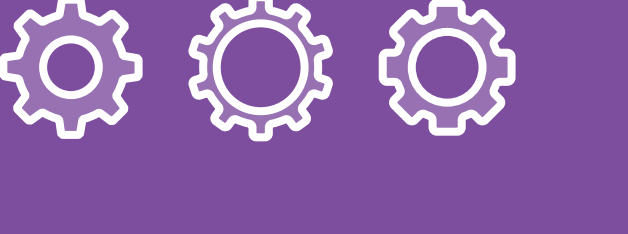


# ACCELERATING BrandDemand<sup>SM</sup>

Becoming indispensable to the new B2B buyer journey

Today's buying scenarios are becoming more complex, making it challenging to be top-of-mind at the right stage of the buyer journey.


The average buying group consists of:

- 8** individuals,<sup>1</sup> 
- 4** from outside the buyer's company,<sup>1</sup> across 
- 4** separate departments,<sup>1</sup> considering 
- 3** vendors on average.<sup>1</sup> 

Even more challenging is that ...

**95%** of buyers are out of the market and not ready to buy,<sup>2</sup> 

... and they're scrutinizing their options.

**81%** said a vendor's content had a significant impact on their buying decision.<sup>3</sup> 

Meeting B2B buyers on their terms is now more important than ever.

**43%** prefer a buying experience that's entirely rep-free.<sup>4</sup> 

**17%** of the buying journey is spent interacting with sales teams on average.<sup>5</sup>

Today's B2B buyers are already **80%** of the way through the buying process before they contact sales.<sup>5</sup>

| EDUCATION  | INFORMATION   | CONFIRMATION                                    | RETENTION  |
|--|---|---|--|
| Buyer sees a problem and wants to understand it.     | Buyer is looking for solutions that address the problem.  | Buyer wants to validate the preferred solution. | Buyer wants to maintain and operationalize the partner relationship. |
| <i>"What is this problem and how do I solve it?"</i> | <i>"Which providers have solutions that can help me?"</i> | <i>"Why should I buy from this provider?"</i>   | <i>"Is this continued relationship benefiting my business?"</i>      |

**What does this mean for marketers?**

Simply tackling reach in your marketing plan is no longer enough. Instead, a **demand generation** strategy must align with an effective **brand strategy** to facilitate favor at the very outset of a potential buyer's journey.

Balancing **BRAND STRATEGY** with **DEMAND GENERATION** planning

There's no one-size-fits-all approach to B2B marketing. However, by connecting your brand and demand strategies, your Marketing, Sales and Customer Service process becomes far more inclusive, flexible and efficient.

Think of it this way...

## BRAND

Brand strategy is how your company sets itself apart and stays top-of-mind. Successful strategies create and nurture deep connections with prospects to win hearts and minds ... and repeat business.

Companies see a **74%**

higher return on brand marketing investment when a value proposition is clearly defined.<sup>6</sup>

**90%** of B2B customers are more loyal to companies they trust, yet...

**61%** say it's harder than ever for a company to earn their trust.<sup>8</sup>

**84%** of B2B buyers would buy from a supplier they have a great relationship with.<sup>9</sup>

## DEMAND

A successful demand generation strategy delivers powerful, informative content to the right prospects at the right point in their journey, putting your solutions front and center when they're needed most.

**60%** is the ideal annual marketing budget allocation for demand generation.<sup>2</sup>

**23%** of marketers see a **30%** increase in sales opportunities when nurturing leads.<sup>10</sup>

Companies with mature account-based marketing strategies credit them for **73%** of their total annual revenue.<sup>11</sup>

But if demand isn't rooted in brand ...

... is low brand recognition driving your conversion rates?

... are misalignments inadvertently damaging your brand?

But if your brand ignores demand ...

... is it truly relevant to your buyers' needs?

... does it work to persuade buyers throughout the buy cycle?

## The intersection of brand and demand

When brand and demand work in tandem, you can reach — and persuade — potential buyers with the right message on the right channels at the right stage of the buyer journey.

### Improve marketing ROI

Delivering leads by acquiring information-phase prospects in bulk is simply more efficient. Seamless brand experiences that nurture early-stage prospects through the entire buy cycle don't just create more leads — they create more qualified leads that are more likely to make it to closed/won status.

### Create actionable awareness

Remember those early- and mid-stage buyers? If you can reach them — wherever they are — with timely, relevant content carried by a strong, consistent brand, your conversion rates will explode.

### Lower acquisition costs

With a strong brand at the heart of your demand generation strategy, buyers will be more receptive to you at every stage of the buy cycle. That means you'll acquire higher quantities of stronger leads, but for less investment, than simply pursuing the leads that convert the fastest.

### Drive conversion rates

No matter how strong your brand is, it won't drive reliable demand if it isn't relevant to buyer needs — especially if you're too internally focused. Delivering emotionally resonant, differentiated and consistent interactions throughout the buy cycle influences conversion rates down the road.

## Accelerate your BrandDemand

At BrandAction Agency, Accelerating BrandDemand<sup>SM</sup> means balancing brand and demand generation strategies to create a more efficient way to grow your business by attracting, engaging, nurturing and rewarding buyers with the right content at the right time.

It starts with aligning your Marketing, Sales and Customer Service disciplines, gaining executive buy-in to a better process, and becoming indispensable to the buyer journey.

Sound interesting? We can help. Give us a call.

