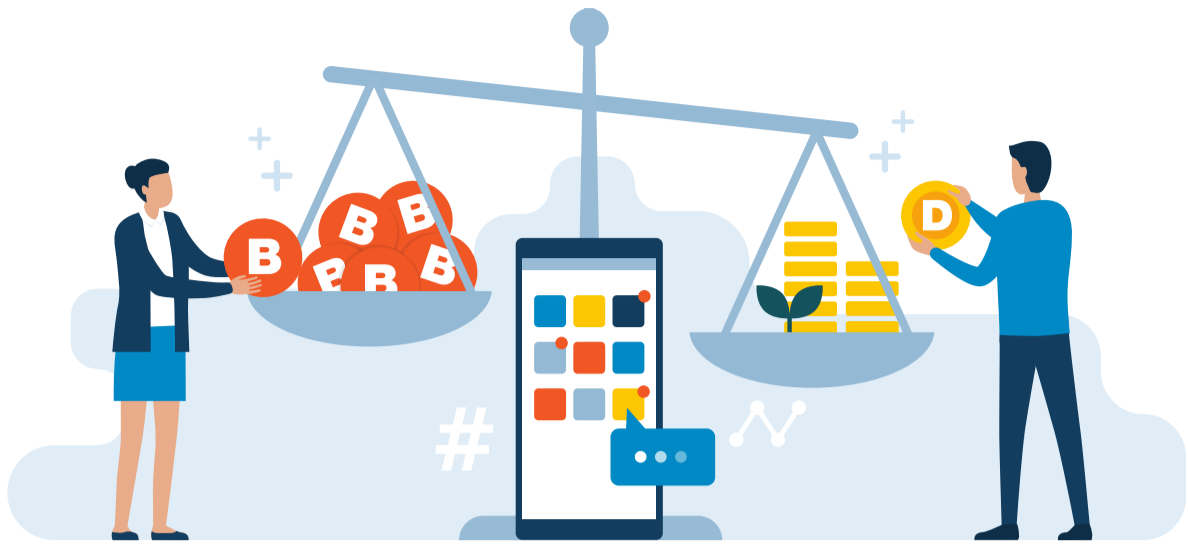


# The power of balancing Brand and Demand



We believe that when branding and demand generation work closely together, your ROI on marketing grows — especially for businesses with long and complex buyer journeys. But how well are today's organizations successfully integrating the disciplines — and what kinds of results and value are they realizing? For answers, BrandAction recently surveyed 3,200 marketing professionals to reveal key findings on prevailing approaches to brand building and demand generation.

## THE CONNECTION IS CLEAR TO SENIOR EXECUTIVES...

Two out of three senior executives surveyed see Brand and Demand as connected or influencing each other.



## BUT ADJUSTING THE MIX FOR CUSTOMERS ISN'T YET THE NORM.



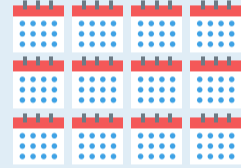
40% of marketers surveyed adjust communication mix based on the customer's position in the purchase cycle



32% of marketers surveyed change the balance of Brand and Demand based on the prospect's position in the buyer journey

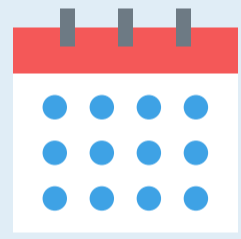


When measuring Brand, **70%** of companies do it occasionally; most who measure, do it only *yearly*



Demand measurement is done more continually, WITH OVER **50%** measuring buyer journey KPIs across the whole process

ABOUT **77%** measure activities *monthly* or *quarterly*



## MORE BALANCE = HAPPIER C-SUITE



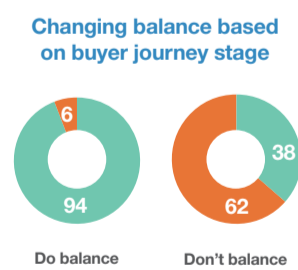
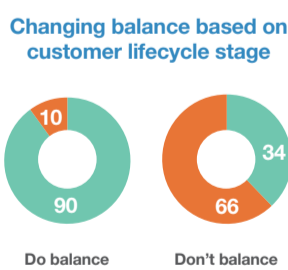
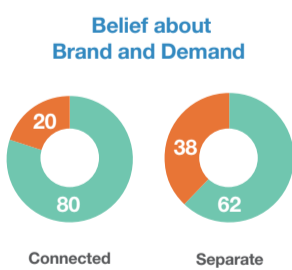
56% of all marketers surveyed say the senior leadership team is happy with marketing results



What correlates to the kudos? Understanding that Brand and Demand are linked.

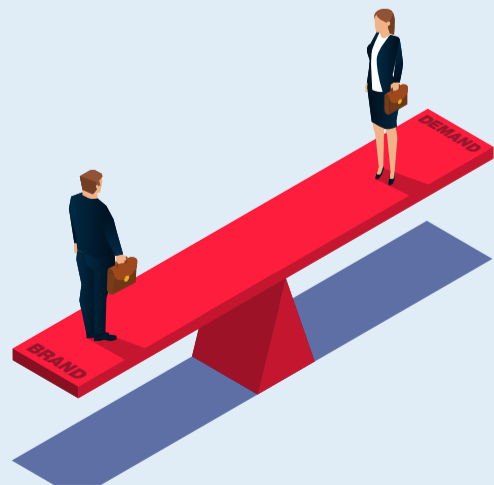
**80%** of marketers who believe Brand and Demand are connected are successful\*

but only **38%** of those who think the disciplines are separate are successful



Yes! Leadership is happy with the results. No. Leadership is not happy with the results.

**BOTTOM LINE:** Overall, data indicates that the marketers that actively seek to balance and align their efforts between Brand and Demand activities are more likely to find marketing success. For those marketers surveyed who actively adjust the mix of Brand and Demand activities to serve customer needs across lifecycle and purchase path, a vast majority report more satisfied senior leadership.



Ready to achieve a better balance? BrandAction can help.



Our Brand and Demand calculator provides you with a way to see how well your present allocations between branding and demand generation activities compare to optimal practices — plus suggestions to help you bring them closer together for maximum ROI on marketing.

Visit [BrandActionAgency.com/brand-demand-balance](http://BrandActionAgency.com/brand-demand-balance)