



# 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

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

Consumer  
Brand

—  
Business to Consumer  
Business to Business

Employer  
Brand

—  
Business to  
Employer

*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**

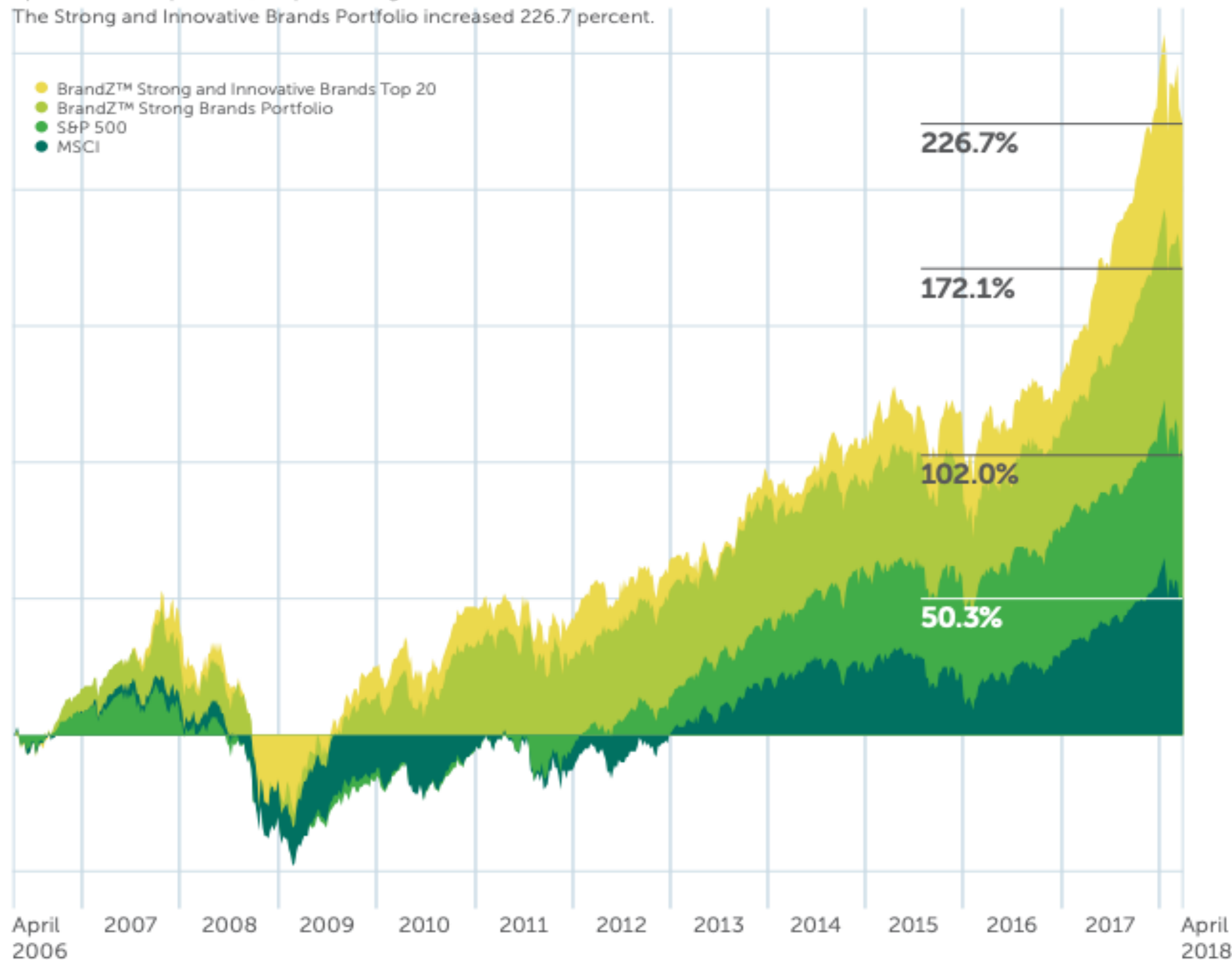
\*quality relationships\*

B2H



### BRANDZ™ PORTFOLIOS vs. THE S&P and MSCI WORLD INDEX

The value of the BrandZ™ Strong Brands Portfolio increased 172.1 percent between April 2006 and April 2018, outperforming both the S&P 500 and the MSCI World Index. The Strong and Innovative Brands Portfolio increased 226.7 percent.



Source: BrandZ™ / Kantar Millward Brown (including data from Bloomberg)  
The BrandZ™ Strong Brands Portfolio is a subset of the BrandZ™ Top 100 Most Valuable Global Brands.  
The BrandZ™ Strong & Innovative Brands Top 20 is a subset of the BrandZ™ Strong Brands Portfolio—brands that score high in being Dynamic and Different.



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

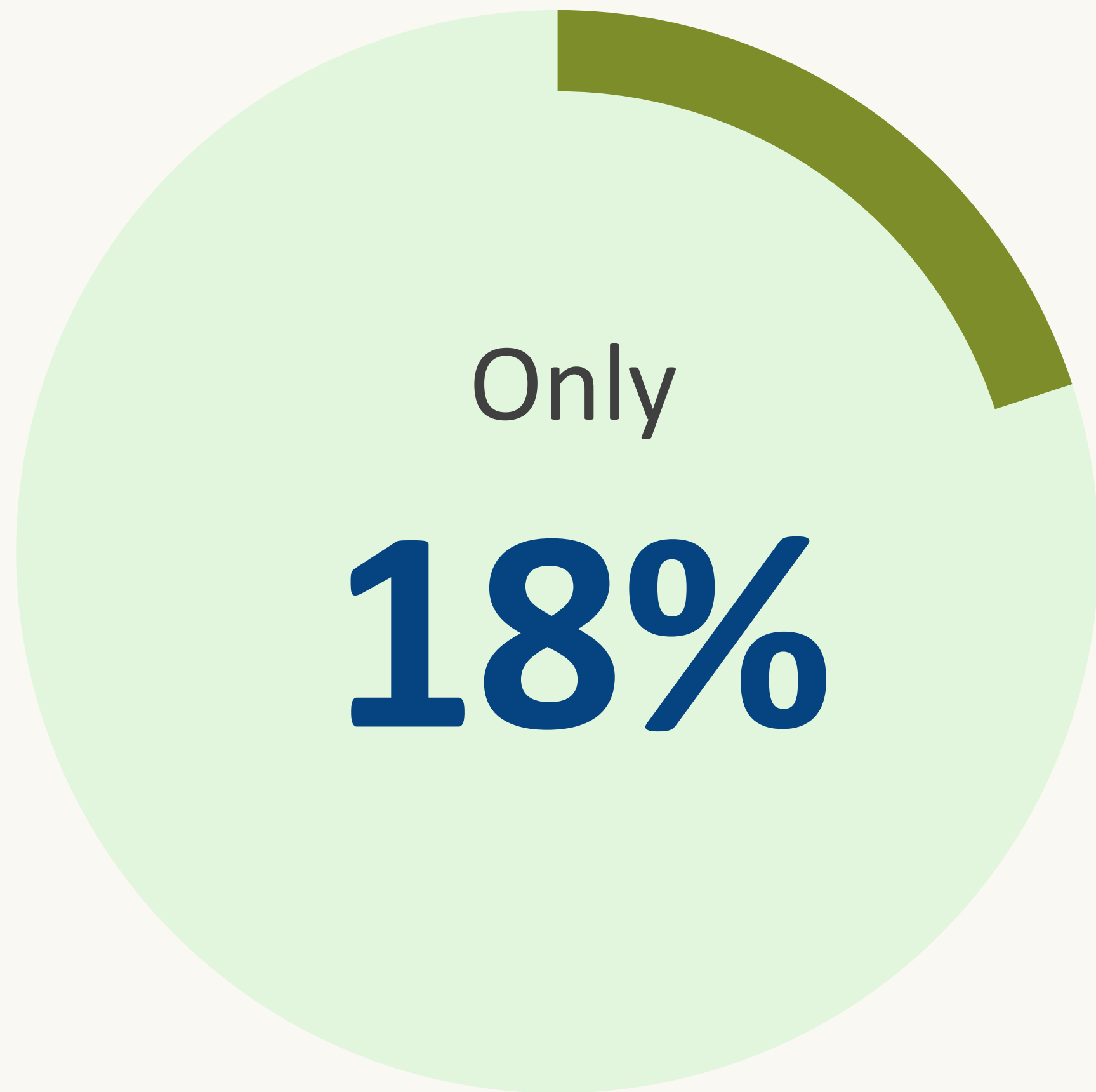
Source: <https://www.edelman.com/research/2019-b2b-thought-leadership-impact-study>

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# Marketers know the importance of measurement is critical



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

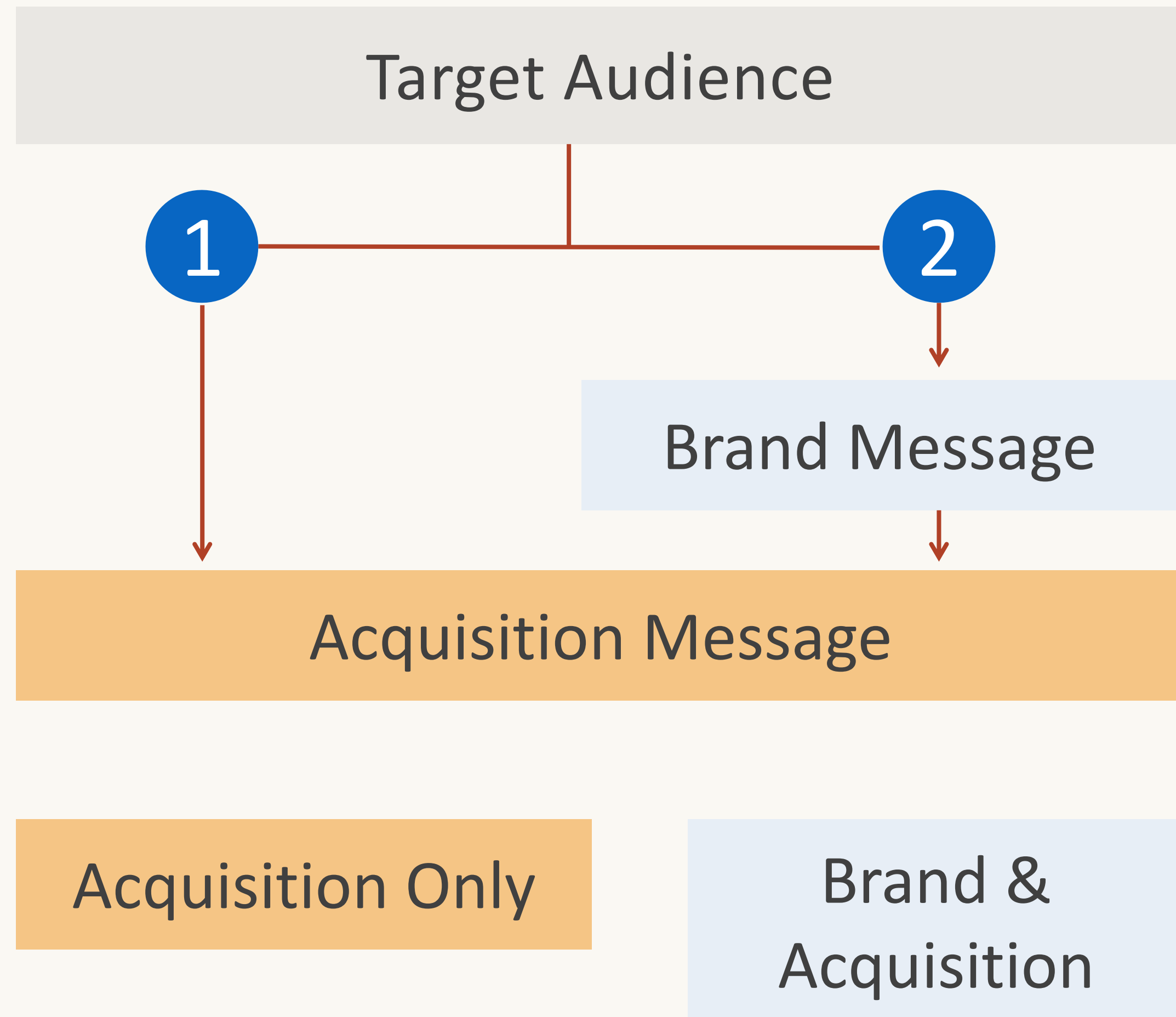
**40%** of resources to short-term demand generation

Source: Binet & Field Study: "The Long and Short of It"

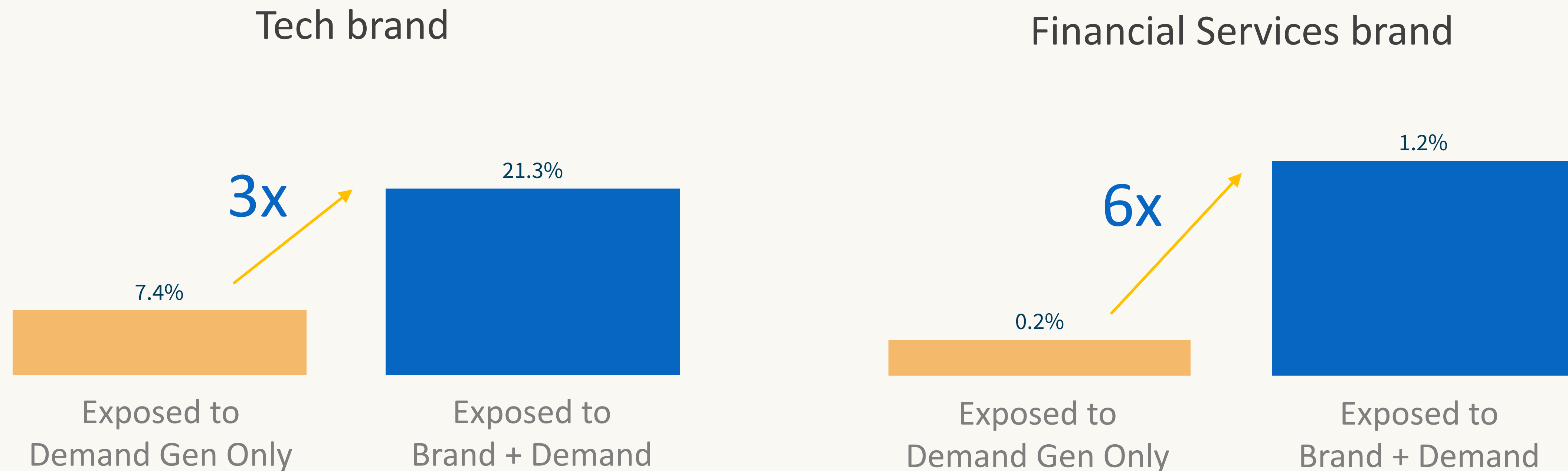


# Does Brand Impact Demand?

A LinkedIn Case Study



# Members exposed to both brand and acquisition messages were more likely to convert



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.