



TIPS ON SELLING your ideas

What's In A Name?

by Jay Conrad Levinson

(NAPSA)—Here's food for thought: What are the necessary ingredients for building a brand name?

What's In A Brand?

Consider the case of the Oreo[®] cookie made by Nabisco[®]. The brand name represents the product's personality and its promise to customers. Memorable brand names are often the best and easiest ways to get a brand's promise across to customers. As customers remember and use the product, the trust base builds and the brand becomes a household name.

What happens when a small business wants to brand itself or its product, without having big business' marketing advantages? It can be done.

Branding the Easy Way— Through Technology

When Oreo first appeared in 1912, Nabisco marketed through posters, radio commercials and many slogans including "Oh! Oh! It's Oreo." Today, technology helps businesses to mix and match their marketing tools faster and much more cost-effectively, making it easier and quicker for customers to remember a product.

The tools to do this are readily available on the Internet. For instance, many companies such as markedmail.com and everythingmail.com offer inexpensive direct e-mail marketing services for



Through today's technology, building a brand name can be easier than many companies know.

small businesses. Other companies offer multiple services to boost sales. A fine example is 500 PLUS (www.500plus.com) which makes it easy for customers to remember a name by offering a toll-free 500 vanity number along with a matching 500-based domain name (and Web site) and a matching 500-based e-mail address.

You may be able to use today's quick branding tools to make your company or product name easy to remember, and live up to your brand promises. You might be the next Oreo.

• *Jay Conrad Levinson is the author of the Guerrilla Marketing series of books, the best-selling marketing series in history.*