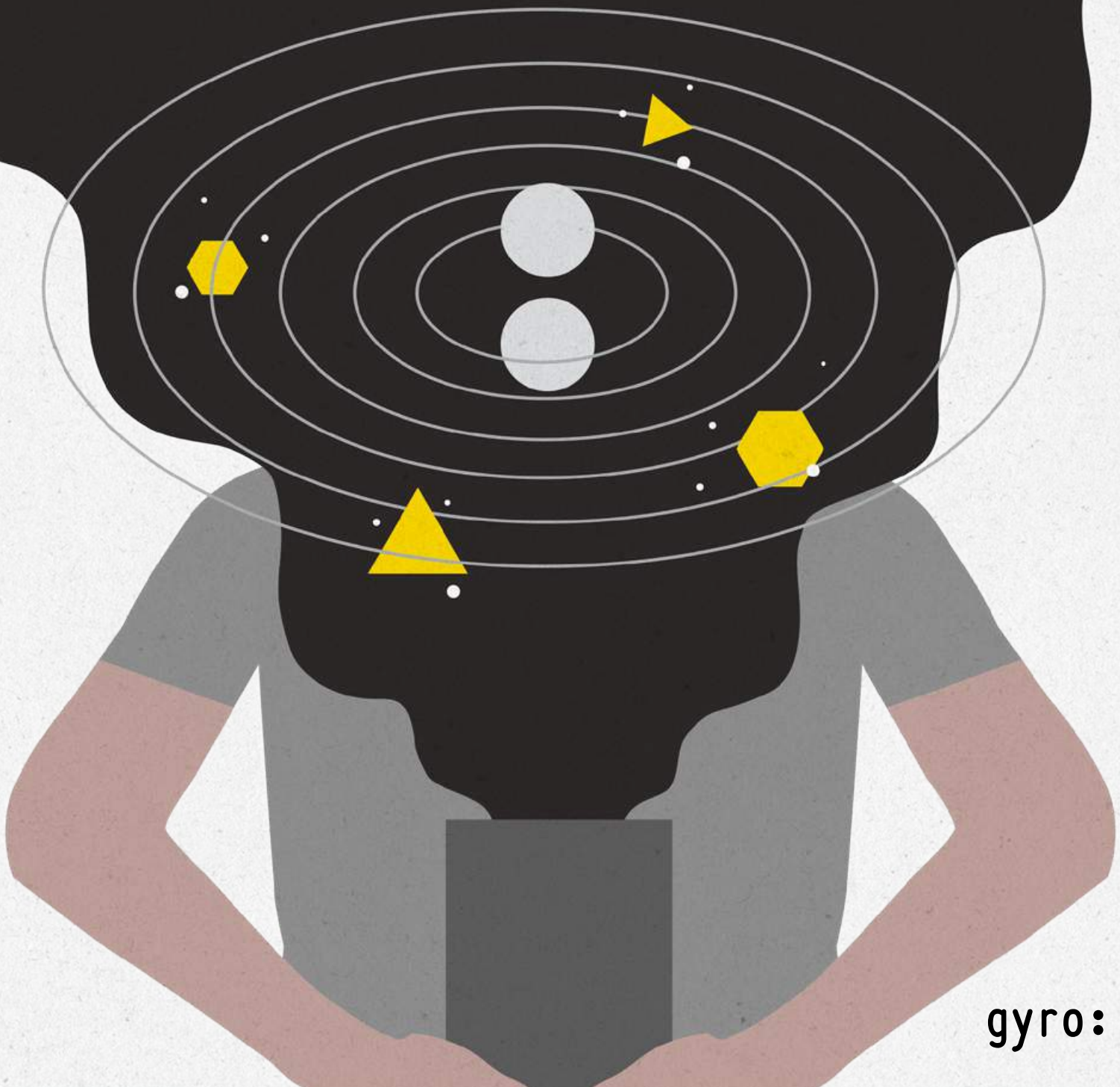


4 BEST PRACTICES FUELING BRAND TO DEMAND IN B2B

How to overcome your biggest brand-to-demand challenges and grow your business

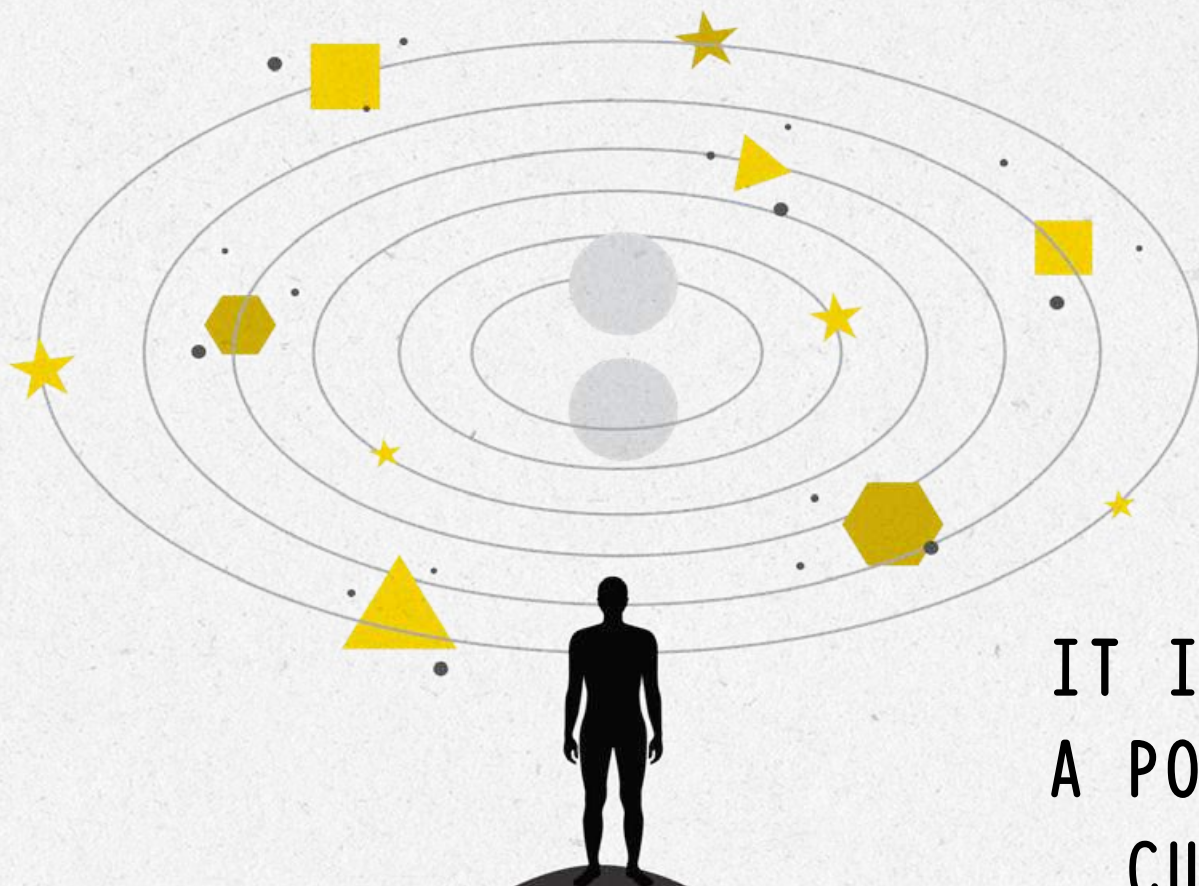


gyro:

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WHEN BRAND AND DEMAND
WORLDS COLLIDE ...



IT IGNITES
A POWERFUL
CUSTOMER
EXPERIENCE

While brand efforts and demand efforts are often handled by separate internal teams that operate in silos within any given business-to-business company, they are interconnected in the customer's experience.

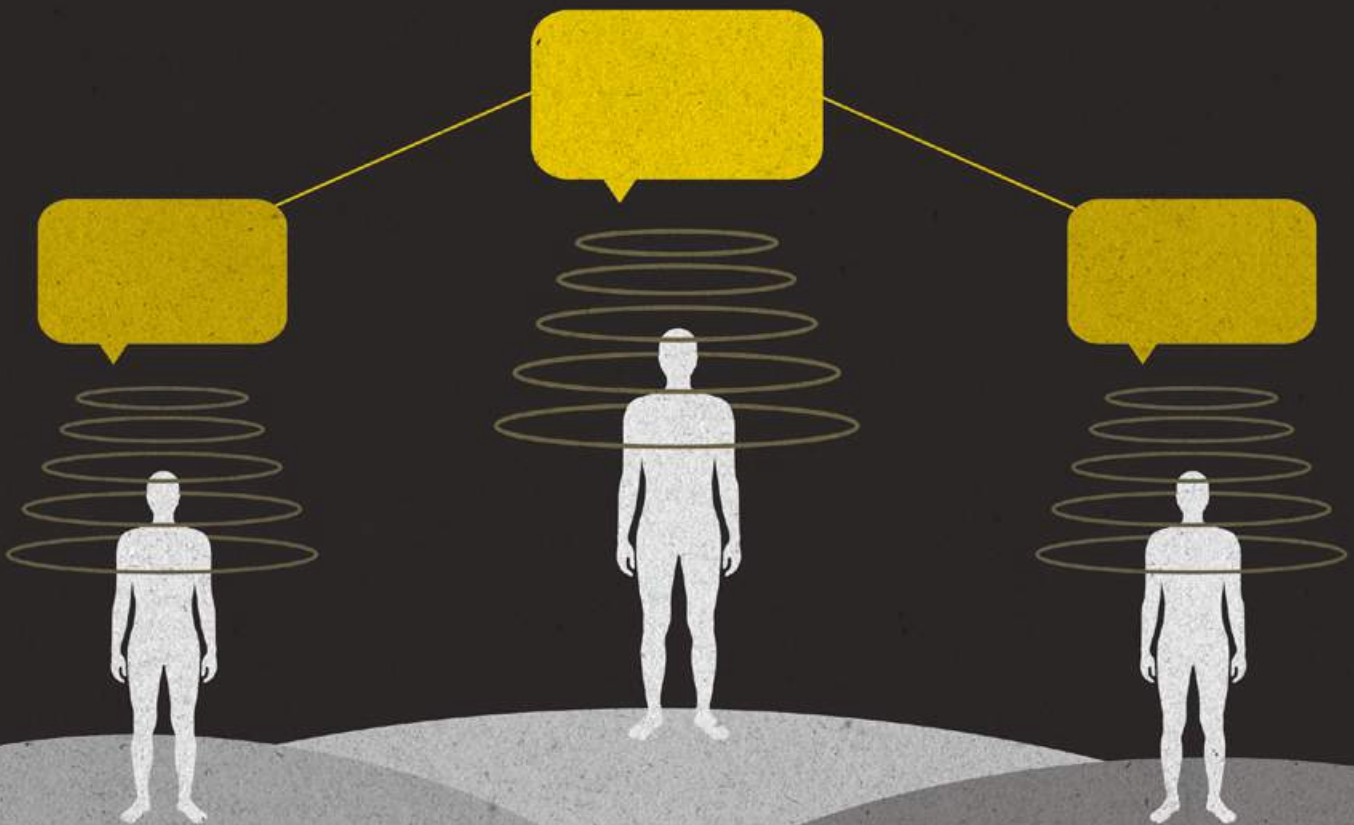
That's because brand marketing and demand marketing have a symbiotic relationship. In an ideal business ecosystem, brand uplifts demand while demand reinforces the brand. Today, the organizations that reflect that same interconnectedness within their marketing communications are reaping the benefits.

Find out the four best practices that gyro and Merkle are employing with forward-thinking clients to overcome typical brand-to-demand challenges and drive greater value for these organizations. Then learn how you can put these strategies to work for your business.



BEST PRACTICE #1

CONNECT YOUR BRAND TO INDIVIDUALS BY USING MESSAGES THAT MATTER



NUMBER OF MESSAGES THAT BOMBARD
BUSINESS DECISION-MAKERS

4,000-
10,000
PER DAY¹

VS.

MAXIMUM NUMBER OF MESSAGES A BUSINESS
DECISION-MAKER (AKA HUMAN) CAN PROCESS

100
PER DAY²



Humans, including business decision-makers, now live in a world that is saturated with information and continuous disruption. To adapt, the subconscious mind simplifies and categorizes information into two distinct categories: for me OR not for me.

Business decision-makers typically pay attention only to the messages their subconscious perceives as for them. That's why investing in building a brand that creates a human connection with your target audiences has never been more important to driving your organization's success.

The first step is establishing clear messaging frameworks, or "ropes to the ground," that connect brand and demand-generation efforts. These frameworks bridge umbrella brand-level messages to unique audiences at the business unit, product/solution or offering levels using thematic connectors. "Ropes to the ground" provide a backbone of insights to inspire more relevant and compelling creative expression, as well as establish the building blocks that fuel a more connected brand experience throughout the sales funnel.

Without a clear, consistent message that can engage your audience on both an emotional and rational level, your brand gets lost.



B2B Challenge:

Grabbing your audience's attention in an information-rich environment

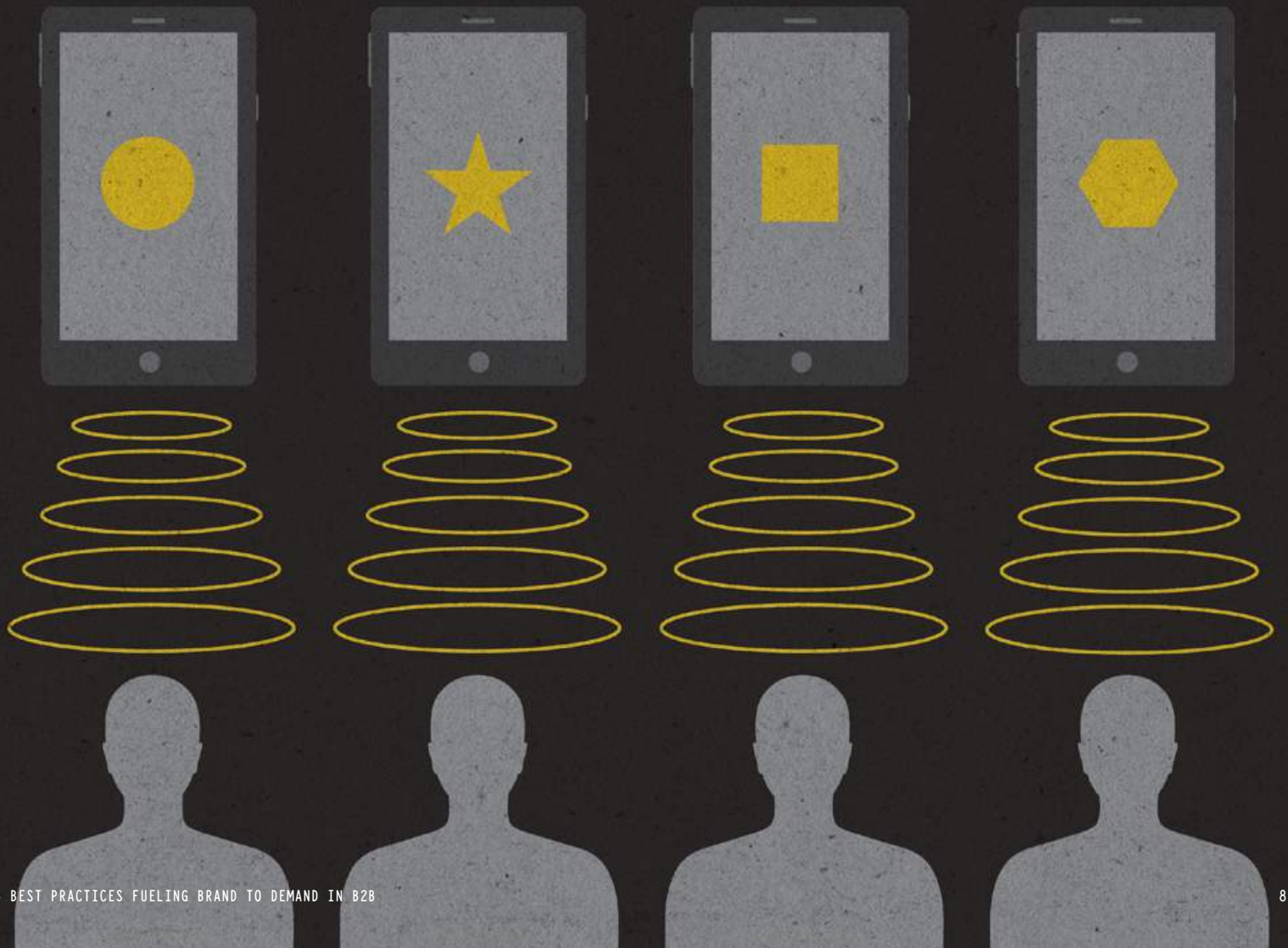


B2B Solution:

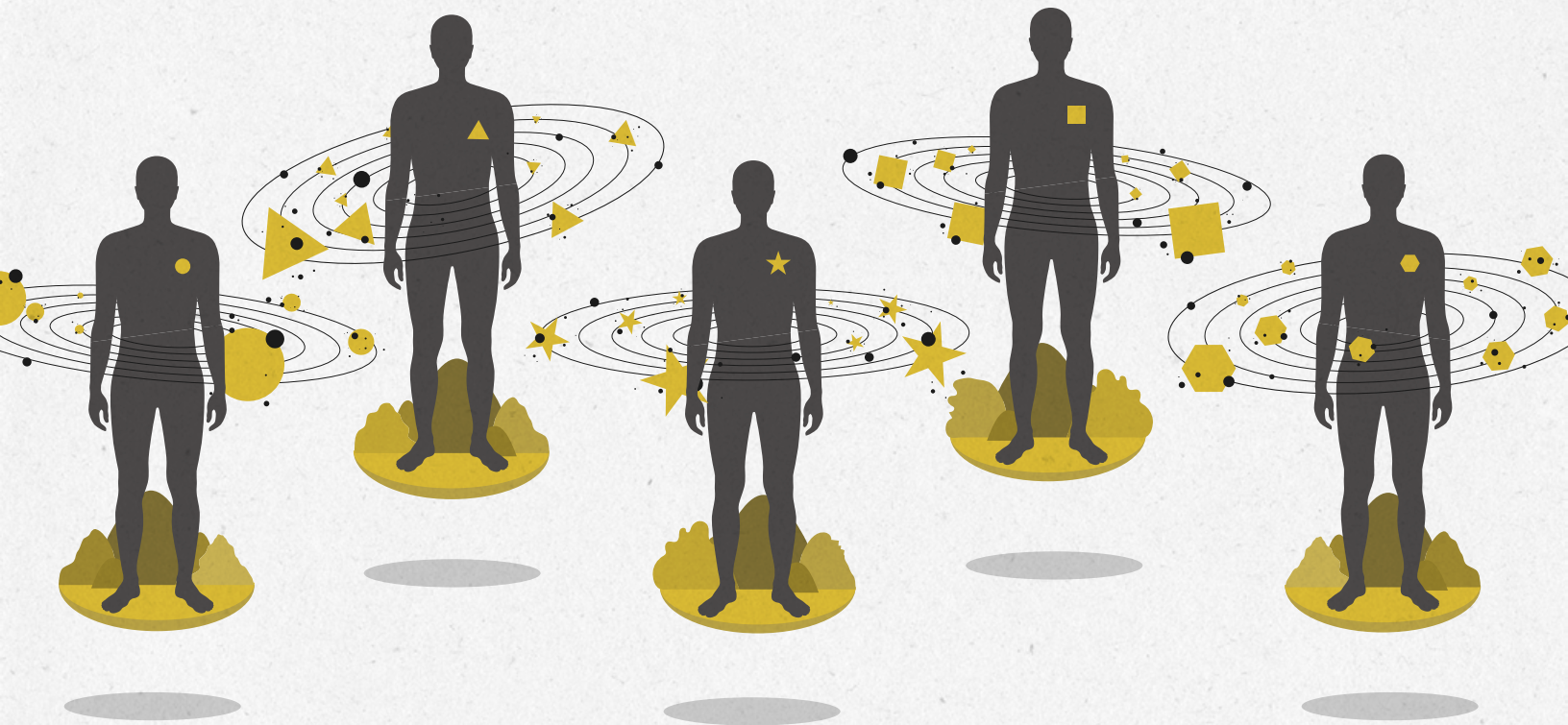
"Ropes to the ground" messaging frameworks that address audience pain points, aligning brand and segment messaging in a way that unifies the organization and reinforces a unique position in the mind of the buyer

BEST PRACTICE #2

PERSONALIZE CONTENT IN A SCALABLE WAY



Once the "ropes to the ground" messaging framework has been established, it's time to look for ways to personalize content based on audience needs, wants and customer journey. Yet, personalizing a single content asset for each audience, stage in the journey and/or each recipient can become daunting and unrealistic on a large scale.



To overcome this challenge, two areas need investment:



**Segmentation, journey
mapping and analysis**






**Content optimization
tools and technology**

Take the time to define content needs by audience at each stage of their journey. To achieve this objective, identify unique target audiences, segmenting down from the highest level (e.g., current customer and non-customer) to your final, more specific audience segments (e.g., current, highly engaged customer in medical device manufacturing). Then create a content journey map for each of these microsegments, identifying the unique needs, pain points and communication opportunities along the journey. Using this approach, you should be able to find any overlap in content needs or communication opportunities, reducing the total content scale.

Emerging content tools, like dynamic creative optimization (DCO) and landing page personalization, can

further improve the scalability of content. Instead of producing full assets, create only the components to be personalized, such as a few headline options, background images and offer/call-to-action buttons. Technology then comes into play to enable the final asset to be built at the moment based on data triggers and behavior.

PERSONALIZED CONTENT EXAMPLES:

-  Display ad headline populates instantly based on the viewer's industry
-  Email image displays the recipient's company logo
-  A landing page to sign up for a webinar, the title of which includes the invited attendee's name



B2B Challenge:

Grabbing a large, multifaceted audience's attention in an information-rich environment with content that speaks directly to them



B2B Solution:

Content personalization using journey mapping and content optimization tools and technology

BEST PRACTICE #3

USE IDENTITY AND AUDIENCE MANAGEMENT



WHO'S YOUR TARGET?



TO

Veronica Russo
Downloaded white paper
PACK EXPO 2019

FROM

Name: ?
Last engagement: ?
Origin: ?

As customers engage with your brand, it's important to support them throughout their journey, including beyond the initial purchase. The next steps are to identify who they are, what they've done, where they are in the journey and what is the best action for them to take.

Identity management is the ability to track and collect an individual's engagement with your brand and their consumption behavior across media, events, your website, emails and any other touchpoint. The challenges that many organizations have is how to identify and collect the data on accounts and individuals when data is coming from multiple sources and locations. The solution? An internal universal ID and data governance program and strategy.

Implementing a strategy that connects the data sources and locations to a single database can improve work across departments and strengthen tactical marketing activations. Creating a strong relationship with the IT team and clearly defining the purpose and need for this type of singular marketing database is critical. Once the foundation of data and technology has been established, then the real power of identity management marketing comes with the transfer of information from the marketing team to the sales team, leading to higher quality leads and enriched data to drive revenue.



B2B Challenge:

Delivering messages to a customer based on where they are in their journey and how they've engaged with the brand in the past

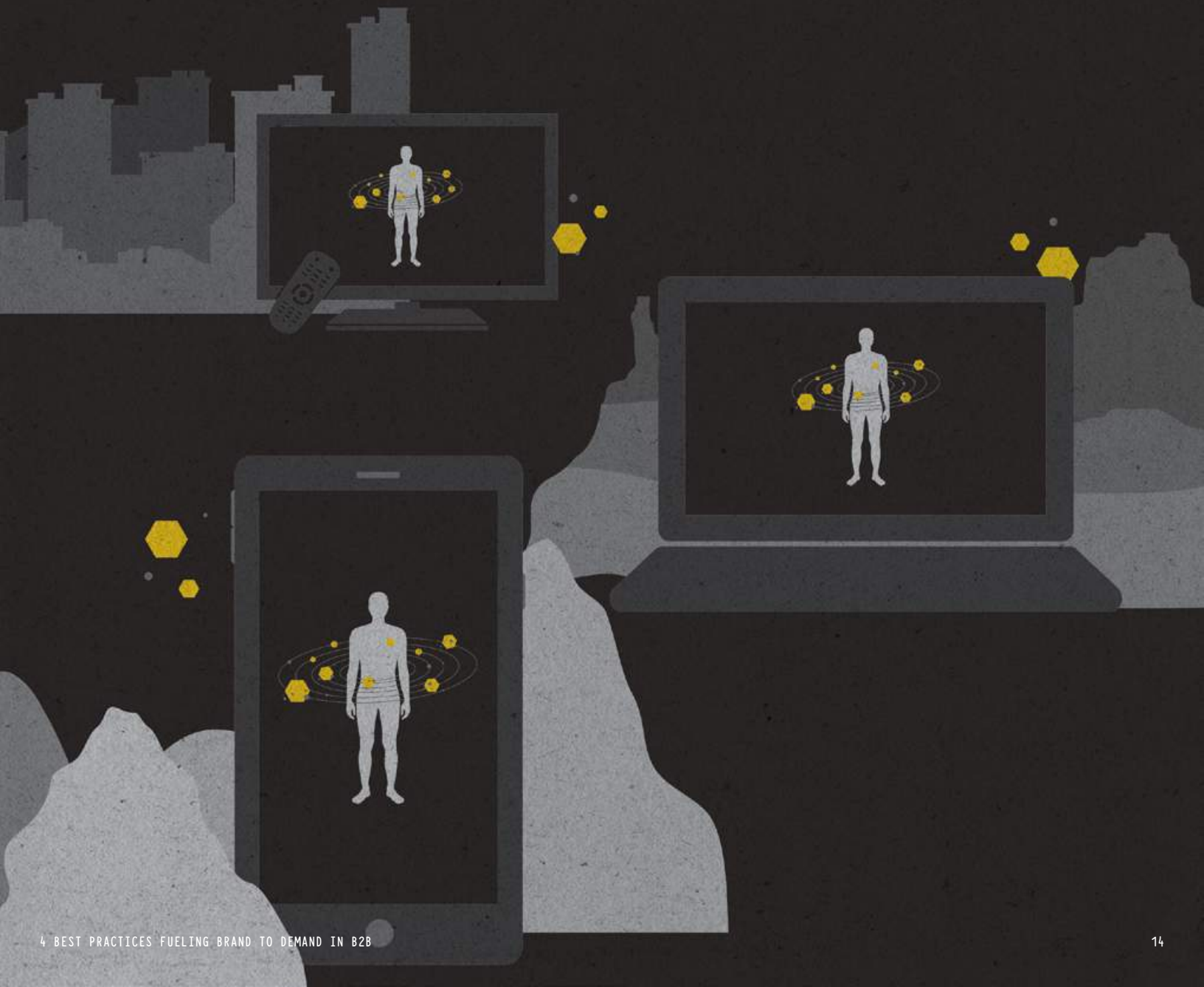


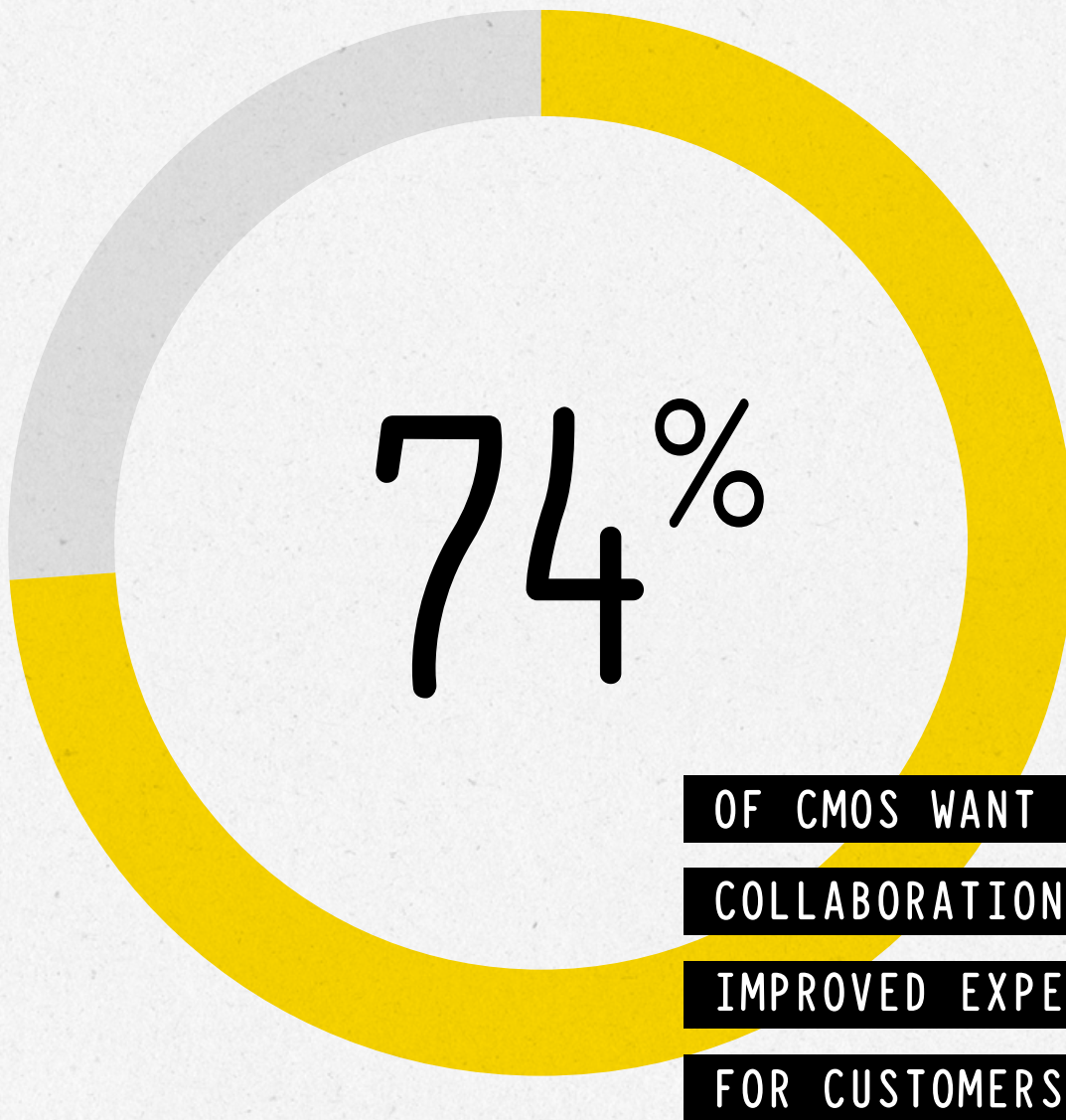
B2B Solution:

Using identity and audience management to identify and track individuals throughout their journey and across touchpoints

BEST PRACTICE #4

CREATE CONNECTED EXPERIENCES ACROSS MEDIA





In a brand-led world, organizations sought to deliver their message to the customer in a linear fashion. Today, that role has transformed, and customers no longer want to be talked to; they want to engage when and how they want. Now brands need to be hyper-focused on creating connected experiences.

Improving the customer experience is an investment worth making, as revenues increase when you close the gap between awareness and consideration and then consideration and purchase.

To accomplish this goal in the new, customer-led landscape, it takes a deeper understanding of audience behaviors and preferences. That means connecting personal data with business profiles and digging into first-party data in ways that challenge assumptions.

For example, using technology that triggers an experience when that experience is "requested" (e.g., ABM surging accounts, content engagement scoring, third-party partnership experiences) requires innovations in ever-evolving media channels. Brands need to continually learn and optimize (e.g., using platform artificial intelligence, dynamic video, personalization in the platform) to provide the right experiences to customers and prospects.



B2B Challenge:

Creating a seamless customer experience within a nonlinear, consumer-controlled landscape



B2B Solution:

Connected media experiences across the buyer's journey, based on a deep understanding of audience behaviors and preferences, fueled by technology

BRIDGE THE GAP BETWEEN BRAND AND DEMAND TO GROW YOUR BUSINESS.



Your business grows better when brand and demand efforts work in tandem. gyro can help you implement these four best practices and maximize your brand-to-demand impact. We have the tools and experience to hone your marketing message and amplify it across a connected media experience.

Ready to kick-start your brand-to-demand efforts to grow your business? Eager to cut through the noise and create a uniquely engaging experience for your audience? We are.

Let's build brand trust that powers demand.

LEARN MORE

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gyro and Merkle

gyro is the first full-service global creative B2B agency - on a mission to create ideas that are humanly relevant. Merkle is a global data-driven, technology-enabled performance marketing agency. gyro and Merkle are part of the Dentsu Aegis Network.

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