From Brand to Demand

How to Cultivate Meaningful Marketing Impact

LinkedIn Marketing Solutions

2019
Contents

1 Benefit of a strong brand & how to approach it

2 Impact a strong brand has on demand
What are the benefits of a strong brand?

1. Brand Awareness and Recognition

2. Brand Perception and Consideration

3. Purchases and the Sales Process
The most powerful brands ensure a united front...

Corporate Brand
Business to Society

Consumer Brand
Business to Consumer
Business to Business

Employer Brand
Business to Employer

The attributes and value that is associated with your company’s **products and services**, and what your company, itself represents

The attributes and value that is associated with your company as a **place to work**
...And stay focused on the human

Corporate Brand  
B2S

Consumer Brand  
B2C + B2B

Employer Brand  
B2E

The rise of Business to Human
*quality relationships*  
B2H
Companies investing in building valuable brands grow their topline faster
Top brands use thought leadership to influence business decisions

Thought leadership directly led...

- 58% of business DMs to award business to an organization
- 55% of business DMs to increase the amount of business done with an organization
- 60% of business DMs to buy a new product or service they were not previously considering

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Marketers know the importance of measurement is critical

Only 18% of marketers feel they successfully and accurately measure ROI

Source: LinkedIn Survey, 2018
Brand marketing is about investing in sales tomorrow

60% of resources to long-term brand building

40% of resources to short-term demand generation

Source: Binet & Field Study: “The Long and Short of It”
Does Brand Impact Demand?

A LinkedIn Case Study
Members exposed to both brand and acquisition messages were more likely to convert.

Tech brand:
- Exposed to Demand Gen Only: 7.4%
- Exposed to Brand + Demand: 21.3%
- Conversion rate is 3x higher for members exposed to both messages.

Financial Services brand:
- Exposed to Demand Gen Only: 0.2%
- Exposed to Brand + Demand: 1.2%
- Conversion rate is 6x higher for members exposed to both messages.

Source: LinkedIn Internal Research, US 2018
Takeaways

From Brand to Demand

Companies investing in building valuable corporate and consumer brands are driving business

Longer term pipelining through brand marketing creates efficiencies and halo effects for demand gen campaigns
Thank you.