



STATE OF BRAND VS. DEMAND MARKETING:

Synergize, Don't Separate



INTRODUCTION

Brand and demand marketing are distinctly different, yet incredibly complementary: Brand focuses on building awareness and reputation, while demand generates leads and drive sales. However, research found that **70% of organizations** experience significant tension between brand marketing and demand generation teams, which is often caused by a lack of understanding of the different goals and objectives of each discipline. The intersection of both is clear: Authenticity and empathy.

"It's not about the best business models, products or budgets; it's about authentic storytelling," said Ciara Unger, Executive Coach and Fractional Executive at **CIARA & Co.** "Most pitch and demo decks, brochures and booths are all things that we put a ton of time, energy and resources into, and they often fall completely flat. We've taught ourselves that if we can just quickly say all the things that are cool about us, it'll get people interested and encourage them to buy our product. But when things don't perform the way they're expected to, we have to answer for that."

With **50% of marketers** indicating they want to run brand and demand campaigns together but are unsure where to start, this special report will highlight the resources available to help teams develop and implement an integrated brand and demand marketing strategy. Through real-world insights and expert testimonies, specific topics of discussion will include:

- Clarification about the specific purposes of brand and demand, where they overlap and how to leverage the disciplines in tandem;
- How to allocate marketing budget between brand and demand marketing by focusing on specific business goals and target audiences;
- The steps organizations should take to promote alignment between brand and demand teams to alleviate miscommunication and misconceptions;
- The KPIs and metrics needed to track the results of both efforts, individually and in unison; and
- The nuances between brand and demand content, along with the top strategies for streamlining creation.



THE STEPS REQUIRED TO CRAFT A STRONG BRAND

Brand is a longer-term effort that creates a narrative and story around a brand as a whole and should be consistent across all stages of the buyer's journey. However, many brand marketers struggle with taking themselves out of the equation and putting prospects and customers at the forefront. Ungar explained that the desire to put oneself at the center of narratives is human nature, and outlined the three biggest pitfalls brand marketers contend with — and how practitioners can overcome them.

- 1** Humans try to recall everything with perfect accuracy, so it's important that marketers don't overwhelm them with too much information at once. Instead, Ungar suggested brand marketers should give *just* enough information to be useful, and then share more over time.
- 2** Humans often have the "curse of knowledge," Ungar explained, noting that all marketers operate with a cognitive bias and assume other people have the same depth of knowledge that they do. Instead of communicating at a highly technical level, marketers should work to simplify the information so it's easier to digest.
- 3** Marketers can't make themselves the center of the story, Ungar continued, noting that, instead, practitioners need to take the role of a guide and position themselves as a tool. Customers want to feel empowered and talked with, not at.

"Our 'why' is central to being able to communicate our story in a way that actually connects with people in a way that's interesting," said Ungar. "People don't simply buy the shiniest objects or the coolest things out there; they buy ones that connect to, tap into and activate their identity. We aren't selling software that helps people automate their processes — we're selling a peace of mind that creates a better future for them."



THE NUANCES OF GENERATING DEMAND

Demand, on the other hand, is all about the short-term execution of lead generation and conversions, which has turned into a numbers game. It's not enough to merely assess a channel or lead one at a time; marketers must now examine engagement rates more closely to form distinct micro-categories of leads to enhance how they target similar prospects.

"I've been in organizations where there's a conflict of how 'demand' is perceived all the time," said Sabina Iyengar, Director of Growth Marketing at [Betterworks](#), an enterprise performance enablement platform. "Well, it's not about just getting the name; it's about getting the right name. I could offer a Lamborghini as a prize in a raffle and get you a million names. Modern lead generation has conformed to this strategy where you want to target the right profiles with the right information. It's not just about lead gen, but about the right lead gen."

The primary driver of demand falls squarely on content's shoulders, making it an integral part of the marketing pipeline. But with content clutter spread across the internet, practitioners are tasked with crafting eye-catching assets while ensuring the content helps create brand awareness, build credibility and trust, educate audiences, generate demand and nurture people through the buyer journey, explained Michael Ruby, President & Chief Product Officer of brand, marketing and content agency [Park & Battery](#), at [#B2BMX](#).

"Unfortunately, through the miracles of modern marketing and marketing technology, we often devalue the content that we make," Ruby continued. "Someone in a meeting will yell, 'We need to juice our SEO or hit these MQL numbers,' and when we try to check those boxes, we forget why we started to make this content in the first place."

He continued that most organizations are too focused on themselves and their product, and therefore need to shift the focus toward creating customer value — and that's where demand and brand intersect.



REDUCE, REUSE, RECYCLE: A TIMELY MANTRA FOR ANY MARKETING ORGANIZATION HEADING INTO 2024

By Laura Ashley, B2Lead

At a time when not just younger Americans, but the general populace, was facing collective exhaustion from the Vietnam War, Watergate, the death of Elvis and the breakup of the Beatles, among many other stressful events, distinguished members of Congress had a very painful realization about the fact that ***we make a lot of garbage.***

Gaylord Nelson, a Democratic senator from Wisconsin with a BA from San Jose State College, served in World War II and founded Earth Day in 1970, one year after President Richard Nixon, a Republican, signed the law that would ultimately create what we know today as the Environmental Protection Agency (EPA). Later that decade, the Resource Conservation and Recovery Act would be introduced by another Democrat, Jennings Randolph of West Virginia, and signed into law in 1976 by Republican President Gerald Ford.

Those laws were only the first steps. It was going to take a catchy, easy-to-remember and compelling slogan that would resonate across generations and political parties to get both individuals and large corporations to change deeply entrenched behaviors around both creating and tossing their trash.

And somewhere, a brilliant marketing mind in the relatively young Environmental Protection Agency came up with the phrase, "Reduce, Reuse, Recycle." Forty-eight years later, there are toddlers who can recite it, know what it means and put it into practice.

If the two American political parties could find a way to come together, why not brand and demand generation teams?





Why The “3 Rs” Should Matter To Both Demand Generation & Branding Now

Marketing organizations face an all too familiar challenge: Doing more with less. Budgets are tight, competition is fierce and audiences are increasingly fragmented. In this environment, efficiency and collaboration are key. And that’s where the timeless mantra of “Reduce, Reuse, Recycle” comes in.

1 REDUCE

- Content fatigue is real. In an age of information overload, bombarding your audience with endless content is a recipe for disengagement. Instead, focus on creating fewer, but higher-quality pieces that resonate deeply with your target audience and highlight the freshest aspects of your brand identity.
- Prioritize quality over quantity. Ask yourself: Does this piece of content truly add value? If not, it’s time to hit the delete button.
- Consolidate your efforts. Instead of spreading your resources thin across multiple channels, identify the channels that are most effective for reaching your target audience and focus your efforts there.

2 REUSE

- Don’t reinvent the wheel. You’ve likely already created a wealth of valuable content over the years. Take some time to audit your existing content library and identify pieces that can be repurposed for different audiences and channels.
- Think beyond text. Consider transforming your written content into infographics, videos, podcasts or other engaging, visual formats.
- Update and refresh. Even the best content needs a refresh from time to time. Give your old content a new lease on life by updating the statistics, adding visuals that complement the current thematic elements of your brand and tailoring it to current trends.



3 RECYCLE

- Sometimes, the best way to get the most out of your content is to start over. But that doesn't mean you have to start from scratch. Look for opportunities to reimagine old content with a new perspective, focusing on the latest trends and insights relevant to your audience.
- Get creative. Can you combine multiple pieces of content into a more comprehensive and valuable resource? Or can you turn an old white paper into a series of blog posts or social media updates with new perspectives?
- Don't be afraid to experiment. There's no one-size-fits-all approach to recycling content. Be bold, be creative and take the time to get feedback from various marketing stakeholders.

By embracing the principles of "Reduce, Reuse, Recycle," marketing organizations can cut costs, improve efficiency and focus more on collaboration. So, look at your marketing plan, channel your inner environmentalist and start reducing, reusing and recycling your way to a successful integration between demand generation and branding.

Collective Success Requires Collective Action

Heading into 2024, there is a shared urgency around the world concerning our changing climate and environmental issues that must be addressed sooner than later. Back in 1976, despite a lot of philosophical differences, the two main political parties could both see where action was needed and combined forces to take it.

For many marketing teams, 2023 wasn't the easiest of years on either the brand identity or the demand gen side. Both likely have long wish lists of ideas to carry over. By repurposing existing assets and breathing new life into old white papers, reports, presentations and videos, marketing organizations can move forward some of those ideas and spend less time simply churning out new content because ***that's what they've always done.***





BRINGING IT ALL TOGETHER FOR DEMAND GENERATION

It's clear that converting B2B prospects into buyers is often a complicated, lengthy process. Research shows that **80% of people** prefer to buy from brands whose actions align with their values. To gain insights on engaging prospective leads, demand marketers should investigate their past customer engagement data or consult with their brand counterparts who've developed an understanding of the target audience and curated appropriate message. This can range from complex, detailed analysis to straightforward conversations that yield valuable information.

"From a marketer's perspective, it seems like brand is really cool, splashy and creatively executed, while demand is just pushing an E-book or demo," said Jason Gladu, President of demand generation agency [Avani Media](#). "We need to tie it all together: You've got these really rich insights from the people that are close to the consumer — the demand folks — that need to be brought together with brand marketing so we can speak holistically and put the customer at the center."

Doubling-down on Gladu's sentiment was Josh Lowery, Co-founder and Director of marketing agency [Makeway](#). He added that the more demand and brand marketers communicate, the more they can jointly analyze intent signals and craft more targeted campaigns.

"If you know what the company is interested in, in terms of keywords or keyword searches, you can move toward a topical-based approach from a marketing perspective," he explained. "That's where intent can be informative. You must capture that data somehow in your systems, either in Salesforce or in your marketing automation system, to do effective lead nurturing."



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CONCLUSION

When brand and demand teams come together, they can take prospects' wants and needs into account and weave a cohesive story surrounding their offerings, successfully engage buyers and build stronger relationships.

"We really want to focus on the customer journey, because it's no longer about what we believe is best for the customer," said Gladu. "It's about what the customer wants next."



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Demand Gen Report is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multichannel demand generation efforts.

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