



# Brand and Demand: The Key Principles of Marketing Growth

Asia Pacific Edition

LinkedIn

# Marketers traditionally employ brand or demand marketing at different times as part of their growth strategy



## Brand Marketing

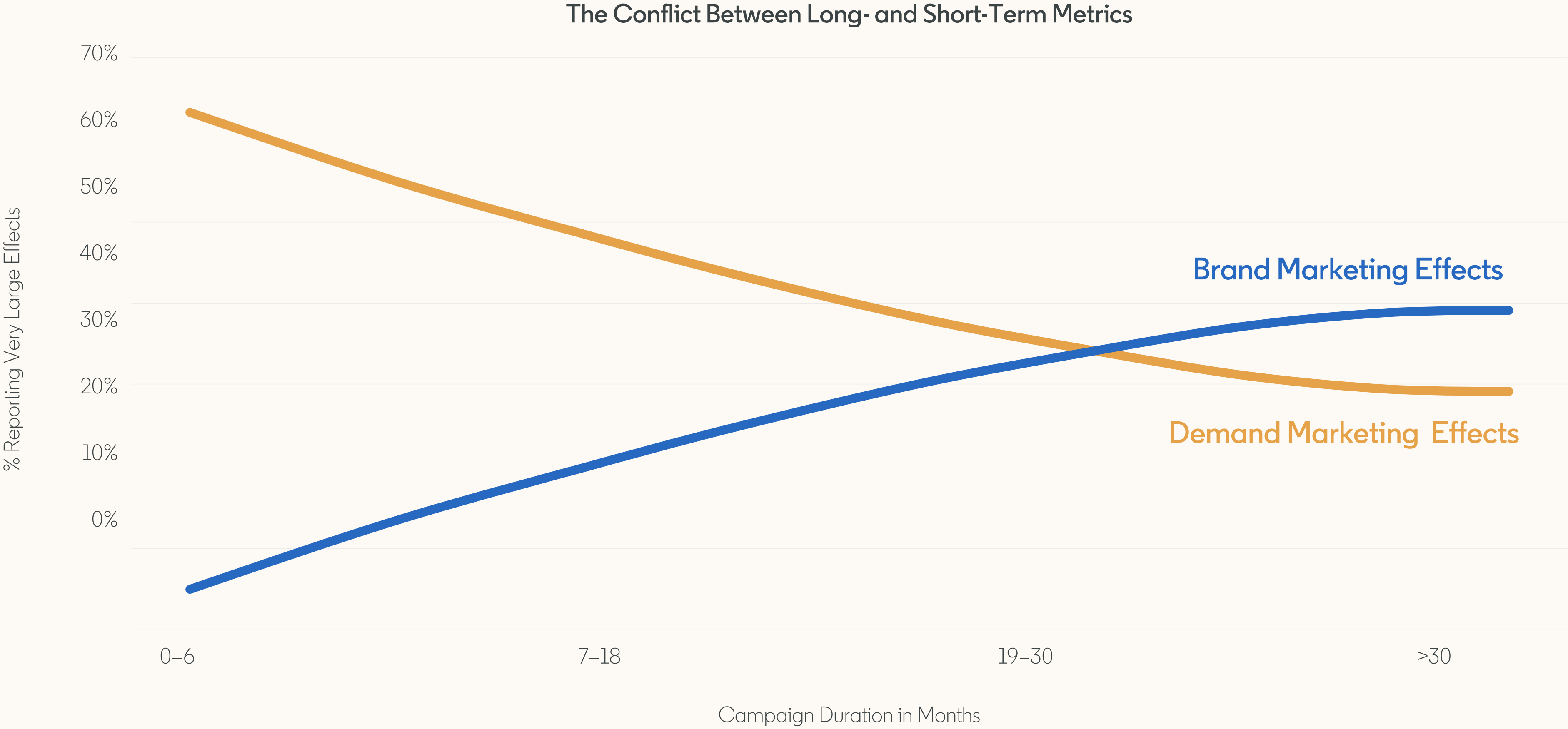
Creating memorable links between the brand and relevant buying situations to drive **long-term growth** (e.g. Media, Thought Leadership, Corporate Social Responsibility, Mission/Vision comms, etc.)



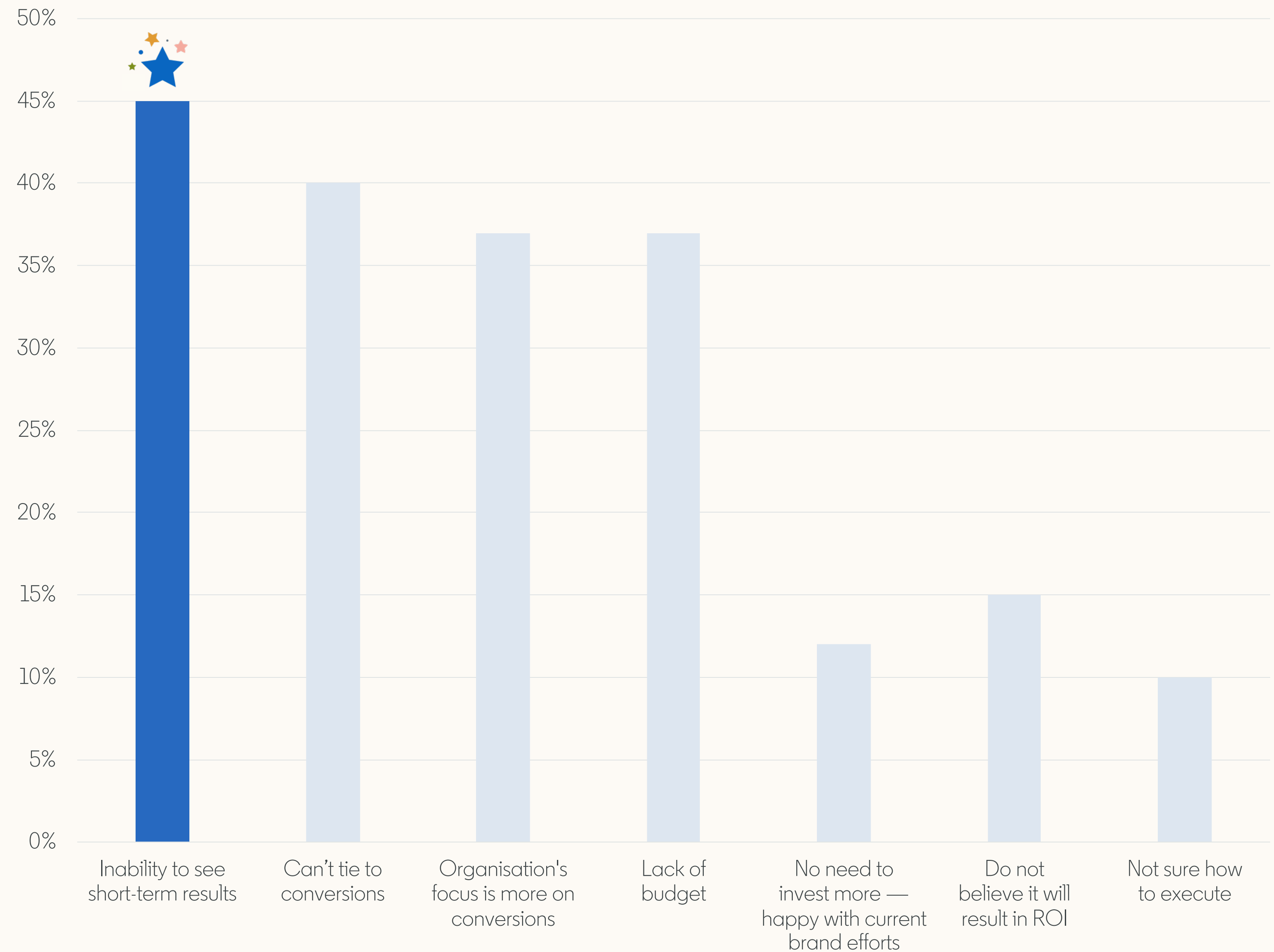
## Demand Marketing

Creating urgency around specific offerings/services to drive **short-term growth**. Highly targeted to encourage and excite key audiences to drive demand.

Marketers lean more heavily into demand since near-term impact can be captured, whereas brand takes more time to measure



The inability to see results in the short term is the **#1 barrier to brand building**



Source: LinkedIn On-Platform B2D Study, 2019

Why is it time  
for a change?



# Investing in brand marketing should grow your business



Stronger  
pricing power

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



Lower  
acquisition costs

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Focused acquisition  
strategy increases conversion  
rates and lowers costs



Better  
fiscal health

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

**LinkedIn** teamed up with  
the IPA, Les Binet and Peter Field  
to identify what it really takes to  
**maximise marketing growth**





# Methodology: **3,702 B2B marketers** surveyed across **9 industries**

- Technology
- Financial Services
- Professional Services
- Healthcare
- Education
- Automotive
- Travel
- Manufacturing
- Energy

## North America



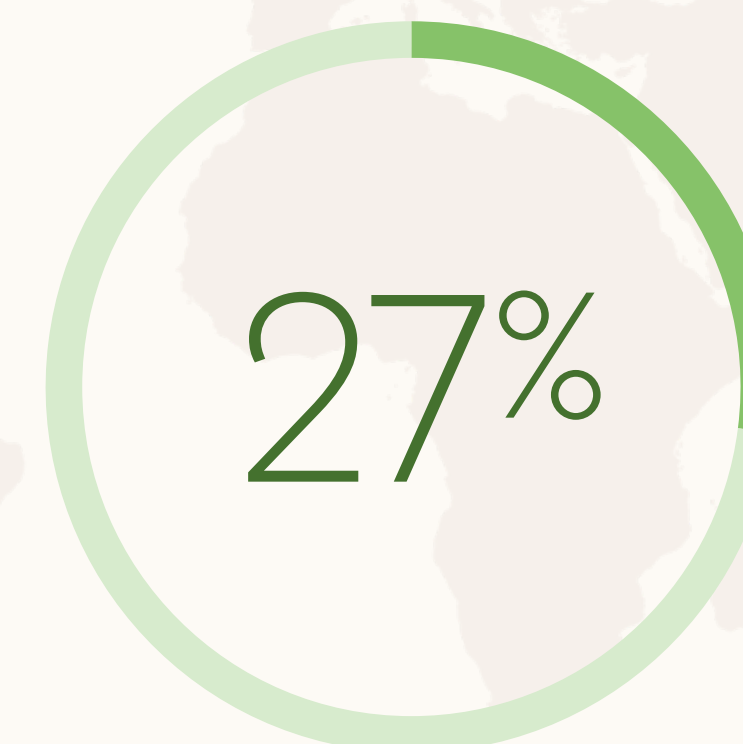
USA, Canada

## Latin America



Brazil, Mexico

## Europe & Middle East



UK, France, Austria,  
Germany, Switzerland,  
Spain, Italy, Netherlands

## Asia Pacific



India, Australia, New Zealand,  
Singapore\*, Hong Kong, Korea,  
Japan, Malaysia, Taiwan, China

\*Small sample size (<100 responses)



What we found

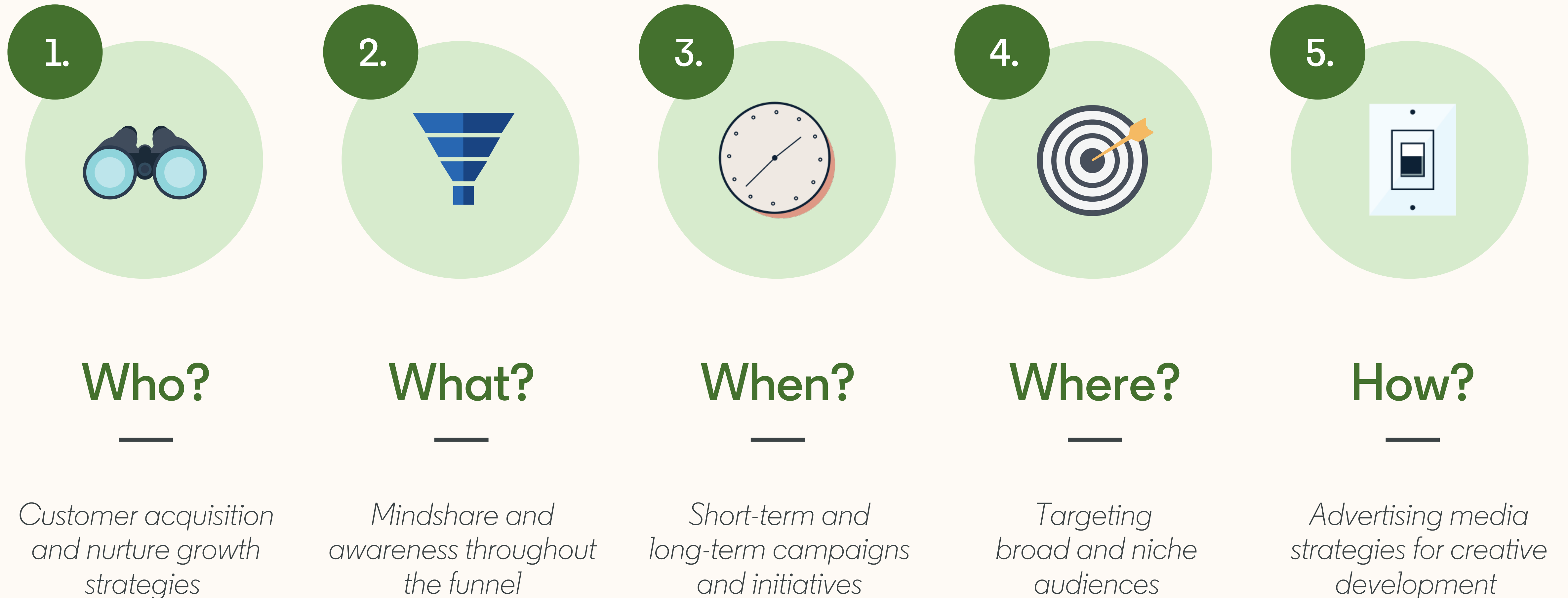
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# It takes balance

The five key principles of marketing growth  
each depend upon  
brand and demand marketing



# Your marketing plan likely reflects **5 key principles of growth**



# 1. Who?



Customers



Non-Customers



It's critical to reach beyond your customer base as marketing only to existing accounts could limit growth

1.



Customers can only spend so much more

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2.



Churn is a natural process out of your control

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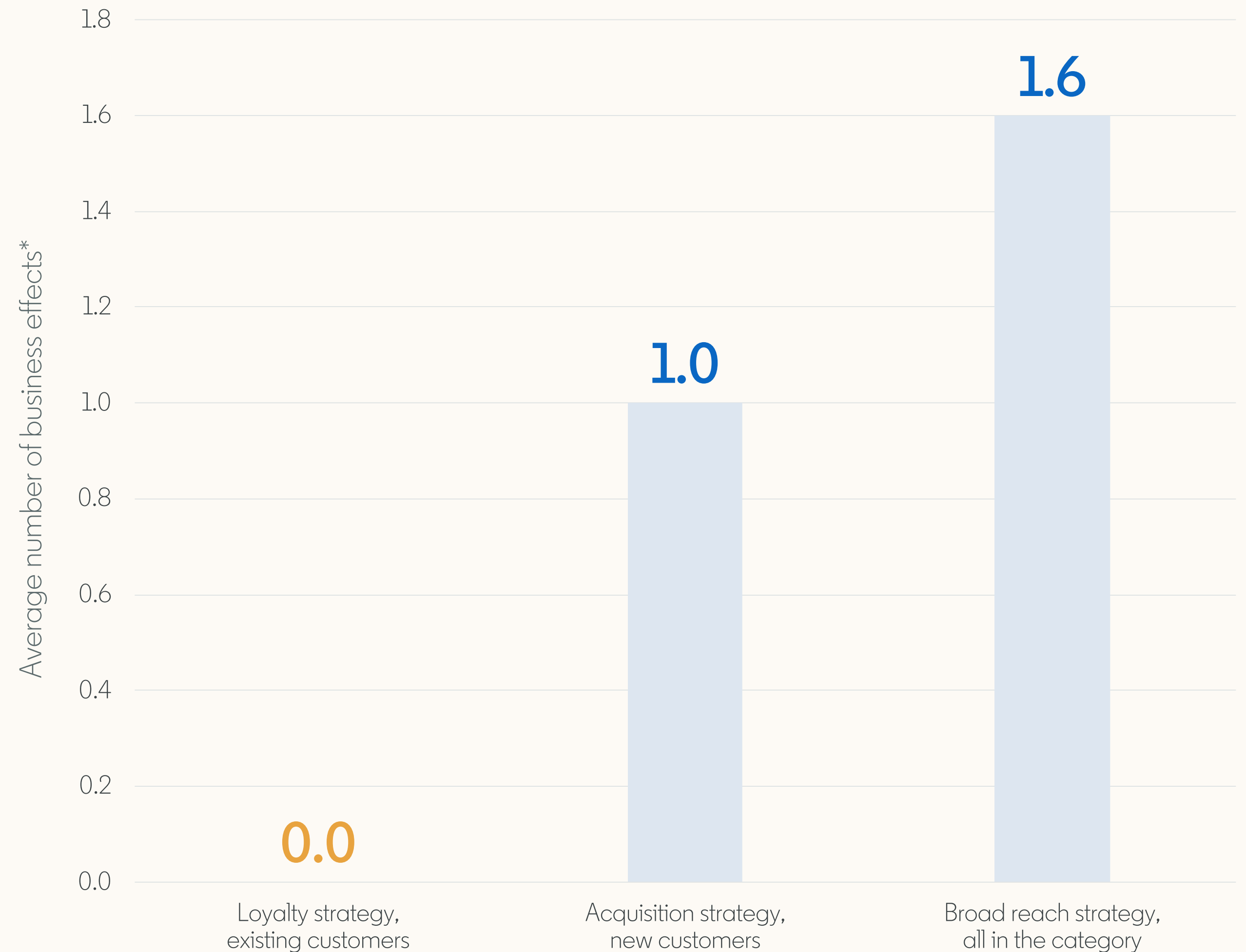
3.



Product and sales are much more influential

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Targeting existing and new customers **together** will drive a faster and more insulated growth strategy



### What does IPA say?

Targeting existing customers, in isolation, will not drive business growth. Breaking into new budgets at new customers, as well as nurturing existing customers, will maximise growth.

# Loyalty and acquisition

While balance is recommended, there might be instances where your strategy requires a heavier focus on one over the other

## Loyalty

New decision makers  
in existing buying centres

New decision makers  
in new buying centres

## Acquisition

New logos  
in existing industries

New logos  
in new industries

## Principle 1:

Sustain growth by leveraging both acquisition and customer growth strategies

## Marketer behaviours and beliefs

69%

of marketers in Asia Pacific believe that businesses grow best by increasing customer loyalty, not by increasing customer acquisition. However, this is impacting their ability to truly grow at the pace they need.

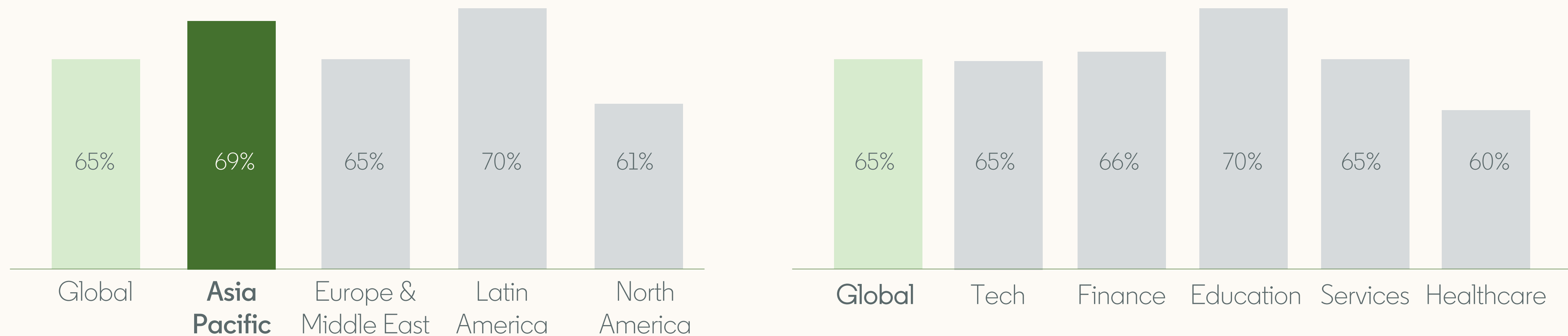


## The opportunity ahead

Invest in brand efforts to acquire new customers in addition to growing existing accounts

### Why does this matter?

In Asia Pacific today, 69% of marketers feel that businesses grow best by increasing customer loyalty, not increasing customer acquisition. However, industry research shows that you need to invest in both in order to grow. Marketers should consider how they can adjust initiatives to gain new customers by running brand campaigns.



## 2. What?



Awareness



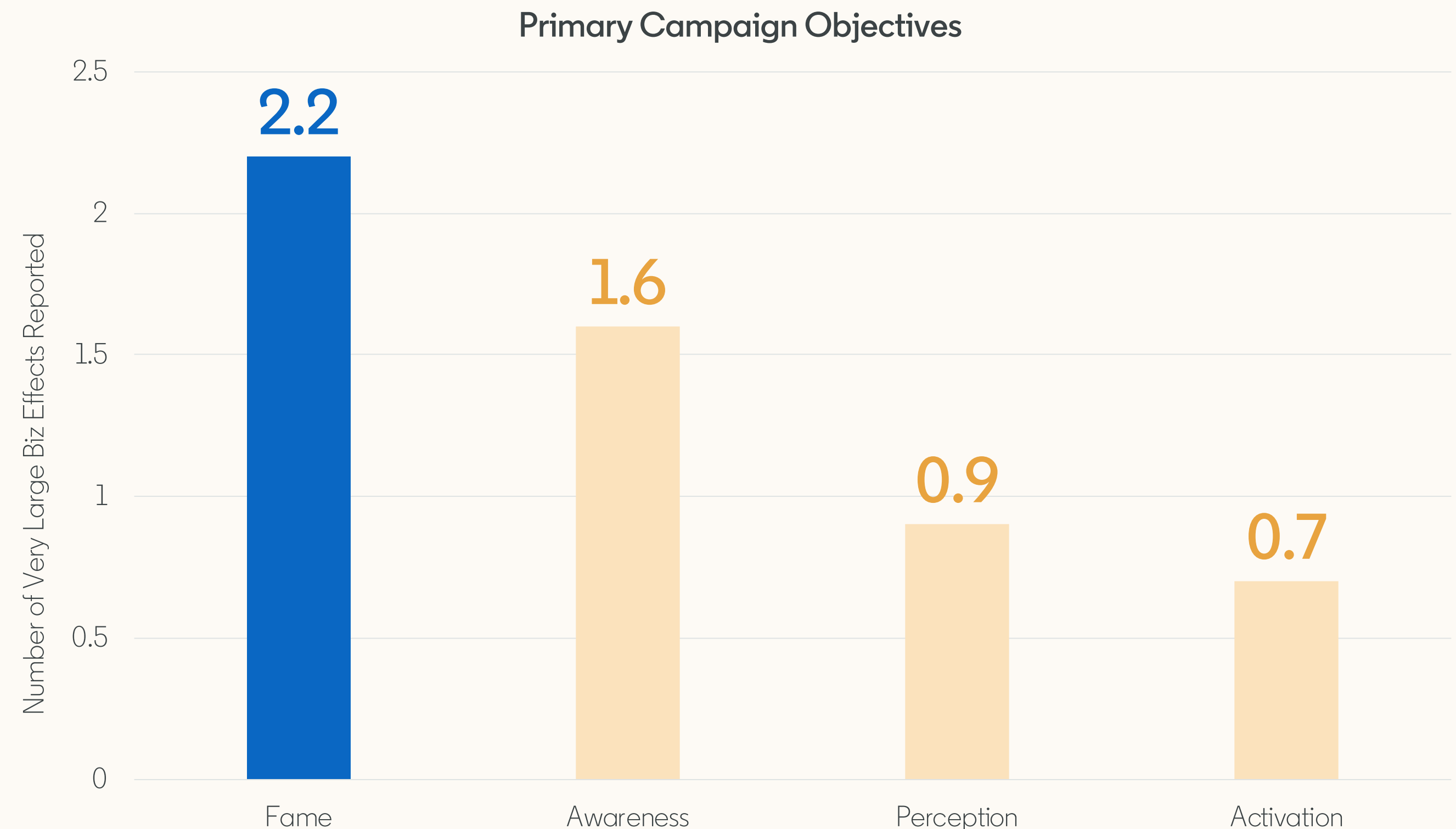
Fame



# Marketers need fame in order to be top of mind at every stage of the purchase funnel

## What is fame?

Fame is "awareness at scale" — when everyone in the category has heard of your brand and thinks of it effortlessly in buying situations



## What does IPA say?

Mental availability matters for B2B and B2C alike. Campaigns that aim to increase a firm's share of mind are most effective. The more famous they make the company, the better the business results.

## Principle 2:

Strive for ad consistency, reach, and duration in order to achieve fame

## Marketer behaviours and beliefs



77%

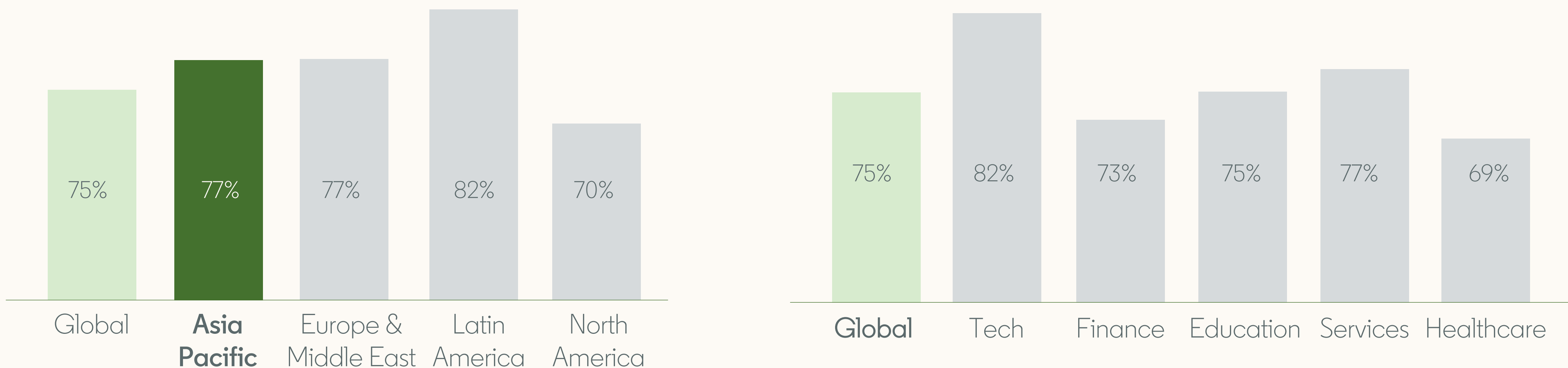
of marketers in Asia Pacific run their brand campaigns for **6 months or less**. However, Binet and Field's research shows that marketers need to allow their brand campaigns to run for more than 6 months before they can see impact.

## The opportunity ahead

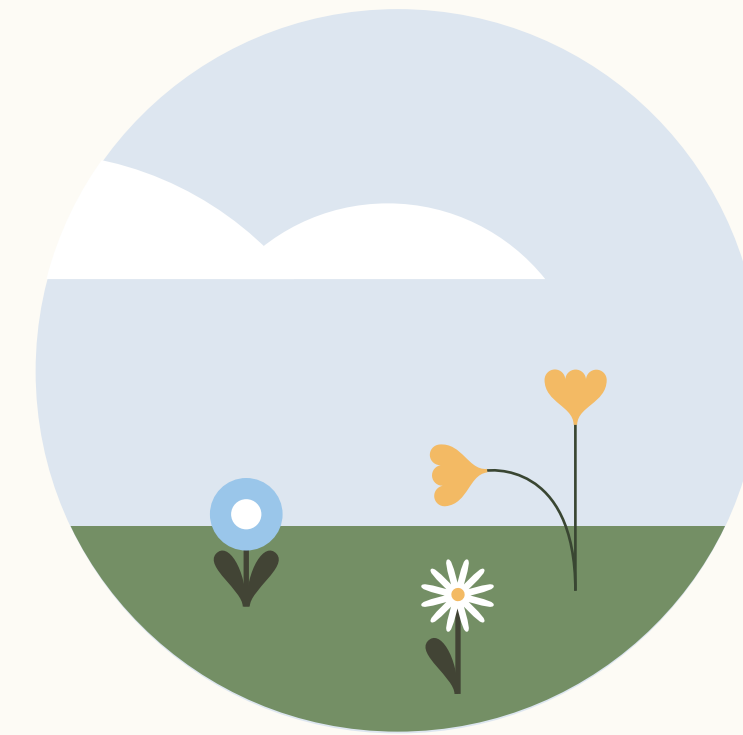
# Run brand campaigns with consistency, reach, and duration top of mind

### Why does this matter?

77% of marketers in Asia Pacific are running their brand campaigns for 6 months or less. Binet and Field's research shows that marketers need to allow their brand campaigns to run for more than 6 months in order to see impact.



# 3. When?



Short-Term



Long-Term



Whether your organisation is B2C or B2B, investment in short- and long-term campaigns will be critical for growth

## B2C



Brand Marketing

Demand Marketing

## B2B



Brand Marketing

Demand Marketing

### What does IPA say?

Businesses need brand activity to create demand in the long-term, and activation to convert that demand efficiently into revenue in the short-term. When the balance is right, each effort should enhance the other.



## Principle 3:

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

Marketer behaviours and beliefs

45%

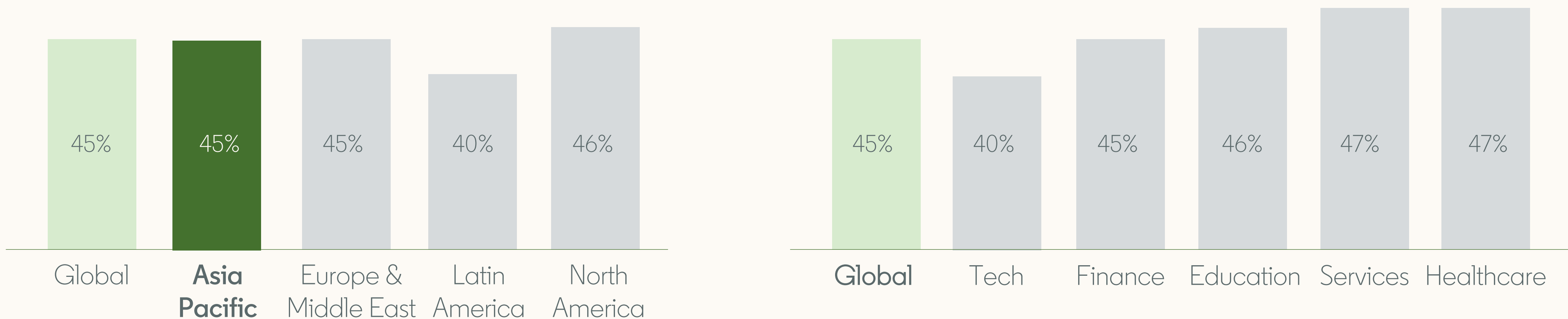
of marketing budget is allocated to brand marketing, on average, within B2B organisations in Asia Pacific.

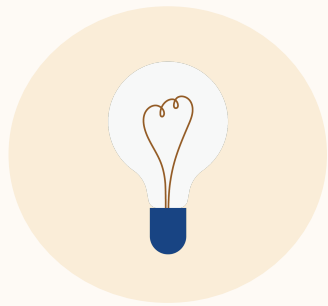
## The opportunity ahead

Apply the 50/50 rule as you consider the split between brand and demand investment

### Why does this matter?

On average, 45% of B2B marketing budgets in Asia Pacific is allocated to long-term brand investment, which is in line with the recommended allocation. Businesses need both kinds of marketing activity: brand activity to create demand, and activation to convert that demand efficiently into revenue. When the balance is right, each will enhance the other.





While marketers should invest in both short- and long-term marketing efforts, they should measure ROI over the full length of their sales cycle to most accurately capture investment impact

## Marketer behaviours and beliefs

96%

of marketers in Asia Pacific are measuring ROI of their investment within 3 months. Since the average sales cycle is 6 months, marketers need to slow down when it comes to measurement.

# 4. Where?



Broad Targeting



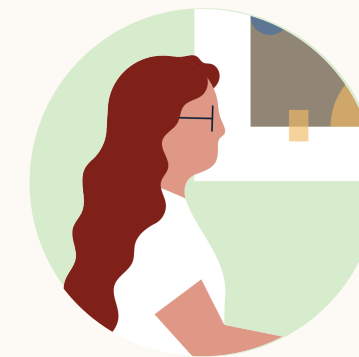
Narrow Targeting



Targeting too narrowly might be ineffective as it ignores buying circles and future buyers

**40% of working professionals**  
in Asia Pacific change jobs,  
companies, or industries  
at least once every 4 years

### Buying Circles



Buyer



Buyer



Influencer



Influencer



Influencer

### Future Buyers



Jr Assoc.



Assoc.



Mgr.

## Principle 4:

Grow by reaching  
more customers than  
you currently have



Share of Voice > Share of Market  
**Brands Grow**



Share of Voice < Share of Market  
**Brands Shrink**

## Marketer behaviours and beliefs

65%

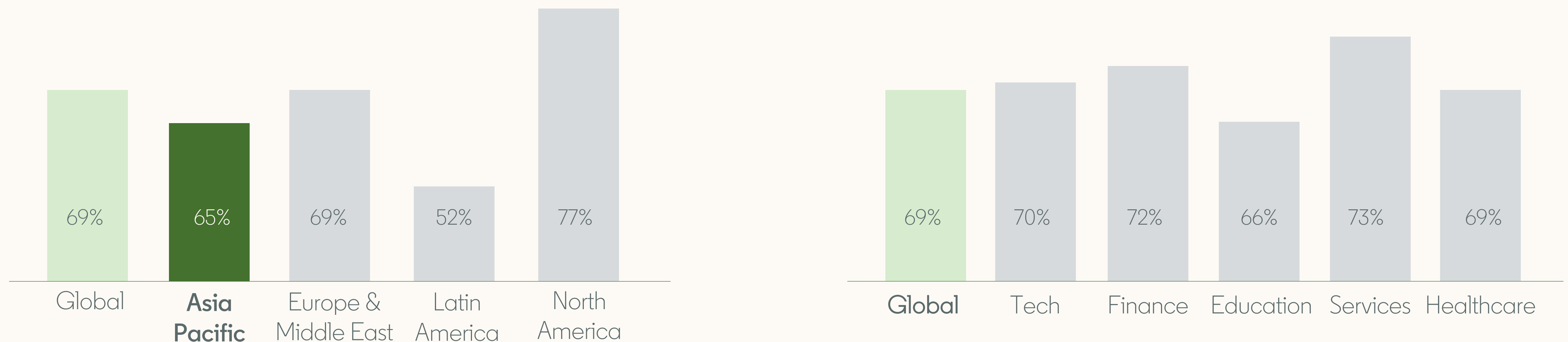
of marketers in Asia Pacific do not believe  
that broad targeting is more effective  
for their campaigns than hyper-targeting.

## The opportunity ahead

# Target broader audiences in order to reach the entire buying circle and future buyers

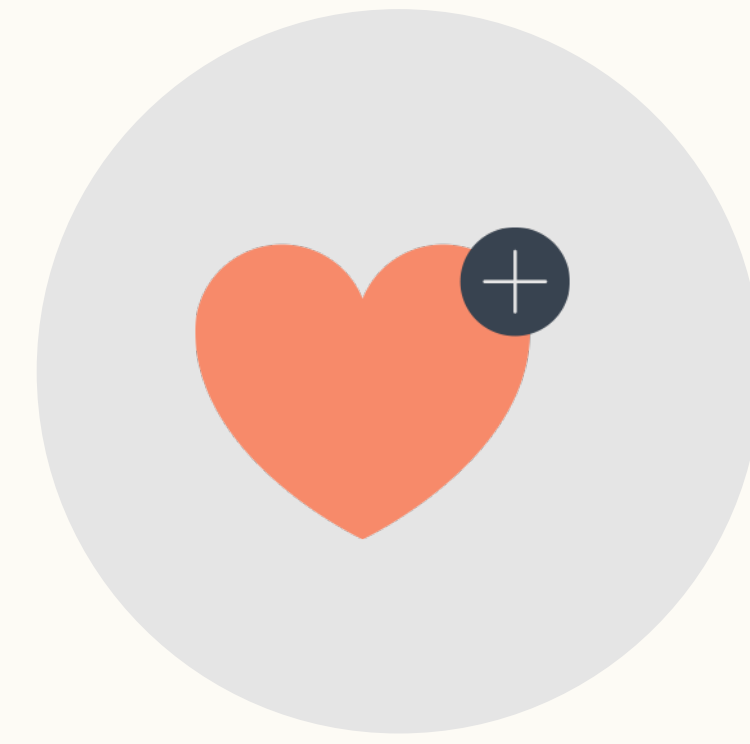
### Why does this matter?

65% of Asia Pacific marketers do not believe that broad targeting is more effective than hyper-targeting. However, hyper-targeting often misses critical influencers in the buying circle and lacks the ability to nurture future buyers. We know that 6.8 people are typically involved in each B2B purchase decision. Consider expanding your reach beyond existing decision makers in order to create more opportunities for growth.





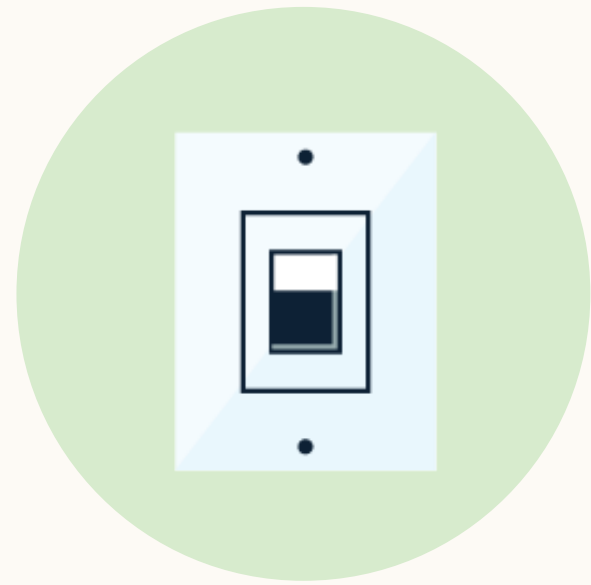
# 5. How?



Emotional

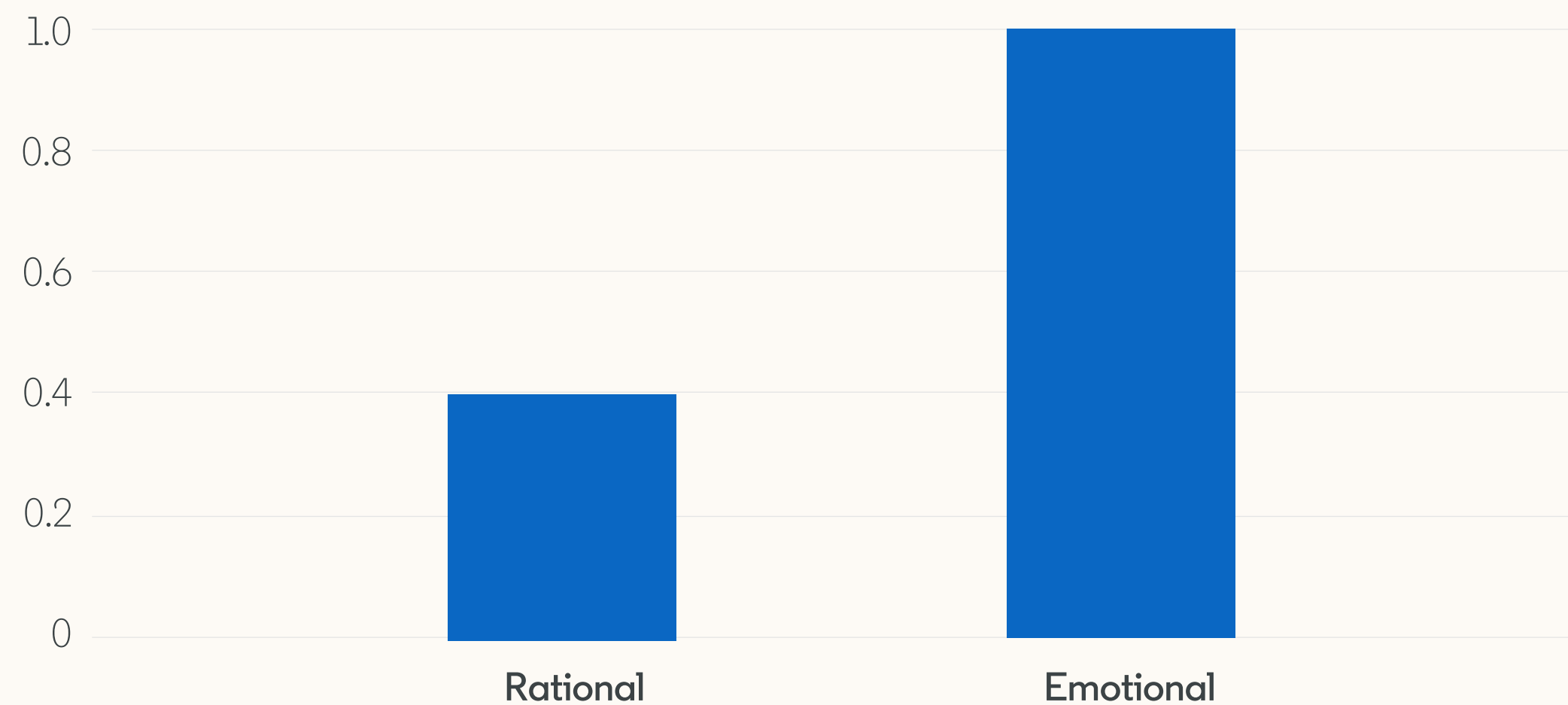


Rational

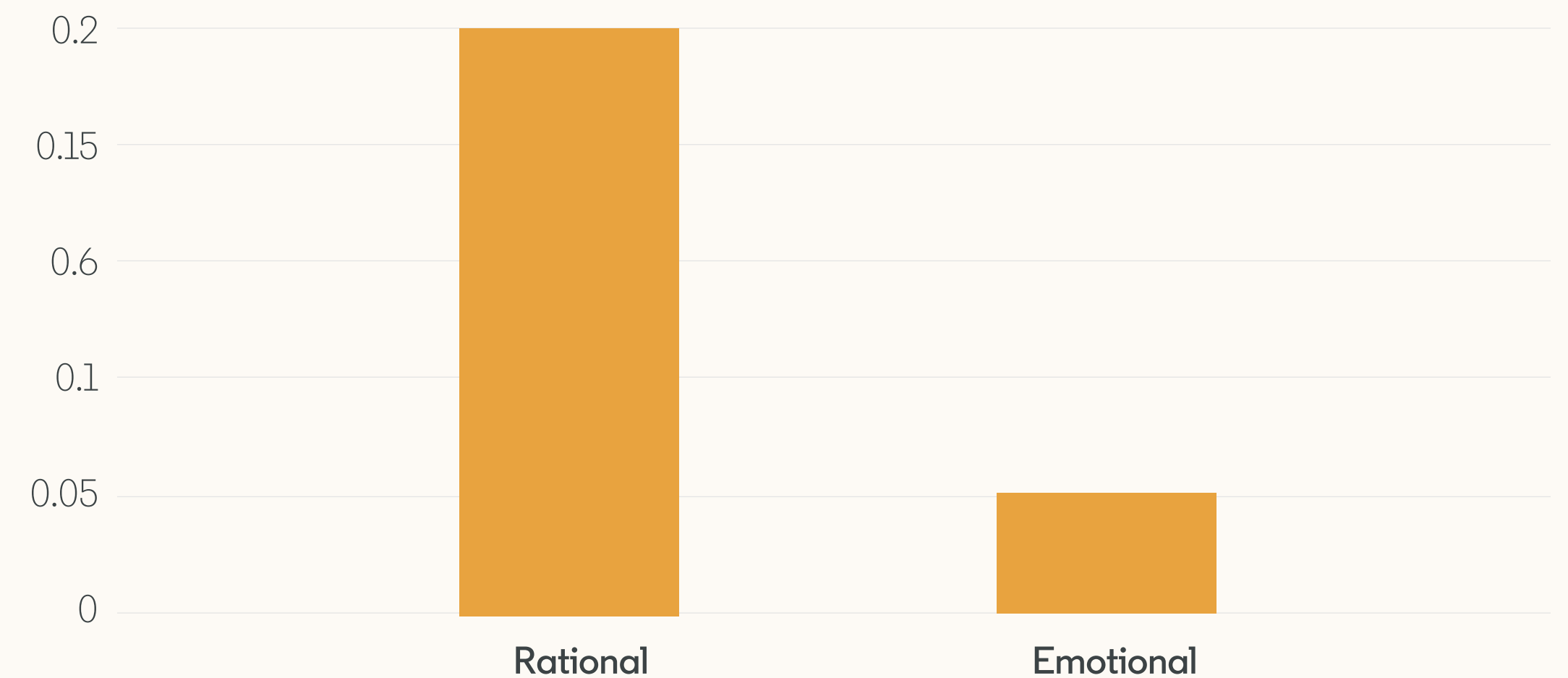


Buying decisions are both rational and emotional,  
so marketing should be too

**Brand Effects**



**Demand Effects**



**What does IPA say?**

Rational ads are more effective for in-market customers (the customers who will buy now). Emotional ads are more effective for out-of-market customers (the customers who will buy later).

## Principle 5:

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

Marketer behaviours and beliefs

3x

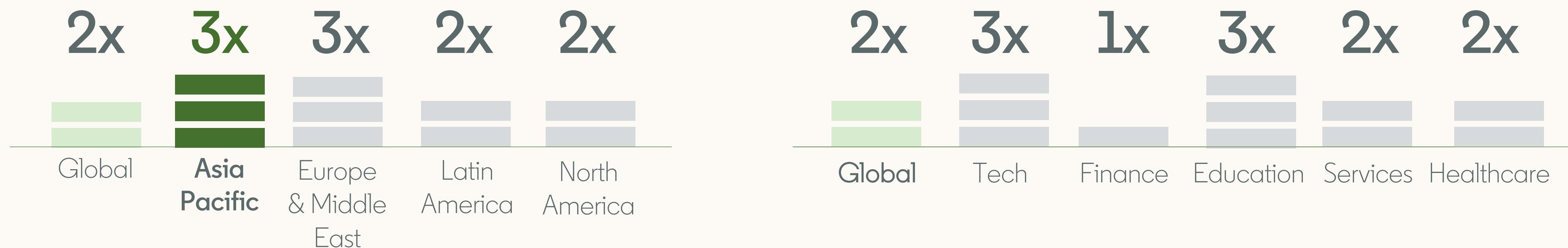
Marketers in Asia Pacific are 3x more likely to produce rational ads vs. emotional ads, regardless of objective.

## The opportunity ahead

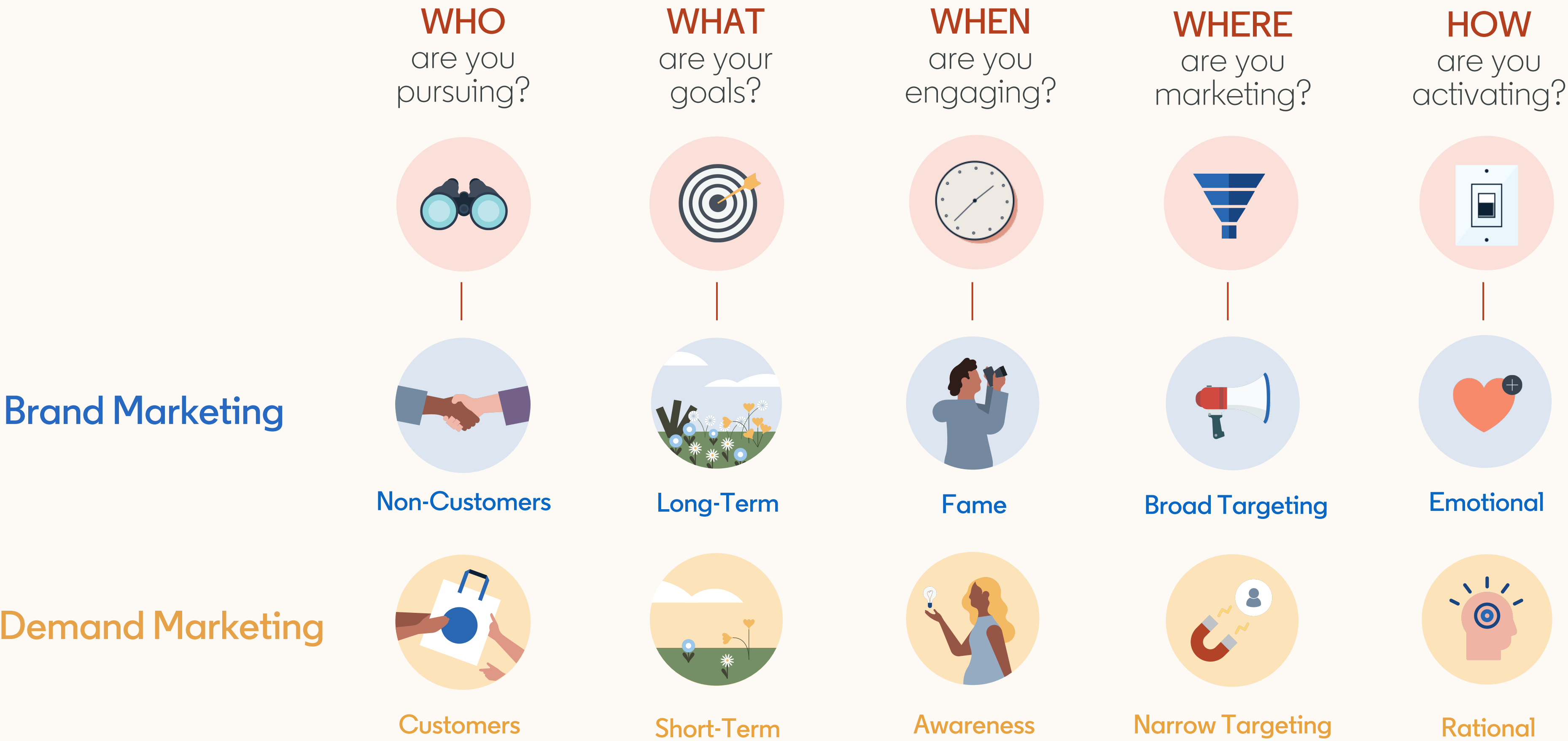
Produce more emotional creative, particularly for upper funnel efforts, in order to reach out-of-market customers

### Why does this matter?

Asia Pacific marketers are 3x more likely to produce rational ads than emotional ads, but the rational approach won't always work for long-term brand building. In order to connect with buyers before they come to market, consider where and how emotional ads can be leveraged to drive business growth.



# A successful balance of brand and demand marketing underlies these five principles of marketing growth



# Balance investment in brand and demand





For more resources, visit  
[LinkedIn Marketing  
Solutions](#)

