

# ACCELERATING branddemand: SM

## Becoming indispensable to the new B2B buyer journey

As B2B buyers continue to embrace the hybrid work model, omnichannel selling is the primary model marketing and sales teams must address.



of B2B buyers find a mix of remote interactions, digital self-serve and in-person meetings to be as much or more effective than traditional sales channels.<sup>1</sup>



of B2B buyers indicate that working remotely has made the purchasing process easier.<sup>2</sup>

This is creating new challenges as generating high-quality leads remains a top priority<sup>3</sup>...

... even as buyers are more willing than ever to walk away from negative digital experiences.

MARKETERS' TOP PRIORITIES



**90%** of B2B buyers would turn to a competitor if a supplier's digital channel couldn't keep up with their needs.<sup>4</sup>

Adapting and preparing to meet B2B buyers on their terms is now more important than ever.



On average, B2B buyers spend just **17%** of their journey interacting with sales teams across all suppliers.<sup>5</sup>



EDUCATION	INFORMATION	CONFIRMATION	RETENTION
Buyer sees a problem and wants to understand it. <i>"What is this problem and how do I solve it?"</i>	Buyer is looking for solutions that address their problem. <i>"Which providers have solutions that can help me?"</i>	Buyer wants to validate their preferred solution. <i>"Why should I buy from this provider?"</i>	Buyer wants to maintain and operationalize their partner relationship. <i>"Is this continued relationship benefitting my business?"</i>

### What does this mean for marketers?

Simply tackling reach in your marketing plan is no longer enough. Instead, a demand generation strategy must align with an effective brand strategy to facilitate favor at the very outset of a potential buyer's journey.

## Balancing BRAND STRATEGY with DEMAND GENERATION planning

B2B marketing is a complex machine that requires many different parts to work together. By connecting your brand and demand strategies, your sales and marketing process becomes far more inclusive, flexible and efficient.

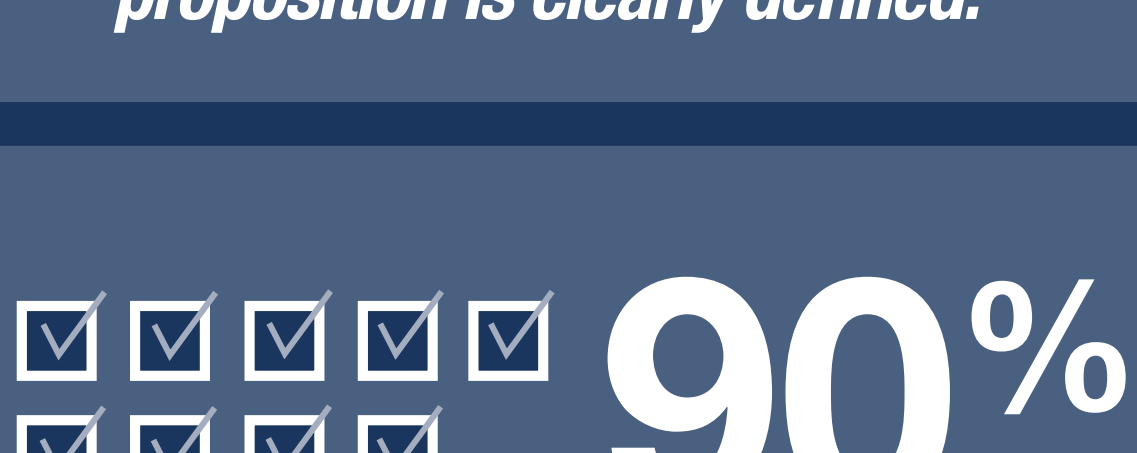
Think of it this way...

### BRAND

Brand strategy is how your company sets itself apart and stays top-of-mind. Successful strategies create and nurture deep connections with prospects to win hearts and minds ... and repeat business.



Higher return on brand marketing investment when a company's value proposition is clearly defined.<sup>7</sup>



of B2B customers are more loyal to companies they trust, yet<sup>8</sup>...



say it's harder than ever for a company to earn their trust.<sup>9</sup>



of B2B buyers would buy from a supplier they have a great relationship with.<sup>10</sup>

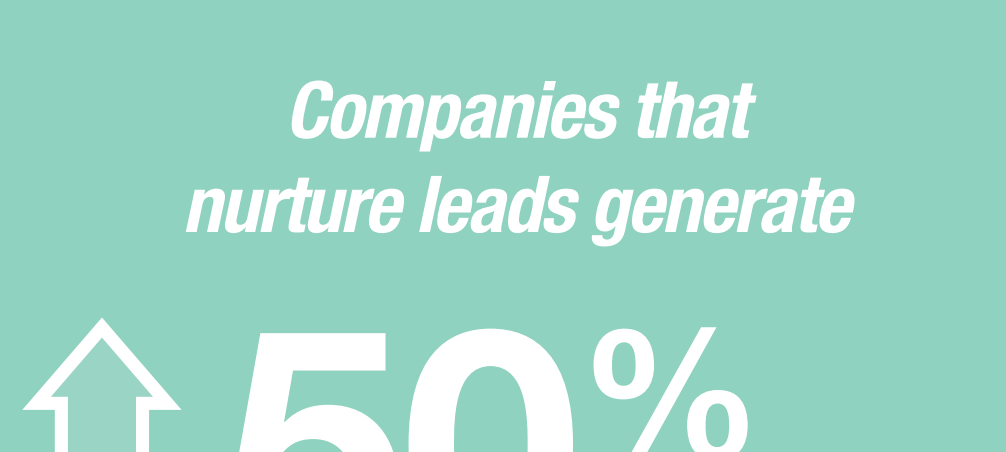
### DEMAND

A successful demand generation strategy delivers powerful, informative content to the right prospects at the right point in their journey, putting your solutions front and center when they're needed most.



The ideal budget allocation for demand generation without sacrificing brand.<sup>11</sup>

Companies that nurture leads generate



Companies with mature account-based marketing strategies credit them for



of their total annual revenue.<sup>13</sup>

But if demand isn't rooted in brand ...

... is low brand recognition draining your conversion rates?

... are misalignments inadvertently damaging your brand?

But if your brand ignores demand ...

... is it truly relevant to your buyers' needs?

... does it work to persuade buyers throughout the buy cycle?

## The intersection of brand and demand

When brand and demand work in tandem, you can reach — and persuade — potential buyers with the right message on the right channels at the right stage of the buyer's journey.

### Improve marketing ROI

Delivering leads by acquiring information-phase prospects in bulk is simply more efficient. Seamless brand experiences that nurture early stage prospects through the entire buy cycle don't just create more leads — they create more qualified leads that are more likely to make it to closed/won status.

### Create actionable awareness

Remember those early and mid-stage buyers? If you can reach them — wherever they are — with timely, relevant content carried by a strong, consistent brand, your conversion rates will explode.

### Lower acquisition costs

With a strong brand at the heart of your demand gen strategy, buyers will be more receptive to you at every stage in the buy cycle. That means you'll acquire higher quantities of stronger leads, but for less than simply pursuing the leads that convert the fastest.

### Drive conversion rates

No matter how strong your brand is, it won't drive reliable demand if it isn't relevant to buyer needs — especially if you're too internally focused. Delivering emotionally resonant, differentiated and consistent interactions throughout the buy cycle influences conversion rates down the road.

## Accelerate your branddemand

At BrandAction Agency, accelerating branddemand<sup>SM</sup> means balancing brand and demand generation strategies to create a new, more effective way of growing business.

Doing so takes commitment, budget and executive buy-in — but being indispensable to the new buyer journey will be well worth it.

Sound interesting? Let's take action together.