

B2B Brand Benchmarking

Where do you stand
and where should you be?

Your road to RICHES™

- R**esearch Confirm what your secret sauce is in the eyes of your clients and prospective clients, plus what your competitive landscape looks like.
- I**dentify Zone in on commercially relevant white space in the noise of the market that we can own, then develop a brand position and story to match.
- C**reate Design a visual and verbal identity that has the WOW factor, communicating exactly what you stand for.
- H**armonise Get your teams on board with the new messaging and how they're going to live the brand values day to day.
- E**MBED Now that we have an awesome brand identity, let's make sure we're using it consistently across every possible touchpoint.
- S**olidify Finally, we expand and cement awareness into your target market, reinforcing the brand position to our prospects until everyone knows what you stand for and why they should work with you.

Does it work?

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- R**esearch Our client planned to launch their new venture in London, but research revealed prohibitive competition in London and a virtually untapped £400m opportunity in Nigeria. +
- I**dentify Shifting our client's emphasis from product (where they were similar to their competitors) to service (where they were the only one to service their own kit) , we created an untouchable differentiator and added >£250m to their annual sales pipeline. o
- C**reate Creating an identity that was an exact match for what a particular group of investors would buy into, we helped a start-up client close £14m in seed funding in just 3 days.
- H**armonise Getting our clients' teams on brand transformed their sales conversions, taking them from loss making to a profitable £8m per annum revenue.
- E**mbed Creating a consistent brand presentation took our client from relying solely on referrals to getting leads through their website and events worth >£20m.
- S**olidify Taking our client's proposition from a 90-minute demo to a 90-second video ad, supported by webinars, helped them uncover and close new opportunities with the likes of Virgin Atlantic and secure two successful 8 figure funding rounds.

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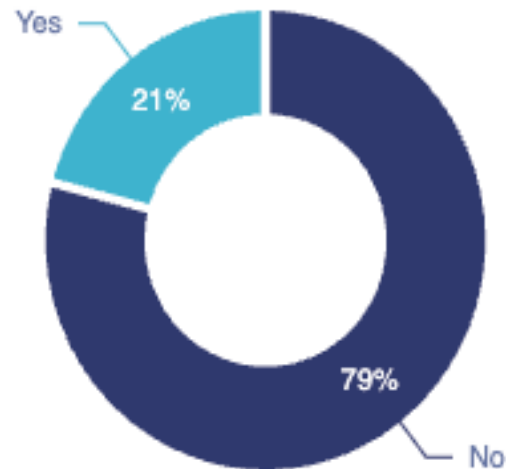
Research



Listen to your market

- Identify trends
- Prompt questions for further investigation
- Understand your market

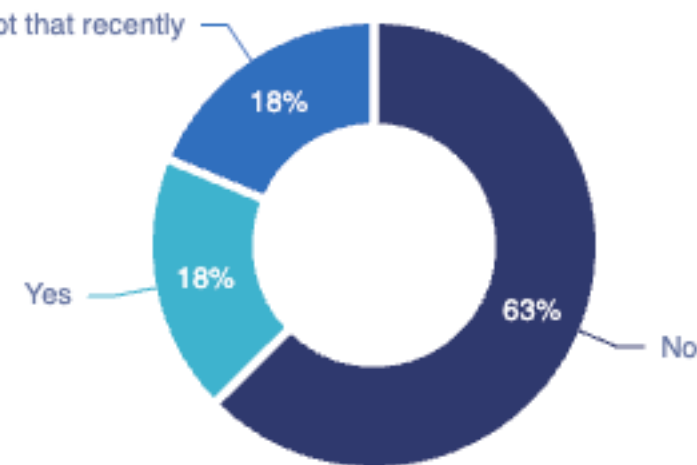
Have you conducted quantitative customer research e.g. a survey with >200 responses within the last year?



Talk to the market

- How else will we know what they think?
- Don't be a fisherman and wait for them to vote with their feet.
- Things change, so stay current.

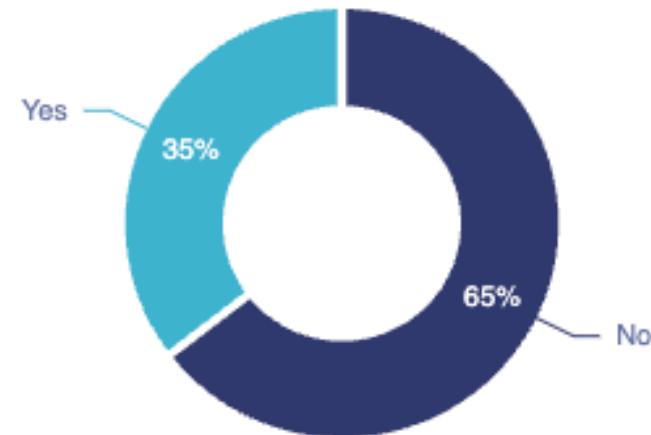
Have you conducted qualitative customer research e.g. interviews and focus groups within the last year?



Direct competition

- 55% said they could differentiate from others in their sector, yet only 35% have actually looked at what their sector is doing
- Look so you can do differently, not so you can copy

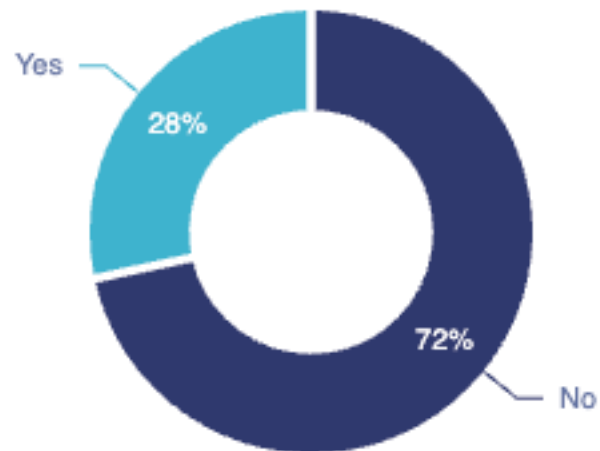
Have you mapped your direct competitor's brand positioning?



Indirect competition

- It's not always your obvious rivals who eat your lunch
- Borders and Blockbuster
- Inaction is always your number one threat

Have you evaluated indirect competition to your brand?



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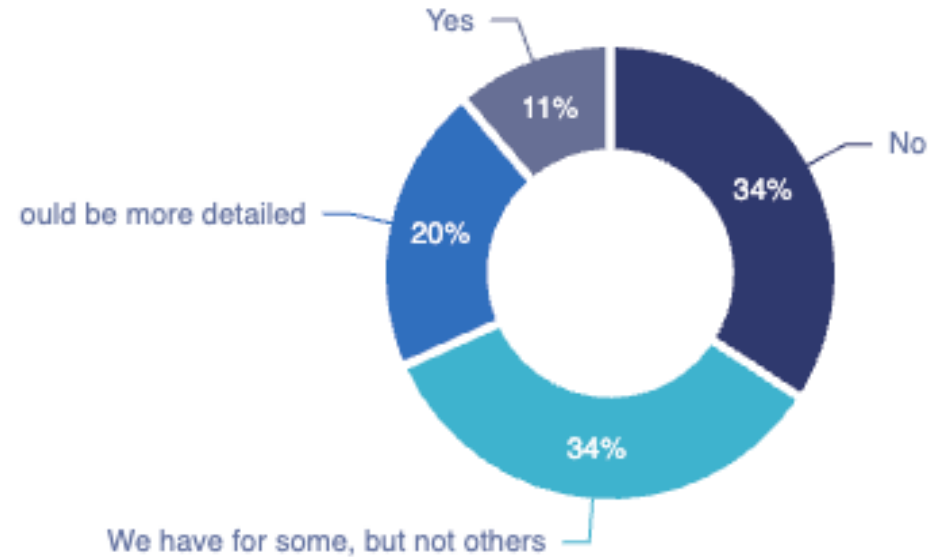
Identify



Buyer personas

- Where have these come from if not from research?
- Are they up to date and based on real insights?
- Does the detail in them have direct relevance to how you market to them?
- Ordering coffee for a stranger.

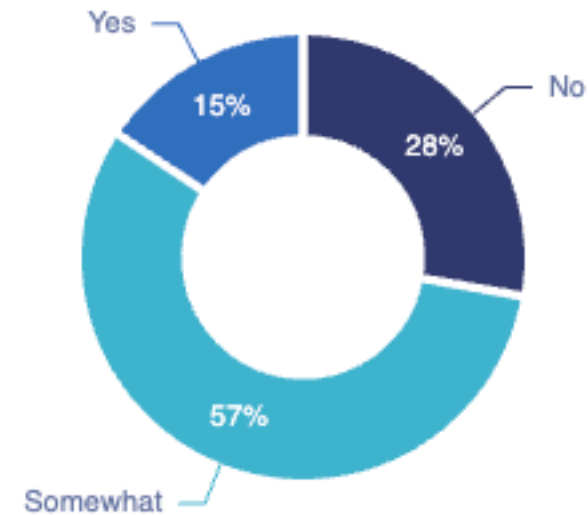
Have you got fully formed buyer personas for each member of your decision making unit?



Why we buy

- We buy something because the business needs it, we buy a specific thing because of how it makes us feel.
- Emotion is a critical part of B2B marketing and sales.

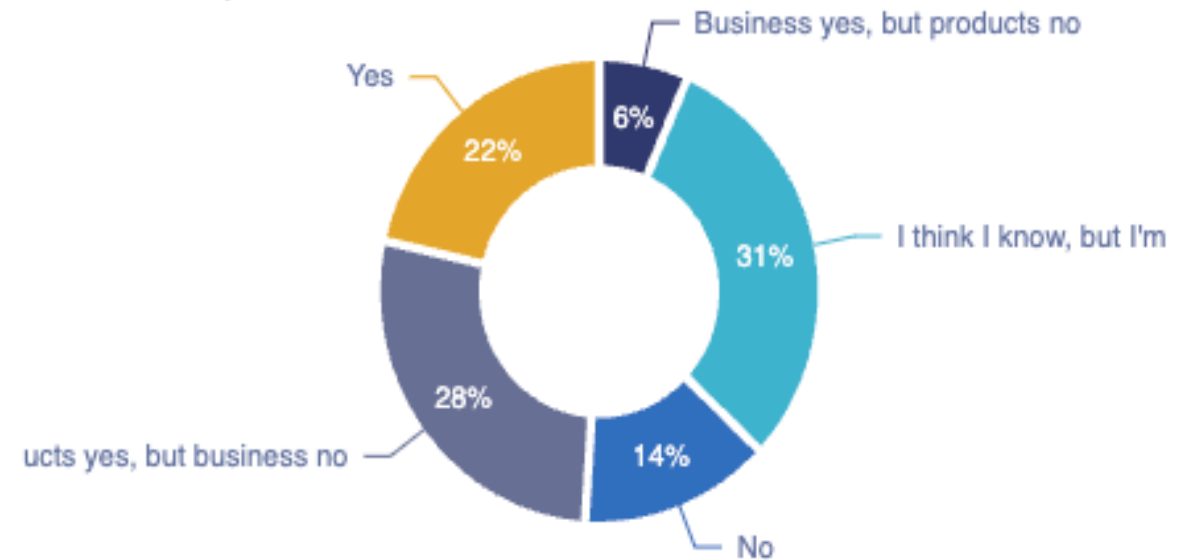
Are you confident that you could speak to each target customer's pain points, fears, dreams and ambitions?



Value propositions

- Product and business VPs have intrinsic value, but the combination is more powerful.
- Cross sell is tough if there's no perceived value in the business.

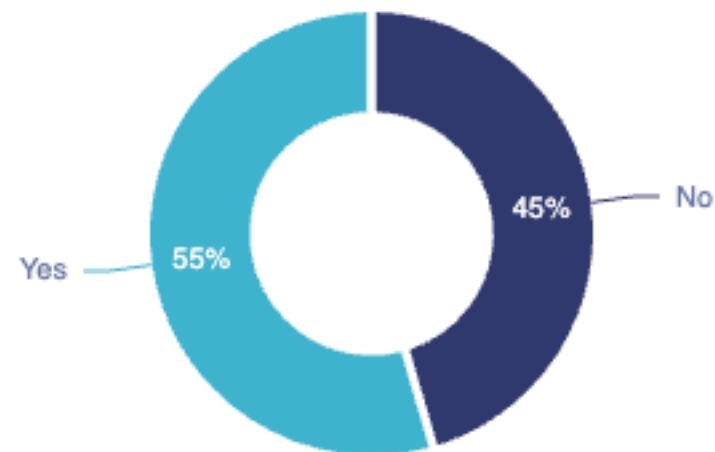
Are you confident that you know what your customers value about your business and products?



Differentiation

- How to move to one of many to one of one
- Avoid fighting on price

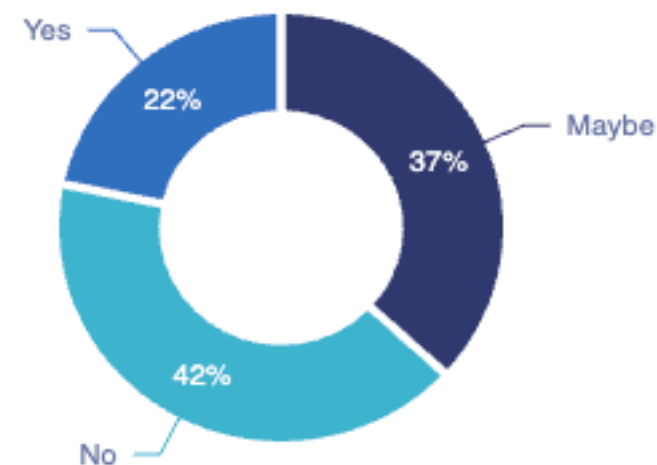
Do you know where you can differentiate your brand from others in your sector?



Different isn't enough

- Difference for its own sake isn't going to sell
- A differentiator that has no commercial relevance is completely pointless
- If they don't care, neither should you

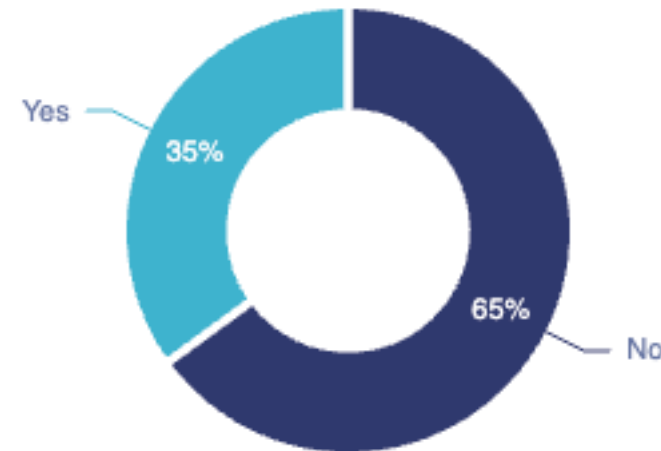
Are you confident that all your brand's differentiators are commercially relevant to your customer's buying decision?



Brand strategy

- If you don't know where you're going, how are you ever going to get there, or know when you do get there?
- The North Star for marketing and ideally for the business
- Nobody's going to write you a cheque if you don't have a plan
- Avoids multiple personality marketing disorder

Do you have a written brand strategy for your business?



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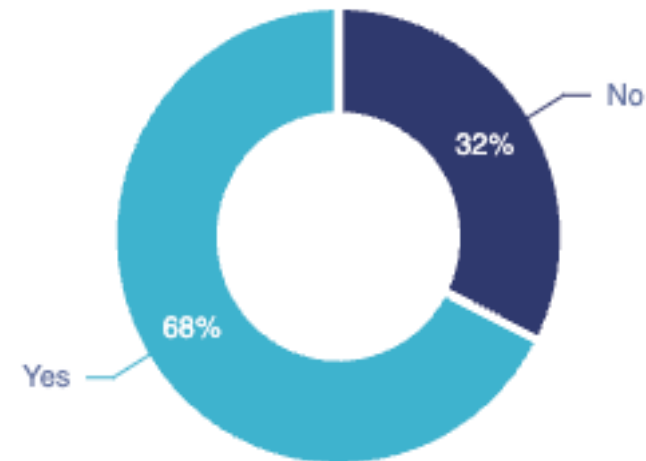
Create



Mission, vision and values

- This is a start and a good one too
- Still worrying that 1 in 3 is directionless
- It's the bit the rest of the business gets and can get behind!

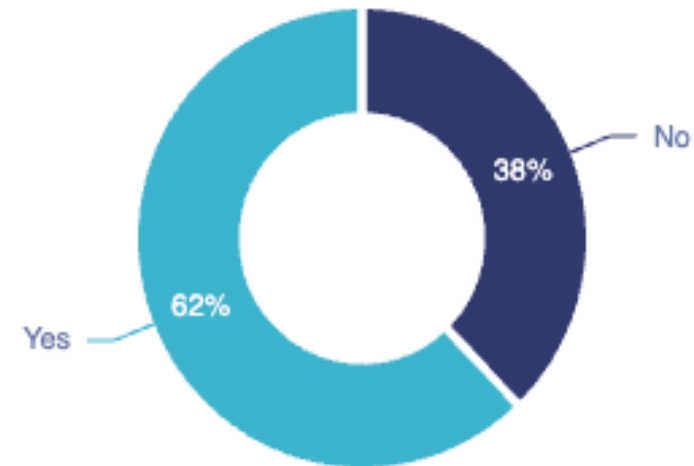
Do you have brand mission, vision and values?



Brand story

- If you don't know it, you can be sure no one else does.
- More and more people buy into authentic, appealing stories far easier than feature lists or marketing speak benefits.

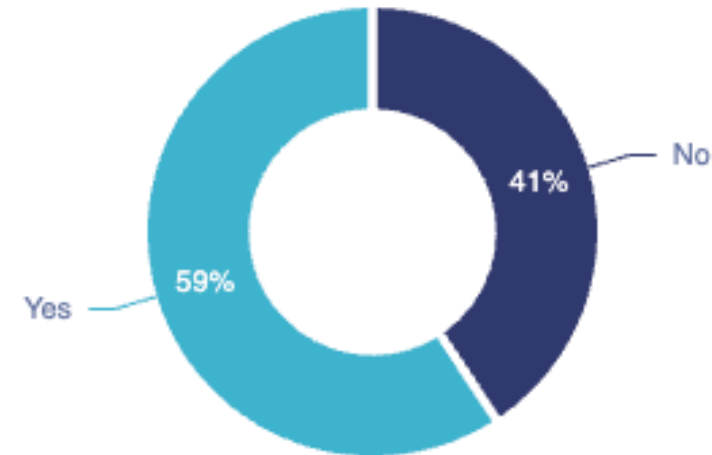
Can you easily narrate your brand story?



Personality

- Do you have a meaningful relationship, personal or professional with anyone who doesn't have a personality?
- Or anyone who has several?
- Inconsistency sows the seeds of distrust.

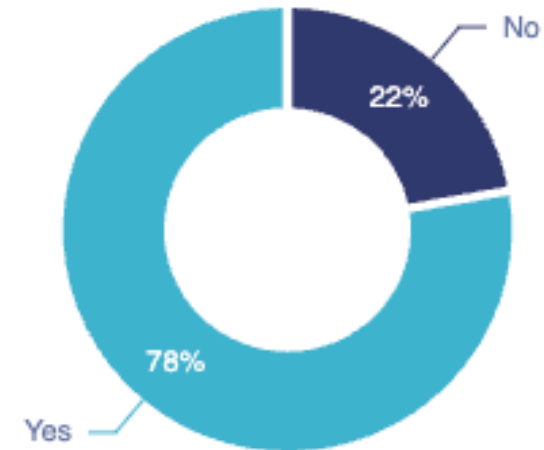
Does your brand have a distinctive personality and tone of voice?



Visual identity

- Individually, this is a good result. Taken as part of the bigger picture it's heartbreaking.
- Beauty without meaning is pointless and not going to have significant commercial impact.
- Dating the best looking person in town.

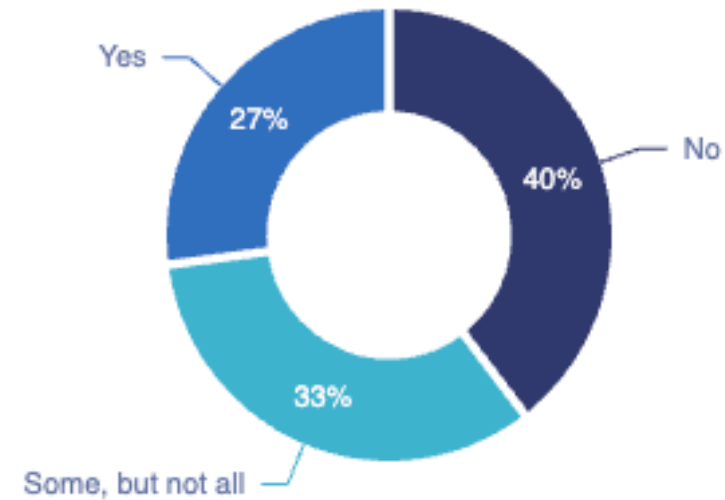
Does your brand have a defined visual identity including logo, colours, fonts, photography style and graphic treatments?



Guidelines

- If they don't know, how can they do it right?
- The importance of tailoring.

Are there clear, digestible and easily accessible brand guidelines, tailored to each function of the business?



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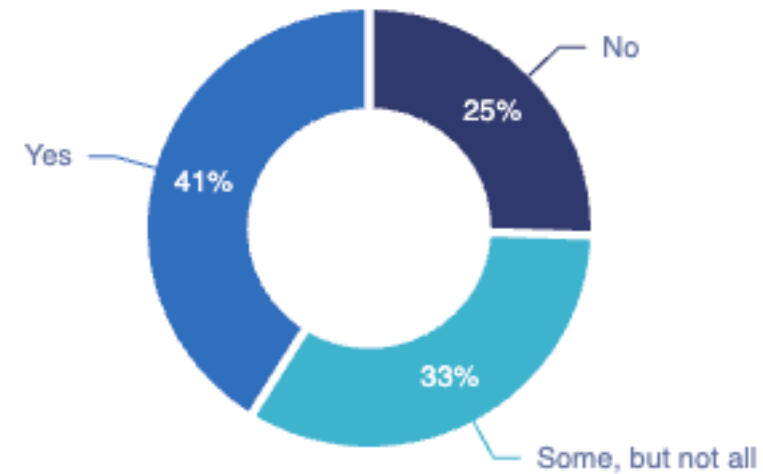
Harmonise



Leadership

- If they're not with you, you have a problem.
- Make that multiple problems, internal and external.

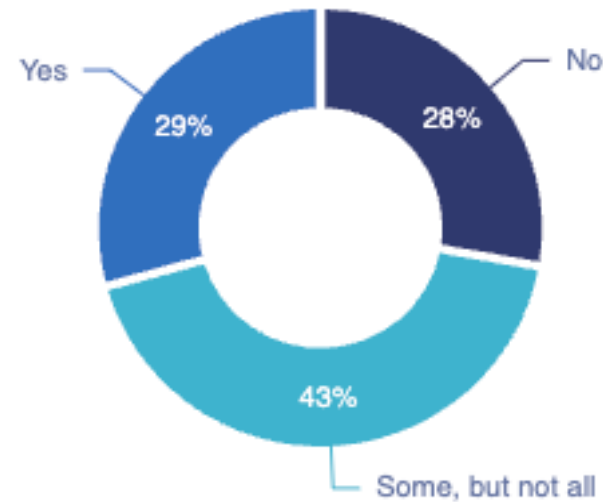
Do all the leaders within your business understand what the brand's story, mission, vision and values are?



Teams

- Brands do not live in the marketing department.
- The more people who know, the better your chances of building something powerful.
- Avoiding death by a thousand cuts.

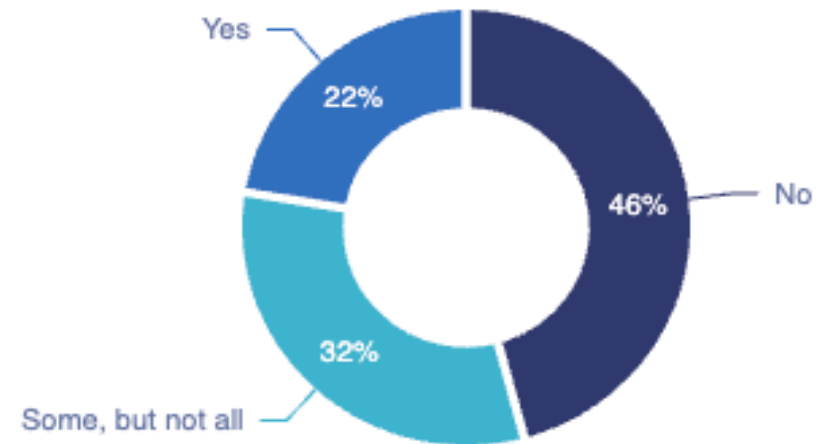
Do all the staff within your business understand what the brand's story, mission, vision and values are?



Team training

- Even the best guidelines need help
- Excite, inspire, inform.

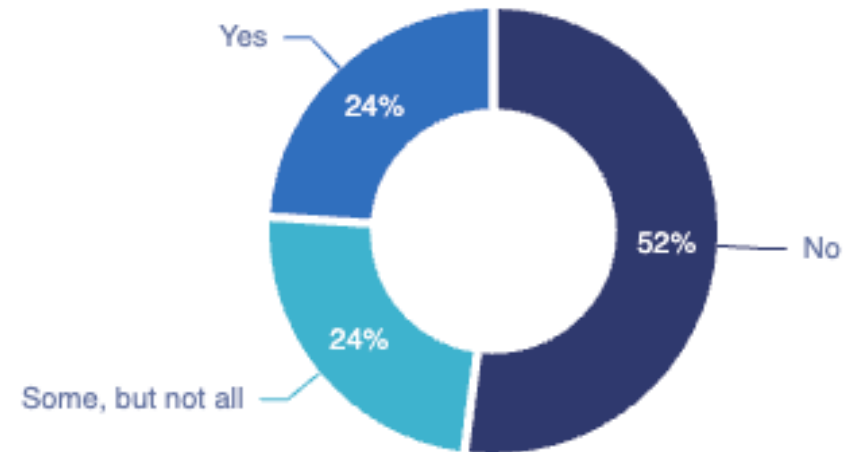
Have all functions in the business been trained on how they should embody the brand?



Delegation

- Ownership inspires adherence
- You don't know it all

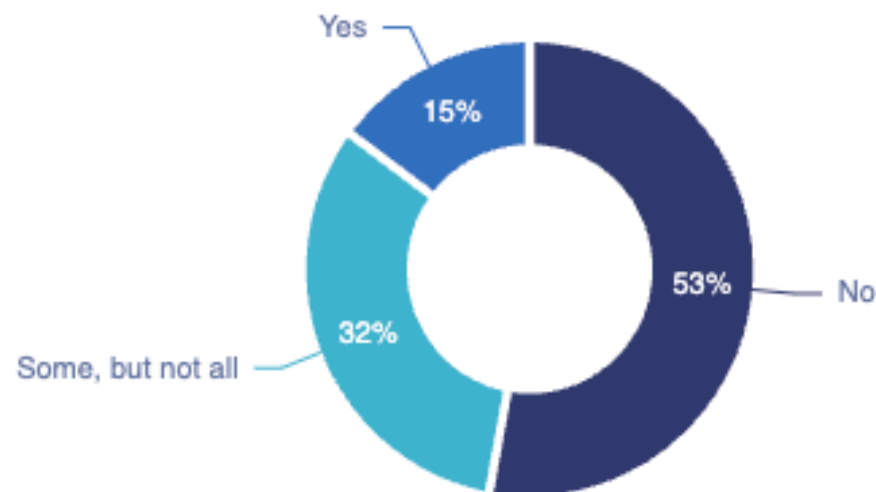
Have all functions in the business been delegated responsibility for how they should embody the brand?



Measurement

- What gets measured gets done
- Like the brand strategy, you can't know when you're winning or losing if you're not measuring.

Are there measurement, monitoring and accountability processes in place for brand compliance across all functions in the business?



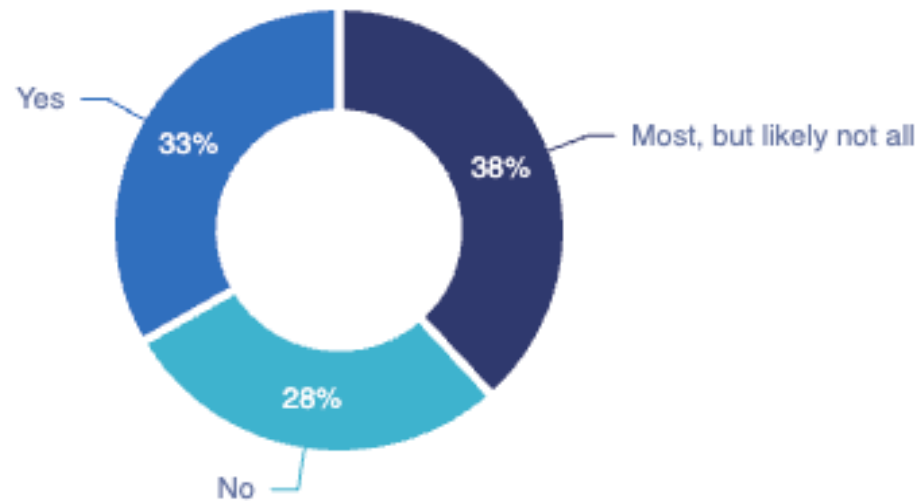
Embed



Digital

- Super hard
- Focus on the highest profile first
- Delegate to your logistician team members

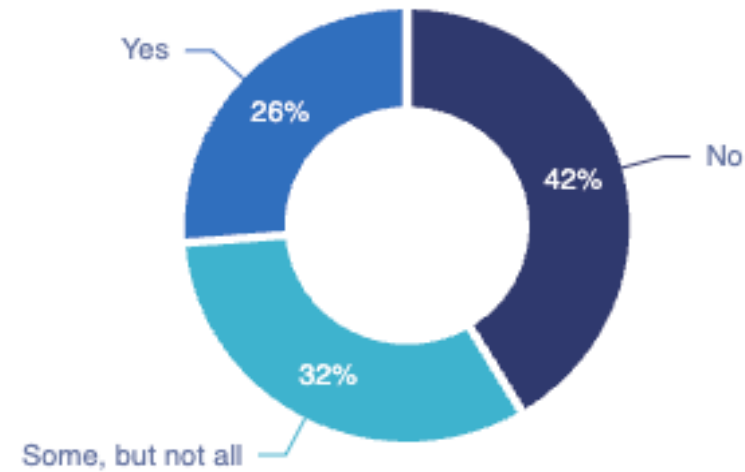
Are you confident that your brand is consistent across every digital property (websites, social, email, third party listings etc.)?



Ephemeral

- Hardest of all, but still worth trying

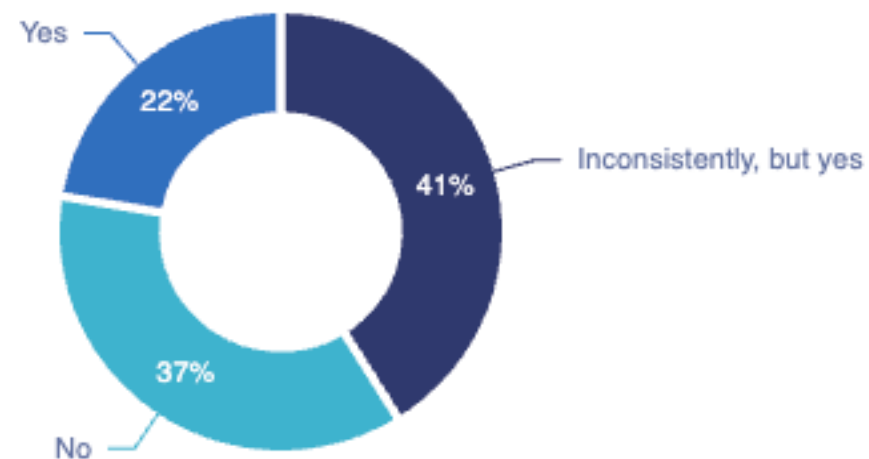
Do you have mechanisms in place to try and control your brand presentation across press, user generated content etc.?



Experiential

- 1:1 human contact has disproportionate impact
- It's another of those pesky emotion things.

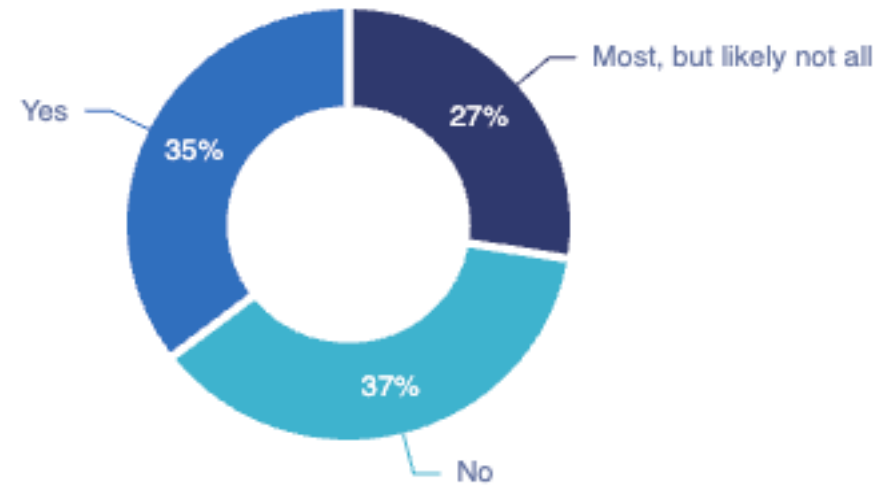
Do you monitor client facing functions like sales and customer service for how they embody the brand?



Physical

- No real excuse for failure
- Everything's high profile

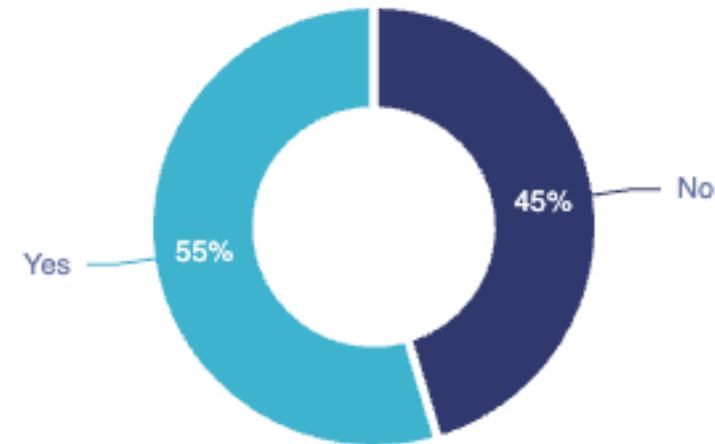
Are you confident that your brand is consistent across every physical property (print media, events, direct mail etc.)?



Guardians

- Need to have authority, time and resources
- More than a label and not just a marketing thing

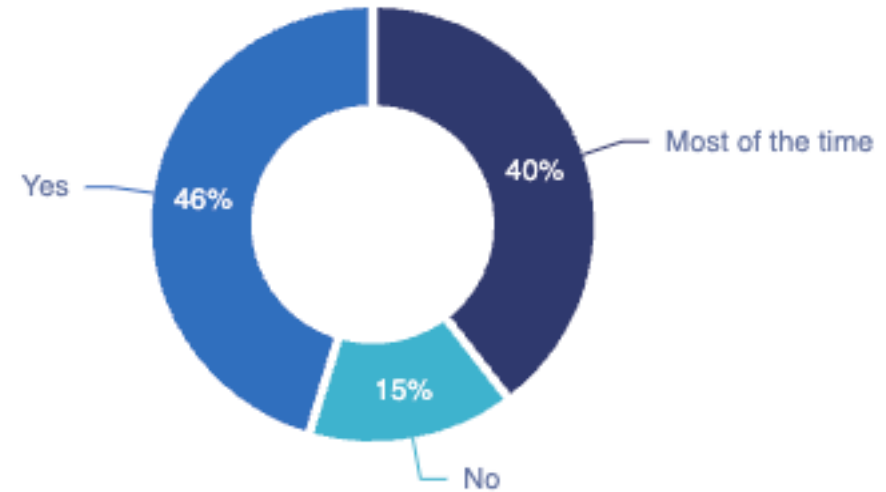
Do you have clearly defined responsible and accountable persons for brand guardianship?



Consistency

- Brand is not a one time thing, it's about consistency over time, on as many touchpoints as possible.
- Trust builds from being predictably you. That doesn't mean boring!

Do you ensure all your client facing collateral (marketing, sales, service etc.) is aligned to your brand, messaging, tone of voice and visual?



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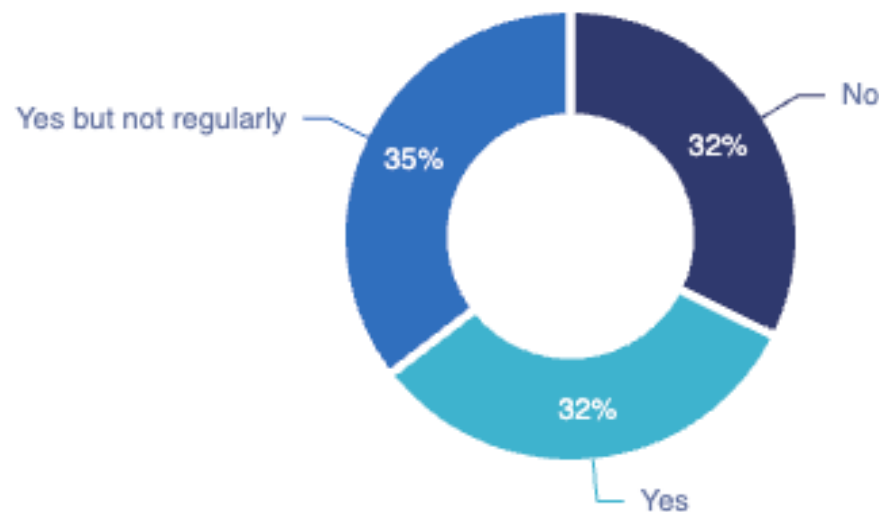
Solidfy



Awareness marketing

- No one cares as much as you do or remembers as well.
- If you don't show people, they'll never remember.

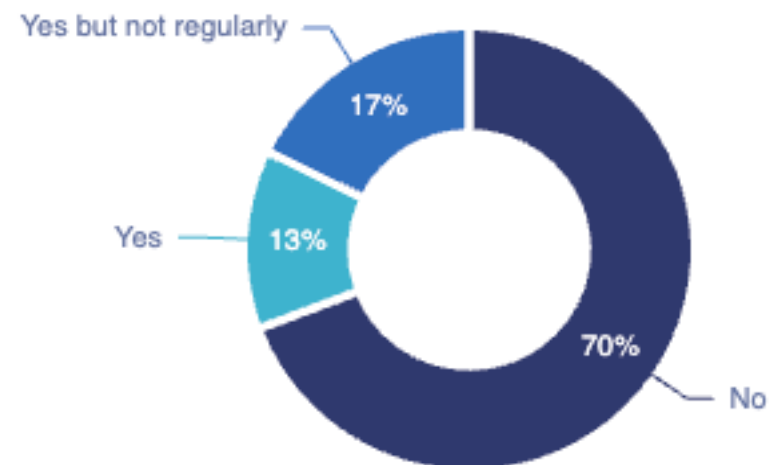
Do you regularly devote time and budget to creating brand awareness and spreading your brand message?



Measurement... again.

- You can't justify spend without numbers.
- And without budget you can't build brand.

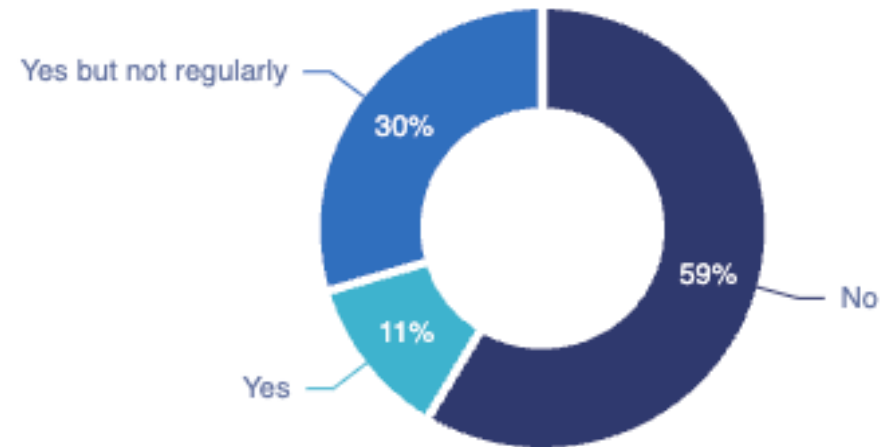
Do you regularly monitor and measure brand awareness?



Brand efficacy

- Are we starting to spot where the gaps are?

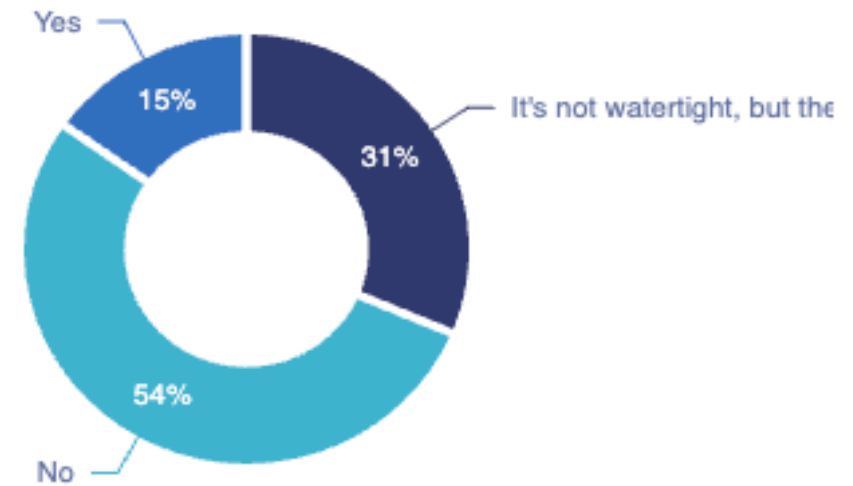
Do you regularly monitor and measure the effectiveness of your brand messaging?

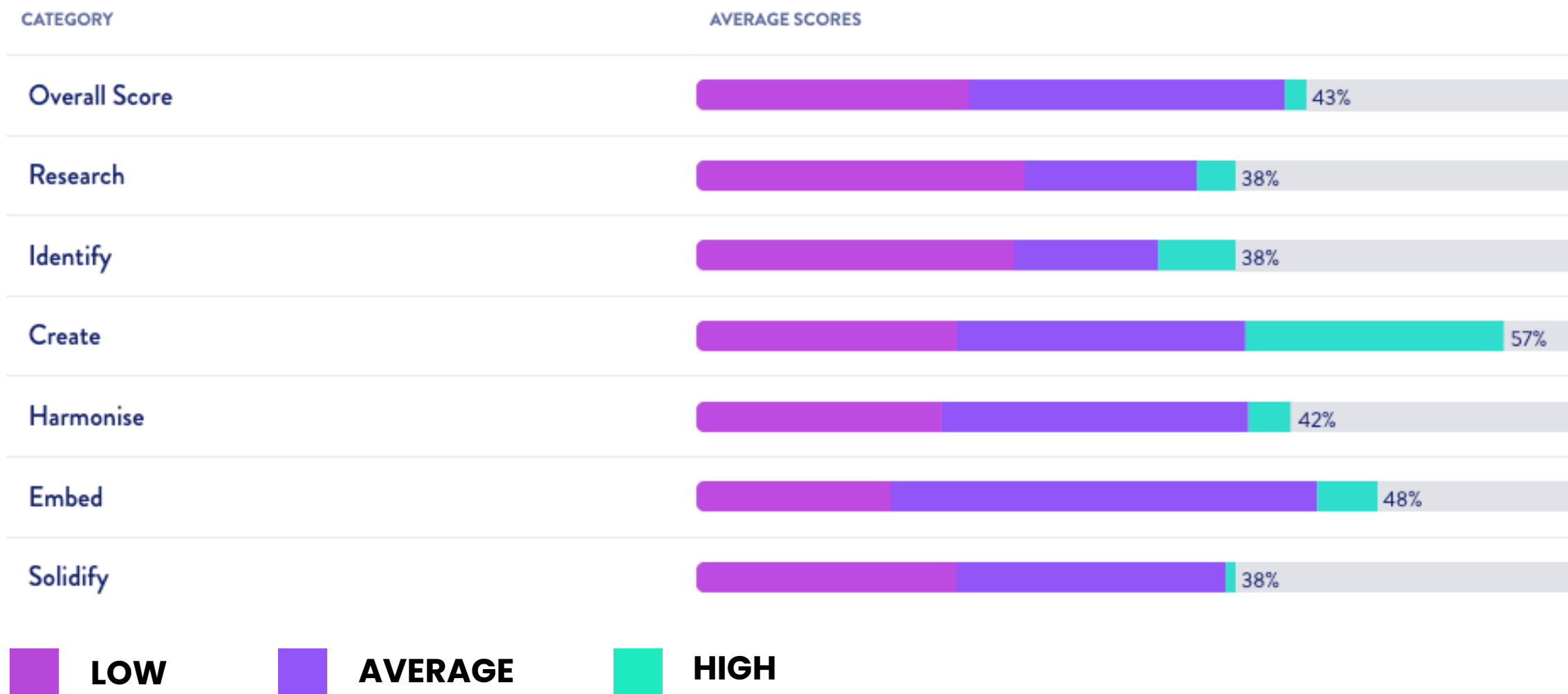


Brand impact

- This is the real killer piece; does it close more deals?

Can you directly connect the impact of your brand on sales?







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**YOUR NEXT
STEP:
BENCHMARKING**

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