

Digital presence: why culture and branding are critical to your online success



VICERRENCIA
PRIMERA DEL GOBIERNO
MINISTERIO
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Y TRANSFORMACIÓN DIGITAL

SECRETARÍA DE ESTADO
DE DIGITALIZACIÓN
E INTELIGENCIA ARTIFICIAL

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Introduction

Every business generates a perception of those who know and interact with it, and the **brand** is something designed to achieve that perception in a specific way and differentiate it in an often saturated market.

This is built through all points of contact of the business or company, both online and offline, but in the digitalised world in which we live, the brand or **digital identity** is gaining ground. That is why **an online presence** is essential to be able to reach both the target and general public, thus increasing the visibility of the business and company.



Introduction

All iconic brands started out as small companies. Investing in the construction of a coherent identity, the creation of their own discourse and in digitalisation processes has been their tool to achieve their current prestige.



Introduction



Salt is a common ingredient and is present in the kitchens of most households. In the food sector, we find hundreds of brands offering this product with very similar characteristics and prices. However, we don't usually remember which brand we use. And why is that?

- **Virtually all of them have the same positioning**, even those considered "premium". There is no differentiation.
- **The construction of their identity is unoriginal** and without personality.
- **The packaging is uncomfortable** and not user-friendly.
- **They have not built a digital discourse.**
- **They do not have their own online presence** - beyond online shops.

Introduction

The first national brand to break the trend in the sector was SOSO FACTORY with: an original naming, a well-constructed identity, a commitment to smart packaging and a continuous digital presence, it has managed to position itself as a relevant player and stand out.

SOSO

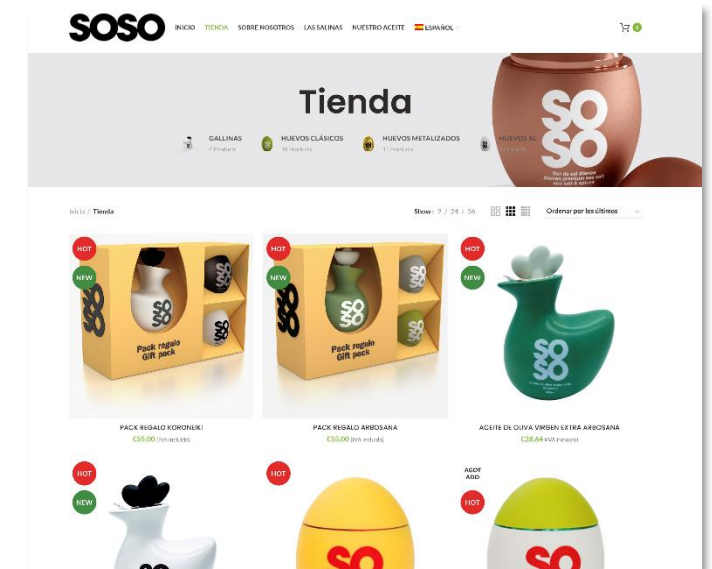
Naming e identidad



Packaging / envase



Web



Tienda online

What do we mean by branding digital?



BRANDING DIGITAL

- One of the **intangible components of a company**.
- It defines your business and what differentiates you from the rest.
- **"Digital branding"**: the presence of our brand in the digital environment.
- Defining and applying the brand on a digital level is key to developing a digital **marketing campaign**.
- It allows you to build an **"Employer Branding"** strategy, that is, a solid 'employer brand' so that specialized talent feels a predilection for that corporation and aspires to develop professionally in it.

What do we mean by digital culture?



DIGITAL CULTURE

- What are the **principles** that guide its presence and activity in the online universe.
- How the company uses technology in its day-to-day business.
- How it **engages with its customers and employees** through digital channels.
- How it applies digital tools to create a strong digital culture.
- In short, if there is a strong digital culture, **digital transformation** is easier.

What do we mean by digital presence?



DIGITAL PRESENCE

- Para tener una **marca o identidad digital**, lo esencial es la presencia digital ya que es una parte intrínseca de la marca.
- It generates a broader vision of that company and that brand.
- The digital brand is built by taking care of the **digital presence**.
- In order to have a digital **brand or identity**, it is essential to have a digital presence as it is an intrinsic part of the brand.
- It is essential given that marketing strategies nowadays are focused on the online part.

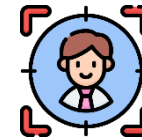
The advantages of having a brand and a digital presence



Greater expansion as digital brands reach a wider audience.



Greater interaction with potential and real customers through advertising and online presence.



Personalisation of interaction at different levels.



Cost savings as the cost of online advertising is lower.



Data analysis through tools that track online interaction..



Adaptability and flexibility.



Proximity of digital communication channels.

Activities to build a successful brand and digital presence

› **Branding is an ongoing process that extends to all actions of the company.** It is necessary to adapt and continuously revise the strategy to achieve the desired success. And, to create a brand from scratch and to be successful, it is necessary:

1. Brand definition

4. Optimization of the website

7. Collaborations

2. Creation of quality content

5. SEO positioning strategies

8. Digital advertising

3. Choice of appropriate formats

6. Use of social networks

9. Long-term perspective



Methodology

› Steps to follow in **creating a brand** through **design thinking**:



Define a strategy



Creating the brand
(naming, concept...)



Create prototypes
the digital brand



Design of the identity
and its visual
ecosystem



Measure performance



Continuous
performance

How to change or reorient our digital branding?

After establishing an online presence and a digital identity, a company may decide to redefine its digital identity to gain more market share or improve areas that are not working, following the concept of continuous improvement:



Conclusion

- Every business with a digital presence generates a **brand or digital identity**, the difference is whether or not it is a powerful brand, with its own personality, well defined, with a **differential value proposition**, a **contemporary design** and **consistent messages**, which **manages to distinguish itself from competitors**, **attracts the target audience** and makes the business grow.
- Achieving a strong brand is difficult, but it is essential. To achieve it, it is necessary to have a **strategic and identity creation plan and to carry out specific activities for its implementation**.



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