



How to Build a Website into a Brand

Client: eBags

online retailer of handbags, luggage, and backpacks

Goal: Differentiate the business beyond price and selection

"People hire a personal fitness trainer when they need an experienced expert to help them execute a regular exercise program. Likewise, people engage me to help them execute their brand strategies. I work with my clients to assess their need and create a customized action agenda (the "training plan") -- and then I develop and apply tools, frameworks, and principles (the "exercises") that move us toward the goal. Like a personal trainer, I am focused on results -- significant, tangible, sustainable results. After all, your brand is like your body -- it's the greatest instrument you have -- but you've got to use it and keep it strong." -- Denise

Assessment

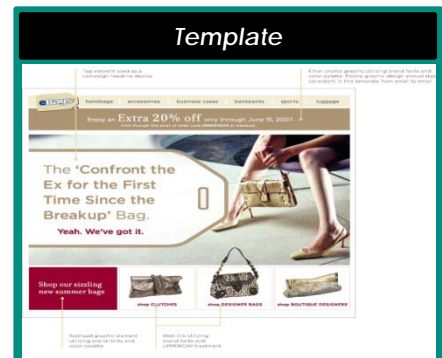
Assessment: We need to become a retail brand, not just a website. We should drive marketing and the customer experience with an **emotionally resonant brand identity** and a **differentiated competitive positioning**.

Program & Plan

Training Program: Competitive Landscape Map; Brand Platform; Brand Guide

Training Plan:

- **Map** the competitive landscape and identify how to leverage key differentiators in a more meaningful, own-able way
- **Articulate** the emotional value of the brand in a new brand identity
- **Publish** a brand guide to engage employees, vendors, and potential investors with the brand
- **Create** templates and guidelines for marketing communications in order to increase effectiveness and consistency
- **Initiate** brand operationalization in website functionality, product assortment, customer service, etc.



Result

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Increased marketing effectiveness and the strategic foundations for a differentiated customer experience

