

The Marketing Pod's Guide to...

developing a brand that *differentiates*

Standing out in a *crowded space*

In the consumer space, brand is BIG.

We see businesses invest big money in building and developing brands that resonate with their audience, from engaging websites and stand-out logos to multi-channel marketing activity that strikes just the right tone.

So why do we see the brand as any less valuable in B2B marketing?



People buy *from people*

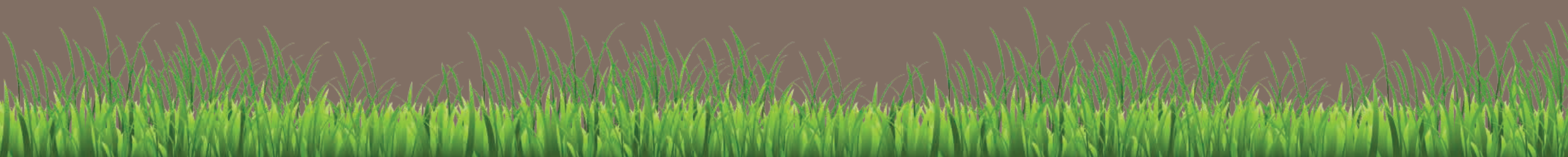
The B2B buyer engages with a brand on the same emotional level as they do with consumer brands – they just have a different frame of reference.

Their expectation, requirements and overall motivations might be different, but their need for the brand to deliver on what it says it will is no different.



THE MARKETING POD®

Marketing doesn't need
to be **complicated**



The very nature of B2B means that products and services can often be technical or complex... but that doesn't mean that marketing should be.

The B2B buyer might be a specialist, but their motivation is finding a brand to help them get to where they want to be. That doesn't mean they need a highly technical explanation – simply something that responds to their emotional needs: 'what can it solve for me?' and 'can it do what I need it to?'.

With an unprecedented volume of marketing messages received daily, to win the tiny fraction of mind space a B2B buyer can give you, your brand and organisation needs to stand out.





THE MARKETING POD®

B2B Marketing is becoming more innovative, ***more brave*** and ***more creative*** than B2C

Regardless of product or service, your organisation delivers commercial value to other organisations: you resolve an issue, deliver against a need, or support a goal.

The first task is identifying what the need, problem or issue really is – why do your customers need your solution?

Your brand needs to bring that to life, with campaigns that creatively demonstrate what your organisation can deliver.



You don't have to stick to technical product language discussing the nuts and bolts of what you do: you can engage in the most creative ways to resonate, challenge and lift your organisation. The verifiable value you offer can be proven, demonstrated and, more importantly, associated with a connected and meaningful brand.

...but where do you start?



Your brand *truths*

To pull out the value that your organisation offers and make it intrinsically linked to your brand, you need to start from the bottom up.

A strong brand:

- Knows itself
- Has traits and values that resonate with its audience
- Is consistent, from service through to sales
- Is built on truth

Using a Brand Pyramid tool, there's a simple process to follow to uncover your personality and build a compelling brand. This guide is a whistle-stop tour through the pyramid to help explain how the process works and what steps to follow.

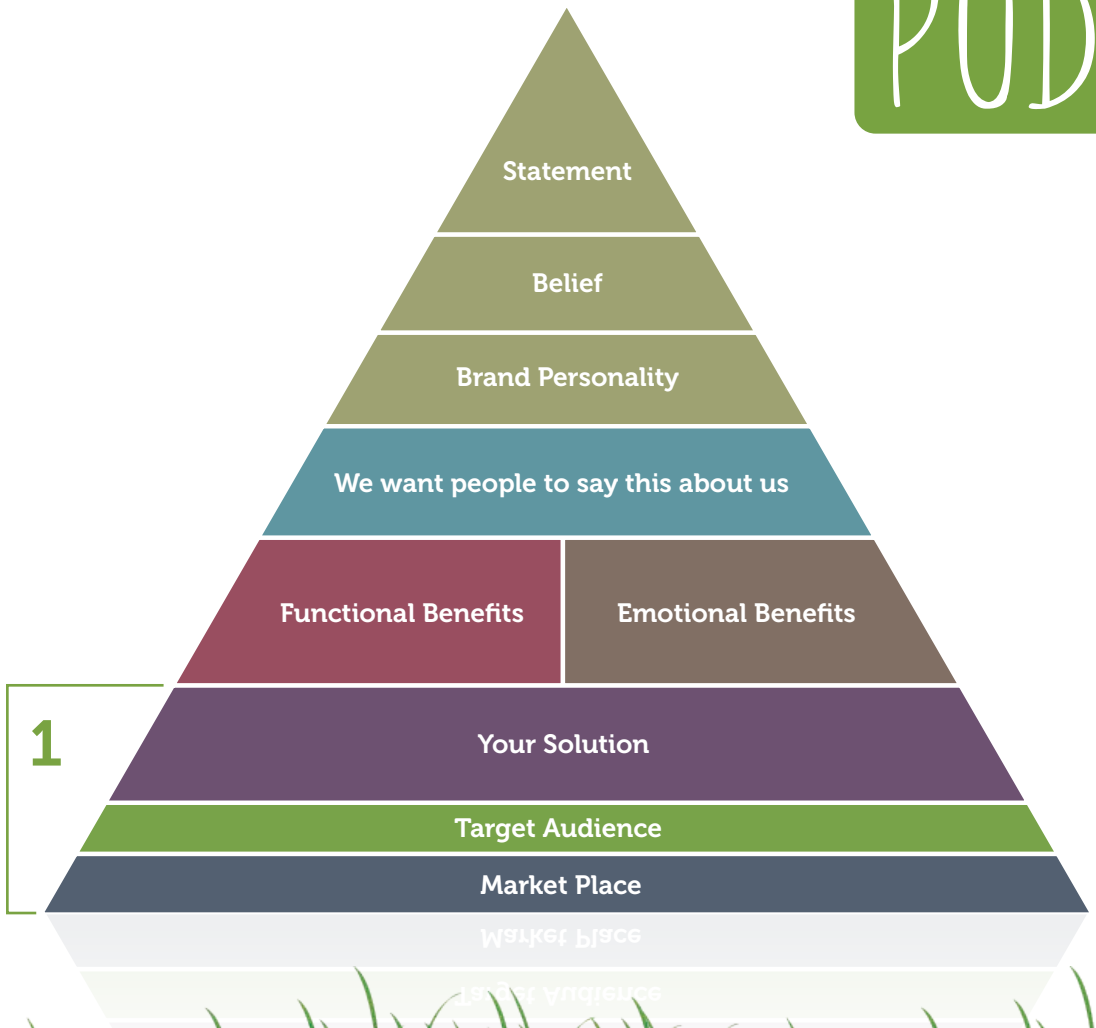


Step one: understanding your market, your audience, and where you fit

Map out the market place you are operating in

Detail out the space you operate in, from market trends to anything that impacts your customers (such as new legislation or changing end user requirements).

Don't forget your competitors here: add in their strategies, strengths and weaknesses – particularly as you want to make sure you develop a brand that differentiates itself from the rest of the pack!



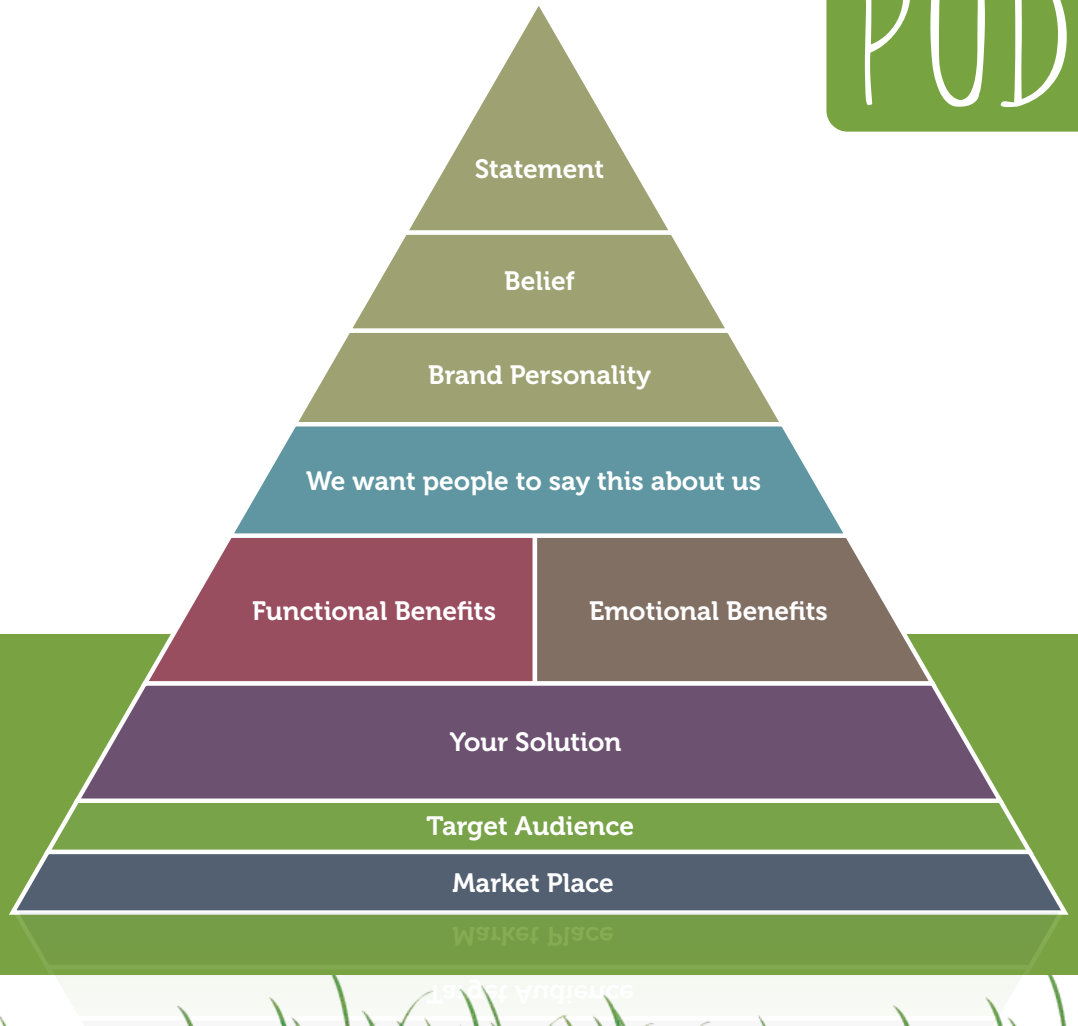
Know your audience

Which customer segments do you want to grow – and what do you want to sell to them? What are their traits, from size and spend to their pain points and current/future needs?

Your solutions

What solutions do you offer today that meet these customer needs? Where are the gaps to be addressed?

The Marketing Pod can help you to understand your root foundations, from customer and market research to hosting workshops with internal teams to pull out the information you need.



THE MARKETING POD®

Customer benefits *of your brand*

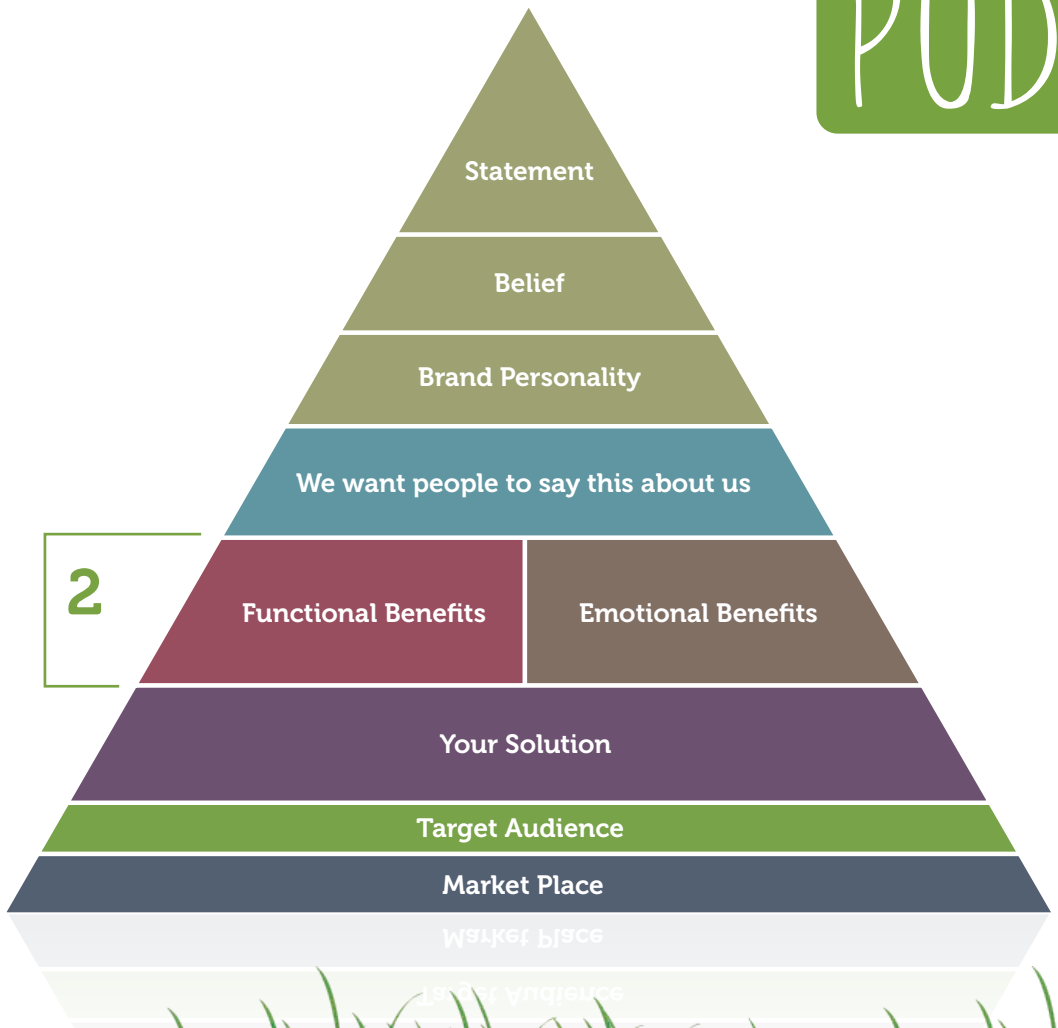


Step two: defining your functional and emotional benefits

The next stage is to consider how your organisation impacts customers – from how you help them to how you make them feel.

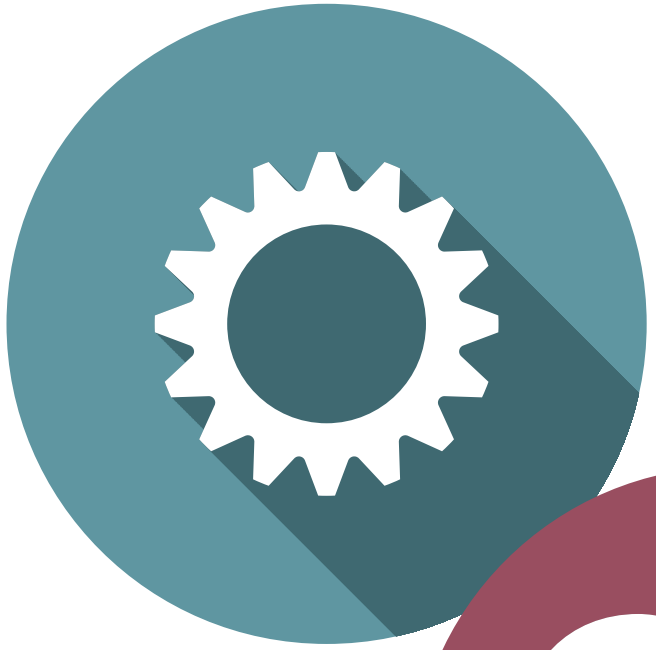
Functional benefits

This is the easy bit: how are you helping your customers? From cost savings to process improvements, capture how your products and expertise benefit them.



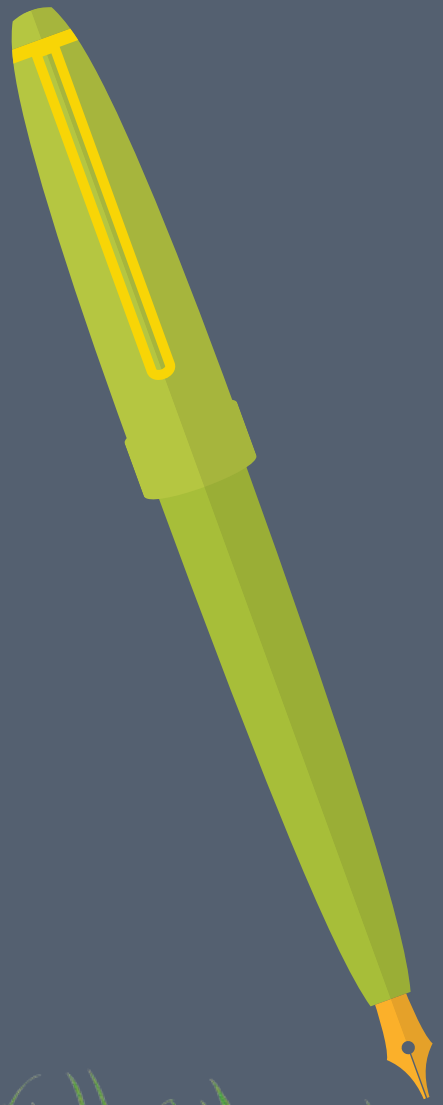
Emotional benefits

How does your product make your customers feel? Does it give them peace of mind? Confidence? Asking them directly through independent research is the best way to find this out.





Emotional benefits really do matter in the B2B space! 80% of B2B Executives say customer experience has a major impact on their purchasing decision, so don't underestimate its importance.



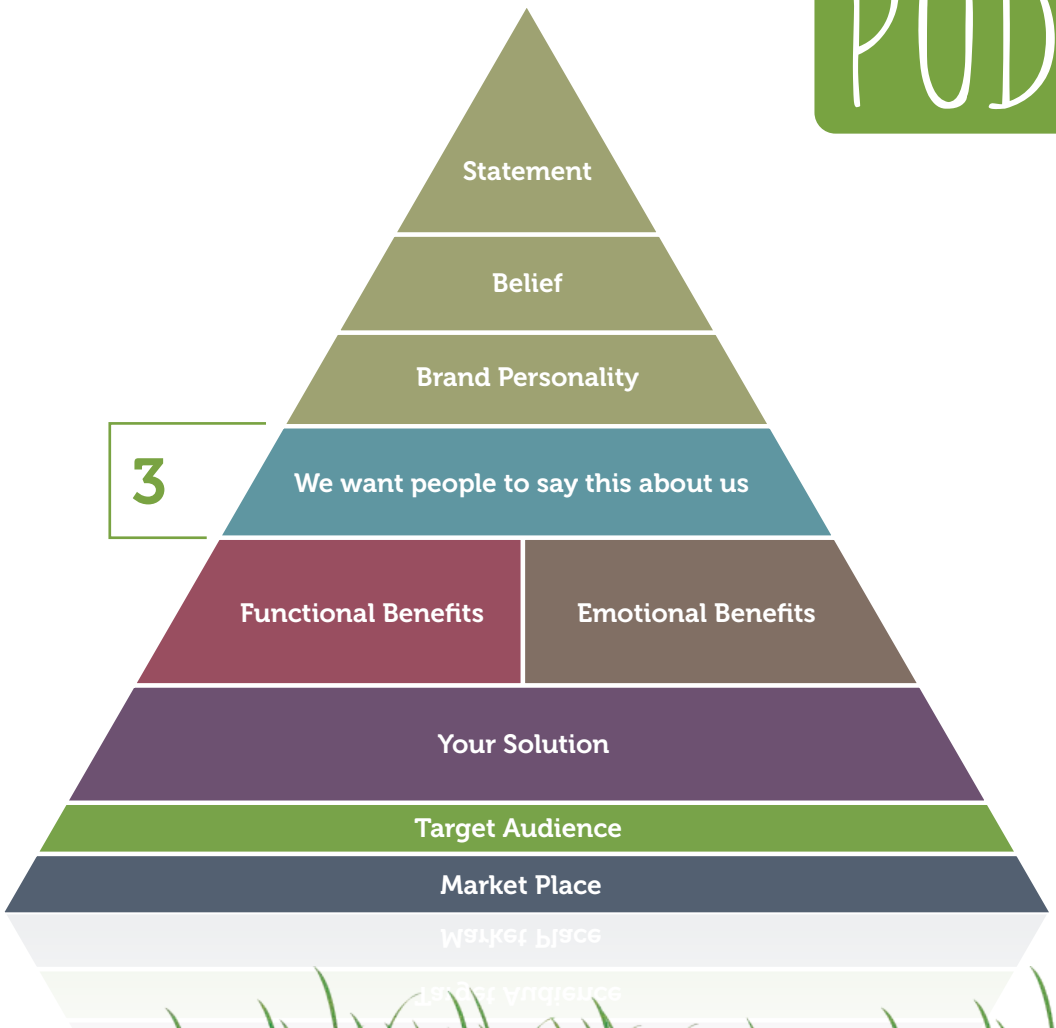
Write your *manifesto*

THE MARKETING POD®

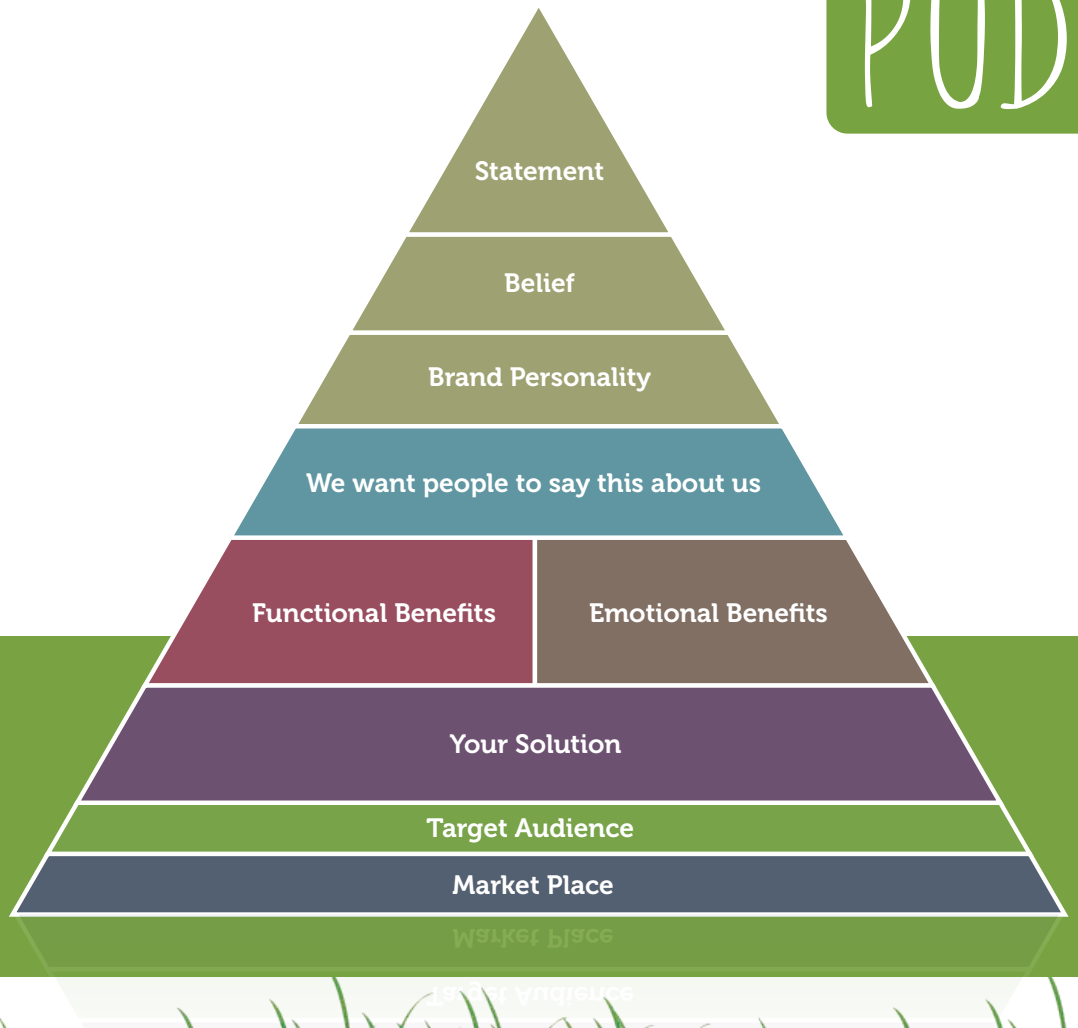
Step three: what are people saying about you?

Writing your brand manifesto

A brand manifesto summarises your business, backed up with proof points. It should explain who you are, what you believe in, and what you do differently to others. It has to be cemented back to your core foundations and relate back to what your target audience needs from you both today and tomorrow.



This manifesto – detailing who you are and your aspirations – will help you to choose the right personality for your brand.



Aspirational is good, but make sure you don't make claims you can't substantiate. Nothing destroys a brand's credibility faster than a failure to deliver against its promises.

THE MARKETING POD®

Uncover your *personality*



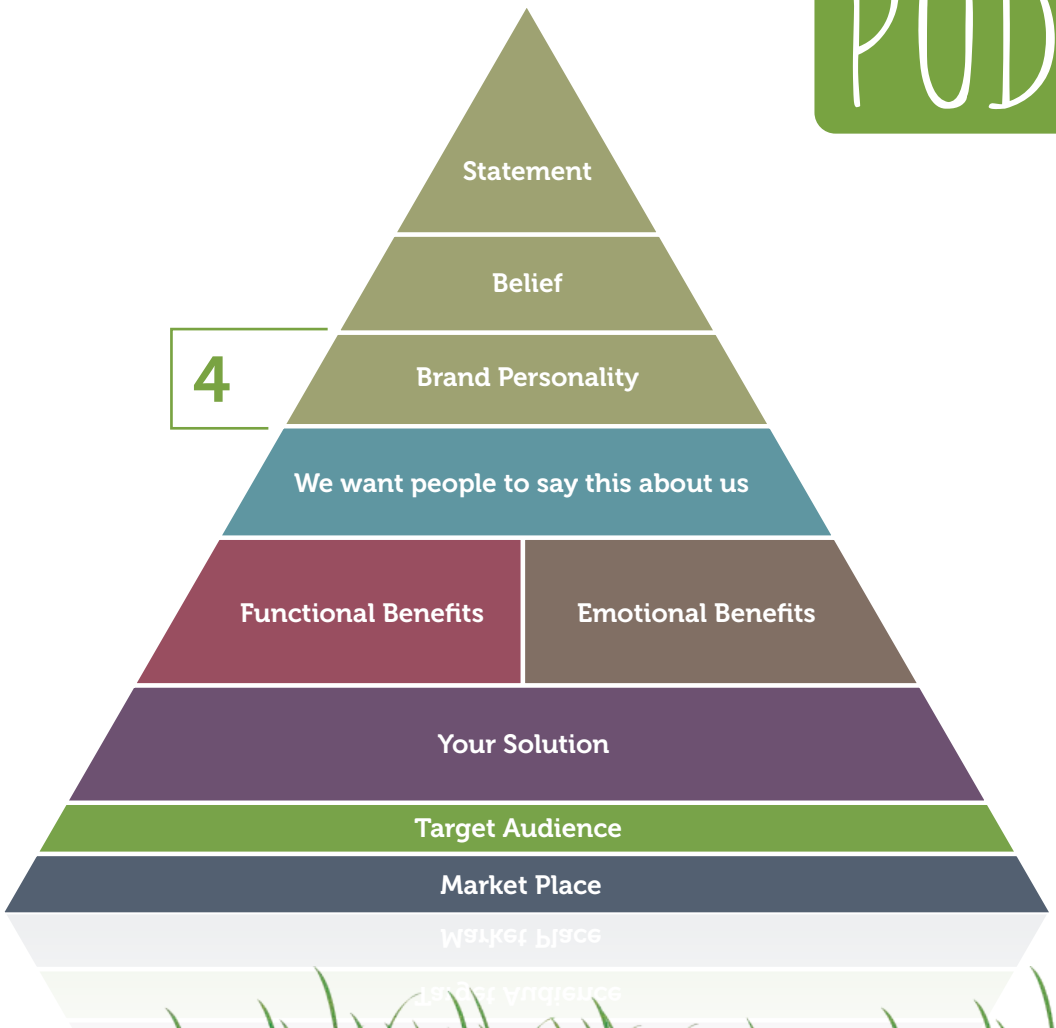
Step four: defining your personality

Brand personality

Your manifesto pulls together both your foundations and aspirations, making it easier to identify a clear brand personality.

Businesses that successfully align themselves to a specific personality have a strong sense of identity – and in turn, businesses are more likely to buy from brands that have a strong sense of who they are, with a consistent external positioning.

We use the archetypes tool to help businesses define the key traits that resonate with their audience.



First, we determine a business' core motivation from one of the four quadrants, then identify how their brand aspirations map against the archetypes within that quadrant (from the 'Everyman' used by brands such as Tesco, to the humour of the 'Jester' used by the likes of Paddy Power).

Map in your competitors too - where do they sit? A 'me too' personality is unlikely to make your brand stand out in a crowded market space.



There's no such thing as the 'best' archetype – it's more important to make sure that the chosen personality is the best fit for your brand.

THE MARKETING POD®

Unearthing your *key proposition*



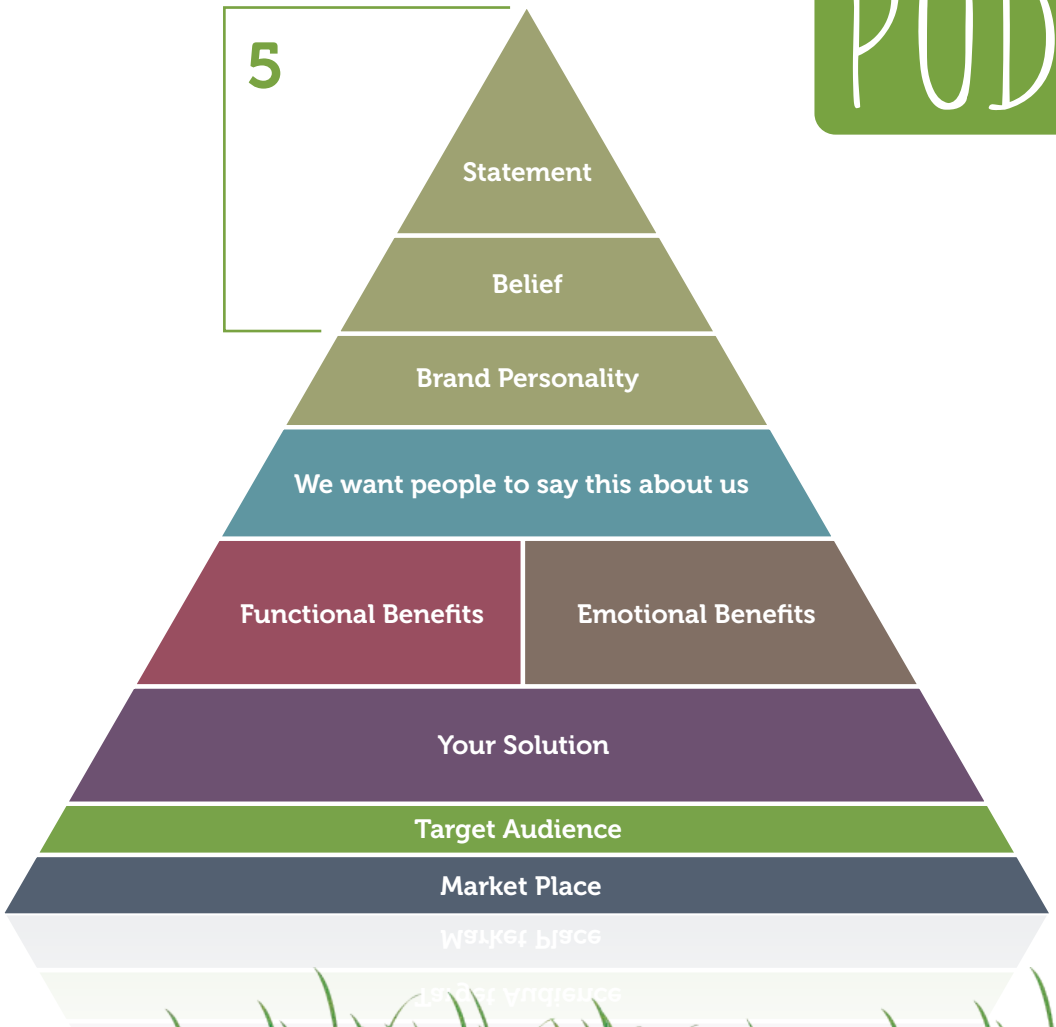
Step five: summarising your brand

Belief

Having determined your personality, your aspirations and your core foundations, what's your key reason to exist? That might be an aim to be the market leader by 2020, or the trusted partner of a specific segment. Defining that gives your brand clear direction and purpose.

Key proposition

Last but not least, you need a brand statement: a single sentence that summarises your offer to your customers: this encapsulates your key proposition, often for internal use only.



Creatively executing your brand

You need to fully understand your brand, its personality and your key proposition before you can move on to creative execution. You need to understand what emotions to engender and the key traits to portray to connect with your audience for real cut through.

When you can articulate what you do, why you do it, and the benefit it brings, all communications hang off a consistent thread.

A thorough brand review makes it easier to write compelling content, from brochures to an e-shot or web copy. It also enables you to carve out a completely different space for your organisation, giving customers a compelling reason to do business with you.



Need help?

The Marketing Pod can help your business to develop a brand that stands out from the pack through our brand consultancy services. From conducting research and facilitating workshops to articulating your brand truths and designing creative campaigns that achieve cut through, we're experts in all things B2B branding.

Get in touch today: **hello@themarketingpod.co.uk**,
visit **www.themarketingpod.co.uk** or call us on **01564 742 848**.

WeGrowIdeas