

Founders Advice

**TIPS ON BRAND
BUILDING FOR
CONSUMER
TECH
COMPANIES**

Vikrant Mudaliar, CMO, Dream11



Vikrant Mudaliar

Branding is crucial to building any consumer tech company.

Here are Vikrant Mudaliar's key insights on creating powerful brands.

Brand Purpose.

Identify and build around your brand purpose. Let it be the guiding light in identifying, acquiring, and engaging with your consumers. Stay consistent in your efforts.

Evolve with the times.

Evaluate where you are in your startup lifecycle. Your marketing strategy is heavily dependent on this: early stage vs scaling vs mature. As an early stage startup - take risks, commit to heavy experimentation, and strive to understand your market.

Speed over Perfection.

Don't lose out on opportunities to extract value by waiting for the perfect product or campaign - five 90% efforts are better than two 100% efforts.

Smart Experimentation.

Experiment continuously – select & prioritise impactful brand ideas, channels, campaigns, or messaging. You don't need to spend 100% of your time or money on experimentation. Establish a baseline and build on it.

If it works, turbocharge it.

Once you've established product-market fit and have seen initial success on some experiments, campaigns, or channels - spend a disproportionate amount of time, effort & money in scaling it.

Everything is brand building.

Don't fall into the trap of siloing brand campaigns and performance campaigns. Brand campaigns will also drive performance and performance campaigns will also help in brand building. Each interaction & touchpoint with the consumer is a brand-building opportunity.

One size doesn't fit all.

Customise your brand message depending on the customer segment/cohort, platform, or medium. Tailor the message - different audiences will consume your brand's message differently.

It's not the destination, it's the journey.

Optimise your brand building for LTV, not just CAC – retaining & engaging users is a journey. Take a full-funnel approach and monitor the health of cohorts closely.

Not everything is (always) measurable.

While you strive for a 99% Data, 1% Gut formula to support decisions - when data isn't available, find proxy metrics, do lift tests - don't give up on those experiments. And don't shy away from taking that 1% gut decision.

With a little help from my friends.

Build meaningful external partnerships in the ecosystem that are in line with your long-term brand purpose – not just quick transactional ones.

Wash, Rinse & Repeat.

Be consistent in your brand messaging & execution, especially in a new category. Experiment, customize & modify but don't change your core brand promise. New behaviors are formed with a brand promise reaffirmed again and again.

For more updates, follow [@Kalaari](#) on

