

Topic...

# Internet

# T!PS™

# Branding

...for:

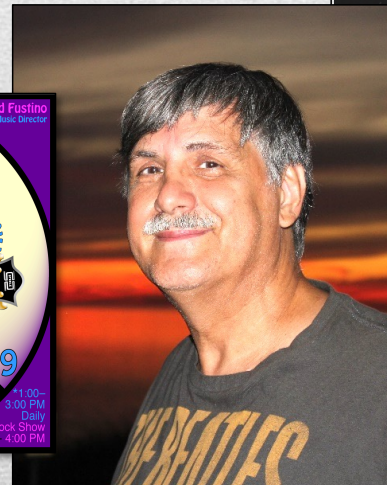
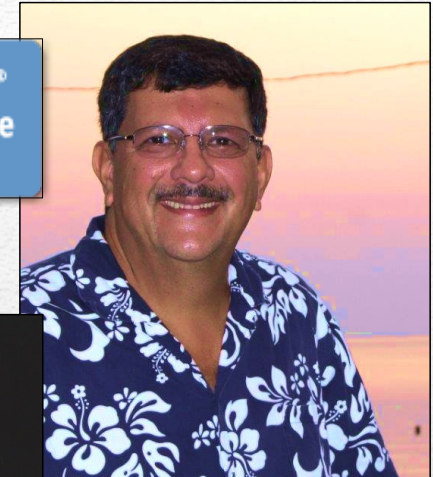
*Marketing  
and Apps  
Development*

## Building Powerful Apps for Rock Stars!

Russ – Programmer (MVP 2013-18)

Gary – Design, Biz Social, Mkg

Rich – Musician, Newsletter & QC





Jethro Tull App  
# TX 8-265-227  
08-04-16

<p>This Certificate is issued under the seal of the Copyright Office in accordance with Title 17, United States Code, Chapter 12, and regulations thereunder. It is a public document. It is subject to the provisions of the Copyright Act of 1976, and to the provisions of the Copyright Act of 1909, insofar as they are not inconsistent with the provisions of the Copyright Act of 1976.</p>	
<p><b>Title</b></p> <p>Title of Work: Jethro Tull                  Previous or Alternate Title: Jethro Tull Live in Motion</p>	<p><b>Copyright Claimant</b></p> <p>Copyright Claimant: Fustino Brothers, Inc.                  Transfer statement: By written agreement</p>
<p><b>Completion/Publication</b></p> <p>Date of Completion: 2014                  Date of First Publication: September 12, 2014                  Number of Publications: 1                  Date of Publication: 2014</p>	<p><b>Limitation of copyright claim</b></p> <p>Material excluded from this claim: photographs, video, sound recordings, and other material in which the copyright is owned by a third party.</p>
<p><b>Author</b></p> <p>Author: Ian Anderson                  Work made for Me: No                  Year Made: 1970</p>	<p><b>Rights and Permissions</b></p> <p>Organization Name: Fustino Brothers, Inc.                  Name: David Anderson                  Address: 10000 N. 10th Ave., Suite 100                  City: Scottsdale, AZ 85258                  Telephone: (480) 344-3333                  Fax: (480) 344-3334                  E-mail: info@fustino.com                  Address: PO Box 148                  New York, NY 10008 United States</p>
<p><b>Author</b></p> <p>Author: Gary Cooper Fustino                  Work made for Me: No                  Year Made: 1971</p>	<p><b>Certification</b></p> <p>Name: Gary C. Fustino                  Date: September 04, 2015</p>
<p><b>Author</b></p> <p>Author: Richard Norman Fustino                  Work made for Me: No</p>	<p>Correspondence: Yes</p>

FBI APPS STORE

Welcome to Jethro Tull

## Jethro Tull

Official Videos

Fan Videos

Discography

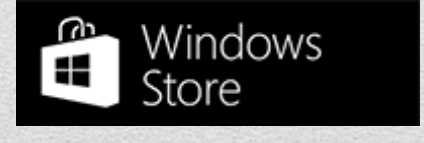
Tour Dates

Links

About

**<FUST!NO BROTHERS INC.**  
All Rights Reserved.

*In All Popular App Stores*



*Building Powerful Apps for the Stars!*

FBI Apps Memorabilia Store - <https://fbiapps.storenvy.com>

# 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

Topic...

# Internet

# T!PS™

# Branding

...for:

*Marketing  
and Apps  
Development*

## What is a Brand...

“Just the facts Jack”

“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.



# Painful Branding Scenarios

## *Ouch...*

- Is that the same product, but better?
- It's a hard website to navigate
- Facebook, Twitter, YouTube, Instagram all look different
- Company's landing page looks different than their storefront or brochure.
- Mobile version looks a lot different than the desktop

# Brand Recognition – Is that the same product, but better?



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



# Brand Recognition ...

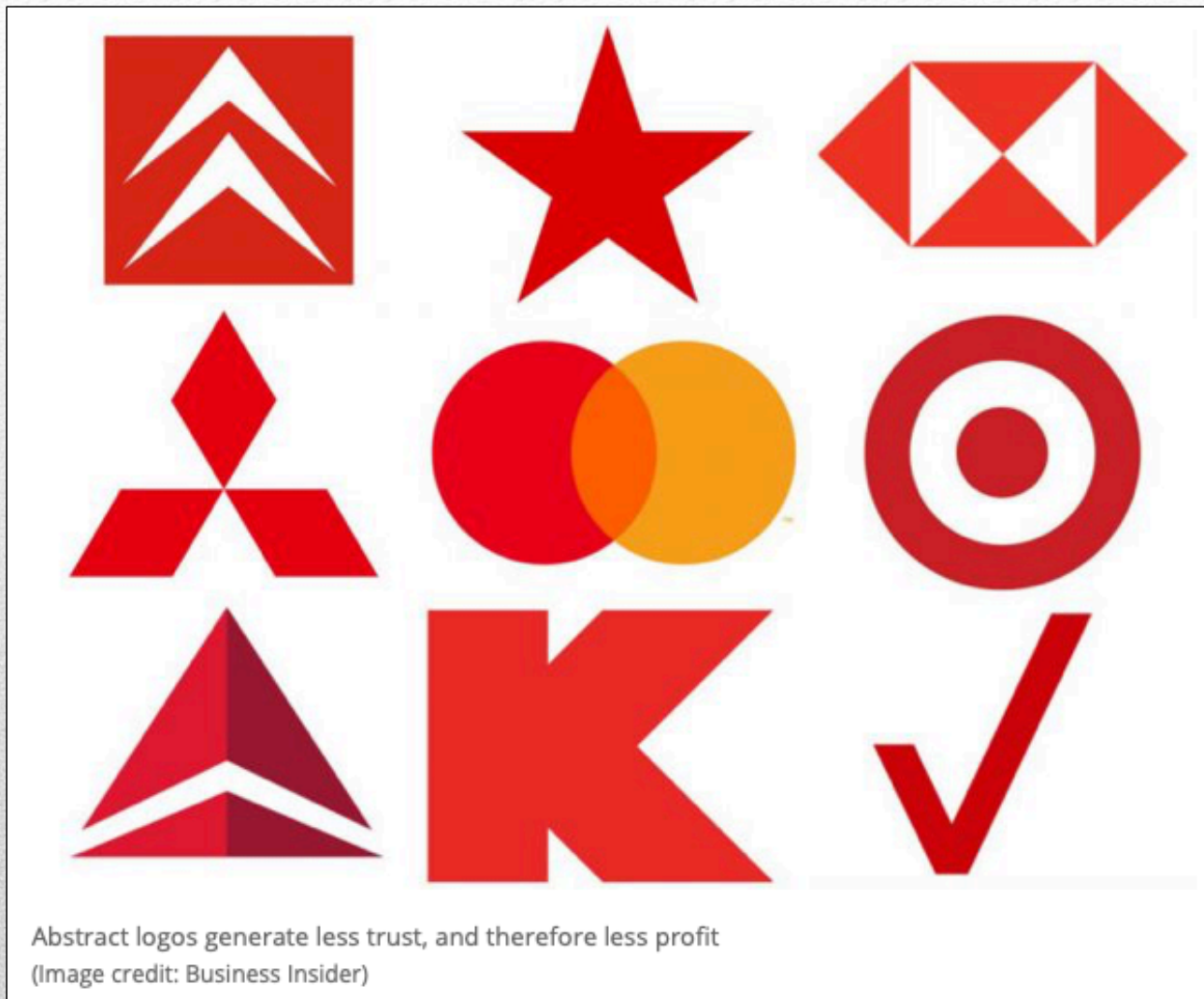


< Ouch

Is that  
the same  
product,  
or not?

< Ouch

# Brand Recognition ...



Abstract /  
Simplified

# Brand Recognition ...



## Monograms

*Same Company?*



Fashion brands Gucci and Chanel both employ monograms based on interlocking geometric characters

# Brand Recognition ...



Descriptive

# Better Brand Experience

*This is a hard website to navigate...*

The image displays two versions of the Florida Division of Corporations' Sunbiz website. The desktop version (left) features a top navigation bar with links for Home, Contact Us, E-Filing Services, Document Searches, Forms, and Help. Below this is a 'Popular Links' section with various service links. The main content area includes a 'File a Reinstatement here!' button and a 'Get Online Reinstatement Filing Instructions' button. The mobile version (right) shows a simplified interface with a search bar and a 'File a Reinstatement here!' button. A red arrow points to a 'big gaps' area on the mobile view, indicating a navigation issue.

**Desktop View:**

- Navigation: Home, Contact Us, E-Filing Services, Document Searches, Forms, Help
- Popular Links:
  - Consumer Alerts
  - Search our Records
  - Look up a Business Name
  - Electronic Filing
  - Certification
  - Print Filing Forms
  - Supported Browsers
  - Help
  - Contact Us
  - E-mail, Address & FEI/EIN Update
  - Fee Schedules
  - Service of Process
  - Notaries
  - Apostilles
  - Cable Franchise Filing
  - Start a Business
  - Yearly Statistics
  - Overview of
- Main Content:
  - Buttons: File a Reinstatement here!, Get Online Reinstatement Filing Instructions
  - Text: Welcome to the Florida Division of Corporations' Sunbiz™ web site. From here you can search and access filed information for corporations, limited liability companies, limited partnerships, general partnerships, trademarks, fictitious name registrations and liens. Images of most filed documents can be downloaded at no charge and to make the filing process easier, most filing forms can also be downloaded.
  - Text: Electronic filing and certification can be processed through Sunbiz™ and Help information is accessible for all filing types. Phone numbers for direct Division contacts are listed and there is an e-mail link to make it convenient for you to contact us with questions or comments.
  - Text: The menu above offers a fast and easy link to all of these functions.
  - Section: **The Division maintains three different mailing addresses as follows**

Judgment Lien Documents	All other Documents	Courier
Department of State Division of Corporations	Department of State Division of Corporations	Department of State Division of Corporation

**Mobile View:**

- Navigation: Home, Contact Us, E-Filing Services, Document Searches, Forms, Help
- Buttons: File a Reinstatement here!, Get Online Reinstatement Filing Instructions
- Text: Welcome to the Florida Division of Corporations' Sunbiz™ web site. From here you can search and access filed information for corporations, limited liability companies, limited partnerships, general partnerships, trademarks, fictitious name registrations and liens. Images of most filed documents can be downloaded at no charge and to make the filing process easier, most filing forms can also be downloaded.
- Text: Electronic filing and certification can be processed through Sunbiz™ and Help information is accessible for all filing types. Phone numbers for direct Division contacts are listed and there is an e-mail link to make it convenient for you to contact us with questions or comments.
- Text: The menu above offers a fast and easy link to all of these functions.

**Mobile Interface:**

- Address bar: sunbiz.org
- Mobile logo: Mobile

**Annotations:**

- Red arrow pointing to 'big gaps' on the mobile view.
- Red circles highlighting specific text in the mobile view.

Fustino Brothers, Inc.

[www.FustinoBrothers.com](http://www.FustinoBrothers.com) | @FustinoBrothers

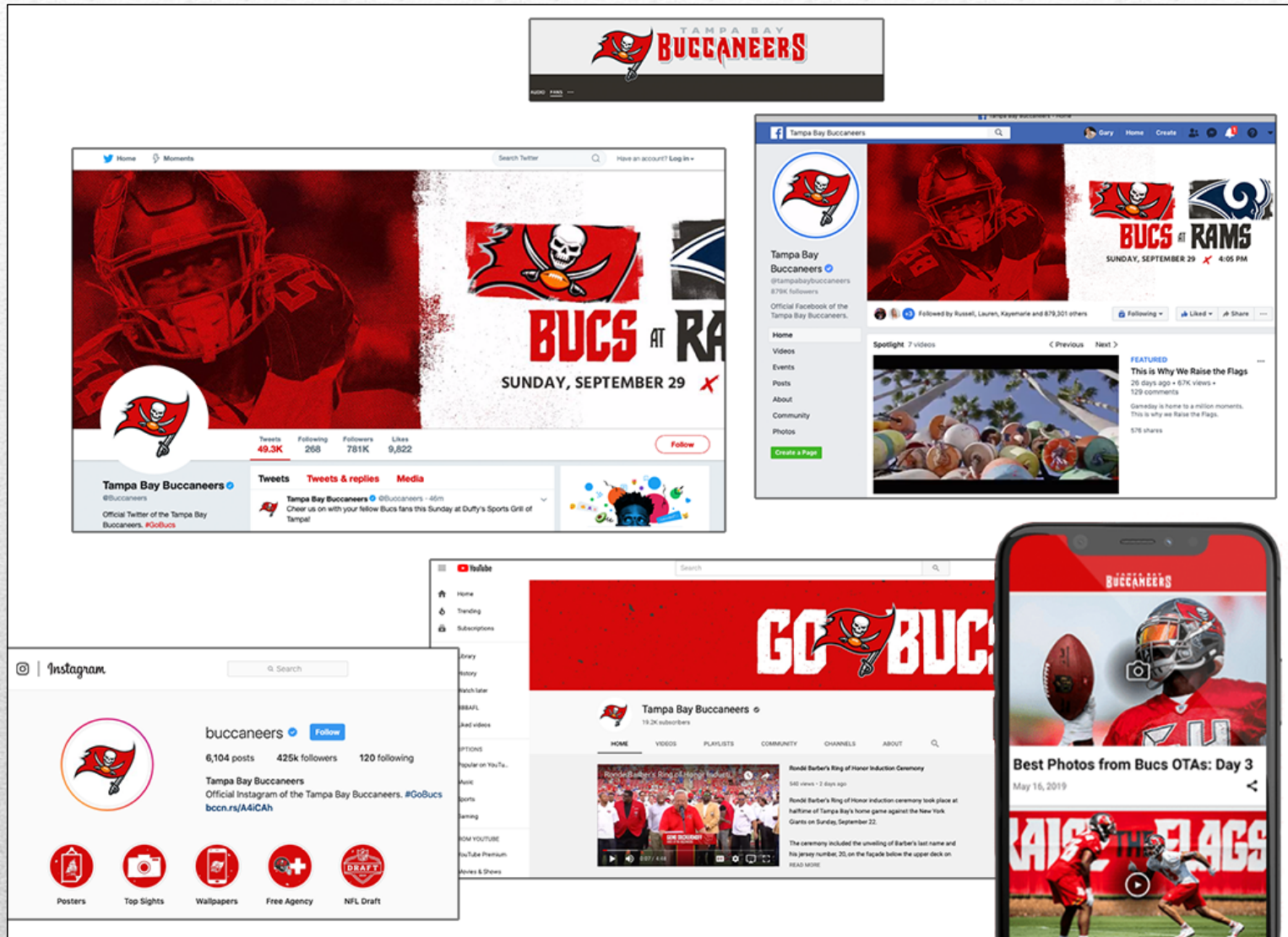
FBI: 850.366.3232 | Fax: 1.856.267.1568

13

Building Powerful Apps for the Stars!  
Theme: Learn, Knowledge-Base, Reward  
All Rights Reserved

# Social Media Mkg Integration – The Strategy

Use  
Consistent  
Brand  
Identity –  
On Twitter,  
Facebook,  
YouTube,  
Apps, Etc.



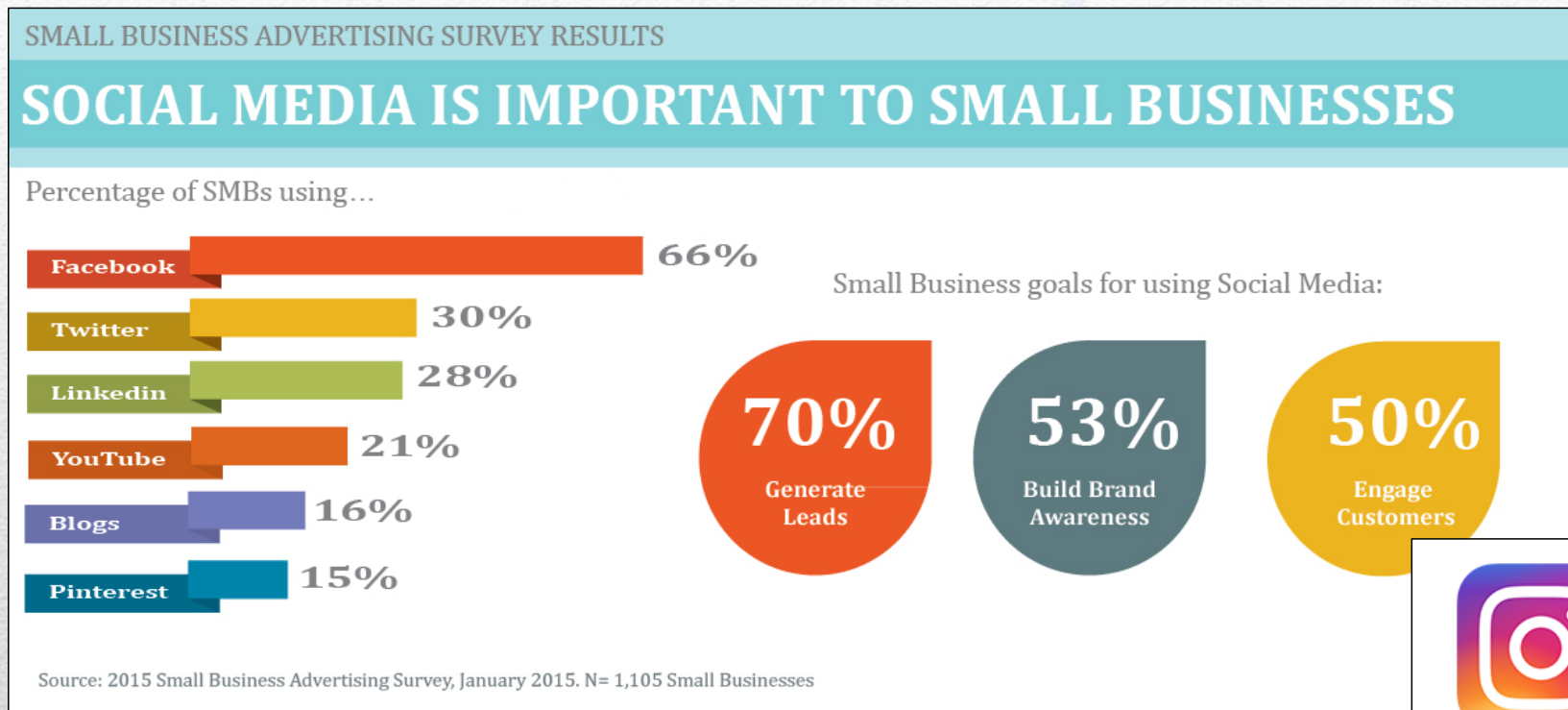
Fustino Brothers, Inc.

[www.FustinoBrothers.com](http://www.FustinoBrothers.com) | @FustinoBrothers

FBI: 850.366.3232 | Fax: 1.856.267.1568

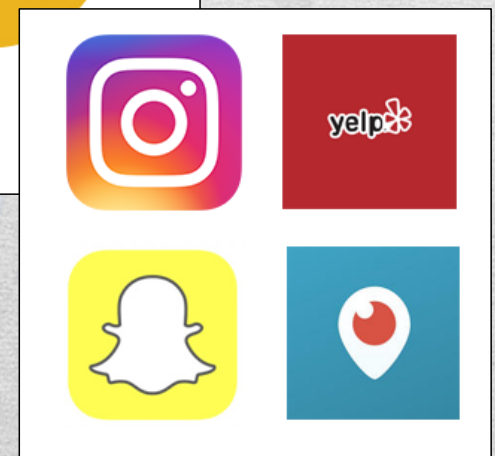
# Social Media Mkg Integration – The Strategy

## Use - Facebook, Twitter, YouTube, and More



*important*

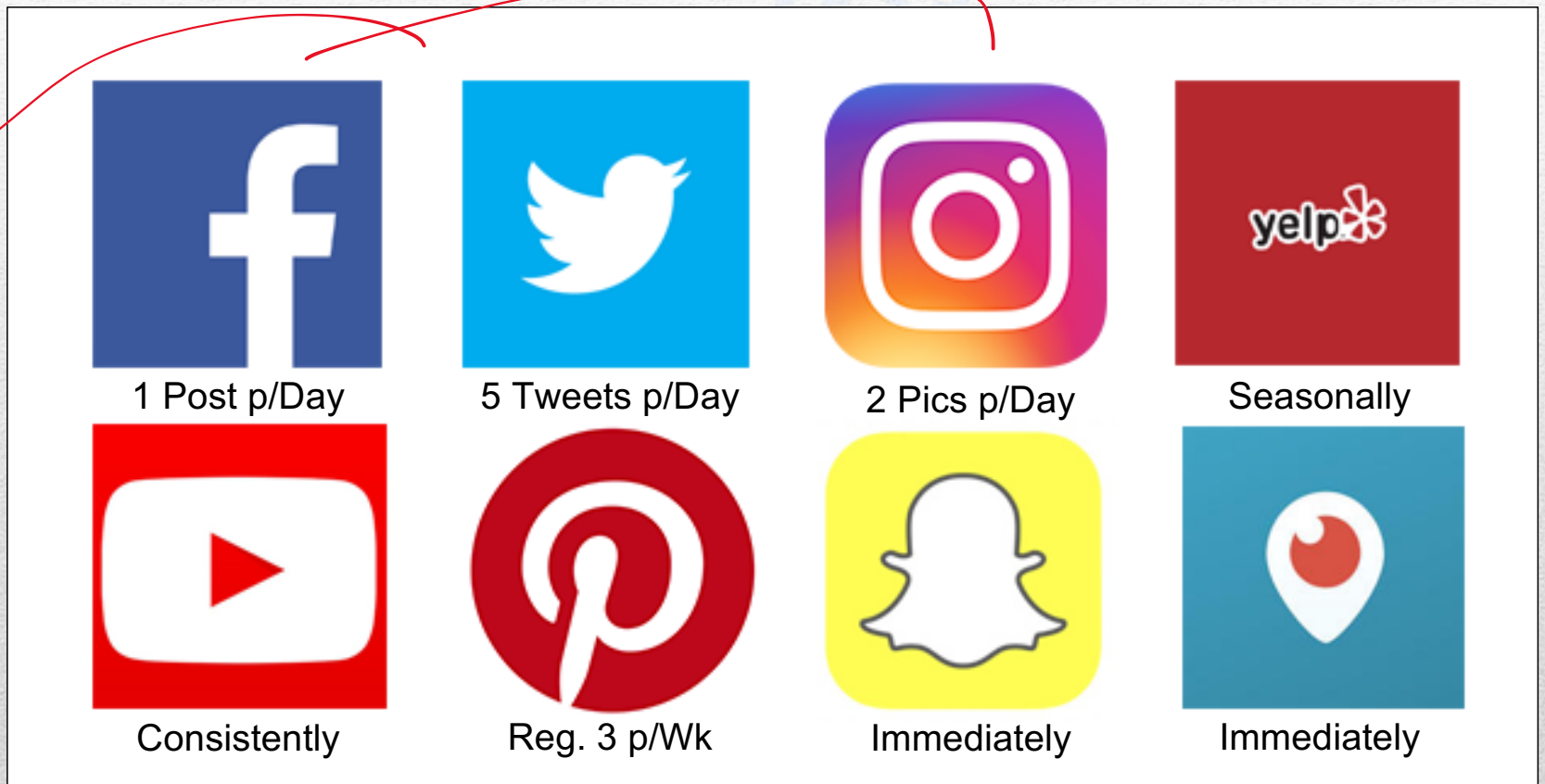
*Employ These Popular Apps, as Well...  
Instagram, Yelp, Snapchat, and Periscope*



# Social Media Mkg Integration – How Often to Post

## Timing Varies Per Platform

Master these first

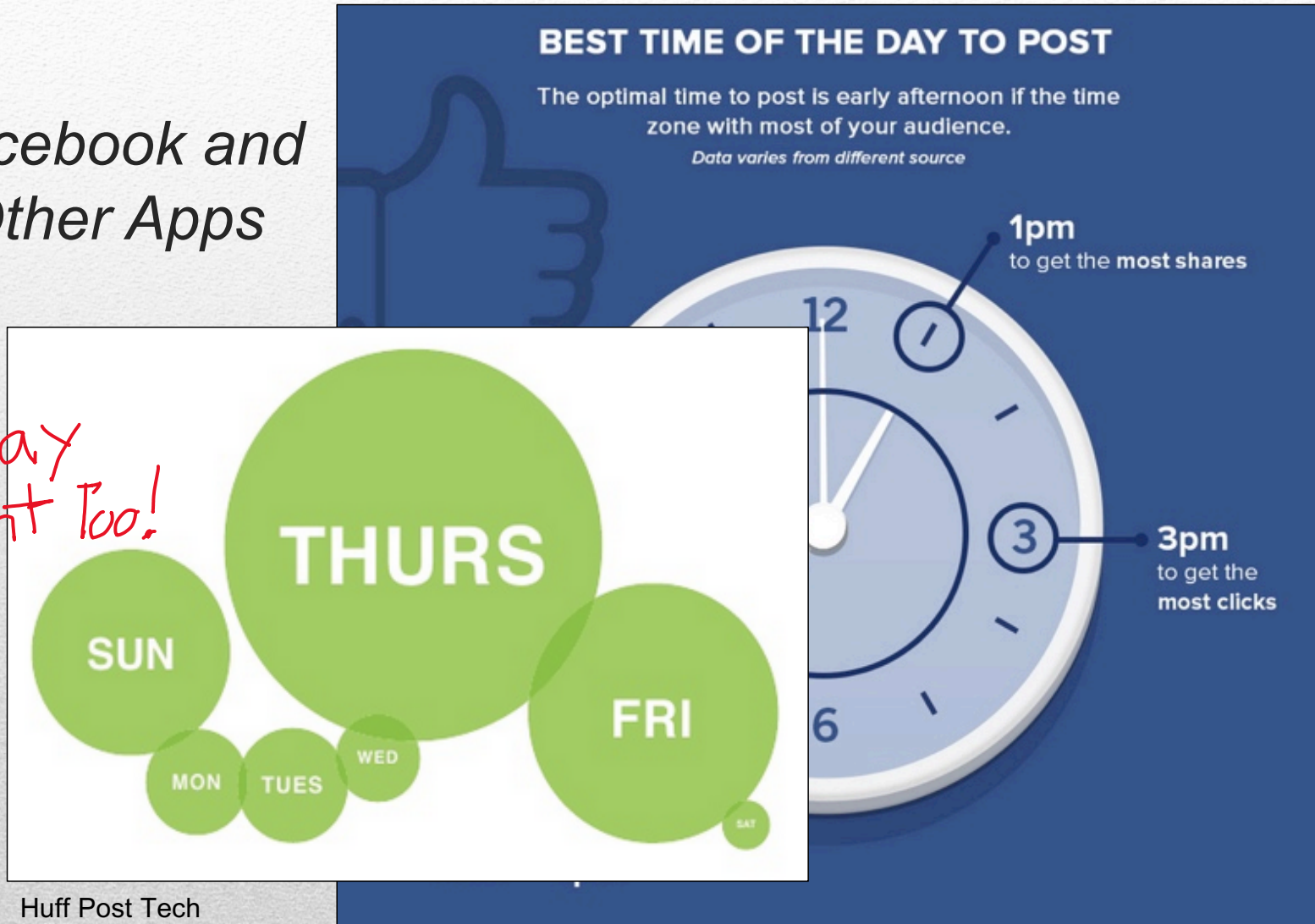




# Social Media Mkg Integration – Best Day/Time to Post

*For Facebook and Most Other Apps*

*Post Sunday Night Too!*



# Consistent: Online Identity, Brick & Mortar & Advertising

Landing page, storefront and brochure all look different. Is this the same company?

...Ouch

The image shows a screenshot of the JCPenney website's home page on the left and a photograph of a JCPenney storefront on the right. The website features a search bar, navigation links for various departments, and several promotional banners. The top banner offers 25% off on select styles. Below it, there's a banner for Veterans Day Home Sale with 30-50% off on home collections. The bottom banner advertises 40-50% off on bedding, bath, window, and kitchen & dining items. The storefront photo shows the JCPenney logo above the entrance and a large 'jcp' sign on the building facade.

JCP Website's Home Page

This is a 'Doorbusters!' advertisement for JCPenney. It features a large green '4 AM BE THERE' graphic. The ad lists several items on sale for 4am-1pm only: boots for women for \$29.99, a bikini for \$3.99, a mail-in rebate for \$9.88, a slow cooker for \$39.88, and a diamond watch for \$99.99. There's also a free gift with purchase and an extra 25% off on fine jewelry. The ad includes the JCPenney logo and the text 'shop 'til 11pm, november 25'.

# Creative “T!PS” for the Mobile Audience

*Mobile Version  
Looks a Lot  
Different than  
the Desktop*

*Ouch...*



Use the Best...

- **Technology** TO
- **Introduce** YOUR
- **Products** OR
- **Services**

Internet<sup>TM</sup>  
**T!PS**<sup>TM</sup>  
Branding



## *WWW 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*

# Internet Branding for Mkg and Apps Dev

## *...More Questions?*

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

Thank You!

# Internet Branding T!PS Resource Credits

**Brand Authenticity** – *what is it and why do we all care so much about it and how to achieve it. Dr Bob Cook, Director of Innovation & Inspiration, Firefish Ltd*

**Four Ways Digital Works to Build Brands and Relationships** – *David Aaker, Vice-Chairman, Prophet 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, Global Brand Consulting, OgilvyRED*

**Executing the Brand** – *Emerging digital brand execution tools and the role of employees in developing on-brand materials. Alexander Jasperse, Marketing and Communications Advisor, 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, Marketing, Nissan Europe*

**Media Links:**

<https://www.InBusinessSEO.net>

<https://player.vimeo.com/video/361309878>

<https://www.pentagram.com/work/yahoo/story>

<https://www.creativebloq.com/features/8-famous-logos-that-look-unbelievably-similar>

<https://www.creativebloq.com/news/descriptive-logo-study>

<https://www.creativebloq.com/features/5-expensive-logos-and-what-they-teach-us>

<https://www.creativebloq.com/features/how-to-make-your-logo-stand-out-in-the-digital-age>



Endorsed  
App



*FBI Apps Software Daily:* [goo.gl/BJjR4G](http://goo.gl/BJjR4G)  
*Azure and Xamarin Forms (Buy Book):* [goo.gl/4HNsra](http://goo.gl/4HNsra)  
[Facebook.com/PCHandymanRussFustino/](https://www.facebook.com/PCHandymanRussFustino/)

*Jethro Tull News by FBI Apps:* [goo.gl/gH3MGc](http://goo.gl/gH3MGc)  
[WeekOfRock.com](http://www.WeekOfRock.com) ★ [Facebook.com/WeekOfRock/](https://www.facebook.com/WeekOfRock/)

*T!PSnBYTES News:* [goo.gl/ta9E8w](http://goo.gl/ta9E8w)  
[TipsNBytes.com](http://TipsNBytes.com) ★ [InBusinessSEO.net/tps-blog](http://InBusinessSEO.net/tps-blog)

*T!PS for Biz & Apps Development Series*  
 Eventbrite: [goo.gl/auXWum](http://goo.gl/auXWum)

*App Memorabilia:*

[Facebook.com/FustinoBrothersShop/](https://www.facebook.com/FustinoBrothersShop/)

[Facebook.com/FustinoBrothers](https://www.facebook.com/FustinoBrothers)

Twitter: [@FustinoBrothers](https://twitter.com/FustinoBrothers) ★ [info@fustinobrothers.com](mailto:info@fustinobrothers.com)

Jethro Tull Name/Likeness/Music- Ian Anderson Group of Companies, LTD. All Rights Reserved.

**!BL  
Net**



*Our Next Webinar – January 13, 2020 – Enjoy!*



To Register for the online meeting go to Eventbrite at:

[bit.ly/2oKaYzU](https://bit.ly/2oKaYzU)

- If necessary, use web browser or download the free **Microsoft 'Teams'** desktop or phone app.
- Provide a **user name** for use as a meeting participant.
- View meeting details **to join**.
- Check your audio, **turn off mike** when not speaking.
- End meeting by closing application. **Exit/Quit** browser.

*Need Help? Go to 'Getting Started with Teams' - Informational Video:*

[https://www.youtube.com/watch?v=ENEQzM2u\\_vA](https://www.youtube.com/watch?v=ENEQzM2u_vA)