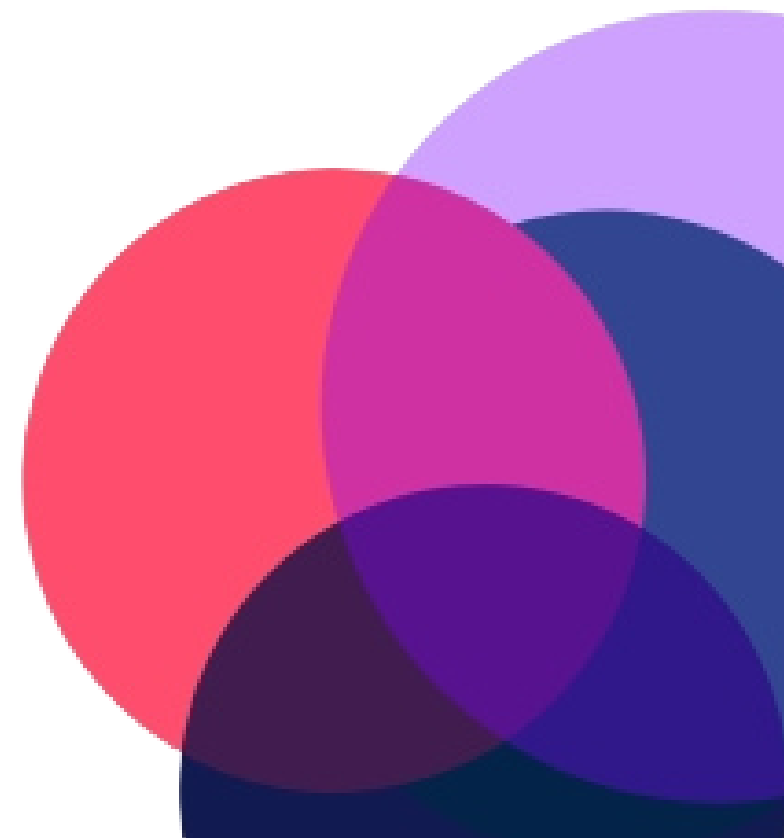


4 WAYS

BRAND DRIVES BUSINESS

GROWTH AND MARKETING ROI



How brand drives business growth and improves marketing ROI

Research into B2B marketing has shown the power of brand to drive business growth and increase marketing ROI

1

Trust

Brand builds trust and shortens sales cycles

2

Growth

Brand helps drive long term growth

3

Familiarity

Brand familiarity is a key competitive advantage

4

ROI

Brand can improve marketing ROI

1

Brand builds trust and shortens sales cycles

The trust gap is slowing deals, here's how leading brands close it. With more stakeholders involved and a rising sense of caution, B2B buying cycles are lengthening and deals are harder to close. But there are proven ways to counter this trend.

Today's buyers prioritise safety and credibility above all else. When we look closer, that translates to two key needs:

- **Confidence** that they can champion your brand internally, and
- **Reassurance** in your track record and expertise.

In a climate where trust and authority drive decisions, strengthening your brand's credentials isn't optional, it's essential.

Brand strength

That's where brand strength becomes a commercial advantage. When your reputation speaks before your sales team does and your expertise is visible and consistent across every touchpoint you remove friction from the buying process.

Brand confidence

Leading B2B organisations deliver brand confidence by strengthening the proof behind their promise. They make expertise visible, reputation measurable and brand experience frictionless to make complex buying decisions feel simple, safe and smart.

EXPERIENCE AREA		DECISION TIME THAT COULD BE SAVED
Where the initial interaction with the brand is strong, and where essential credentials of the brand are quickly established		16 weeks
Where peer recommendation and advocacy for the brand is strong		11 weeks
Where the negotiation and contracting process is streamlined		11 weeks
Offering market-leading digital purchase experiences	• Being able to conduct significant parts of the purchase through a digital channel • Having a strong brand / vendor website	9 weeks
Where there is a strong, 1-to-1, human interaction with the brand during the purchase process		4 weeks
Where a brand's engagement with the buyer's procurement function is strong		2 weeks

Shortening of decision timeframes associated with B2B purchase experiences.

Source: Dentsu B2B: Superpowers Index

2

Brand helps drive long term growth

The smartest B2B marketers don't choose between brand and activation, they balance both.

Brand activity creates demand filling the funnel with future customers. Activation converts that demand efficiently into revenue. When the balance is right, each amplifies the other.

Because brand building is the heavier lift, shaping perceptions, building trust, and driving long-term pricing power, it typically deserves the lion's share of investment.

In B2B, the data suggests **effectiveness is maximised when roughly 46% of the budget goes to brand and 54% to activation**. Both are essential, and both must work together.

This isn't a rigid formula. Category, price point, brand maturity, and sales model all influence the right mix. But the guiding truth holds:

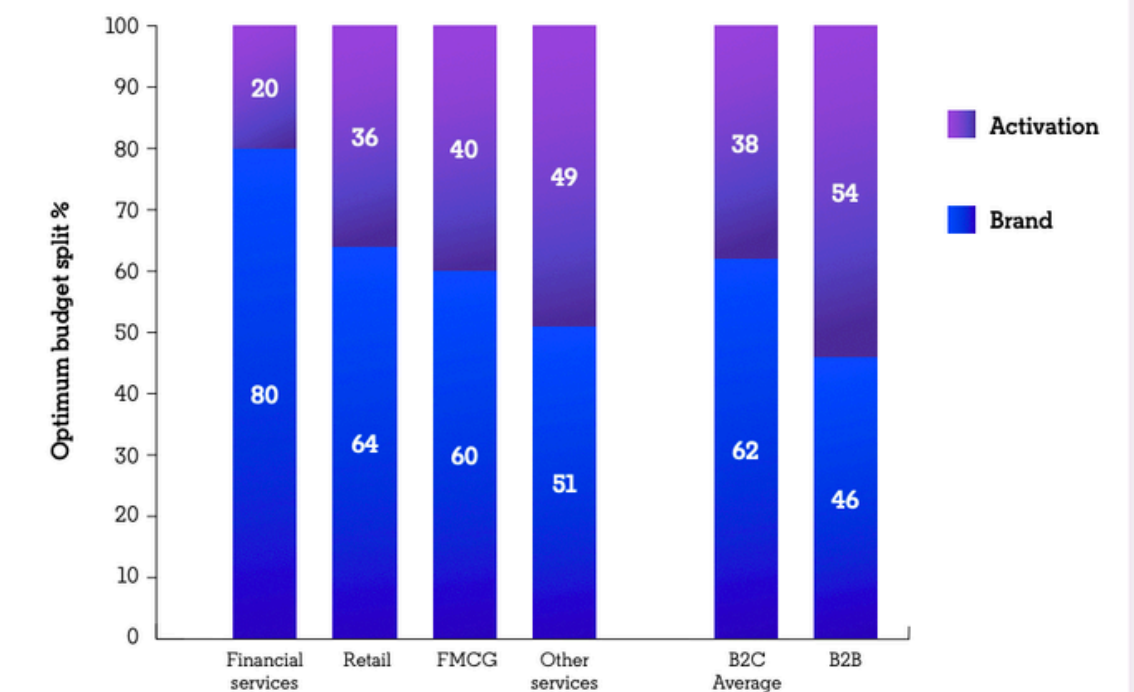
- Long-term growth is built on brand; short-term performance depends on activation.
- The best B2B marketers design for both and understand exactly when to lean into each.

Marketing Works In Two Ways



Source: Binet & Field, 2013

The Optimum Budget Mix Varies



Source: IPA Databank, 1998-2018 B2B cases

Strong brands boost long and short-term sales

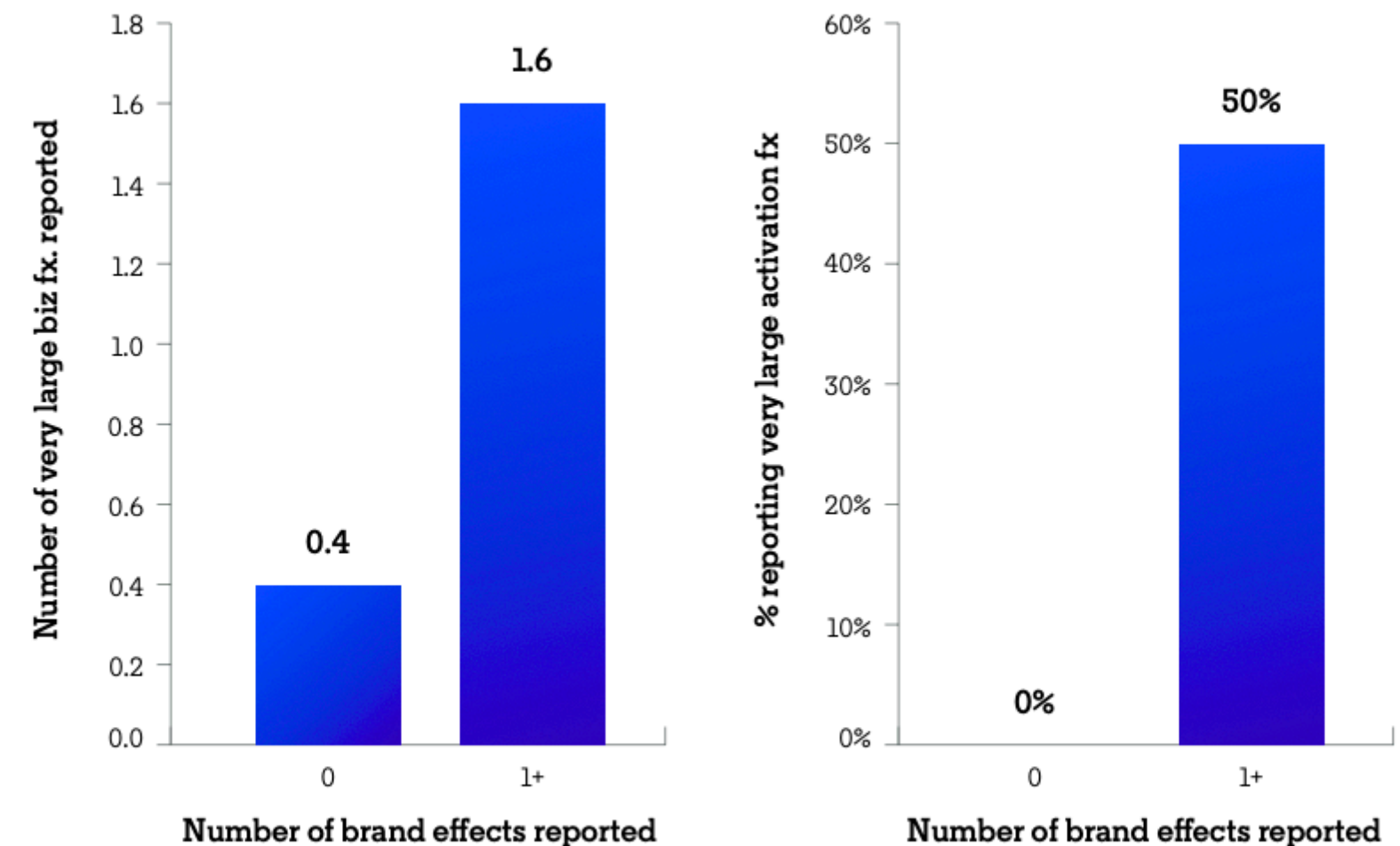
Stronger brands don't just win later, they win now.

When buyers feel more positively about a B2B brand, their perception of its products and services improves too. That halo effect isn't just about reputation, it directly enhances commercial performance.

Brands that are trusted and admired make activation work harder. If buyers already believe your offering delivers quality and value, they're far more responsive to short-term messages that prompt them to act.

Data shows that in B2B marketing, when brand strength rises, both long-term growth and short-term sales effectiveness increase, proving that **brand investment isn't a cost centre, but a performance multiplier.**

Brand building boosts long and short-term effectiveness in B2B



Source: IPA Databank, 1998-2018 B2B cases

3

Brand familiarity is a key competitive advantage



Great B2B advertising isn't about instant conversion, it's about long-term competitiveness.

At any given time, around 95% of business buyers aren't in the market for most products or services. It's a deceptively simple fact, but it changes everything about how advertising really works.

Most B2B advertising reaches people who won't buy for months, even years. That means its primary job isn't to drive immediate action, but to build and refresh memory structures, the mental shortcuts that determine which brands come to mind when buyers are ready to purchase.

When advertising creates strong, distinctive, brand-linked memories, it lays the groundwork for future growth. Those associations sit dormant until the buying window opens and then they surface automatically, guiding choice.

So effective B2B advertising isn't about prompting instant demand. It's about owning mental availability, creating vivid, consistent impressions that make your brand easier to remember, easier to trust, and ultimately, easier to buy. **Because when the 95% finally become the 5%, the brands they recall first are the ones they choose.**

95:5 Rule

How to build mental availability
– follow RMB to stay remembered

Reach

the whole category

Message

around several category entry points
across your channels

Brand

everything

4

Brand can improve marketing ROI

Brand strength multiplies demand generation performance. Bottom-funnel marketing, lead generation, conversion campaigns, search is built to capture demand that already exists. The best practices here are well-established. But what's often underestimated is how brand strength amplifies their effectiveness.

On LinkedIn, this effect can be seen consistently. When audiences are first exposed to brand and awareness campaigns, conversion activity performs significantly better. **Among Tech Buyer audiences, for example, conversion rates were 2.3x higher when buyers had previously seen brand messages compared to those who had not.**

The reason is simple: well-known brands get shortlisted. When buyers move from out-of-market to in-market, they form a mental shortlist and if your brand isn't already there, you're out before the race begins.

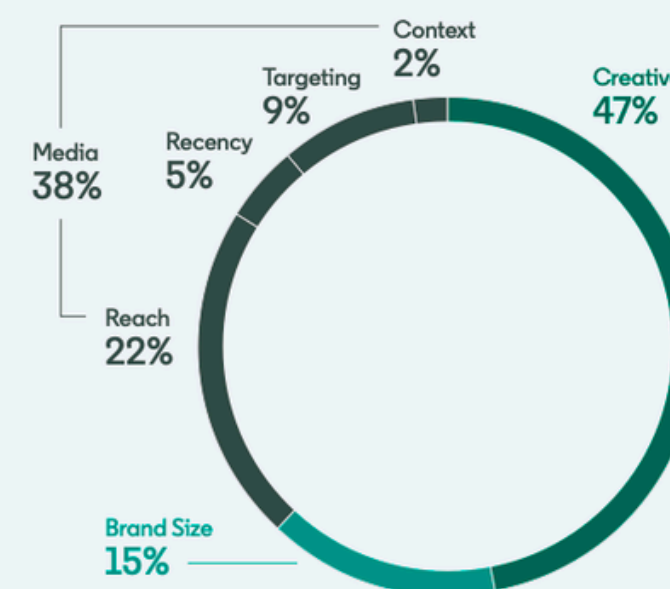
Research from Bain and Google shows that **86% of B2B buyers start their purchasing process with a 'Day One' list of preferred brands** and 92% of the time, the chosen supplier comes from that initial list.

Further studies with the Ehrenberg-Bass Institute reveal that buyers typically consider just two or three brands and those most often recalled are the biggest, most distinctive, and most relevant to the buying context.

The implication is clear. Brand building doesn't just drive long-term growth it supercharges short-term efficiency. If your brand is mentally available before buyers enter the market, every click, lead, and conversion costs less and delivers more.

The Key Drivers Of Advertising Effectiveness

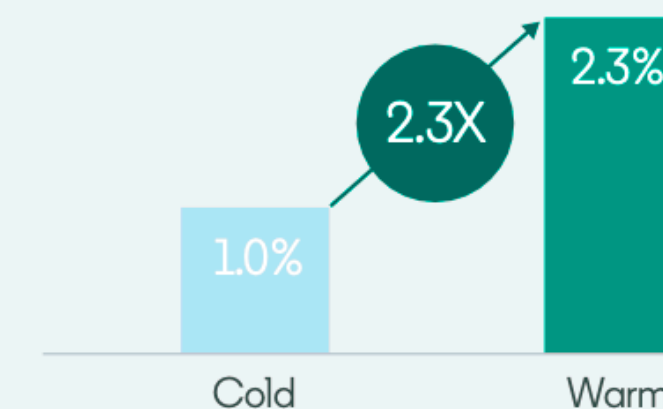
Creative (47%) and Media (38%) are the two key inputs that contribute to advertising performance.



Source: Nielsen Catalina Solutions 2017, 500 Campaigns Across All Media

Bottom-Funnel Response Rates With And Without Prior Brand Messaging

Strong brands have fatter pipelines. Brand marketing delivered against a broad target audience improves demand gen outcomes.



Source: LinkedIn internal data. All campaigns targeted to Tech Buyer (BDM+ITDM) audience in North America for the year of 2022.

Summary

1. Trust

Brand builds trust and shortens sales cycles

Source: [Dentsu B2B: Superpowers Index](#)

2. Growth

Brand helps drive long term growth

Source: [The 5 principles Of Growth in B2B Marketing](#)
[LinkedIn B2B Institute](#)

3. Familiarity

Brand familiarity is a key competitive advantage

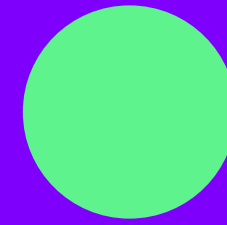
Source: [How B2B Brands Grow The Ehrenberg-Bass Institute for Marketing Science](#)

4. ROI

Brand can improve marketing ROI

Source: [Better, Bolder B2B branding – The B2B Institute](#)

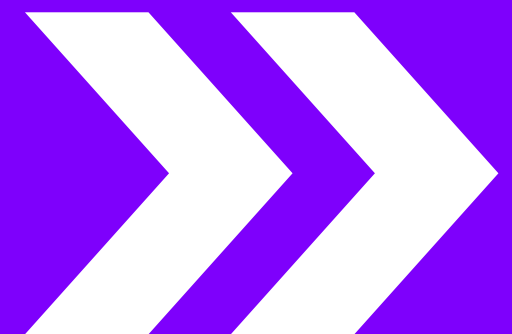
GET AHEAD IN 2027



With a clear view of your competitive landscape

In competitive and commoditised markets where product and service messages can sound the same, brand is your greatest advantage. However, before setting your 2027 marketing strategy in motion, make sure your brand isn't just part of the noise.

A market audit gives you the strategic insight to see exactly where your brand stands and how to make your marketing work harder to deliver higher ROI and business growth in 2027.



Why a competitor market audit matters

A COMPETITOR MARKET AUDIT MATTERS

Too often, marketing plans are built on internal perception. A competitor audit gives you a data-led view of how your brand really performs in the market across positioning, propositions, messaging, and creative execution. So, your 2026 strategy is anchored in fact.

By analysing competitor content, campaigns and media activity, you can spot where to focus investment for maximum impact. It's an essential step in improving ROI and accelerating growth.

GROUND
YOUR STRATEGY
IN EVIDENCE,
NOT ASSUMPTIONS

CLARIFY
WHAT TRULY
DIFFERENTIATES
YOUR BRAND APART

IDENTIFY
WHERE
MARKETING
SPEND DELIVERS THE
GREATEST RETURN

ALIGN
LEADERSHIP AROUND
A SHARED VIEW
OF THE MARKET

When everyone claims to offer innovation, partnership, or value, it's easy to sound the same. Understanding how your competitors communicate helps you find the themes, proof points, channels and tone that make your brand meaningfully different and more relevant to grab the limited attention of customers.

A structured audit creates clarity for the entire leadership team. It provides a concise, objective foundation for marketing and brand investment decisions, ensuring alignment, focus and confidence going into 2026.

LET'S DO THIS TOGETHER!

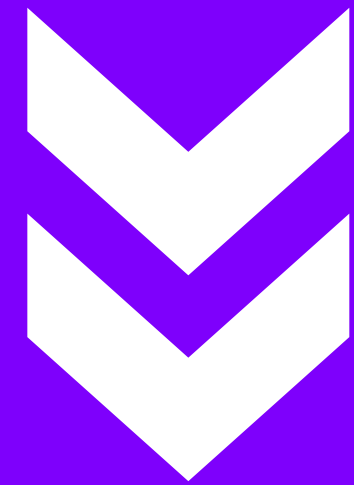
What's included...

- Competitor brand positioning and narrative
- Product and service proposition analysis
- Messaging, creative and content review
- Advertising and channel activity benchmarking
- Share of voice and market sentiment insights
- Strategic recommendations for differentiation and growth

The result.

A clear, concise and actionable visual report that shows:

- Where your brand sits today, and where it could lead
- How competitors are communicating and investing
- Which competitors are owning the conversation
- Practical next steps to drive visibility, engagement and return in 2026



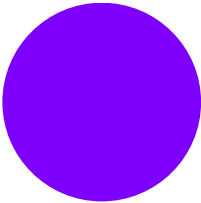
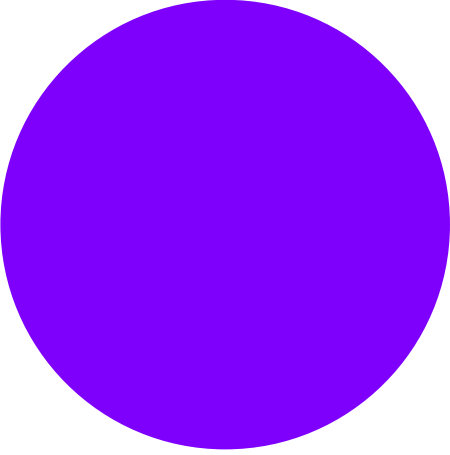
Make 2027 the year your marketing outperforms the expected. Avoid relying on instinct, lead with intelligence

Book a Competitor Market Audit Consultation at

hello@FindYourAngle.co.uk

or click below to connect

Linked 



**We'd love to hear about your
marketing challenges over a
coffee or a call**

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