DIGIT∧L R∧DISH

WHY BRAND
IS YOUR MOST
VALUABLE ASSET

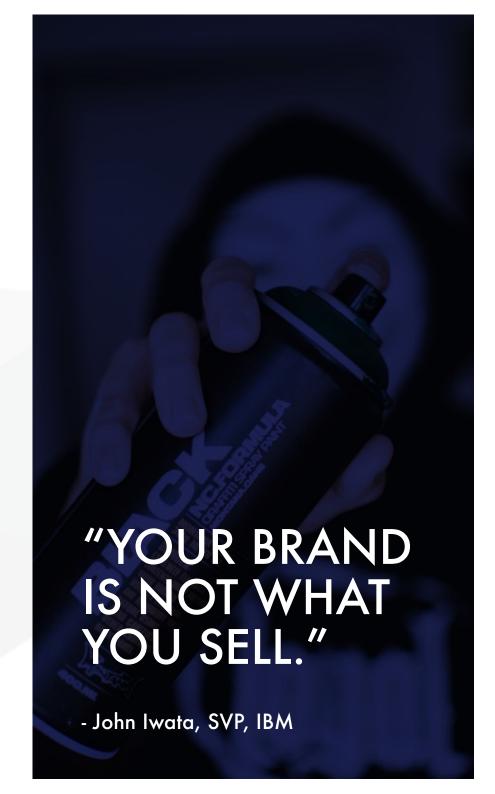
YOUR BUSINESS CASE FOR BRAND



A WORD ABOUT BRANDING

A BRAND IS NOT:

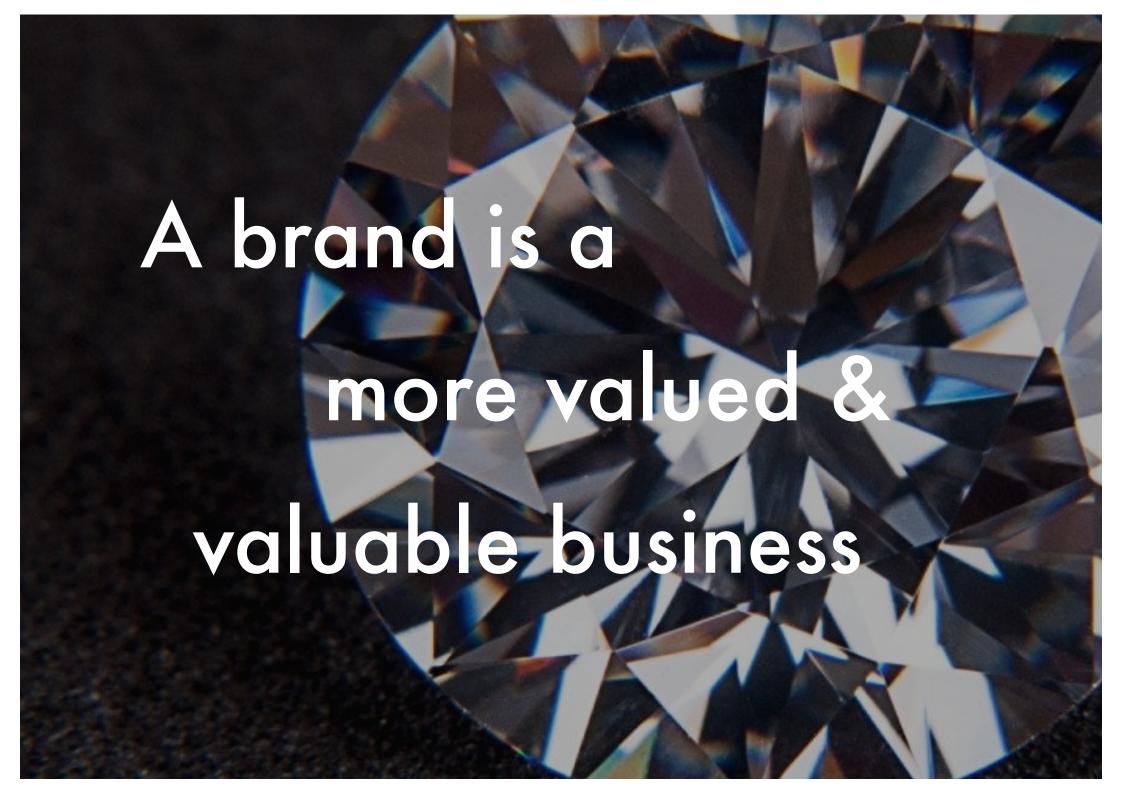
- A logo
- Fonts and colours
- A tagline
- Just another cost against your marketing budget



A BRAND IS:

- The perception of your entire business
- The meaning that people; your customers, employees and stakeholders, attach to your company, product or services
- A reflection of your customers' experience and a representation of your reputation, now and in the future
- Your most valuable asset





6 SIGNS YOU NEED A REBRAND

- Your team gives very different answers to the questions:
 "what does your company do, and why?"
- You're undergoing a merger or acquisition

There's no consistency across product messaging, resulting in a disconnected brand

- The market doesn't appreciate or recognise the full extent of your offering
- You're pitching less and less (a sign that the majority of your new business is through existing relationships)
- You're planning an exit strategy



STRENGHTENS YOUR POSITION

Brand value is closely tied to a company's reputation. When you-know-what hits the fan, brand can mitigate against damaging effects. But a strong brand is also there for you in the good times, giving permission to expand into new product categories.

77% of B2B
marketing leaders
say branding is
critical to growth.

-B2B Marketing Leaders Report

64% of people cite shared values as the main reason they have a relationship with a brand.

- Harvard Business Review

YOUR CUSTOMERS COME TO YOU

A well-positioned brand knows its audiences inside and out – their career path, their biggest challenges, what's important to them – and responds to create a brand experience that is personalised and ever-present, turning customers into brand advocates.

The biggest driver of choice is ultimately emotion (even in B2B), so the more you shape your brand to resonate on a human level, the less likely customers are to be swayed merely by competitors and price. Those with that pull can command price premium.

GROWS YOUR BRAND EQUITY

The value of your brand is a marker of the value of your business. Research shows that on average, brand accounts for more than 1/3 of shareholder value, proving that brand equity is just as important as anything on the balance sheet. In fact, it's perhaps your biggest asset.

Companies with strong reputations generate 31% more return to shareholders than the MSCI World average. -McKinsey & Company



LEANER MARKETING

A well-honed, targeted brand is a leaner brand, so you're not wasting time and money in engaging audiences that don't fit. And that means better conversion rates and a streamlined sales process.

ATTRACT (AND KEEP HOLD OF) TOP TALENT

When employees and potential employees believe your brand values and promise, you are more likely to attract and keep top talent, enhance employee morale and loyalty, and make your company a more desirable workplace. Ultimately, we are all driven by purpose, and employees want to be able to answer the fundamental question: "why do we do what we do?"



HOW TO MEASURE THE ROI OF BRAND

Brand isn't an optional extra, it has measurable business impact. Of course, the KPIs you choose to measure (out of the endless possibilities) depend on the initial purpose of the investment.

Here, we focus on our core 4:

Revenue

- Increase in revenue
- Average revenue per customer
- · Price increase

Customer

- NPS score
- Customer retention rate
- Customer lifetime value

Employee

- NPS score
- Employee retention rate
- Recruitment offer acceptance rate

Marketing Effectiveness

- · Number of qualified leads
- Conversion rate



If you'd like any more advice to get the board on board with a rebrand, pop an email over to renaye@digitalradish.co.uk, we'd love to help.

44 (0)20 3609 1349

www.digitalradish.co.uk

@digitalradish

DIGITAL RADISH