

Ep 74: The Importance of Brand in the B2B Space

with Dave Necessary, Director of Marketing & Events
Gardner Business Media



- **Distraction by "all the things" without a strategic brand POV can lead to a lot of materials that don't say a lot and tell whatever story is the "flavor of the day".**
- A marketing campaign needs to be tied closely to the foundation of the brand. When this doesn't happen, there ends up being a lot of 'category-speak' and 'me-too' strategies that take place. The industry is talking to each other, their competition and themselves vs. talking to the clients they are trying to target in an effective way.
- This makes it EASIER to build your marketing materials, not harder. It takes a level of discipline and investment on the upfront, but alignment and objective decision making based on the criteria of the brand becomes easier.
- Search is big in the manufacturing space, which is why it is important that everyone knows your name. With the digital world we are in, if people can plug in your name in a search bar, it eliminates them searching for generic terms that give a chance of your competitors showing up.
- In defining your brand, you also identify things like key principles, services, offerings, etc. that your client is looking for, which makes the tie between what you are offering and what they might be searching for.
- Once they find you, they go to your website to assess whether you are who you say you are and can offer what they are looking for.
- Once you made the sale and have a new client, now you must continue to cultivate that connection and deliver the experience they are expecting from you based on their sales process. You want them to have a strong bond with you. It is easier to keep current clients than sell new ones. You want them to recommend you and become ambassadors for your brand.
- This is also your ability to stay differentiated. Gardner Business Media is THE leader people look to in the industry because they have continued to cultivate their brand all of these years and have EARNED the reputation and continued to earn it through the years.

Areas to address immediately are:

1. _____
2. _____
3. _____

Action Plan:

Action	Timing	Progress	Complete