

WHY YOU NEED BOTH AND THE  
DIFFERENCE BETWEEN EACH

Obviously, your business needs to sell its products and/or services. So, obviously, it should focus its entire marketing budget on assets that directly generate leads and demand. Right? Wrong. That's the trap too many businesses fall into. They believe they can forego their branding investment and efforts, use only direct sales, and somehow achieve the same level of success. As TikTok-famous singer/songwriter, Faye Webster, says, "It doesn't work like that."

Integrating brand awareness and demand generation yields up to **6x better** results than demand creation alone.<sup>1</sup>

## Same destination. Different definitions.

Both brand marketing and demand generation are essential to maximize your success. But they should be viewed and measured very differently. **Demand knows what your prospects want. Brand makes sure your prospects know and want your business.**

	Brand Marketing	Demand Generation
Timeframe	Ongoing efforts	Seeking immediate results
Goals	Getting prospects to know and think favorably about your business	Converting prospects into customers
Calls to action	None or very light	Direct and aggressive
ROI measurement	Less tangible metrics such as recognition, affinity, satisfaction, loyalty and recall	Stats such as conversion rates, lead generation, meetings scheduled and sales
Tactics	Mass media, out of home, event sponsorships, SEM, etc.	Email marketing, content marketing, direct marketing, social media marketing, etc.
Cost	Media reach, frequency and duration sufficient to break through the clutter and establish lasting impressions can be costly	Laser-focused targeting ensures the right message reaches customers actively seeking your services, eliminating wasted spend
Spirit animal	Tortoise	Hare

# 1+1=Won

By integrating your efforts, you'll create a more cohesive marketing strategy that achieves demand's short-term goals (i.e., more leads) and branding's long-term strategies (i.e., larger market share).

## Use demand insight

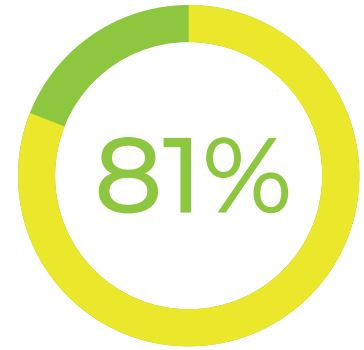
Your demand team is closest to prospects. They'll be familiar with pain points and goals, and what purchasers' day-to-day jobs entail. Your brand team can mine this invaluable insight to craft compelling and differentiating messaging that addresses the prospects' business needs and wants.

## Brand and expand

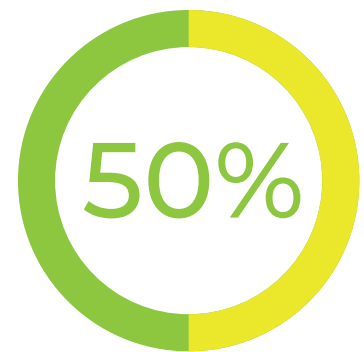
All that effort and investment your brand team spends on building awareness, credibility and trust, greases the skids for your demand-focused sales funnel. When your demand generation tactics reach a prospect, recipients will be more likely to recognize your name and have a positive association with your business. A well-known brand will also help accelerate lead conversions, shorten sales cycles and boost customer loyalty.

## Boost ROI

With your brand and demand teams combining forces, you'll be able to maximize limited resources and see more ROI from your marketing budget. Your brand team nurtures prospects to fill up the pipeline so your demand team can more efficiently and effectively move leads through the sales funnel and convert prospects into customers.



of B2B buyers choose brands they're already familiar with.<sup>2</sup>



of marketers say they want to integrate their brand and demand campaigns but don't know how.<sup>3</sup>

## BUILD AWARENESS AND INCREASE SALES

At Chrysalis, we've been developing brand and demand campaigns and tactics for over 30 years. We'd be happy to evaluate your existing efforts, let you know where you're falling short, and discuss ways you can improve.

Schedule a quick meeting

