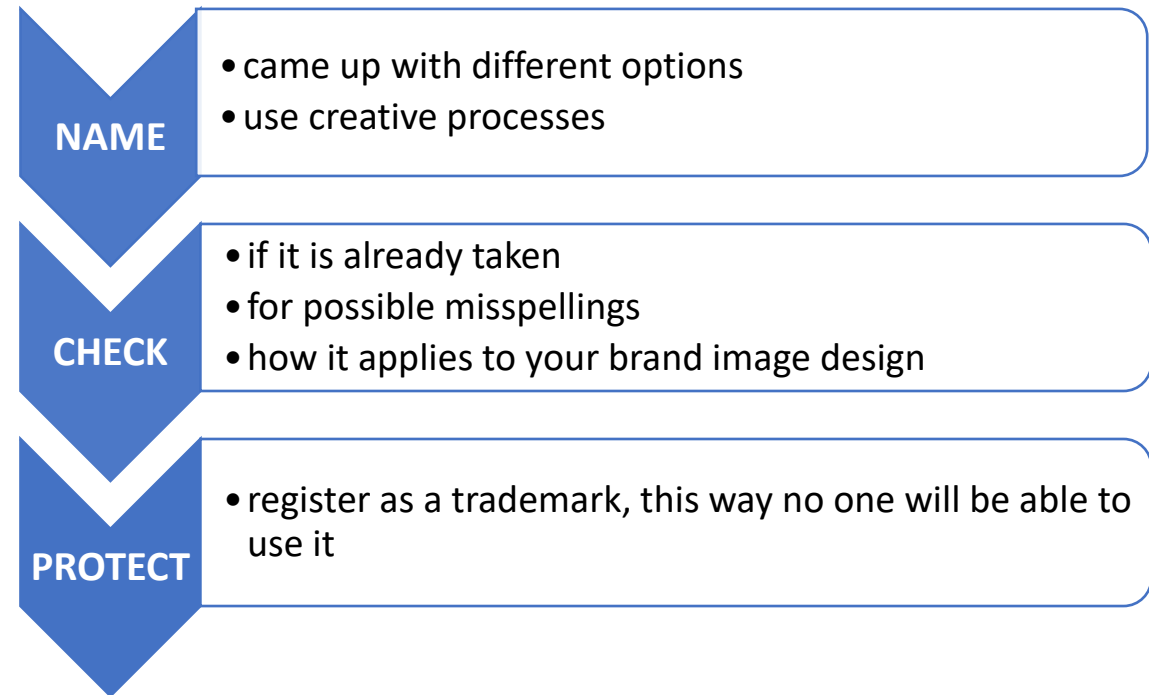
Unit 1: Digital branding for start-ups: how to start?

Name it, with caution

Your brand name can sum up all your start-up ideas and goals. Choosing a good name can be a creative challenge or an EUREKA moment! In any case here are some **guidelines to have in hand**.

When selecting a name you can choose from:

- ① using your own name as the inventor and creator of the start-up
- ② describe what you do
- ③ describe an experience or an image
- ④ take words out of context
- ⑤ invent a new word



Branding for Digital Entrepreneurship

Unit 2: Digital branding for start-ups: how to start?

Design your look

Branding is not only about the image, but it surely is a vital aspect. As it says: looks matter! You will need a strong level and solid **visual design**. Features like the **logo**, the **colours**, the **fonts** and **typography** will define your brand identity. If designing is not your major skill then you must consider ask for professional help.



5 TOOLS FOR LOGO DESIGN

[Adobe Illustrator](#) # [Tailorbrands](#) # [Logomaker](#)
[Logo Design Studio Pro](#) # [Canva](#)

These options include free versions so you can explore them and start learning. When feeling comfortable, go for premium versions as it includes professional features.

In any case, try and search for options that better suit your purpose.

Branding for Digital Entrepreneurship

Unit 3: Starting your start-up branding strategy: telling your story

Tell your story

Brand storytelling is a powerful marketing strategy. Telling the story of your brand is a good way of differentiating yourself from other brands. Even if you are not good at writing stories, you can easily pull down a narrative answering these **key questions**:

- ① Who you are?
- ② What do you do?
- ③ Why you do it?
- ④ How you do it?
- ⑤ Where you are headed?



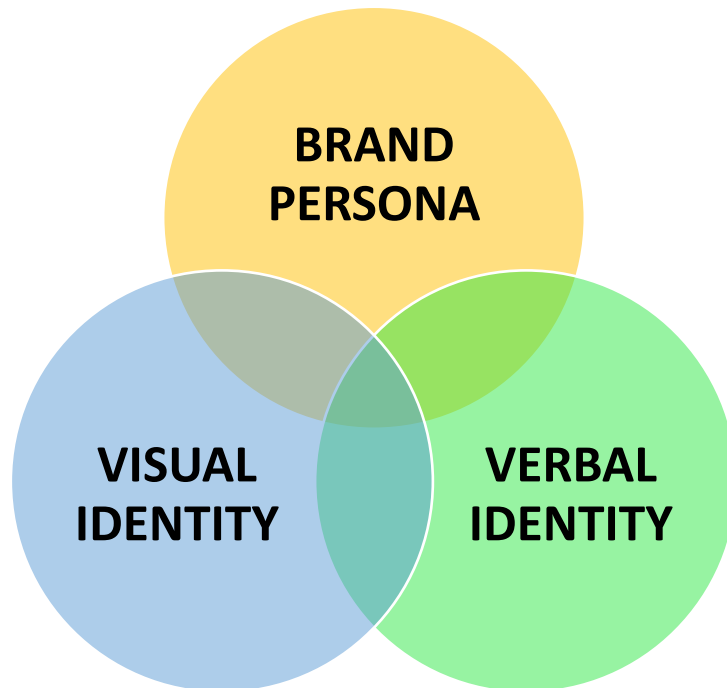
The Power of Word

Branding for Digital Entrepreneurship

Unit 3: Starting your start-up branding strategy: telling your story

Tell your story

People don't buy from companies. They buy from people. Find your unique voice. (Michel Unter)



These three elements are essential when creating and telling a clear, simple and straightforward story.

Create a **brand persona**, it can be a person, a character, a mascot or even an idea. You can built your story around it.

Pay attention to your **brand “voice”**, the sum of features that communicate your brand, the different languages you use to tell your story (e.g. your positioning statement).

Have a well **structured visual language**, which includes not only your logo but also a set of combined design elements (e.g. colours, fonts, illustrations, photography, videos).

Branding for Digital Entrepreneurship

Unit 3: Starting your start-up branding strategy: telling your story

Slogan vs tagline

You create a story to connect with your target audience but when it comes to **stay in your customers' mind** you have to create a slogan and a tagline.

Tagline



Think different.™

Slogan(s)

MacBook Pro: “A touch of genius.”

AirPods: “Wireless. Effortless. Magical.”

iPad: “Like a Computer. Unlike any computer.”

It is easy to see the difference. Your start-up tagline is a short sentence that defines your brand. A slogan can be created when you want to advertise a specific product or service.



Branding for Digital Entrepreneurship

Unit 3: Starting your start-up branding strategy: telling your story

Slogan vs Tagline

At this phase you already know all about your start-up **brand heart**, your goals, mission and vision, your target audience, your promise, etc. You have already understood your target market needs and study your competition. Having this you can start creating your brand tagline.

Creative process

- ① Brainstorm and search for other examples of taglines that could relate to your business
- ② Write a paragraph about your start-up (e.g. who you are, what you do, for who you do it and how you do it)
- ③ Narrow it down to one sentence, like a Tweet (280 characters)
- ④ Make it even shorter, with not more than five words
- ⑤ Test it and check for any similarities with other taglines
- ⑥ Match it with your logo to see if it works

Alternative process

If you feel stuck on the creative process **use some online tag generators**, it can be a good exercise to visualise words make combinations of words from where you can choose your tagline:

- [Zyro](#)
- [Design Hill](#)
- [Within the Flow](#)
- [GetSocio](#)
- [Shopify](#)

These websites also provide options for logo and online story creation, giving as well good design tips for your brand.

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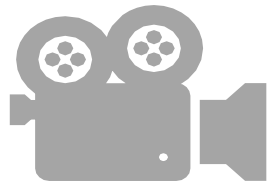
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Share your brand narrative

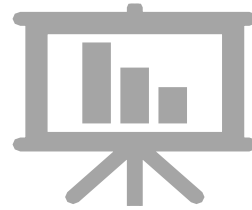
There are many options from which you can choose to share your brand story. The key is to pick the one that works for you and that is in line with your **branding strategy and available resources**.



Articles
eBooks
Case studies
White papers



Videos
Motion graphic
Explainer videos
Animation videos



Interactive
infographics
Microcontent
Data visualisation
Plain infographics



Parisian Love by Google

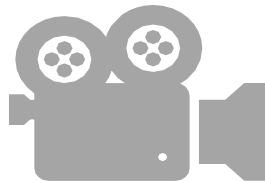
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Unit 3: Starting your start-up branding strategy: telling your story

Share your brand narrative



You can use online articles or white papers to share your brand. Just make sure your story is motivating and compelling. You can place it on your start-up website and for example keep a journal. Use online tools like [ISSUU](#) to create professional digital brochures.



Videos are always the best option to share a story. It can be a simple or a complex process. If you want to improve your digital skills take good pictures and create a video from scratch. [Open Short Video Editor](#) is a great option. You can also use online templates for video creation ([Vimeo](#)) but there is a risk of someone else using the same model.



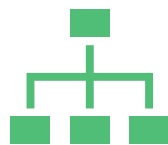
You can build a timeline to tell your story and put it into a infographic. Tools like [Canva](#), [Picktochart](#), [DesignCap](#), [Visme](#), [Google Charts](#), [Infogram](#) and [Mind the Graph](#) offer a variety of solutions to present your data information.

Branding for Digital Entrepreneurship

Unit 4: Go further with your branding strategy

Essential digital skills to make your start-up brand

From management processes, writing down narratives to logo design, branding requires a set of essential skills that makes you use digital devices and tools, handle information by creating, editing and communicating. It can't all fall into one person. But you need to know exactly what skills are involved and manage which ones you are willing to improve.



Digital project management

This is a transversal skill. Aside mastering the basics of project management processes (planning, executing, monitoring and closing), you must know some **digital management methods** like [Agile](#) and [Scrum](#).

Agile uses iterative or phased planning and continuous integration throughout the life of the project.

Scrum proposes principles and processes to improve delivery.

Knowing how to effectively manage your projects is both timely and cost-effective. Have in mind that these management methodologies take time to learn. You should invest in a certificate training.

Branding for Digital Entrepreneurship

Unit 4: Go further with your branding strategy

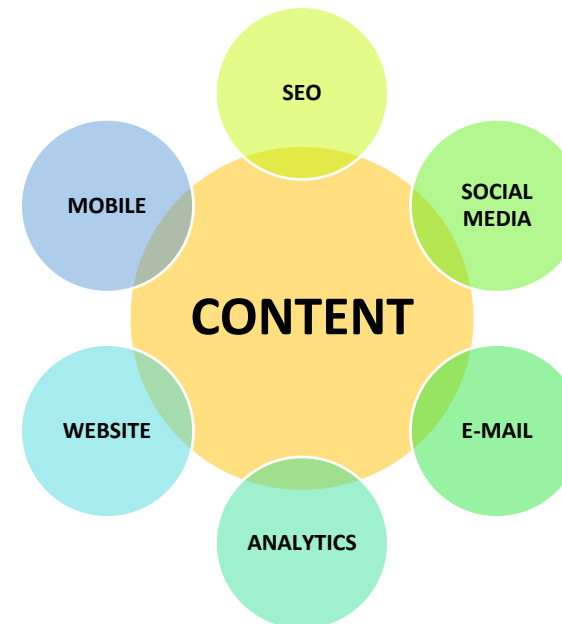
Essential digital skills to make your start-up brand



Digital marketing

This is a highly demand skill. It includes having knowledge of marketing and communication strategies plus mastering tools and platforms that will help you maintain your brand online.

Digital marketing is when you apply **marketing and communication strategies** to promote products or services using digital channels like websites, blogs, social media, mobile apps.



Branding for Digital Entrepreneurship

Unit 4: Go further with your branding strategy

Essential digital skills to make your start-up brand



Digital marketing

Search Engine Optimisation (SEO) You need your customers to find you! SEO consists of a set of strategies and techniques to optimise websites or blogs so they can be easily read by search engines like Google, Bing or DuckDuckGo. You can learn SEO at your own pace, there are several free online courses. Start at [SEO Learning Center](#) by Moz or with [Google's SEO Starter Guide](#).

Social media Not only for fun!

Your customers are all in social media (e.g. Facebook, Instagram, Twitter, LinkedIn, Youtube, Google+, Sanpchat, Pinterest). You must master the skill of creating professional accounts to not only sell products or services but to engage with your target market.

These are powerful tools to create content, amplify content and a complement to other content strategies (e.g. blogs, videos).

Branding for Digital Entrepreneurship

Unit 4: Go further with your branding strategy

Essential digital skills to make your start-up brand



Digital Marketing

E-mail personal and direct interaction!

E-mail marketing is how you communicate with your audience or leads through a simple e-mail. It sounds outdated but e-mail marketing still is a very useful tool, specially for start-ups as it is one of the most cost-effective marketing strategies. It is **the automation of your communication** that will allow you to programme your e-mails and messages accordingly some key features. Start with [MailChimp](#)!

Branding for Digital Entrepreneurship

Unit 4: Go further with your branding strategy

Essential digital skills to make your start-up brand



Digital business analysis

"If you can't measure it, you can't manage it." (Peter Drucker)

It is important to know what data to collect and then measure to keep improving your results. To start you don't need to be an expert. For example, **social media platforms** have tools that allow you to track your posts and pages. You can get vital information of your audience demographic. Understanding your audience will allow you to make good choices for your business.

Name	Type	Size	Availability	Date Created	Sharing
Buy Area Students	Segment Audience	204,200,000	Ready	04/11/2016 10:50	--
Buy Area Workers	Segment Audience	2,850,000	Ready	04/11/2016 10:50	--
Lookalike (US, 1% to 2%) - 30Days	Lookalike	---	Ready	04/11/2016 10:50	--
Lookalike (US, 2% to 5%) - 30Days	Lookalike	---	Ready	04/11/2016 10:50	--
Lookalike (US, 1% to 2%) - 30Days	Lookalike	---	Ready	04/11/2016 10:50	--
30 Day Return Users	Custom Audience	3,850,000	Ready	04/11/2016 10:50	--
Buy Area Students	Lookalike	204,200,000	Ready	04/11/2016 10:50	--
Buy Area Workers	Segment Audience	2,850,000	Ready	04/11/2016 10:50	--
Lookalike (US, 1% to 2%) - 30Days	Lookalike	---	Ready	04/11/2016 10:50	--
Lookalike (US, 2% to 5%) - 30Days	Lookalike	---	Ready	04/11/2016 10:50	--
Lookalike (US, 1% to 2%) - 30Days	Lookalike	---	Ready	04/11/2016 10:50	--
30 Day Return Users	Custom Audience	---	Ready	04/11/2016 10:50	--

Facebook for business

- team management
- statistics and reports for your business
- Facebook marketing
- Facebook blueprint: online marketing courses



Branding for Digital Entrepreneurship

Unit 4: Go further with your branding strategy

Essential digital skills to make your start-up brand



Digital business analysis



Google Analytics

[Google analytics](#)

- free tools to analyse data
- insights and machine learning

In a role as **digital business analyst** you must have knowledge of:

- business strategic processes
- customer experience
- agile processes
- stakeholders engagement
- strategic use of data
- general use of technology
- product management



Branding for Digital Entrepreneurship

Unit 4: Go further with your branding strategy

Essential digital skills to make your start-up brand



Digital design

A good brand needs a consistent design.

This skill is probably the most complex one, it demands some graphic design knowledge. If you are not a professional designer, get familiar with tools that can help you with:

- web design
- landing page design
- app design
- infographic design
- e-mail design
- banner ads
- social media page design
- eBooks creation
- PowerPoint template design



Branding for Digital Entrepreneurship

Unit 4: Go further with your branding strategy

Biggest challenges

Branding involves a compromised set of areas. Let's say, at sometimes it can be confused with your business strategy. Here are some of the challenges you will probably face in this entrepreneurship journey.

CHALLENGES AS OPPORTUNITIES TO LEARN AND GROW	
<i>Limited resources to begin with</i>	Use free online tools, there are plenty options from where you can star learning from
<i>Extra time to actually get some visible results</i>	Focus on the essential work and one step at a time
<i>Too many digital options</i>	Take time to analyse what best fits your purpose to narrow down your options
<i>"Cold feet" (beginners fear)</i>	Trust your personal story and use it to build your brand
<i>How to start?</i>	Explore case studies and learn from their experiences

Branding for Digital Entrepreneurship

Unit 5: Case studies: Uber and Airbnb



Category

Travel & transportation – taxi companies; sharing economy

Owner of the brand

[Uber Technologies, Inc.](https://www.uber.com)

Key competitors:

Lyft, myTaxi

Uber mission statement

... Just imagine a city where traffic speeds along smoothly and quietly, even at rush hour — this is my dream... This is our ultimate vision of the future... Smarter transportation with fewer cars and greater access.” We aspire to make transportation as reliable as running water, everywhere and for everyone. (Travis Kalanick, Co-founder)

Initial tagline *Everyone’s private driver*

2020 slogan campaign *What moves you moves us*

Visual identity <https://brand.uber.com/guide>

Branding for Digital Entrepreneurship

Unit 5: Case studies: Uber and Airbnb



Category

Lodging and hospitality; sharing economy

Owner of the brand

[Airbnb, Inc.](#)

Key competitors:

Booking.com, Couchsurfing, TripAdvisor, HomeAway

Mission statement

Airbnb's mission is to help create a world where you can belong anywhere and where people can live in a place, instead of just traveling to it.

Initial tagline *Live like a local*

Current tagline *Belong anywhere*

Visual identity



Branding for Digital Entrepreneurship

Unit 5: Case studies: Uber and Airbnb



Uber's current image is totally focused on people. Their website's images reflect that proximity, anyone can use Uber is the message.



Airbnb actually crafted their clients experience as their central story to shape their brand identity.



DIGITAL SKILLS TO BUILD AND POSITION START-UPS BRANDING



Branding for Digital Entrepreneurship



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