

**B2B brand
synergy.**

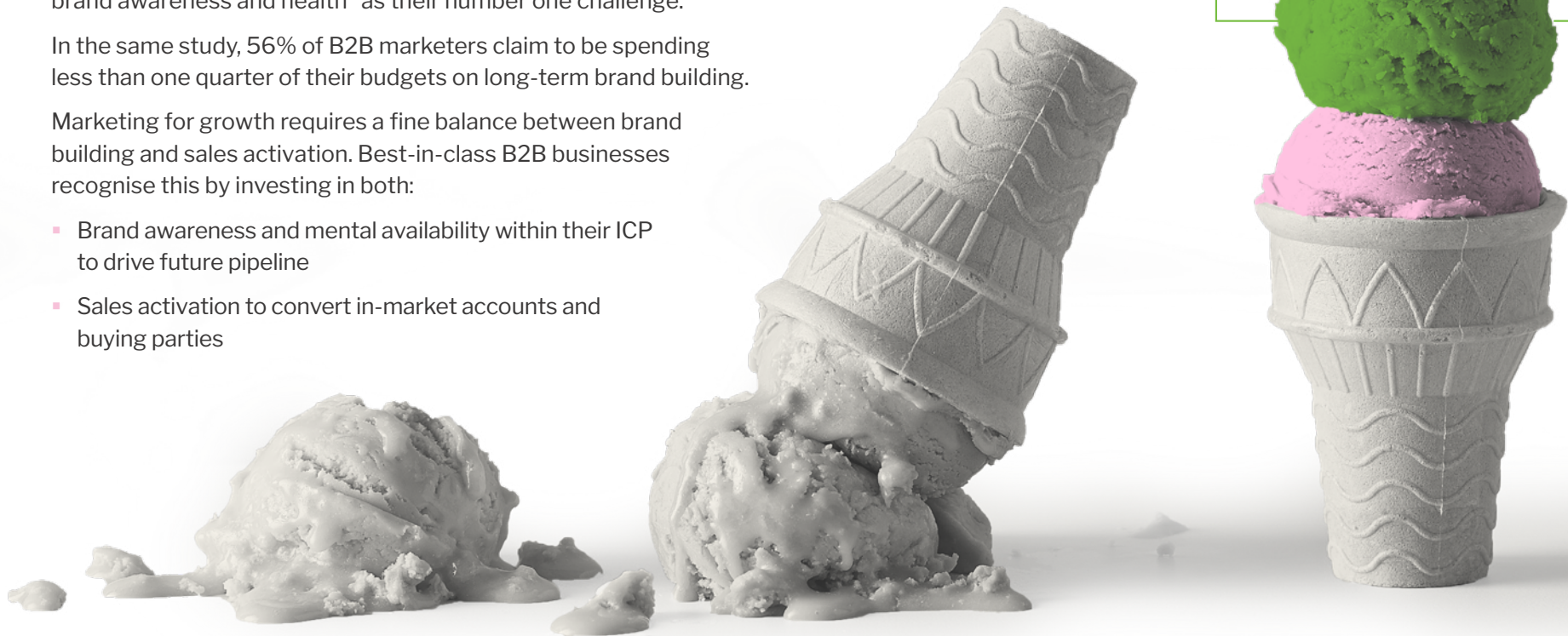
Balancing brand awareness and sales activation.

For three consecutive years, respondents to our annual B2B outlook research have identified “growing and measuring brand awareness and health” as their number one challenge.

In the same study, 56% of B2B marketers claim to be spending less than one quarter of their budgets on long-term brand building.

Marketing for growth requires a fine balance between brand building and sales activation. Best-in-class B2B businesses recognise this by investing in both:

- Brand awareness and mental availability within their ICP to drive future pipeline
- Sales activation to convert in-market accounts and buying parties



Building mental availability in B2B brand campaigns.

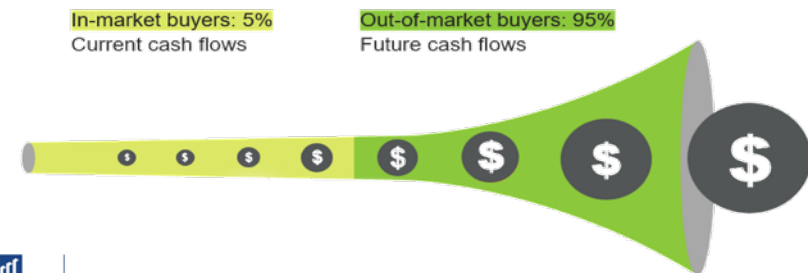


B2B marketers understand that the B2B buying cycle is a long one, on average 13 months in the APAC region* - but many B2B organisations fail to understand that, typically, only 5% of their target audience are in-market at any one time.

Brand campaigns are designed to build mental structures (mental availability) amongst the 95% not currently in-market. Building mental brand associations within your category will help you to turn prospects into leads and ultimately into buyers when ready to convert. Put simply, by investing in the 95%, a B2B organisation is investing in its future cash flow.



Investing in brand is investing in the future



 University of South Australia | **Ehrenberg-Bass**
Institute for Marketing Science

Green Hat's APAC B2B Buyer Journey Research Report found that buyers initiate first contact with sellers 78% of the time and that they do this 73% of the way through a 13-month buying journey. Critically, when the buyers reach out, the first seller they contact will be successful 82% of the time. Together, these data points demonstrate the importance of investing in brand to ensure that your business is the first one that buyers call.

*Green Hat APAC B2B Buyer Journey Research Report 2024

Balancing long term brand and short-term sales activation.

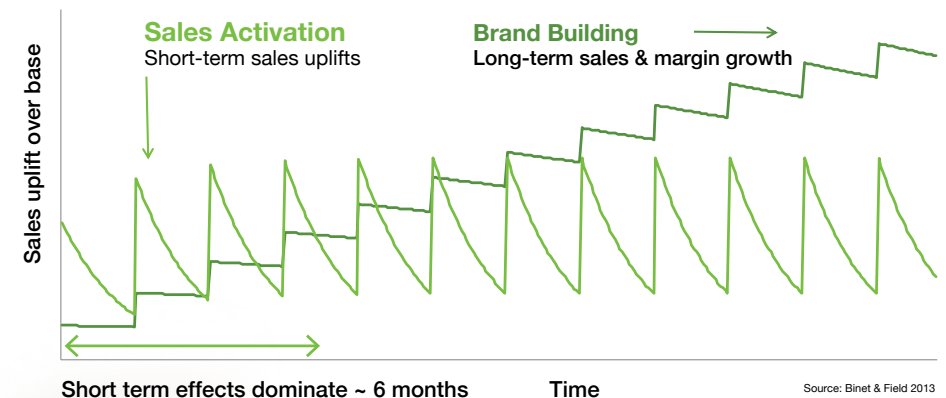
In Binet and Field's research*, they suggest an optimal budget balance of 46% brand building and 54% sales activation (demand generation). This weighting is different to the 60:40 weighting recommended for B2C and recognises that longer B2B buying cycles require a larger investment in middle and bottom of funnel activity.

Whilst brand building and sales activation work over different time scales, they also work best in synergy. B2B audiences exposed to both branding and acquisition campaigns are 6x more likely to convert than those only exposed to one or the other.**



Sales activation aims to generate an immediate response from targeted in-market accounts and prospects. Think performance marketing, offers and incentives. This type of activity can drive an immediate response, but it does nothing to build long-term memorability or growth.

In contrast, brand building typically works on an emotional level and is ultimately more effective because its impact lasts longer.



* "The Five Principles Of Growth In B2B Marketing", B2B institute, 2020

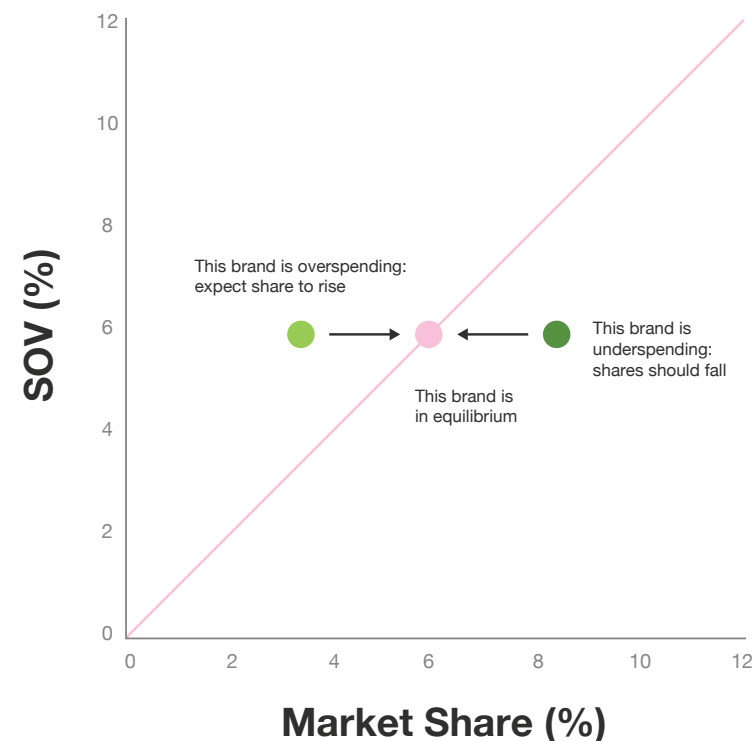
** "Brand to Demand Harmonizing Long-term Brand Strategy with Short-term Activation Tactics", LinkedIn Marketing Solutions, 2021



Growth marketing requires investment.

Numerous studies have demonstrated that generating 'Extra Share of Voice' (ESoV) can drive market share growth. What is ESoV? It is a measure of your Share of Voice vs. Market Share. If your SoV is higher than your market share, then you should expect to see your market share grow. On average, for every ten positive 'points' of ESoV, a B2B brand will gain 0.5% market share.* This happens because the ESoV increases a brand's mental availability within its category. And when this happens, it becomes more likely that a buyer (or buying group) will consider your brand first when making their buying decision.

Share of voice is directly linked to market share



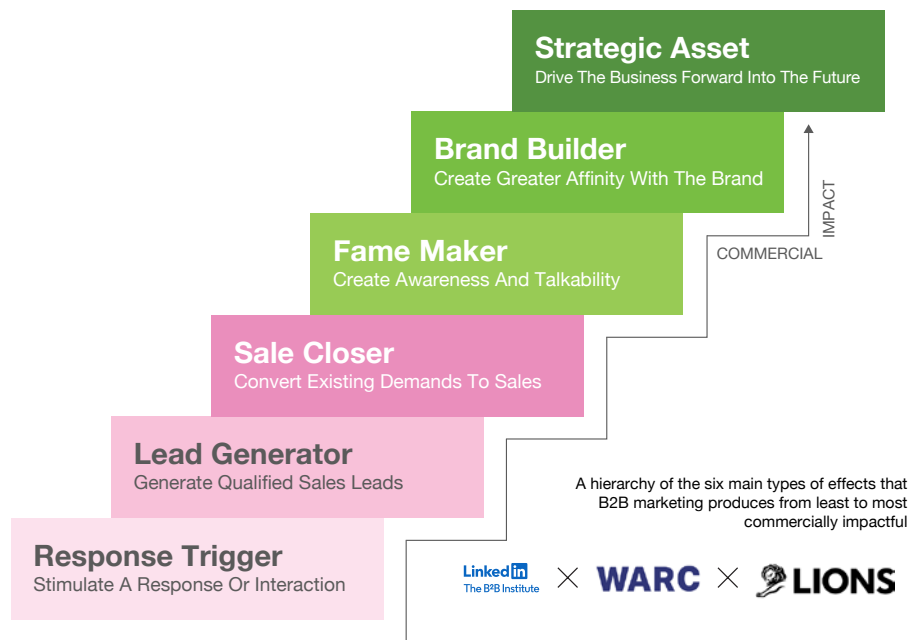
Source: Institute of Practitioners in Advertising (IPA),
Marketing in the Era of Accountability

* "To ESOV and Beyond", Robert Brittain and Peter Field, Advertising Council of Australia, 2022

B2Boring no more.

Measuring creative impact is an essential (and often overlooked) ingredient in B2B marketing despite the fact that powerful creative can generate 10-20x more sales.* B2B marketers should aspire to creativity that grows both the brand and the business over the long term – creative that creates an emotional response from the buying party whilst generating distinctiveness and memorability.

The B2B Effectiveness Ladder



* "The B2B effectiveness code", The B2B Institute, WARC and Lions, 2022

Measuring impact.

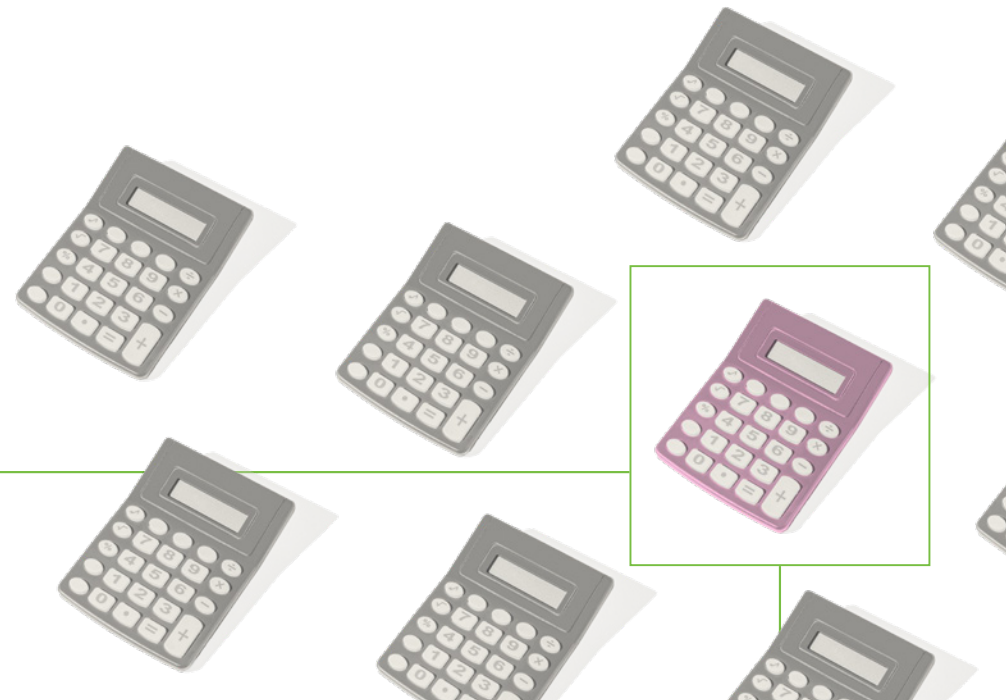
Measuring the impact of brand investment is a challenge for many B2B marketers. However there are some simple, proven methodologies that can be employed.

One of these is Share of Search (SOS).

Share of search is calculated as:

$$\frac{\text{Number of searches for your brand}}{\text{Number of searches for all defined competitors}}$$

The calculation should be made as a rolling 12-month average to flatten seasonal trends and can be used to measure the impact of brand awareness whilst also being used as a leading indicator for future market share.





Time for a fresh take on your brand strategy?
Take off with a creative B2B brand partnership.
Talk to us today!

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