



How to Build a Brand From Zero Chapter 1

After having fully understood the importance of branding in cross-border e-commerce, you're probably ready to get started to build your brand and wonder how to build a brand from zero? In this chapter, we will explore the critical steps to perform early-stage preparations in brand building, including general idea establishment, brand positioning and brand vision design.

1. General ideas of building a brand overseas

In the process of building a brand, the Seller needs to adjust the brand development plan in different stages of brand development. When running an unfamiliar overseas store, in particular, the Seller should be better prepared with a sound plan. The chapter will start with the general ideas of building a brand overseas, and share with Sellers the early-stage experiences of building a brand, helping them to lay a solid theoretical foundation.

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1.1 General ideas of building a brand overseas

In cross-border e-commerce sales, brand plays a vital role, so how do you build a brand from zero? Generally speaking, the overall idea of building a brand overseas is:



In the process of building a brand, the Seller needs to adjust the brand development plan in different stages of brand development. When facing an unfamiliar overseas market, in particular, the Seller should be more prepared with a sound plan.

Yang Meng, founder of Anker Innovations, once introduced at the Amazon Global Selling Cross-border E-commerce Summit of 2019 that building a brand overseas is generally divided into three stages:



- 1 Establish channels for the brand, and fulfill primitive accumulation of sales
- 2 Improve the brand, and promote traffic
- 3 Manage the brand, and develop products with leading innovation

When building a brand, Sellers can refer to the general ideas of building a brand overseas as below:



Get early sales through products and build reputation

First of all, Sellers need to know that in the initial stages of building a brand overseas, they must value the foundational role that **product sales** play. Using cross-border e-commerce as the first step to go global can help Sellers achieve primitive accumulation of sales sooner, occupy a certain market share, and then gradually obtain the psychological recognition of consumers by high-quality products and a sound after-sales service system, which are well linked with the brand name. Consequently, consumers' purchase choice will be influenced and a brand image will be established, thereby forming purchase memory of the consumers, and lifting product sales.



Use marketing tools for promotion, adjust products and brand in time

Secondly, Sellers should use **brand-exclusive marketing and promotion tools** to expand brand influence, so that more and more people would know their brand. When shopping on Amazon, consumers usually search for product keywords to enter the product page. To let the consumers observe and know your brand well, Sellers need to continuously optimize product detail pages and the brand flagship store, to strengthen consumers' impression of the brand; they may also purchase **brand keyword search ads** or **brand display ads**, to apply psychological hints of the brand and establish brand awareness early in the product search stage. Once a brand has owned a certain group of consumers, the Seller can use the brand data provided by Amazon to analyze the characteristics of buyers who have purchased products of the brand, and the brand's competing products, so as to **adjust the brand and product positioning** in time, and to attract more consumption through precise marketing.



Protect the brand, avoid infringement or listing hijack

The most important thing is: besides sales and traffic, Sellers should also value **brand protection** in the early stage of brand growth. Sellers need to make all preparations in the early stage, and build a "protective wall" for brand sales through trademark registration, Amazon brand registration, patent application, etc., to avoid the troubles of infringement and listing hijack as much as possible in brand development and sales.

To better bring the above ideas into the practice of brand building, we will introduce the specific preparations for brand building in the next chapter.

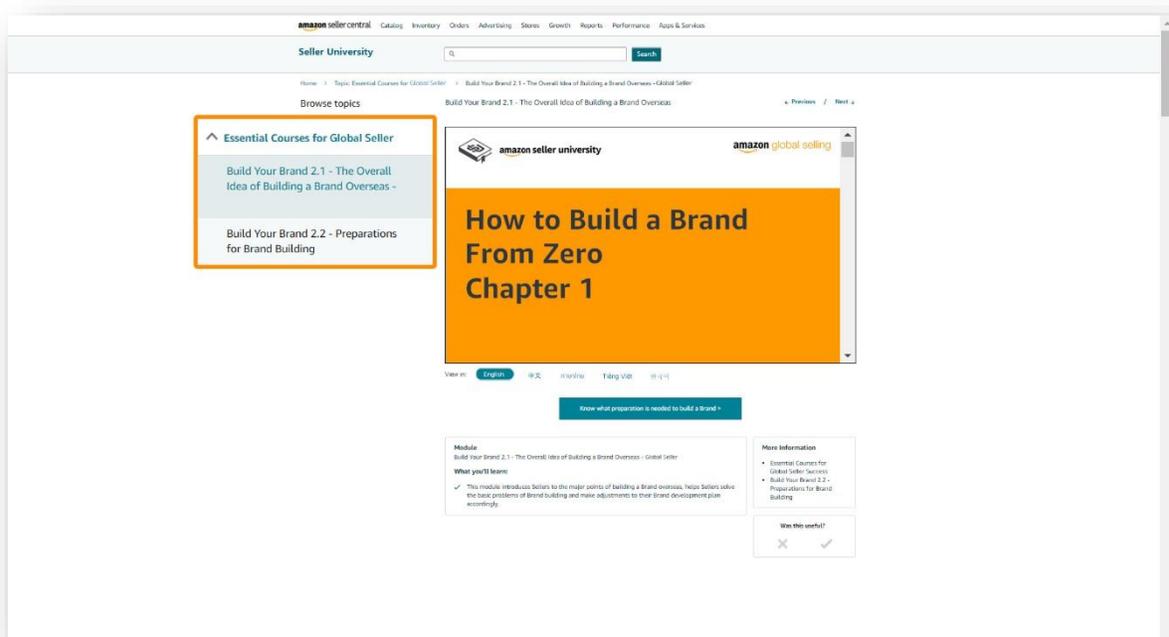
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- Early-stage preparations to build a brand

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