

# Unlocking Revenue Growth: The Power of Branded Demand

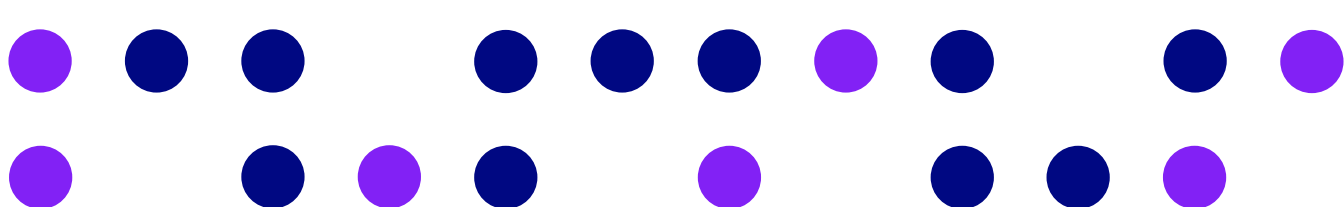


## What Is Branded Demand?

The days of sacrificing brand awareness for demand generation are over. Branded Demand is the modern approach to accelerating revenue growth by converging brand and demand, combining targeted digital advertising with advanced content syndication. This allows marketers to raise brand awareness while generating demand by capturing high-quality, relevant, and compliant leads already familiar with your business.

## Why Is It Important?

Branded Demand leads to increased sales and revenue. Brand awareness lays the foundation by familiarising potential customers with a company's products or services. At the same time, demand-generation efforts create interest and engagement. Combining the two means that when leads are captured, they know of your brand, leading to increased trust and, ultimately, accelerated revenue.



## Foundations for a Successful Branded Demand Programme Using Content Syndication and Digital Display

### 1. Establish a Robust Target-Account List (TAL)

Your TAL serves as the foundation of your Content Syndication programme. Include companies that:

- **Fit Your Ideal Customer Profile (ICP)**
  - Using firmographic and technographic data.
- **Research Active Intent Topics**
  - Related to your products and solutions.

**TIP:** Use intent data to fine-tune your ICP.

### 2. Use Segmentation Such as Persona Targeting

Persona targeting requires strategy:

- **DO** target decision-makers and influencers.
- **DO** set geographic targets aligning with intent signals.
- **DO target the desired function to build out your entire buying group.**

### 3. Select the Right Content

Choose content that:

- **Educates, provides actionable guidance, and introduces your approach to problem-solving.**
- **Is included in campaign content:**
  - 3-5 educational content assets per campaign, with an abstract for each one.

**TIP:** Align content with target accounts' interests.

### 4. Layer on Digital Display Advertising

Lead nurturing is key. There are two ways to do it:

- **Reinforce Your Brand Message**
  - Remind buyers that you exist by serving display ads to leads captured through content syndication.
- **Foster Trust and Credibility**
  - When buyers regularly see your name and logo, they are more likely to engage with you. This familiarity builds confidence in your brand. You can also serve display ads to your TAL before running your content syndication programme on the same list.

### 5. Increase Reach

Introduce your brand to new potential customers:

- **Add** 1st-party data segments to your display campaigns to drive higher quality reach and media efficiency.
- **Avoid** the 'cookiepocalypse' by running your campaign without the need for 3rd party cookies.
- **Maximise visibility** with up to 20 different ad unit sizes across desktop, mobile, or tablet.

### 6. Analyse Campaign Performance

Optimise performance and generate more pipeline:

- **Real-Time Analytics**
  - Get visibility into how your campaign is performing and which accounts are engaging.
- **Programme Overlap**
  - See the performance of your content syndication and display programme and the overlap between the two in one dashboard.

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