

Connect Your

Brand to Demand



Pocket Guide

# Brand to Demand

Harmonizing Long-term Brand Strategy with  
Short-term Activation Tactics

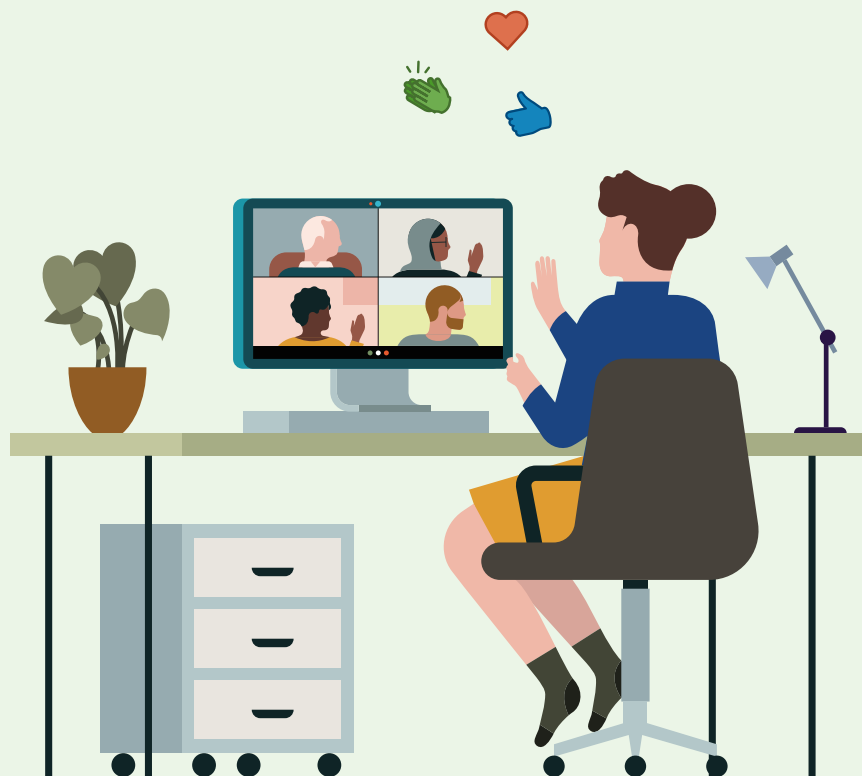
**LinkedIn**

# Show your emotions

Short-term sales activation messages are unlikely to be a hit right now, which is why your brand is more important than ever. Binet and Field are two of B2B marketing's leading thinkers on brand effectiveness, and they are pretty clear on what works.

Brand building — broader messaging that works on an emotional level — is far more effective at driving long-term growth. And that's exactly what content marketing can help you achieve. Just as importantly, those emotions are absolutely crucial to realising the kind of fame that puts you at the forefront of your audience's mind.

Binet and Field also talk about two other important features of brand campaigns: the **Availability Heuristic** and the **Affect Heuristic**. The former means that we tend to favour brands that come to our mind more easily, while the latter means that if we like a brand then our assessment of its benefits is also positively impacted.



Your audience is already searching for empathetic and helpful solutions to their current predicament. By connecting with these emotions in the right way, you can increase the mental availability of your brand and simultaneously improve how your prospects perceive your company and offering.

# Play the long game

Shortly before we were treated to the novelty of the lockdown haircut, Binet and Field released a paper for LinkedIn's B2B Institute that proved the optimum mix for a B2B marketing strategy involves spending 46% of the budget on long-term brand marketing and 54% on short-term activation marketing. But just like anyone who mistakenly reached for the hair clippers, marketers are realising the benefits of keeping things even longer now.

The average B2B sales cycle lasts around six months. This is not your average cycle, but it can be reasonably assumed that you need to plan your new content around this timescale if you want to give yourself the best chance of success.

The same approach also needs to be taken when it comes to measuring your ROI.

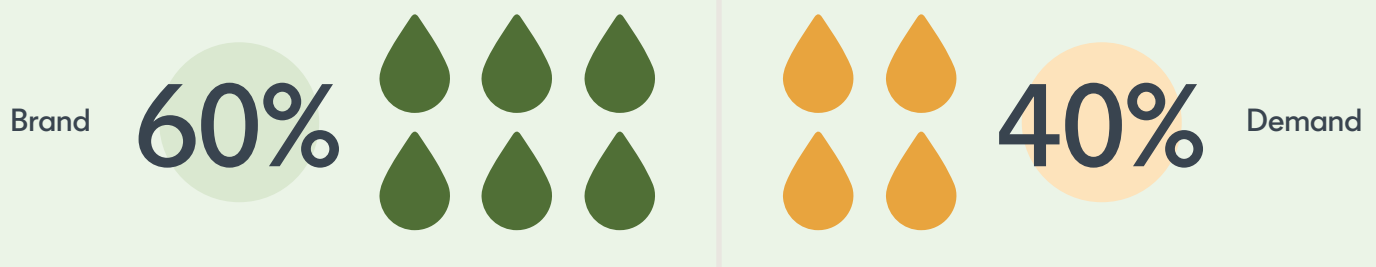
Have the courage to wait until your sales cycle comes to an end before measuring the success of your content marketing.



# 46%

Prior to the pandemic the optimum B2B marketing mix would have involved spending 46% of budget on brand marketing.

Longer sales cycles and the need to grow trust during the pandemic argue for B2B marketers to increase brand investment to the proportion recommended for B2C:



The only real measure of marketing ROI is the financial return generated by your marketing efforts during the sales cycle, divided by the cost of your marketing investment during the sales cycle.



96%

of marketers wait no longer than three months before attempting to measure the impact of brand campaigns.

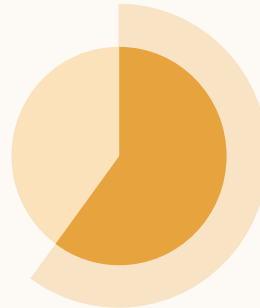
However, Binet and Field research shows that marketers need to allow their brand campaigns to run for more than 6 months before seeing impact.



# Grow your voice

While the temptation can be to 'hyper target' your content to hit a narrow range of buyers, the success of your content marketing also hinges on reaching a broader audience to grow your share of voice.

The key metric here is called eSOV, which is the difference between your share of voice and share of market. The former should be larger — Binet and Field's research found that this is the key to growing your business. In fact, reach is the biggest predictor of growth in B2B.



**69%**

of marketers do not believe that broad targeting is more effective than hyper-targeting.

But, if you aren't reaching more customers than you have, you cannot grow.

## 4 steps to B2B brand marketing



4. Grow your share of voice



3. Plan long term



2. Broaden your reach



1. Connect with emotion

# 33%

Brands have seen a 33% increase in purchase intent – resulting from ad exposure on LinkedIn.

# 82%

Compared to other social channels, 82% of B2B marketers realize their greatest success with LinkedIn.

# 6x

Audiences exposed to both brand and acquisition messages on LinkedIn are 6x more likely to convert.



# 5 Practical steps to brand building

Step 1

Define your objectives

Step 2

Build a compelling organic presence

Step 3

Target with precision

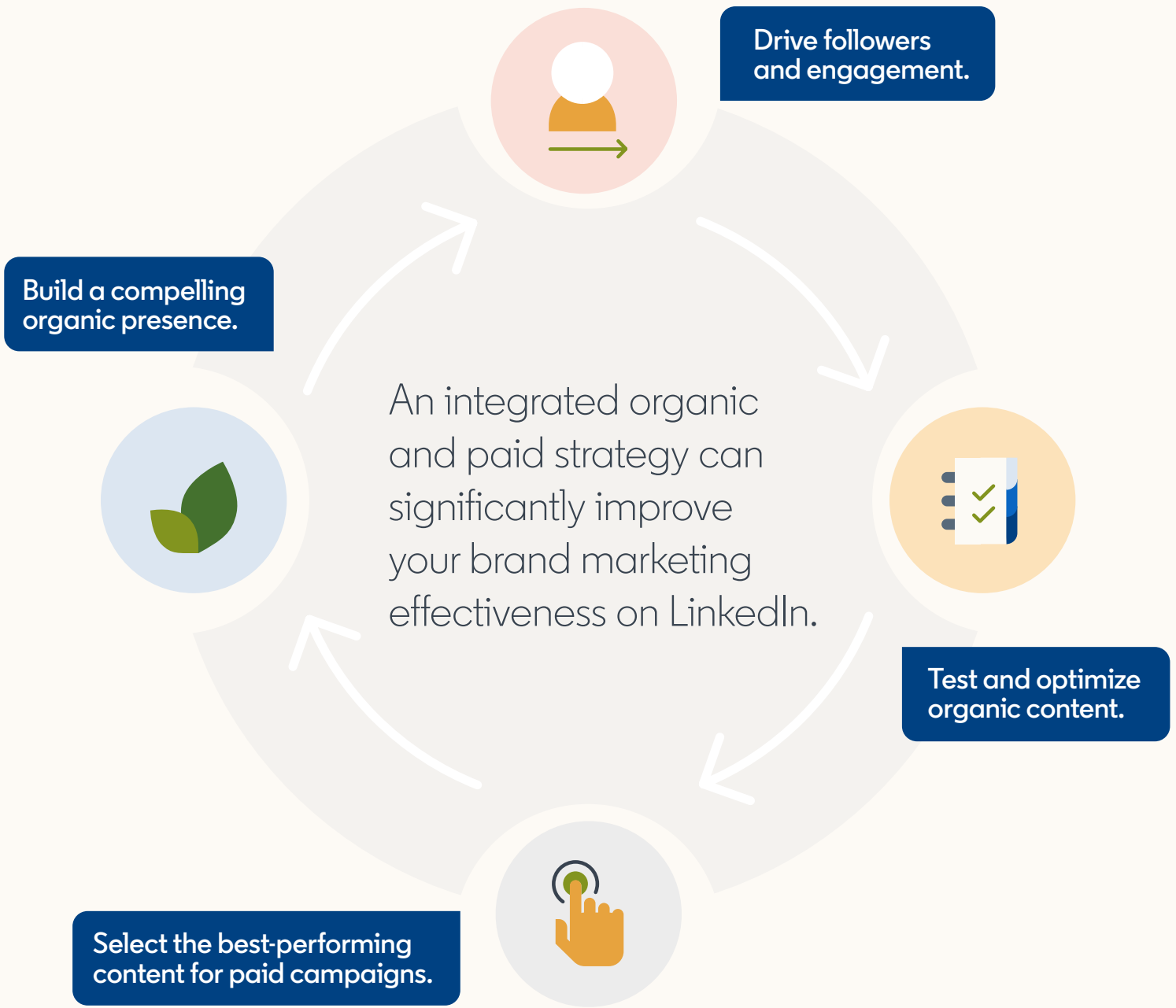
Step 4

Choose your format mix

Step 5

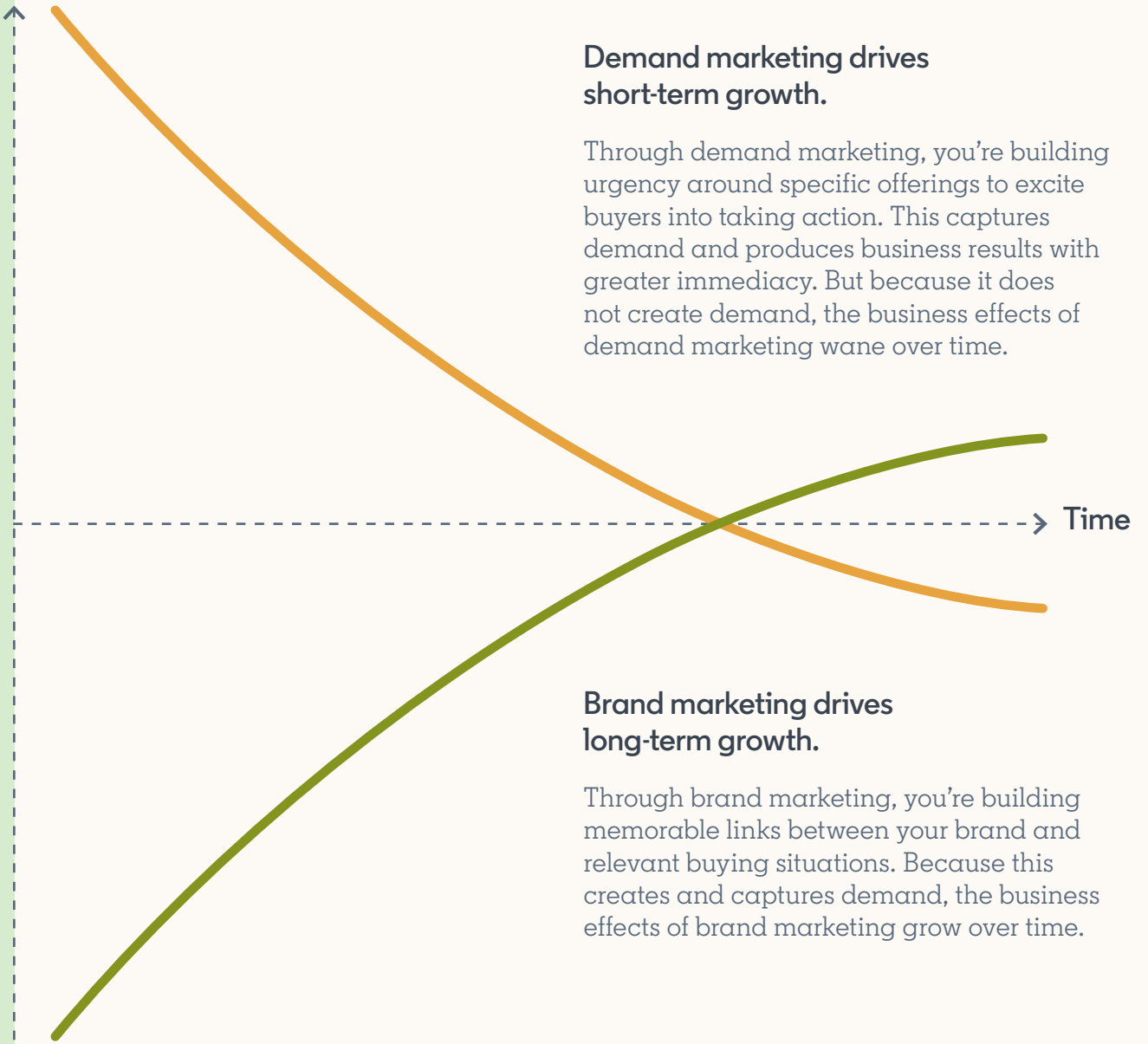
Monitor KPIs and measure ROI

# Integrated organic and paid strategy





Business effects



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

**2x**

Marketers are 2x more likely to produce rational ads vs. emotional ads, regardless of objective.

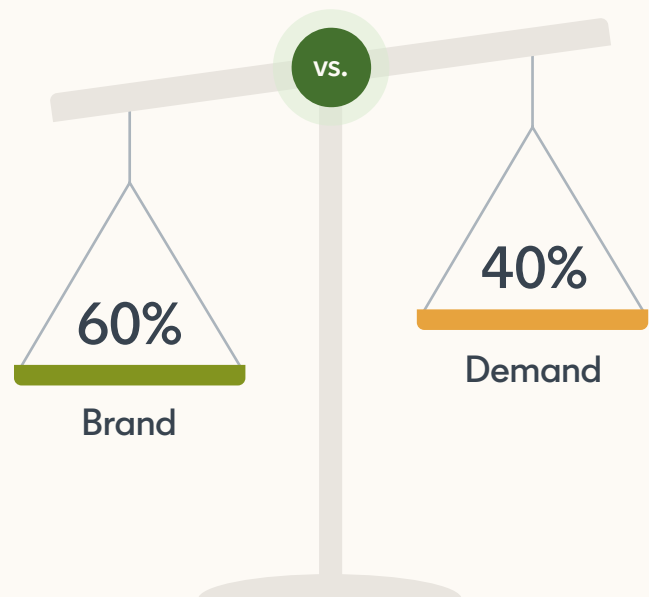
Source: LinkedIn On-Platform B2D Study, 2019



## Balancing short and long term

Apply the 60/40 rule as you consider the split between brand and demand investment.

Does this mean giving up short-term activation strategies that fuel lower funnel conversions? A study from the Institute of Practitioners in Advertising shows that the optimal balance of brand and demand in both digital and traditional marketing is a 60/40 split: 60% branding, 40% direct response.



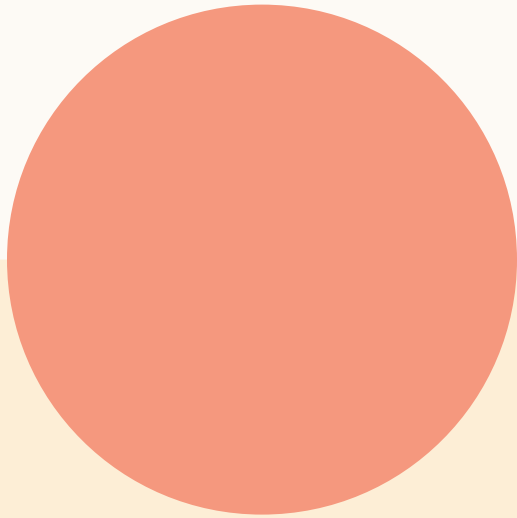
Brand building provides short-term activation and drives long-term growth. Activation and brand building work together in a virtuous loop — stronger brands drive better responses, and better responses drive more revenue — which in turn enables further brand building.

# Why invest in your brand?

“Brand building excels at driving long-term growth; it usually works on an emotional level to create long-term memories and associations that continue to influence purchase decisions long after the advertising runs. This is a bigger task than sales activation, requiring much broader reach and repeated exposure. But brand building is ultimately more effective.”

**Binet and Field**

The 5 Principles Of Growth in B2B Marketing, The B2B Institute



### **About LinkedIn**

LinkedIn operates the world's largest professional network on the Internet with more than 756 million members in over 200 countries and territories. This represents the largest group anywhere of influential, affluent, and educated people.

### **Relationships matter**

With LinkedIn Marketing Solutions, brands build relationships with the world's professionals by using accurate targeting to deliver relevant content and communications. As today's connected professionals seek out ideas and insights from the people and brands they trust, marketers use LinkedIn to target advertising and publish relevant content in a professional context. Brands extend reach through the social sharing that occurs naturally on LinkedIn.

