



# Developing and Launching a New Brand: Best Practices Guide





## Introduction

Whether you're starting from scratch or redeveloping an existing concept, launching a new brand or product is an exciting but daunting process. While there can often be some chicken-or-the-egg type questions, like choosing whether to start with your overall brand strategy or research to determine your target audience, one key factor remains: you must take into account how your brand or product will be viewed within the digital landscape.

You'll focus on the actual brand name and the impact you hope to achieve when you enter the market—but today, a brand isn't just a name on a package or collateral, or even words or images on an advertisement. In today's crowded digital world, your brand (or product) is a living entity that must be protected, secured, and monitored at all times.

The following is a step-by-step guide to the best practices for understanding what it means to have a digital brand, how to monetize your online presence, and the security measures you need to keep your brand safe.

## STEP 1:



### UNDERSTAND YOUR DIGITAL BRAND AND WHAT ASSETS IT WILL HAVE

As part of your new brand development strategy, searching, filing, and registering your trademark will be at the forefront. However, you have to think critically about digital assets, such as domain names, social media handles, mobile apps, email, etc.

While you might not intend to launch an app, it's important to understand that others might want to benefit from your new brand launch and register an app under your brand name without your knowledge. Therefore, understanding digital assets is vital.



## STEP 2:

### REGISTER YOUR BRAND NAME



#### Domain names

First, consider the magnitude of this brand launch to the organization—is it a “crown jewel” addition, moderately important, or maybe even tertiary or campaign related? Answering these questions will help you gauge the level of protection needed. Coverage recommendations vary between broader coverage in core markets, the broadest (global coverage) for a core brand, or even a basic defensive posture and key generic top-level domains (gTLDs).

Next, as early in the process as possible, think about a prioritized list of markets. Has the trademark been applied for yet, and if so, where? This will assist you in knowing the urgency of certain registrations.

#### Exact match domain name considerations

- Keep the domain length to 15-20 characters or fewer for easier mobile navigation.
- Avoid hyphens in domain names, as they can be viewed negatively by both the user and search engines.
- Don't register a domain name that will be really difficult to spell.
- Keep the URL structure clean, short, descriptive, and memorable.
- Consider country code top level domains (ccTLDs); Google® uses ccTLDs to geotarget websites because of their high visibility in the relevant markets.
- It's also important to consider ccTLDs because of their primary use internationally; they should not be ignored.

#### Other variants

What key domain and social media elements will be included in this brand launch? This helps determine the following:

- Relevant term domains – Identifying popular keywords commonly associated with the brand.
  - BrandAGlobal.com

- Typo domains – Registering common typos mitigates traffic diversion and protects from phishing attacks and from corporate espionage targeting the email domain.
  - BrandAa.com
- New gTLDs – Identifying key industry TLDs, as well as their relevance based on consumer search behavior, and current domain portfolio patterns, is a key factor in launching a new brand.
  - BrandA.app
- .BRAND (optional) – Considering a .BRAND extension is important for brand owners that own a TLD, with elements of coverage inclusive, but not limited to, key product names, keywords, geo-locations, current mapping to existing sub-domains or directories, and defensive coverage of core domains in traditional TLDs (like .COM).

Please note that newly registered domain names can be masked so that the ownership of your new brand or product is kept private until your launch date.

#### Social media usernames and vanity URLs

Social media usernames or “handles” are a critical element of a unified brand strategy. In addition, misuse of handles by cyber criminals poses potential security risks—including phishing—to brand owners.

While you may think securing your brand name on three or four social media platforms is enough, consider more. Anything you can register will help you defend your brand name in the long term and secure your path moving into different markets.

## STEP 3:

### SECURITY IS KEY



#### Domain name system

Your company's online presence is only as good as the infrastructure behind it. If you anticipate large traffic on your key domain then you need to consider a premium domain name system solution with a never-down guarantee, so your clients can confidently conduct online business around the world.

Additionally, we recommend a robust distributed denial of service (DDoS) solution to thwart attacks that intentionally deprive legitimate users of internet resources, typically by overloading a network with a flood of data from multiple sources. Attackers usually create the denial of service condition by either consuming server bandwidth or by impairing the server itself. DDoS protection services help organizations reduce the risk of catastrophic DDoS attacks by detecting and filtering malicious traffic aimed at disrupting or disabling internet-based services.

#### SSL certificates

Your customers want to feel secure when they check out your website, in particular when ordering your new product. Secure sockets layer "Always On," known for encrypting data, not only protects your website, but positively impacts SEO. Generally speaking, Organization Validated and Extended Validated SSLs are the preferred certificates.

#### MultiLock and two-factor authentication

To combat domain hijacking, and protect against unauthorized changes and deletions to your critical domain names, we advise all our clients to apply registry- and registrar-level domain locks as well as two-factor authentication. This provides strong additional security layers to protect against data theft and keep your digital assets from being compromised.

#### Email

As phishing attacks become more sophisticated, chances of your customers receiving bogus emails that appear to be sent by your brand will increase. Protecting against email fraud is a complex risk for security teams.

Email fraud protection provides your security teams with the tools they need to tackle email fraud head-on—helping to identify attacks further upstream, sometimes even before they reach your customers' inboxes, to take down known phishing sites and prosecute fraudsters.

Authentication technology enables you to confirm a sender's identity, increasing the chances of legitimate email getting through while spoofed messages are filtered out.





## STEP 4:

### MONITOR THE SPACE AND ENFORCE IF NECESSARY



When you launch your brand, make sure you have the right monitoring solutions in place. The solution should be able to detect unlicensed use of your intellectual property in various channels, including mobile apps, social media, domains, marketplaces, etc.

Your provider can help you develop or update your enforcement strategy by assessing the size of the issue and identifying which channels to monitor by providing the appropriate supporting documentation. By developing a proactive and effective monitoring and enforcement strategy, you can safeguard customer confidence, brand equity, sales, and revenue.



**Strategic advice, top-notch customer service, industry leading technology, and security consciousness are the factors that differentiate CSC® from other providers.**

While there is a lot to consider when developing and launching a new brand or product, seeking guidance from a trusted partner and industry leader will take the burden off you, and ensure your brand or product launch is successful and secure.

CSC employs brand and product launch experts who make sure orders are submitted in the correct order, projects are fully staffed to fulfill orders, and registrations are submitted in a manner that allows for the highest rate of success.





## DIGITAL BRAND SERVICES BEST PRACTICES CHECKLIST

Engage your strategic partner during your brand and product development strategy to help them understand the scale of this brand launch.

- Is this a crown jewel, defensive, campaign-related, etc.?
- Have trademarks been registered related to this brand or service launch?

These considerations will help us gauge the level of protection that is warranted from a domain name registration perspective. Engage your strategic account manager for assistance regarding viable naming conventions available for your brand.

CSC offers various availability reports on domains, social media handles, and trademarks. The reports highlight where a brand name is or isn't available, giving clients the chance to decide early if the focus should be on a specific brand name or another.

[cscdigitalbrand.services](https://cscdigitalbrand.services)



Once you have identified your new brand or product name, CSC can assist you with:

- Checking if domains and social media usernames are available; if any domains you need are not available, CSC can assist with acquisition and recovery services.
- Providing Global Availability Reports showing where your brand is available to register.
- Providing Trademark Reports showing where trademarks are registered.
- Securing domain names and social media usernames prior to major announcements to decrease your risk of losing domains to a third party.

*Note: CSC offers 24/7 support, however international registries and vendors work in various time zones. Therefore, we recommend launches take place during the week.*



To optimize the effectiveness of the launch:

- As early as possible in the process, please provide CSC with the list of extensions where you plan to register. Even without the brand string, the list of extensions will allow us to prepare all requirements, work with international vendors, and provide estimated timelines for completion.
- Please provide your main entity's Business Registration Certificate.
- We recommend using CSC DNS: CSC will have the DNS preconfigured for all domains prior to submission.
- We recommend using CSC Privacy Protection (if required) or Local Agent: We have approved contacts and details established in restricted countries so we can quickly secure domains.



Once your names are secured and you are ready to go live with your new brand, here are some things to consider:

- Remove masking from any domains which no longer require privacy protection.
- Consider timing: Large changes to zones and WHOIS will require coordination and planning ahead. We recommend going live during U.S. or European business hours.
- Redirect related domains to relevant destinations using a 301-redirect.
- Secure exact match, typos, keywords, social media usernames, and new gTLDs within your strategy guidelines.

**CONGRATULATIONS ON YOUR SUCCESSFUL BRAND LAUNCH!**





**CSC**® helps businesses thrive online. We help effectively manage, promote, and secure our clients' valuable brand assets against the threats of the online world. Leading companies around the world choose us to be their trusted partner, including more than 65% of the Interbrand® 100 Best Global Brands. Leveraging state-of-the-art technology, Digital Brand Services delivers outstanding outcomes through our unique account management structure. With our expert, dedicated team, you'll have a daily point of contact to ensure your brand has the strength it needs to succeed in the 21st century. We help consolidate and secure, monitor and enforce, then optimize and promote your brands in order to maximize your digital presence, secure your digital intellectual property, and reduce costs.

[cscdigitalbrand.services](https://cscdigitalbrand.services)

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