

WHY BRANDED SHORT LINKS WORK

Branded links can be a great addition to your online marketing strategy and campaigns.

They take Shortened URLs to the next level. Learn why branded links are so effective and how they can help to quickly build your brand.

WHAT IS A SHORTENED LINK?

Shortened URLs, or Short Links, are an abbreviated version of a link that is around 10 to 20 characters long.

Example:

clk.im/success

They are critical to successful use of Twitter since tweets are limited to 140 characters.

WHAT IS A BRANDED SHORT LINK?

A Branded Link is a Shortened URL built around a brand name or related term that helps to associate the company with the links, content, and information shared online.

pep.si virg.in

LINK

WHY BRANDING IS SO IMPORTANT

Consistent brands are 20% more profitable than erratic brands.

49%

of global consumers are much more likely to engage with digital experiences that seamlessly integrate with their physical worlds.

72%

of marketers think branded content is more effective than advertising in a magazine

69%

say it is superior to direct mail and PR.

80%

of consumers said "authenticity of content" is the most influential factor in their decision to become a follower of a brand.

Brand recognition is the second most important driver of brand loyalty for Millennials.

DIFFERENCE BETWEEN BRANDED LINKS AND GENERIC LINKS

- + Branded links reinforce brand awareness.
- + Branded links increase brand recognition.
- + Unlike generic shortened links (like bit.ly or goo.gl) branded links incorporate the company's name, associating them with the content being shared.

- Generic shortened links shorten a link in a way that is not memorable.

WHY BRANDED LINKS ARE SO USEFUL

Using branded links increases click through rate (CTR) by

35% OR MORE

THEY PROVIDE A STRONG QUALITY SIGNAL ABOUT THE CONTENT BEING SHARED.

Aligning content with your brand will help send a strong quality signal about the information you point your audience to.

THIS HELPS ESTABLISH YOUR AUTHORITY AND BRAND RECOGNITION:

- Users who click on the link will most likely remember who recommended it and associate your brand with helpfulness.
- Your brand on a link will also make any content you share more visible building more recognition and authority status.
- Users begin to associate your branded link with quality, a perception that will reflect positively on your brand as well.

BRANDED LINKS CAN HELP

SEO.

Despite a popular myth shortened links do not hurt SEO.

Google's Head of Search Matt Cutts has said, "Shortened links still pass anchor text and the page rank. Now that's as long as the link uses 301 redirect, which most of them do. But since shortened links get shared more often, there is an added SEO benefit from this greater exposure."

10 BIG BRANDS USING BRANDED LINKS

- | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> virg.in bbc.in pep.si vrge.co cho.bi | <ul style="list-style-type: none"> strw.rs youtu.be rol.st win.gs nyti.ms |
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There is a reason some of the largest brands in the world use branded links. They are an effective way to maximize your brand awareness and take your marketing efforts to the next level.

You should definitely consider starting to use branded links today.

Sources:

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