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The Art of Digital Branding

Ian Cocoran

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Ian Cocoran : The Art of Digital Branding before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Art of Digital Branding:

4 of 4 people found the following review helpful. A very good analysis of how to translate your brand online By The Marketing Guy Who Drives Sales - Ian Cocoran does a great job in this book describing that you must first understand what your brand stands for on all levels and then decide how to best convey those core brand values online. He

reinforces my idea that creating brand awareness does not mean much unless and until you communicate what your brand stands for and how that is unique so you create strategic brand awareness. Everything counts from what you present, how you present it, how your website feels, what it conveys about your brand and how your visitors will think and feel from the very first second they see your first page load. Cocoran has reviewed many websites for [...] and infuses this book with many of those reviews along with screen shots to help us understand his analyses and insights as to how successfully these companies translated their brands online. He ends the book giving us the intriguing concept of an emotionally intelligent website that artificially 'reacts' and responds to visitors' feelings and emotions based on their interactions with the site. The concepts sound a little far out there at first, but after just a little thought we realize that the future he describes is not too far off and many are starting to create that future now. I highly recommend this book to anyone involved in website marketing. 0 of 0 people found the following review helpful. This book will allow you look at your site from a sideview

By Rolands Petrevics This is a great read, and I even did not expect, that in 2009 something new can be written about the brands internet. What is really great, that author uses a lot of examples, and in a way, of comparing a websites, like in first approach would be totally incomparable. For example, how to compare Nabisco, Sega (those websites, by the way, are an examples of how you NO NEED build the web presence), with a such web portals as Hard Rock Cafe, Ferrari, Aston Martin and many more. What I especially like, is that author shows the concept in a way, like you would choose a water in the shower. Like for the example, he shows website which is too cluttered, colorful, like a parrot, and then takes an opposite example - when all is a good and easy to spot, but very boring and does not engages you at all. And then as a summary, he finds a website, who has no any of 2 drawbacks before. So, it's really a great way to present the information, since till now, books about similar topics praised for example website, and then found some victim to kick, but here - author goes from -273 to + 273, and gives you "golden middle", where all is great. I found also very interesting, how author ties in the text his personal life experiences, and how it can connects with a digital branding - after all it's also a great read. I also want to emphasize, that here, if you search for the info, how to construct a landing page which will give you the best conversions, or what color for shopping cart gives the least drop rates - this is not a book you need in that case you can choose for example this title: Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions Here, you will find something more ephemeral, conscious minded, and somewhat first impression related - like, author cites the M. Thatcher, where she says, that "I make my mind up about someone within the first ten seconds and I very seldom change it" So, I totally agree, that you can spend ages for SEO, and tons of money for PPC, or A/B split test all - in case the visitor will "do not like" what he see in first seconds, he will just press the "back" button So, I would summarize, that this book gives a great overview how to get first impression, maximally good (consider mother's advice to daughter, going to first date - check his shoes first - if they are clean, then it's more likely than a man is OK too). And then more on content, and usability issues are covered, deconstructing a lot of real world examples. 0 of 0 people found the following review helpful. Blink and Branding

By Richard Fincher The Book on the Nightstand - July 08 The book falling off the nightstand this month is Blink: The Power of Thinking Without Thinking. The take-away from this text is why and how we make snap decisions, and to what degree these decisions should be trusted. I walked away with a solid understanding of the why and how, but less so on the trust and accuracy of snap decisions. Statistically you should go with your first "gut decision", except when you shouldn't. The text left me feeling vague in that area. The Art of Digital Branding contrasts the Margaret Thatcher quote "I make my mind up about someone within the first ten seconds and I very seldom change it" with the research of psychologist Alexander Todorov, that "most people actually make a judgment about someone based on his facial appearance within one-tenth of a second", (page 27). How is this used in design? A study by the Human-Oriented Technology Lab at Carleton University shows that "people can make an instinctive decision as to whether a web site is good or bad in 1/20th of a second", (page 34). An on-line consumer has made a decision to purchase within the first 40 seconds of entering a web site. The design and balance of the first or home page of a site is critical, one of the primary metrics of Google Analytics is the "bounce rate". Bounce Rate is the percentage of single-page visits (i.e. visits in which the person left your site from the entrance page). Bounce Rate is a measure of visit quality and a high Bounce Rate generally indicates that site entrance (landing) pages aren't relevant to your visitors. A high bounce rate from the main page reflects that people fled your site after a fraction of a second that your material was unsuitable for them. Like the Prime Minister, they probably won't be back.

Heretofore; the definitive guide to building a Web presence that will increase revenue, improve customer relations, and enhance brand loyalty. Author Ian Cocoran, a digital brand expert, explains traditional branding and how the same principles can be applied to Web sites, no matter what the industry. Chapters cover the entire range of site content: color schemes and menu formats and the pivotal roles they play; incorporating essentials such as company history, careers, site maps, search engines, and FAQs; choosing one global portal versus country-specific content; encouraging and retaining traffic flow; adding depth to the Web experience with audio, video, and animation; maximizing site functionality for online shopping or software updates; and much more. Step into the digital age with expert help from The Art of Digital Branding. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on

the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

Idquo;Ian Cocoran covers the nuts and bolts, winners and losers of branding on the Internet. Much can be learned from this book.rdquo;nbsp; (Alycia de Mesa, Brand Consultant and author of Before The Brand)About the AuthorIan Cocoran has been reviewing corporate Web sites for brandchannel.com since its inception in 2001. He has worked as a senior manager and director for multinational organizations in the home improvement, pharmaceutical, well-being, fashion, and chemical industries. Cocoran lives in Sydney, Australia.