

# 10 Marketing Principles

That Drive Business Growth Along the Consumer Journey

## AWARENESS

1

Balance Broad-Based Reach With Hyper-Targeting to Grow Market Share, a Key Driver of Profit

2

Virality Tactics Should Be *a Part* of an Integrated Campaign

3

Protect Your Brand by Investing in Only Premium, Viewable Content

## CONSIDERATION

4

Brand Building Leads to Increased Long-Term Profitability

5

In an Information-Heavy, Opinion-Saturated Environment, Brand Building Is Essential to Support Brand Perception and Foster the Loyalty That Protects Pricing and Profits

6

Brand Building Media, Such As Premium Video, Fosters a Deep Emotional Connection

7

Content Environment Matters Everywhere – Even Online

## PURCHASE

8

Success Should Be Measured and Evaluated Against Both Short- and Long-Term KPIs

9

Brand Leaders Need to Equip Themselves With the Data to Defend Decisions Based on Core Marketing Tenets

10

The Balance of Brand Building and Short-Term Tactics Drives Both Immediate Demand and Long-Term Equity

Link to the full Marketer's Guide at [thevab.com/insight/matter-of-principle](https://thevab.com/insight/matter-of-principle)



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