

 Marketer FAQs

**Is equity-building important
for niche brands?**



“

I am targeting a highly specific audience with a very specific purchase behaviors, do I need to invest in brand-building advertising?”

This is a question many marketers ask.

Using B2B brands as our reference, in this analysis you'll learn why brand-building is critical even for small brands with highly specific consumer targets. You'll learn:

- ▶ Why top-of-mind awareness is essential for brands with long purchase cycles
- ▶ The relationship between brand-building and conversion / consumer action
- ▶ How brand-building can drive a variety of common business KPIs

A key challenge for B2B marketers is their need to effectively reach very niche audiences of business decision makers, regardless of category

U.S. Business Decision Maker Universes

% of Adults 18+

Total Business Decision Makers

14.8%
(38MM)

Business Decision Makers by Purchase Category



Banking Services

2.4%
(6.2MM)



Telco / Communications

2.4%
(6.2MM)



Computer Software

2.2%
(5.6MM)



Temporary Help

1.8%
(4.5MM)



Consultation Services

1.6%
(4.0MM)



Comm. Real Estate

0.7%
(1.9MM)

Business Decision Makers by Business Size



Small Business

(<\$10K spend)

7.2%
(18MM)



Medium Business

(\$10k-\$100k spend)

4.7%
(12MM)



Large Business

(>\$100k spend)

2.9%
(7MM)

Source: MRI-Simmons Summer 2022 USA Study, Business Decision Makers represent respondents that have made business purchases in the last 12 months. Base = Adults 18+. Purchase categories reflects a sampling of business categories. Business size spend is based on last 12 months.

Brand-building is increasingly important for B2B companies as marketers are using it to drive **key business outcomes from awareness to advocacy**



71%

of B2B marketing leaders say **brand marketing has increased in importance** in the last 12 months

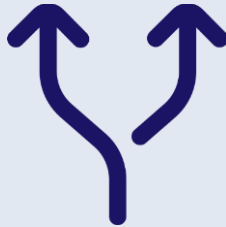
What Are Your Top Five Brand Marketing Objectives for the Next 12 Months?

% of B2B Marketers



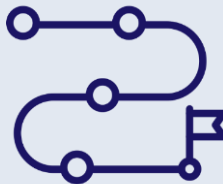
43%

Growing **brand awareness** and familiarity



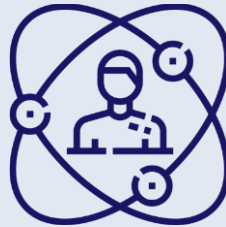
42%

Improving **creative stand out** and creative identity



41%

Strengthening brand **strategy and positioning**



40%

Improving **brand experience** (digitally and physically)



40%

Growing **brand loyalty and advocacy**

Source: Transmission, 'The State of B2B Brand Building 2022', Base: 500 B2B senior marketing leaders, Question: Summary of Top 5 - "Looking ahead to the next 12 months, what are your top five brand marketing objectives or priorities?"

Establishing ‘top-of-mind’ awareness is important for B2B marketers due to the **greater likelihood they will be included in a customer prospects’ consideration set** even before they start their research process

95%

of business clients are **not in the market** for many goods and services at any one time

90%

of B2B decision makers ultimately choose a vendor they had in mind before **beginning the search process***

Source: ‘How B2B Brands Grow,’ The B2B Institute at LinkedIn with Ehrenberg-Bass Institute for Marketing Science (The University of South Australia), August 2021. *Harvard Business Review, ‘What B2Bs Need to Know About Their Buyers’, September 2022, survey by Bain and Google of 1,208 people at U.S. companies who are involved in buying software, cloud hosting, hardware, telecommunications, logistics, marketing, and industrial equipment

With most of the research process for B2B solutions taking place through online channels now, it's imperative for marketers to **develop branding strategies that drive qualified prospects** to their brands' digital storefronts



88%

of B2B buyers/sellers **transact via online channels**



52%

of B2B buyers **prefer online transactions** to buy from B2B sellers



41%

of B2B buyers choose vendors that **provide relevant information** that makes purchase decisions easier

Source: GoodFirms, 'B2B Services: Intelligence, Competition, and Future', September 2022, Survey of 410 B2B buyers and sellers across comprise of ecommerce, SaaS, IT, logistics, fashion, healthcare, finance, and more.

‘Real world’ example of how equity-building TV campaigns drive qualified prospects to brands’ digital storefronts

Download VAB’s *Let’s Get Down to Business* for our in-depth, full-funnel attribution analysis

We conducted an attribution analysis of 25 B2B advertisers that recently launched their first equity-building TV campaign in the last four years

► The 14 categories include banking/finance, commercial real estate, consulting, expense management, security, software, staffing and more with the analysis time period spanning between April '18 – April '22

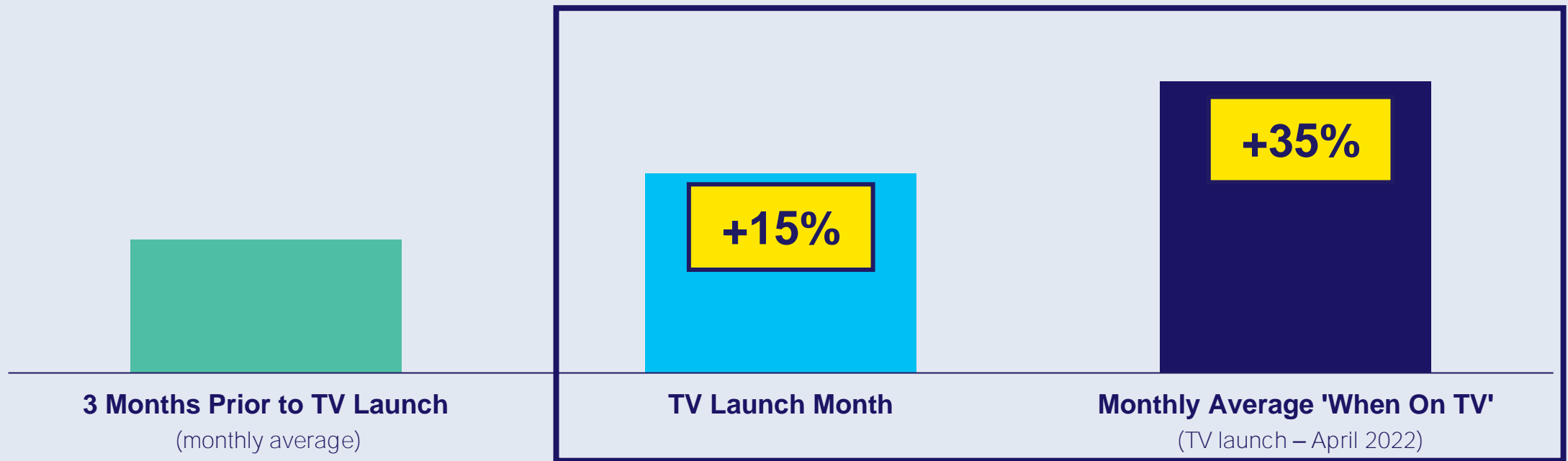
 <p>AAPC AAPC (Healthcare)</p>	 <p>ABM Building Value ABM Industries (Commercial Real Estate)</p>	 <p>AON AON Consulting (Consulting)</p>	 <p>Avira Avira (Software)</p>	 <p>BlueVine Blue Vine (Banking/Finance)</p>	 <p>Canva Canva (Graphic Design)</p>	
 <p>CLEAR Clear (Security)</p>	 <p>Expensify Expensify (Expense Management)</p>	 <p>EY Parthenon EY-Parthenon (Consulting)</p>	 <p>fiverr. Fiverr (Freelancing)</p>	 <p>Kabbage Kabbage (Banking/Finance)</p>	 <p>KAJABI Kajabi (Software)</p>	
 <p>LEVITON Leviton Manufacturing (Manufacturing)</p>	 <p>LoopNet Loopnet (Commercial Real Estate)</p>	 <p>paloalto Palo Alto Networks (Security)</p>	 <p>PATRIOT Patriot Software (Software)</p>	 <p>PAYCHEX Paychex (Payroll)</p>	 <p>people ready A TRUEBLUE COMPANY Peopleready (Staffing)</p>	
 <p>servicenow ServiceNow (Software)</p>	 <p>smartsheet Smartsheet (Software)</p>	 <p>Ten-X Ten-X Realtors (Comm. Real Estate)</p>	 <p>twilio Twilio (Communications)</p>	 <p>upwork Upwork (Freelancing)</p>	 <p>webflow Webflow (Software)</p>	 <p>workhuman* Workhuman (Human Resources)</p>

After launching their TV campaign, B2B brands saw an immediate **double-digit increase** in new customer prospects to their digital platform, with further growth driven through a sustained campaign presence

25 B2B Brands Analysis: Average Monthly Website Unique Visitors

Monthly Website Unique Visitors (000) Comparison

Based Over a Four-Year Time Period: Apr '18 – Apr '22



Source: VAB analysis of Comscore mediametrix multiplatform media trend data, P18+. April 2018 – April 2022 (calendar months), figures are based on monthly averages for the 25 brands analyzed. 'When On TV' represents the monthly average for brands in months where they spend on national TV as measured through Nielsen AdIntel across the April 2018 – April 2022 (calendar months) time period across the 25 brands analyzed. During this four-year analysis, the average B2B advertiser was on TV for 12 months. Average Monthly Visitors (000) – 3 Months Prior to TV Launch: 859; TV Launch Month: 986; 'When On TV': 1,164.

Implications for Marketers

- ▶ Niche brands are launching equity-building TV **campaigns to establish 'top-of-mind' awareness** among their customer prospects so that when they are ready to buy, they will be more likely to include their brand within their consideration set
- ▶ With most of the research process for products and services now taking place online, savvy marketers are utilizing TV campaigns to drive many more new customer prospects to their digital platforms

To learn more about the importance and impact of brand-building for niche brands, like Business-to-Business, download the full reports below

‘Let It Grow’ uncovers the unique challenges that brands with niche targets must overcome and how they are using brand-building strategies to drive business outcomes



Let It Grow
Understanding the Importance of Brand-Building for Niche Marketers

‘Let’s Get Down to Business’ explores real-world examples from 25 innovative B2B advertisers to quantify the impact of brand-building strategies from awareness down to sales



Let's Get Down to Business
How Brand-Building Drives Outcomes for Innovative B2B Advertisers

includes in-depth, full-funnel attribution analysis

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VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**

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