Ebrands: Building an Internet Business at Breakneck Speed

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This book contains essential strategies for building powerful eBrands. At the turn of the millennium, myriad companies have filled the Web with more than 800 million pages of content. Overwhelmed by choice and starved for time, customers are casting their clicks with brands they trust. The companies that win their wallets will be those that invest now in building premier electronic brands, or 'eBrands'. While scores of books have promoted various Internet marketing tactics and Web site design rules, none has provided the necessary strategic context in which true eBrand builders make names for themselves. Through thoughtful analysis of the overall marketing strategies of six Web innovators - Yahoo!, CDNow, iVillage, Onsale, Barnesandnoble.com, and Fogdog Sports - veteran Silicon Valley marketing executive Phil Carpenter takes a hard look at how a core set of companies have pushed to develop powerful Internet brands. Carpenter takes readers backstage in his in-depth interviews with more than forty company executives and industry experts. Recounting the successes, failures, and fears of eBrand pioneers, the author assesses the opportunities and vulnerabilities of his case study companies compared to those of their on- and offline competitors. His analysis shows how several 'pure play' Internet ventures have established brand awareness and credibility, how an offline leader has boldly asserted itself in this new medium, and how a start-up has battled to distinguish its brand among the many deeper-pocketed players. Carpenter argues that Internet contenders must expand their notion of branding far beyond such assets as logotypes, trademarks, and brand names to include programs for building brand awareness, forging alliances, and cultivating customer loyalty, to name a few. Through these bedrock best practices distilled from the experiences of the online elite, even a dot.com nobody can become a cyberbranded star. For anyone with a stake in ebusiness - from CEOs to entrepreneurs, from marketers to customer service and PR specialists, and from venture capitalists to financial analysts - "eBrands" will prove a thoughtful guide to creating truly durable brands in the electronic marketplace.

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