



How to optimize brand and demand for marketing growth

The five key principles of marketing growth call for a balanced approach to your brand and demand investments.



Typically, marketers spend more on demand marketing than brand marketing. However, research shows that balanced investment in both can help to optimize your marketing growth.

Take a look at the [findings](#), which merge LinkedIn survey results from 4,000 global marketers with insights from thought leaders Les Binet, Peter Field, and LinkedIn B2Bi.

Principle 1

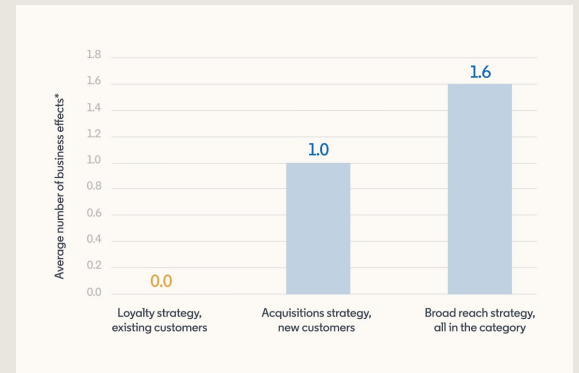
Customers and non-customers

Sustain growth by leveraging both acquisition and customer growth strategies.



65% of marketers believe that business growth is fueled by increasing customer loyalty

However, targeting both new and existing customers together shows 1.6x the business effects of a loyalty-only strategy, helping you grow.



Principle 2

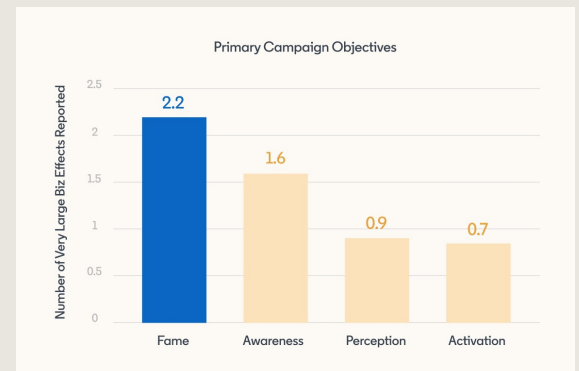
Awareness and fame

Campaigns that aim to increase a firm's share of mind are most effective.



2.2x better business results for companies that achieve fame

Strive for ad consistency, reach, and duration in order to achieve fame—defined as “awareness at scale”.

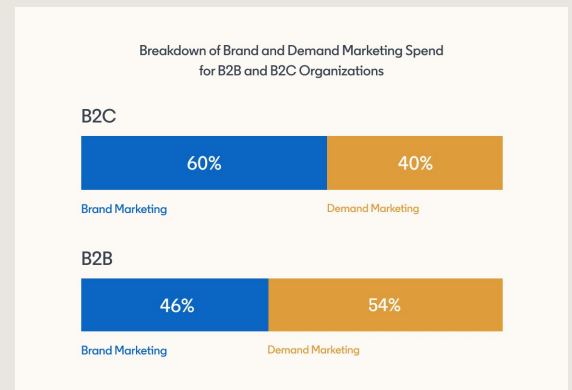


Principle 3

Short-term and long-term

Invest in shorter-term demand generation efforts and longer-term brand campaigns to drive growth.

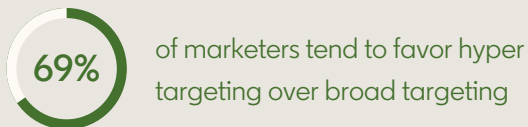
Businesses need both kinds of marketing activity:



Principle 4

Broad and narrow targeting

Grow by reaching beyond your existing customer base. Brands grow when Share of Voice > Share of Market.

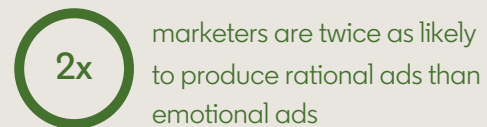


However, hyper targeting often misses critical influencers in the buying circle and lacks the ability to nurture future buyers. With 44% of professionals changing jobs, companies, or industries at least once every 4 years, you need to go broad to reach future buyers where they are.

Principle 5

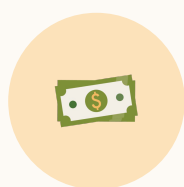
Emotional and rational marketing

Balance usage of rational and emotional ads to strategically build growth over time.



But a rational approach won't always work for long-term brand building. Rational ads are useful for in-market customers (i.e. those who are ready to buy now), whereas emotional creative works better for prospects further up the funnel in the awareness and consideration phases.

Investing in brand marketing along with demand marketing can grow your business!



Stronger pricing power

Buyers are willing to pay premium prices for well-known brands



Lower acquisition costs

A focused acquisition strategy increases conversion rates and lowers costs



Better fiscal health

Orgs that invest 50% of budgets in brand see better financial performance