

ic...

*Internet Branding*  
*Marketing*  
*and Apps*  
*development*

PRODUCT  
SERVICE  
VALUE  
YOUR  
ID  
SOCIAL MED  
BRAND  
CONTENT  
VISION  
TECHNOLOGY  
YOUR  
MISS

# Welcome!



**IBL  
Net**



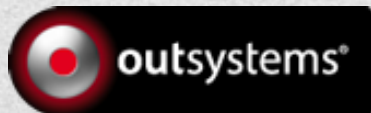


# We Build Apps for Rock Stars!

Gary – Graphics, Mkg & Business Dev



Russ – Programmer and MVP



Rich – Musician & Content



Welcome to Jethro Tull

# Jethro Tull



Official Videos



Fan Videos



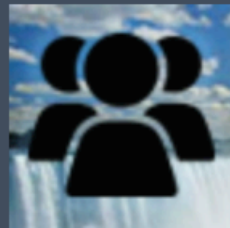
Discography



Tour Dates



Links



About



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ENDORSED



Available on the  
App Store



ANDROID APP ON  
Google play



Available at  
amazon



Windows  
Phone



Windows  
Store

*In All  
Popular  
App Stores*





# Now All About YOU!

*(Your 15 Seconds of Fame)*



- Introduce Yourself / Your Business
- What's New or What's Exciting?
- Hot Projects – Published Masterpieces
- Staff/Location Highlights

ic...

*Internet Branding*  
*Marketing*  
*and Apps*  
*development*

A word cloud of marketing and technology terms. The words are arranged in various orientations and colors. The most prominent words are 'YOUR' and 'BRAND' in large blue letters. Other words include 'VALUE' (green), 'PRODUCT' (purple), 'SERVICE' (purple), 'SOCIAL MED' (red), 'ID' (orange), 'CONTENT' (black), 'VISION' (red), 'TECHNOLOGY' (purple), and 'MISS' (blue). The words are scattered across the right side of the image.

PRODUCT  
SERVICE  
YOUR  
VALUE  
ID  
SOCIAL MED  
BRAND  
CONTENT  
VISION  
TECHNOLOGY  
MISS



ch...

Is that the same product, but better?

This is a hard website to navigate

Do we use- Facebook, Twitter, YouTube, Google+, Instagram, Yelp, Snapchat, or Periscope?

Their landing page looks different than that of the standard brochure. Is it the same company?

Mobile version looks a lot different than the PC





# What is a Brand...

A brand is a customer experience represented by a collection of images and ideas often, it refers to a symbol such as a name, logo, slogan, and design scheme.” *American Marketing Association*

Internet Branding – (online branding) is a brand management technique that uses the WWW as a medium for positioning a brand in the marketplace.





# VW Consumer Challenges

Brand Recognition

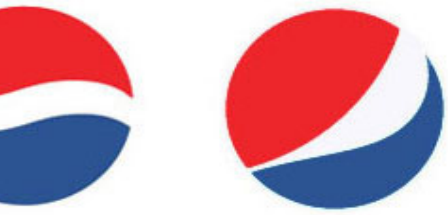
Better Brand Experience

Social Media Integration

- *What Apps, What Strategy / How Often?*

Consistent Online Identity

- *Creative “T!PS” for the Mobile Audience*



YAHOO!  
YAHOO!

Google  
Google



*When Changing a Look... Carry On with What Worked*





Is that  
the same  
product  
or not?



*Unlikely Bedfellows*

TECHNOLOG

# is a hard website to navigate...



**DIVISION OF CORPORATIONS** Sunbiz.org

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**The Division maintains three different mailing addresses as follows:**

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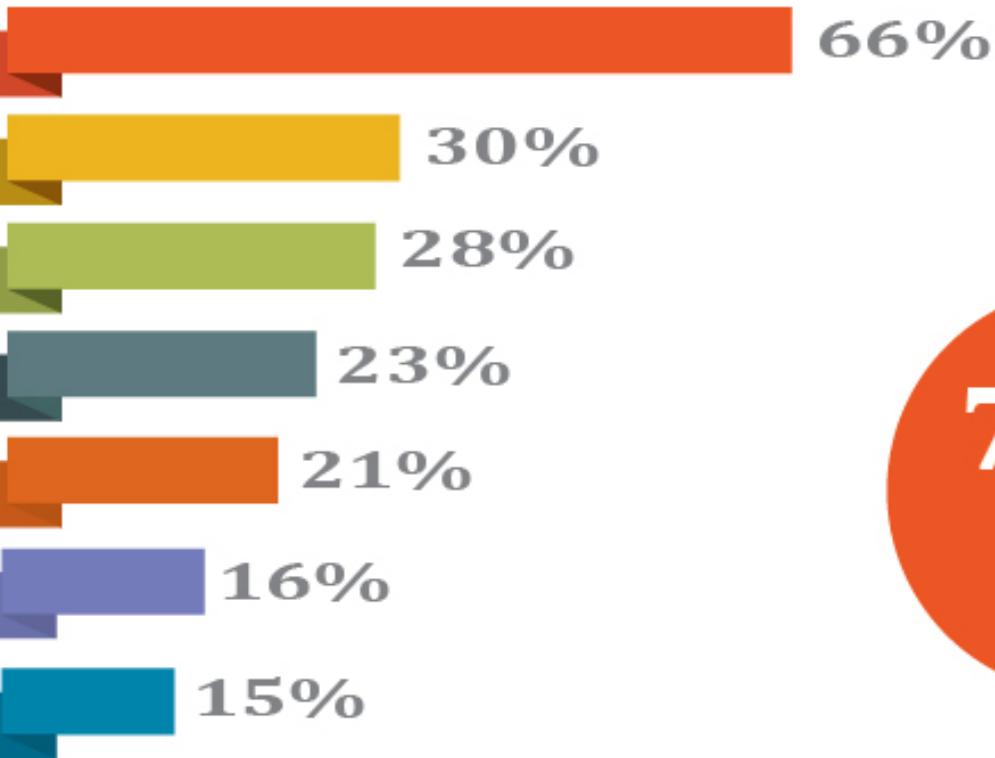
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The menu above offers a fast and easy link to all of these functions.



# - Facebook, Twitter, YouTube, and Google+



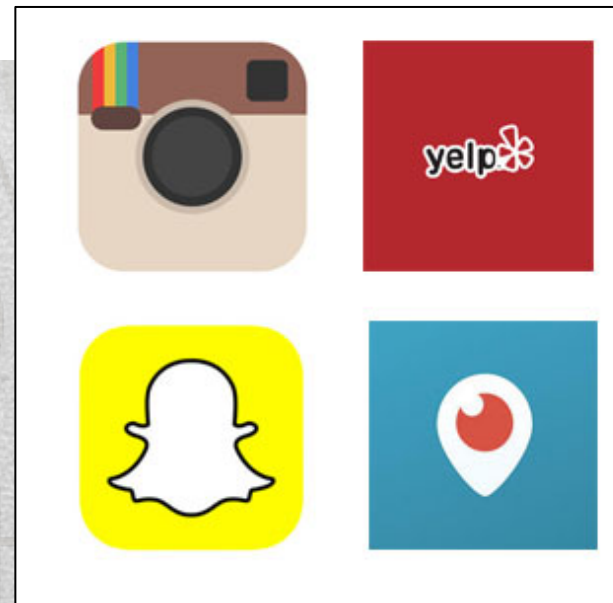
2015 Small Business Advertising



analytics

Other Popular Apps, too...

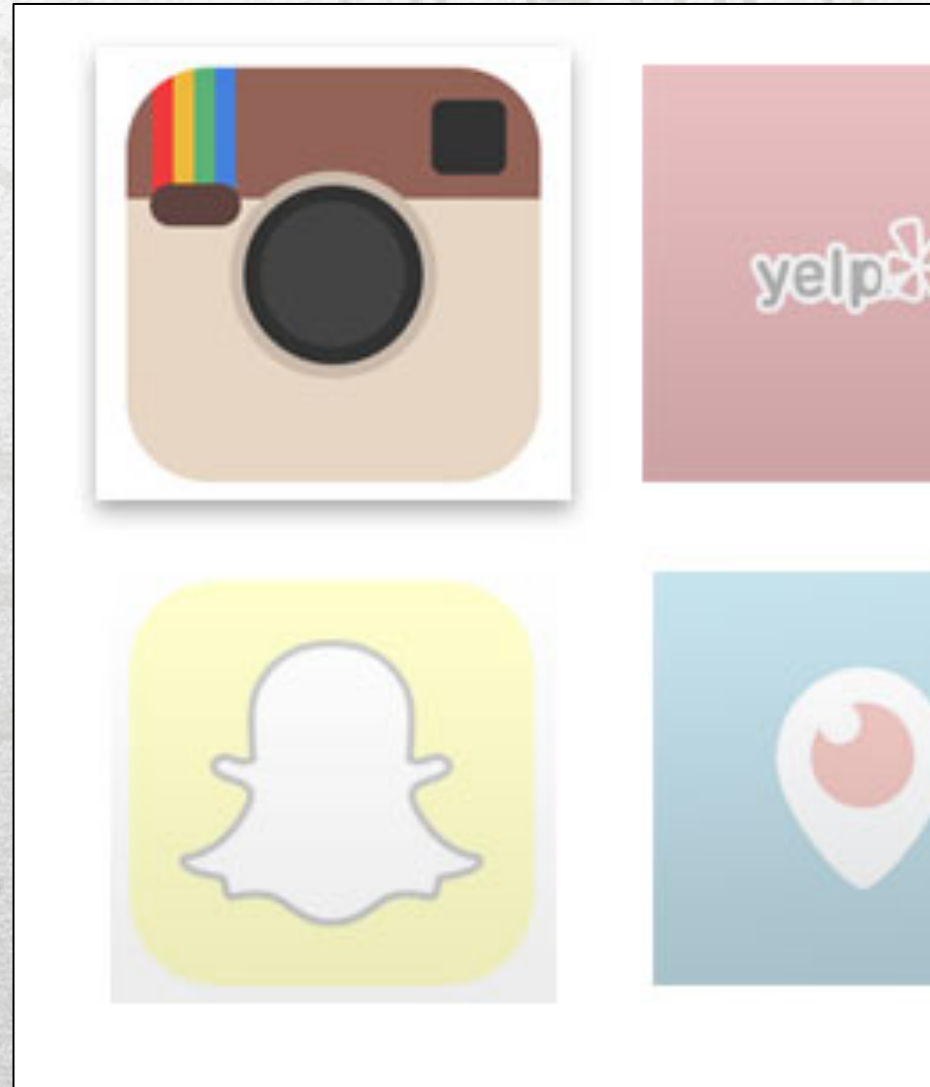
Instagram, Yelp, Snapchat, and Periscope



# *of Instagram for Business*

An effective brand-building tool  
Choose only the best images to  
represent product or services  
Features a keyword caption  
Direct link to product's web page

strategy is to Increase:  
Product Sales  
Traffic to Your Website  
Brand Awareness  
Branded Hashtags (#)



TECHNOLOG



# *of Yelp for Business – Directory Listing*

several descriptive quality  
photos with relevant graphics

your business hours

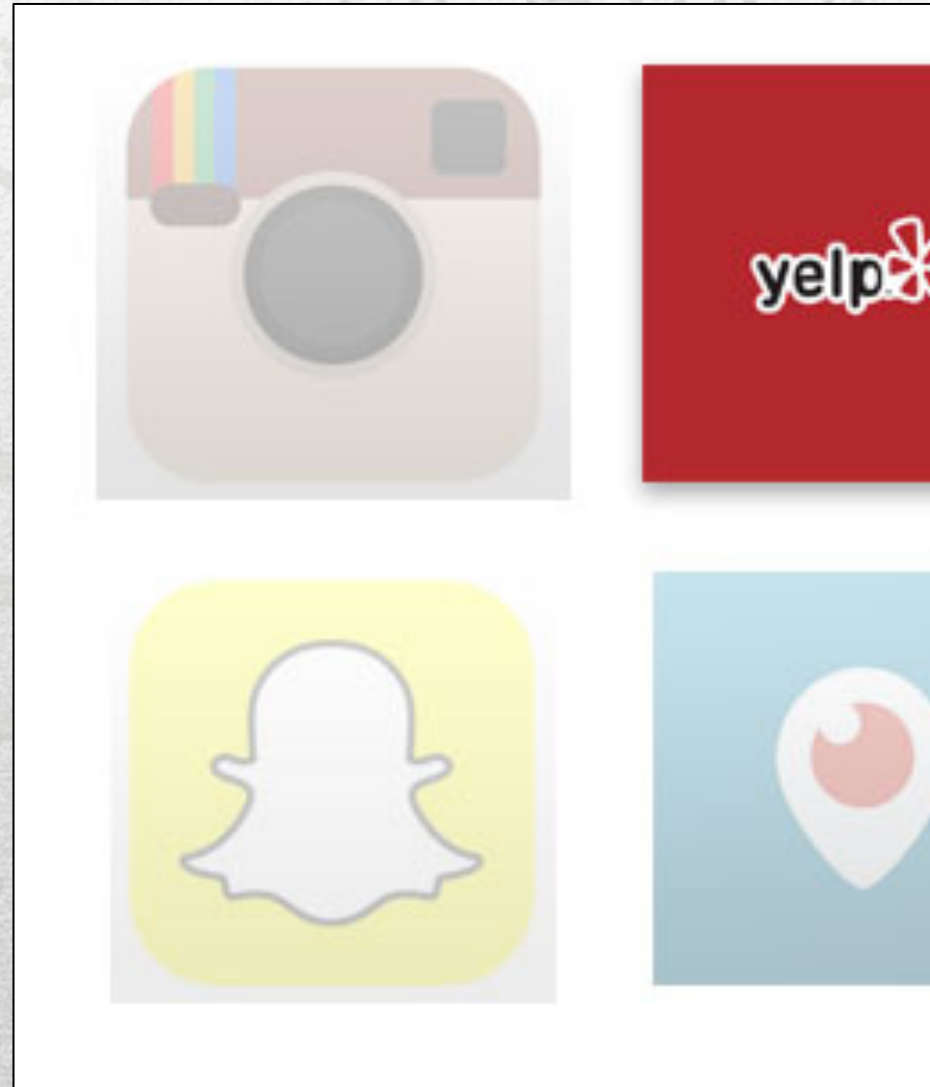
phone numbers, fax,

business address/directions

provide a detailed business

description, that includes

targeted search keywords



TECHNOLOG

# *of Snapchat Images for Business*

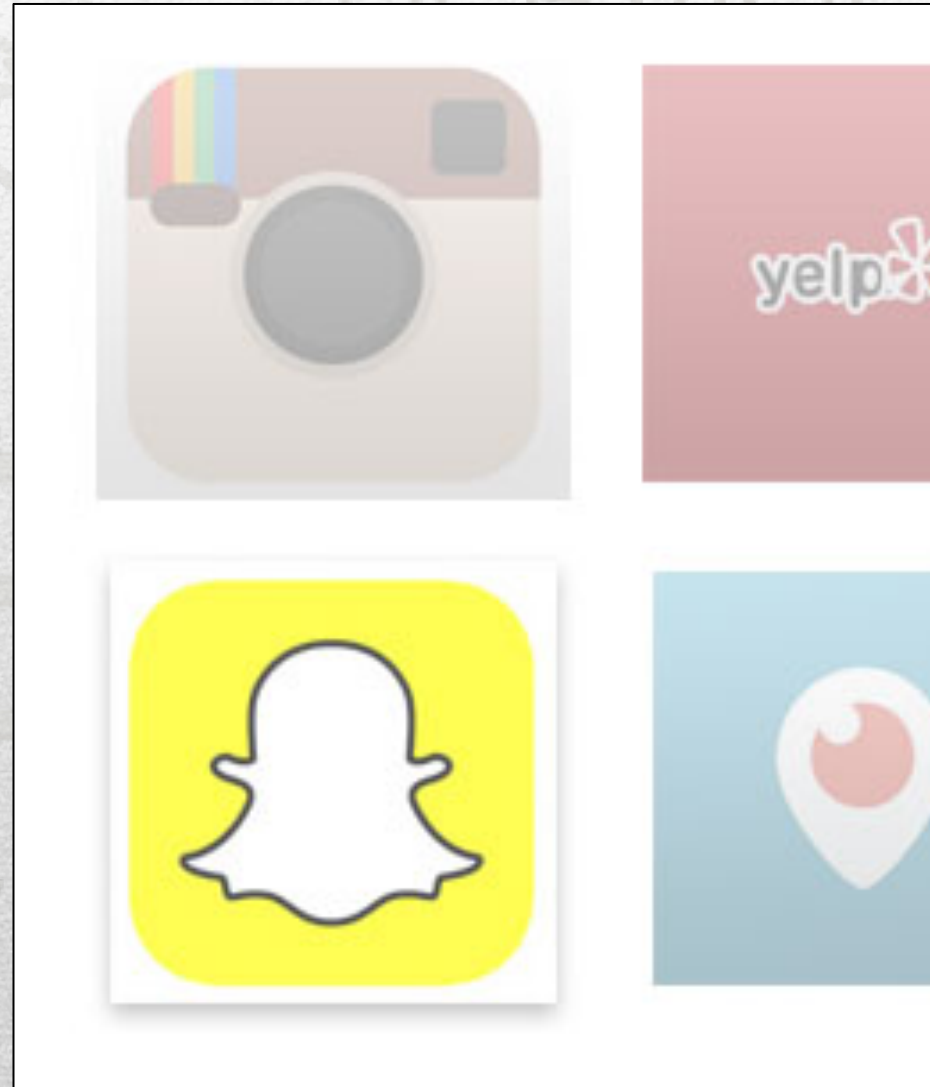
perfect for real-time social  
a marketing because it can  
the audience direct access  
e events through **pictures**.

os” Can Be Used for:

Product Launches

Trade Shows, or

One-of-a-Kind Events



TECHNOLOG



# *of Periscope Videos to Build Your Brand*

Periscope is a **Live Video**  
Streaming App

*Business Professionals Use the  
Periscope App for:*

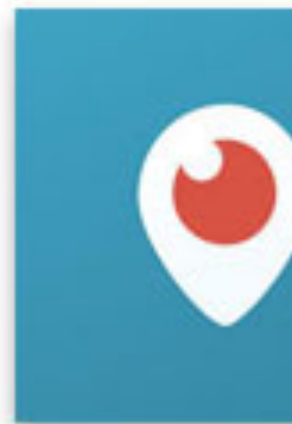
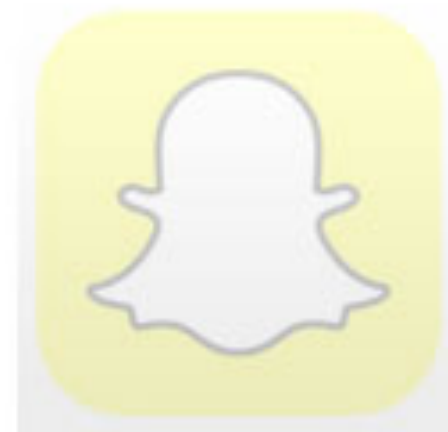
*On-the-Spot Insider Videos*

*Live Q&A Sessions*

*Real Time Monitoring of Focus*

*Group Sessions*

*Professional How-Tos / Demos*



TECHNOLOG

# ng Varies Per Platform



1 Post p/Day



5 Tweets p/Day



2 Pics p/Day



Seasonall



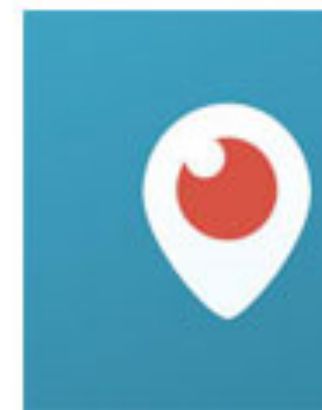
Consistently



Reg. 3 p/Wk



Immediately



Immediate



# Facebook and Other Apps

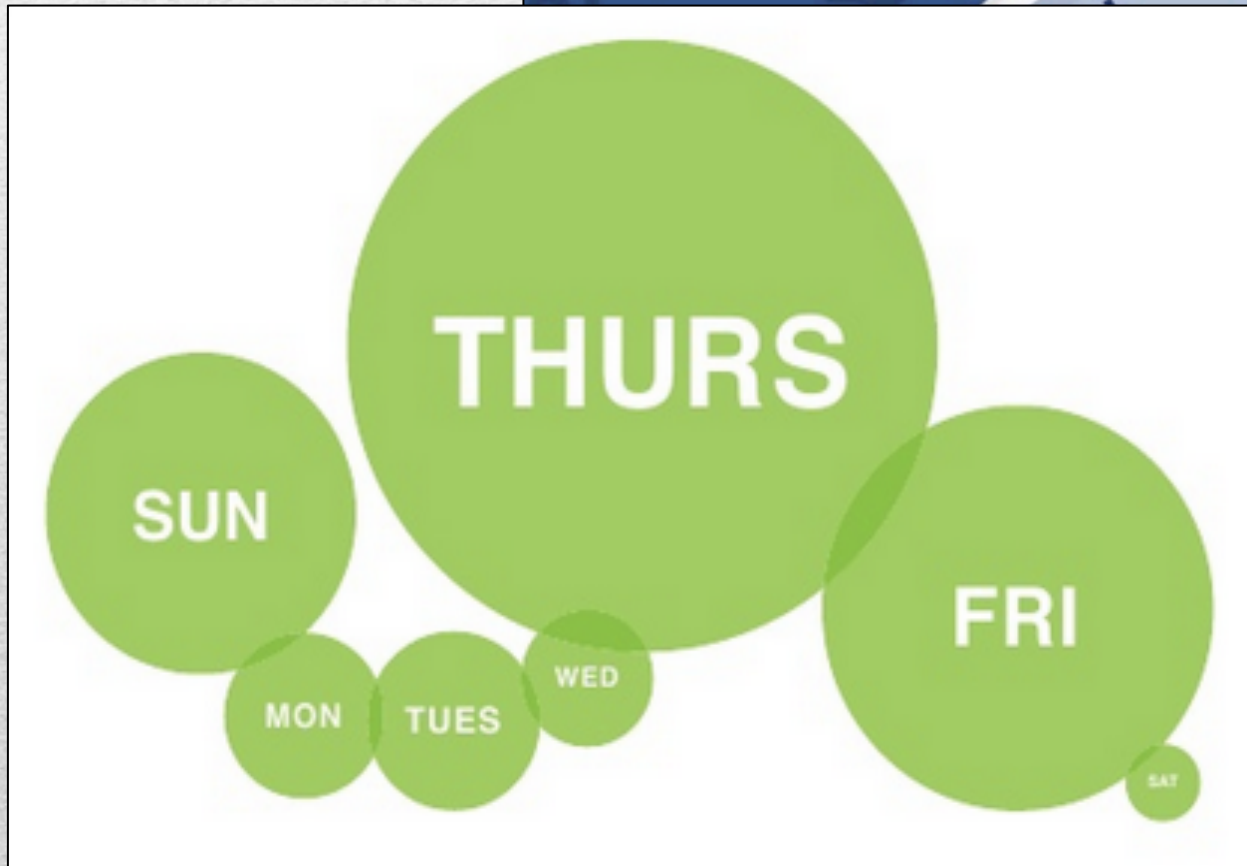
## BEST TIME OF THE DAY TO POST

The optimal time to post is early afternoon if the time zone with most of your audience.

*Data varies from different source*

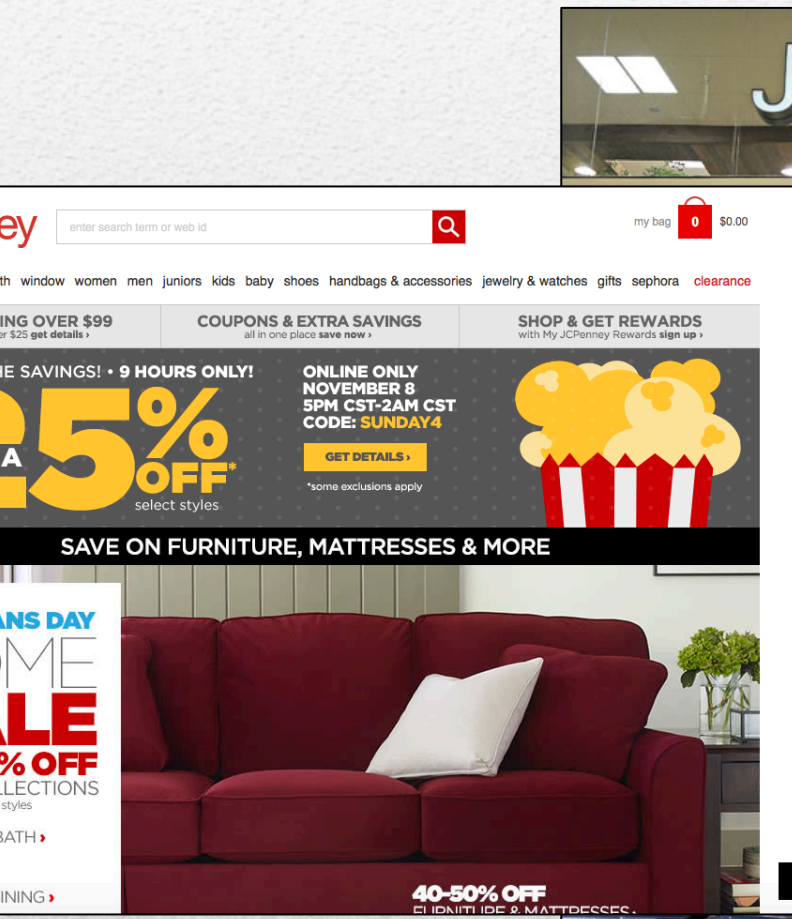
**1pm**  
to get the **most shares**

**3pm**  
to get the **most clicks**

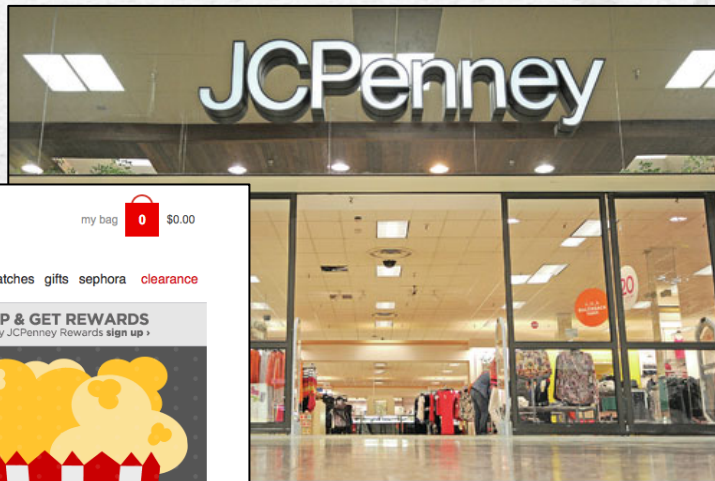




anding page, storefront and brochure  
different. Is it the same company?



website's Home Page



Colors, Shapes, Layout, Typography, and Style Matter



*Mobile Version  
Looks a Lot  
Different than  
PC Desktop*

*Can Be Fixed with  
Internet Branding Best  
Practices.*



# Questions...

- Brand Recognition
- Better Brand Experience
- Social Media Integration
- Consistent Online Identity
- Creative “T!PS” for the Mobile Audience

*Next Month's Online Mtg: December 14, 2015 at:  
10 Noon or 2:15 PM ? ...Your Thoughts.*



**Authenticity** – what is it and why do we care so much about it and how to achieve it.  
Tom Cook, Director of Innovation & Digital Marketing, Firefish Ltd

**How Digital Works to Build Brands and Relationships** - David Aaker, Vice-Chairman, Emeritus and Professor Emeritus, UC Berkeley

**Linking Brand to Business Financials** - How brand valuation has helped DuPont unlock the value of its portfolio. Joanna Seddon, President, Brand Consulting, OgilvyRED

**Empowering the Brand:** Emerging digital brand marketing tools and the role of employees in creating on-brand materials. Alexander G. Morse, Marketing and Communications Director, Canada School of Public Service, Gov. of Canada

**How Social Should Integrate Across the Business** - Andrew Caravella, VP of Marketing at Sprout Social

**Purchase Therapy** - Don E. Schultz, Professor (Emeritus-in-Service), Northwestern University

**Delivering Brand Strategy through Customer Experience** - Brendan Leece, International Customer Experience Manager

**The Impact of Radical Change in Mobile Advertising on Privacy, Personalization and Marketing** - Bastien Schupp, Vice-President of Marketing, Nissan Europe



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App



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Twitter: @FustinoBrothers

[info@fustinobrothers.com](mailto:info@fustinobrothers.com)



*Connect Us Today.*

*Thank You!*





## Join In – By Computer

- At Your Computer- If Available Use a Headset
- Enter This link:
- <https://www.startmeeting.com/wall/679-256-129>
- Click/Tap "Join"-
  - Complete your Name and eMail Address
  - Then "Submit"
  - The System will Guide from There
  - Mike Symbol Click/Tap the Green Icon to Red

*Test your speaker/mike. If headset doesn't work, or if connection is lost - try "Rejoin"*



## Join In – By Phone

- Join-In using a land line / mobile phone
- Dial - (530) 881-1212
- When prompted enter access code followed by the "pound" key.
- 679-256-129#  
(be sure to enter the "#" hashtag symbol)