




A collection of RiSE B2B branding hints and tips - Part 1



Embrace Marketing is a specialist in B2B brand development. With a deep understanding of the B2B brand journey, we have developed a collection of RiSE brand models to guide our clients on developing highly distinctive, relatable and memorable brands.

If you are looking to gain clarity around your brand strategy, differentiation, brand value proposition and a visual identity that sets you apart from competitors, get in touch with our MD Becky:

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Be the most *trusted* brand

Since the pandemic, 70% say trusting a brand is more important than before. $\frac{3}{4}$ of B2B organisations will also stay loyal to a brand they trust – even if it's more expensive!

Obviously if you've had a fantastic experience with a client then trust is easy to build. But how can you build trust with a new prospect?

- As it takes 6-8 touchpoints to generate a viable sales lead – we'd recommend mapping out what those touchpoints with prospects will be.
- Have a well thought through content marketing strategy and plan. How can you share your expertise and add value for your audience?
- Be personal. Digital marketing is a great way to reach your audience but with a lack of face-to-face meetings these days make sure you share your personality. Podcasts and video are a great way to convey your knowledge and personality.
- Ask clients to collaborate on video and written case studies. There's nothing better than prospects hearing first-hand how you've helped solve their problem with a similar organisation!

Is your brand development process *biased*?

Is it solely based on your internal views of what your brand should stand for and look like?

Often brand development can be very one sided - only considering what internal teams think the brand proposition, messaging and visual identity should be.

But what does your target audience think? Do you know what your current client segments think, what your prospective clients think and what your future opportunities are?

Your internal long-standing experience of your industry is a fantastic starting point.

But, without asking your audience - what their perception of your current brand is, how a brand makes them feel or what their unmet needs are - how can you truly connect with your audience without this crucial insight?

What's your brand development process? Do you consider what your customers think and how they feel?

Every B2B brand *can* and *should* share *emotion*

According to a recent study, brands that have an emotional relationship with their customers have a 306% higher lifetime value! Customers are also likely to recommend the company at a rate of 71%, instead of the average 45%. Pretty impressive isn't it?

When emotions are so natural and instinctive, why do many B2B marketers opt for more rational, factual messaging vs. emotional messaging? Emotion is far more expected in B2C and yet when decision-making is instantaneously driven by our emotions in our day-to-day lives, why is B2B marketing approached so differently?

Don't get us wrong. There is a time and place for rational messaging at the right point in the customer's B2B journey. But, if we jump in straightaway with the rational, we're missing out on that instant, strong emotional connection.

Why does this matter even more since the pandemic?

Twofold really.

- 1 If we're making a switch to a new supplier we're more cautious than ever since the pandemic and we need to have a strong emotional, instant connection to want to do that (backed up by the rational!)
- 2 Everyone is blasting out messages across digital marketing left, right and centre. Your messages have to stand out and boring, traditional and very rational messaging won't cut the mustard in today's very competitive B2B digital space.

Brand stringency vs. brand *fluidity*

We're a stickler for traditional branding rules and always working with the brand guidelines to hand, but we also believe in brand evolution and maximising brand creativity and dynamism.

It's great to have a set of brand guidelines to make sure everyone is clear on how the brand should be used. However, there are times when we need to flex and evolve to make sure things don't become too samey or too corporate looking and to make sure we're moving with the times.

Our brand guidelines keep everything consistent and professional looking so we create memorability, but when we need an umph of creativity, adding something new to the mix can be essential. It might be something as simple as a change in photography or iconography style or adding a secondary colour palette or using the main brand mark in a slightly different way to modernise everything.

It all depends on what you want to achieve and what you're willing to flex on! Our advice would be to make sure you're clear on your brand guidelines, but don't be too stringent as you might be missing an opportunity to be more creative or to remain fresh and distinctive as your market progresses.

Clear brand propositions create *agile marketing*

From experience, the clients we work with who have clear brand strategies, propositions and messaging are the ones who make the more agile marketing decisions.

When you know what your brand is all about, it should be a quick decision on your design/image/copy to convey your brand in the right way.

If you drag your feet for too long, the competition will get ahead! If it takes you several weeks to generate one piece of content, just think how much content you could have created in that time. Consider how many people within your target audience you could have reached and how much you could have increased your brand awareness by.

Our advice would be to set a clear brand strategy and proposition first and then go with the flow. As long as content is fulfilling your brand strategy, proposition and guidelines then go for it! If you don't then your competitors will!



This collection of B2B branding hints and tips has been brought to you by Embrace Marketing.

Drop us an email to discuss the development of your B2B brand, email:

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