




ELLIPSIS PARTNERS


ELLIPSIS PARTNERS™

Looking Bigger than You Are

*(or rather:
Looking like –or better than--“the Big Dogs” Online)*

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inspiration • information • planning • support


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Remember these Moments?

- Grade school play audition or sports try-outs
- First date
- First job interview
- Request for Promotion

How important was it to make a GOOD impression...?

Making determinations about things based on their visual appearance seems so shallow and superficial, but it's virtually inescapable – Entrepreneur.com


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Your brand is defined by:

- Your **name** and its visibility
- Your **product** and its qualities
- The **experience** you create for your customers
- Your **staff**, their expertise and conduct
- Your business **practices**
- Your **commitment**

- The overall **experience** created by these elements



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What Impressions May Erode Consumer Confidence on the Web/Email?

- Not being serious
- Out-dated content
- Weak market identification
- Poor/inconsistent quality
- Immature design
- Lack of brand harmony
- No evidence of a "human being" behind the scenes
- Absence of User Support option
- Screaming Car salesman experience

Your Name and its Visibility

- Secure a domain name that is recognizable, relevant, and memorable
- If feasible, secure domains that are "too similar" and create a redirect to your site
- Use branded email for staff. Most consumers don't interpret free ISPs as a serious business email address
- Optimize your website for Search Engines
- List your site with Web Directories
- Promote website on offline channels, publications, correspondence and merchandise

Your Product and its Qualities

- Offer the customer options
- Provide a range of "views" of the product. (photos from a variety of angles)
- Offer groupings to relate to customer
- Link to more (and more) details about your products
- Offer product comparisons
- Err on MORE information, not less

"82% of e-commerce buyers make their purchase decisions based on recognizing a familiar personality and brand. Web sites with multiple personality issues seldom are successful. - Global Millenia Marketing



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The Experience Created by these Elements

Think of your brand as the **WHOLE** experience

Recognize that you build customer trust with **consistency**

Express the personality and values of your company

When It's Not Yet Working

Business Card

Website

When It All Comes Together

- Use the same—or complimentary—brand treatment on your website, email and offline products

Website

eNewsletter



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In other words...

Anyone can be a "BIG DOG" on the Web

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