

## Branding

Whether you sell your own label or branded products, you need a business identity. While many online businesses, especially marketplace sellers, will trade under a generic name (e.g., XYZ trading), it is best to invest in developing a brand that identifies your business and helps build customer loyalty.

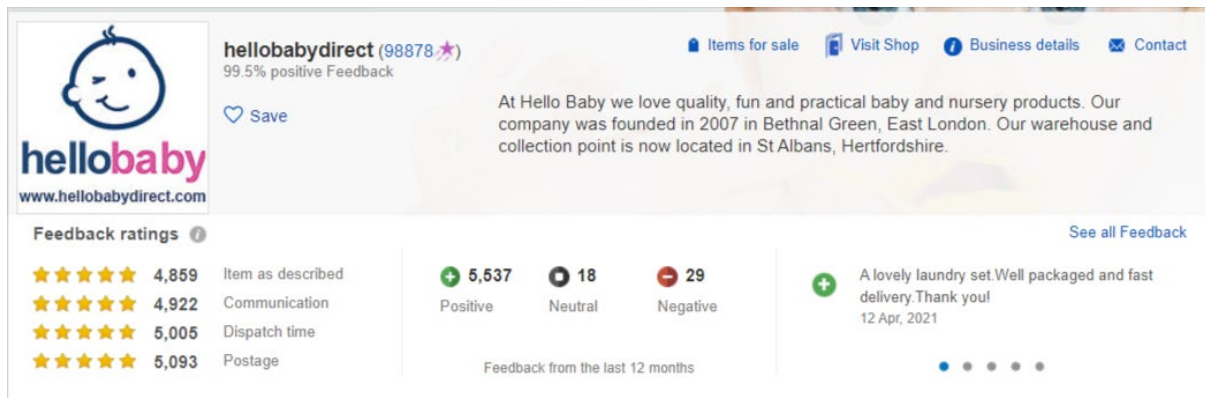
Whilst a brand is usually considered to be formed of a name and a visual identity (i.e., a logo), it also more broadly refers to the experience a customer has when dealing with a business as a shopper, customer or social media follower.

## Why Do I Need a Brand?

Branding is a factor for consumers when they make a purchase decision. For example, 60% of shoppers actively buy from brands they know, and 21% purchase products because they like the brand (Source: [Nielsen](#)).

Strong brand identity also acts as a unifying factor across all the channels a customer could interact with your company online. Depending on their customer journey, the same customer might buy from your company through Amazon, eBay, or your website. Here is an example of a company using the same identity across multiple platforms:

- **Website:** [www.hellobabydirect.com](http://www.hellobabydirect.com)
- **eBay:** [www.ebay.co.uk/str/hellobabydirect](http://www.ebay.co.uk/str/hellobabydirect)
- **Facebook:** [www.facebook.com/hellobabydirect](http://www.facebook.com/hellobabydirect)
- **Twitter:** [www.twitter.com/hellobabydirect](http://www.twitter.com/hellobabydirect)
- **Pinterest:** [www.pinterest.co.uk/hellobabyonline](http://www.pinterest.co.uk/hellobabyonline)
- **Amazon:** [Hello Baby](#)



The screenshot shows the eBay profile for 'hellobabydirect' (98878). The profile includes a logo with a baby face and the text 'hellobaby www.hellobabydirect.com'. It features a '99.5% positive Feedback' badge and a 'Save' button. A bio states: 'At Hello Baby we love quality, fun and practical baby and nursery products. Our company was founded in 2007 in Bethnal Green, East London. Our warehouse and collection point is now located in St Albans, Hertfordshire.' The feedback section shows ratings for 'Item as described' (4,859), 'Communication' (4,922), 'Dispatch time' (5,005), and 'Postage' (5,093). A summary shows 5,537 positive, 18 neutral, and 29 negative feedback items from the last 12 months. A sample review reads: 'A lovely laundry set. Well packaged and fast delivery. Thank you! 12 Apr, 2021'.

## Branded eBay profile

### Developing Your Brand

Good branding will lead to awareness, recognition, trust, and revenue. If your brand does not connect with your audience, it will not achieve these goals. Before developing your brand, ask the following questions:

- Who is your target audience?
- What is your product niche?
- What makes you unique?

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There are probably many competitors in your industry and niche. Think about what makes you different. What values, benefits, and qualities make your company unique? How do your products or services improve lives and contribute to success?

## Choosing a Name and URL

Selecting a URL for your website and usernames for marketplaces and Social Media accounts will be necessary when launching an online business.

When choosing a name, select a different name from other companies in your space, which will help with your findability online. With the proliferation of online businesses, this is becoming more difficult but keep trying until you succeed. Here are some general pointers for selecting a name and a URL for your business:

- **Keep it short.** Long and complicated names are easy to forget. So instead, choose something which rolls off the tongue.
- **Easy to interpret.** Ideally, someone can look at your name or URL and quickly guess what your company does.
- **Target broad keywords.** Including keywords in your domain can help your natural search engine performance, but do not keyword stuff.
- **Make the URL and name easy to say and remember.** Avoid any difficult to say words and foreign words. Avoid number and punctuation like dashes.

In terms of your domain name, .com is preferable for commercial sites as this is seen as broadly territory neutral, which will help if you are offering your products overseas.

## Create Your Visual Identify

It is best to employ a professional graphic designer to develop a professional-looking logo and visual identity. Take some time to build a set of brand guidelines (or a brand style guide) to govern your visual assets' composition and use. This will ensure that your branding is applied accurately and consistently.

Sites like Upwork are a good place to hire designers at reasonable rates.

## Put Your Branding to Work

Aim for consistent brand implementation across your business, including all customer touchpoints. This should include:

- Your website
- Marketplace accounts
- Social Media accounts
- Marketing communications, e.g., email, flyers
- Customer service communication, e.g., support emails
- Packaging and package inserts