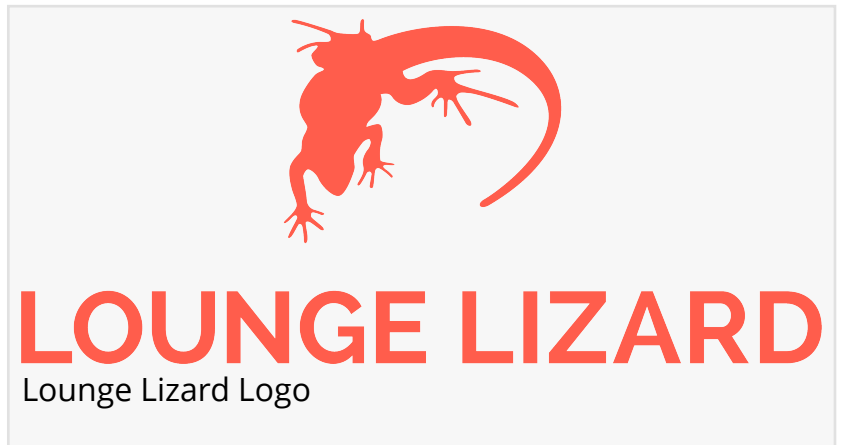


# Building a Brand Online: Essential Tips on Digital Marketing

LONG ISLAND, NEW YORK, USA, August 7, 2024 /EINPresswire.com/ -- In today's digital-first environment, establishing a compelling online brand presence is not just beneficial; it's essential. [Lounge Lizard Worldwide Inc.](#), the renowned [web design](#) and [digital marketing agency](#) co-owned by industry leaders Ken Braun and Sharon Sexton Braun, shares expert insights on the fundamental elements of online branding and how they enable businesses to shape and communicate their brand identity across digital platforms effectively.



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*Sharon Sexton Braun, Co-Owner of Lounge Lizard*

Online branding goes beyond aesthetics; it encompasses the entire digital experience, from the first website visit to every customer interaction on social media. "In a marketplace flooded with endless choices and varying consumer touchpoints, a coherent and authentic brand voice is crucial," says Ken Braun, co-founder of Lounge Lizard.

Here are the key elements businesses must consider to build a robust online brand:

- 1.) Consistent Brand Messaging: All content should reflect the brand's core values and messages, reinforcing the brand's identity across all channels.
- 2.) Responsive and Engaging Website Design: As the cornerstone of digital branding, having a website that captures the brand essence and is optimized for user experience across devices is pertinent.
- 3.) Strategic SEO Practices: Marketing professionals, like Lounge Lizard's robust team of experts, can implement best-in-class SEO strategies to boost brand visibility and ensure that businesses effectively reach their target audience.
- 4.) Dynamic Social Media Presence: Engaging with audiences on social media platforms allows

for direct communication and the shining of brand personality.

5.) Content Marketing: Compelling and relevant content helps brands establish authority, foster trust, and meaningfully engage with their audience.

“Our approach to digital marketing is holistic,” says Sharon Sexton Braun, co-owner of Lounge Lizard. “We believe in integrating all digital marketing facets to project a coherent brand image that resonates with the target audience and drives results.”



Building a Brand Online: Essential Tips from Digital Marketing Experts

For businesses looking to carve out a unique space in the digital world or enhance their online presence but don't have the skills to do this alone, agencies like Lounge Lizard provide the expertise and experience needed to turn digital strategies into market-leading brands.

For more information about digital marketing and how Lounge Lizard can assist in your online journey, please visit [www.loungelizard.com](http://www.loungelizard.com).

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About Lounge Lizard:

Founded by industry leaders Ken Braun and Sharon Sexton Braun, Lounge Lizard is a family-owned digital marketing agency celebrating its 25th year in business. Headquartered in Long Island, NY, with offices in New York City, Washington D.C., Nashville, Charleston, Los Angeles, and Miami, our award-winning firm excels in branding, web design, and results-driven digital marketing, earning accolades for our innovative strategies and tangible results. We foster long-term partnerships with our clients, creating impactful 360° digital experiences that propel their success in the ever-evolving digital landscape.

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