



Speaker



Meta
Sophie Ellis

Agency Lead
Meta

What is a brand? What do we mean by brand building?

“The easier the brand is to access in memory, in more buying situations, for more consumers, then the higher the overall mental availability”.

Byron Sharp



**Why should you invest in brand
building?**

“Research suggests that brands with high brand equity are up to nine times more likely to not only be more insulated during times of economic turbulence, but also recover faster based on data from the 2008 global recession.”

BRANDZ, GLOBAL 2019

“Brand” offers protection and drives growth

Commoditisation



Increased
Competition

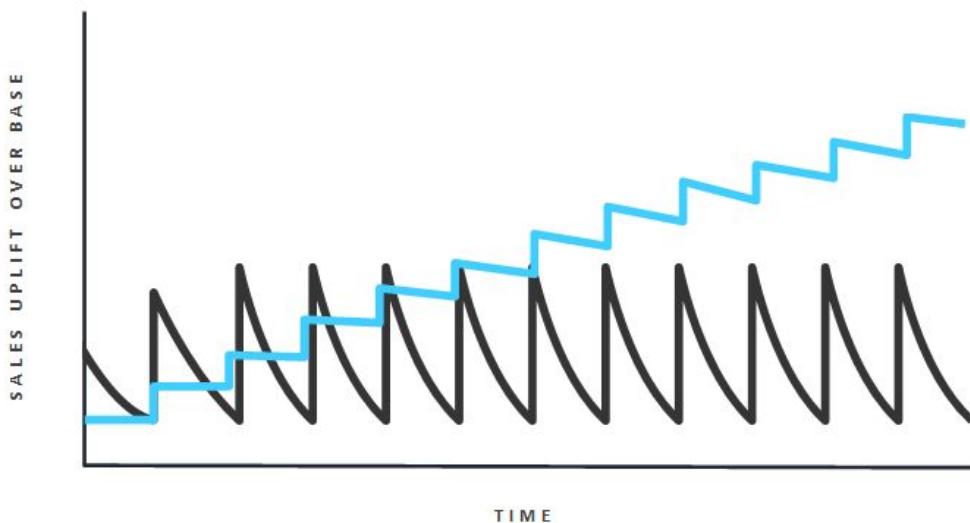


Saturation



Balance long and short term objectives

BRAND BUILDING AND SALES ACTIVATION
WORK OVER DIFFERENT TIME SCALES



60%

BRAND BUILDING
Long-term sales growth

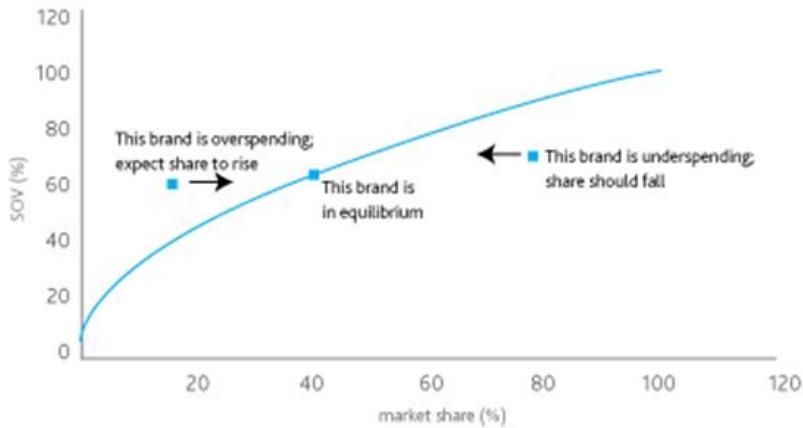
40%

SALES ACTIVATION
Short-term sales uplifts

A brand that punches above its weight will gain market share

“The brands that come quickest and easiest to mind dominate market share”.

Ian Wilson, Build Brilliant Brands, 2020



Source: Institute of Practitioners in Advertising (IPA) Marketing in the Era of Accountability

The value of a full funnel approach



A full-funnel approach helps to drive both short- and long-term goals. By achieving a higher reach, audiences are built for lower funnel campaigns

Stages for improving full funnel integration

To optimize the sales efficiency, all stages of the funnel should be active. This builds audiences and long-term effects.

1

BUILD the funnel

Introduce or increase branding campaigns to build audiences and drive performance.

2

IMPROVE the funnel

Follow the best practices to improve brand and performance metrics.

3

OPTIMIZE the funnel

Adopt a better budget split between awareness, consideration and conversion.

4

EXPAND the funnel

Increase investment within a positive ROI to grow profitably.

Business impact

Running a full funnel strategy can achieve



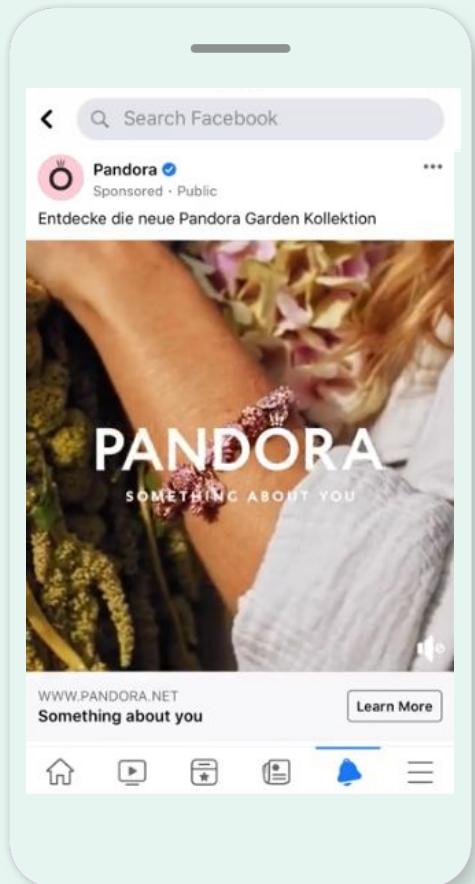
Improvement in
return on ad
spend



higher reach



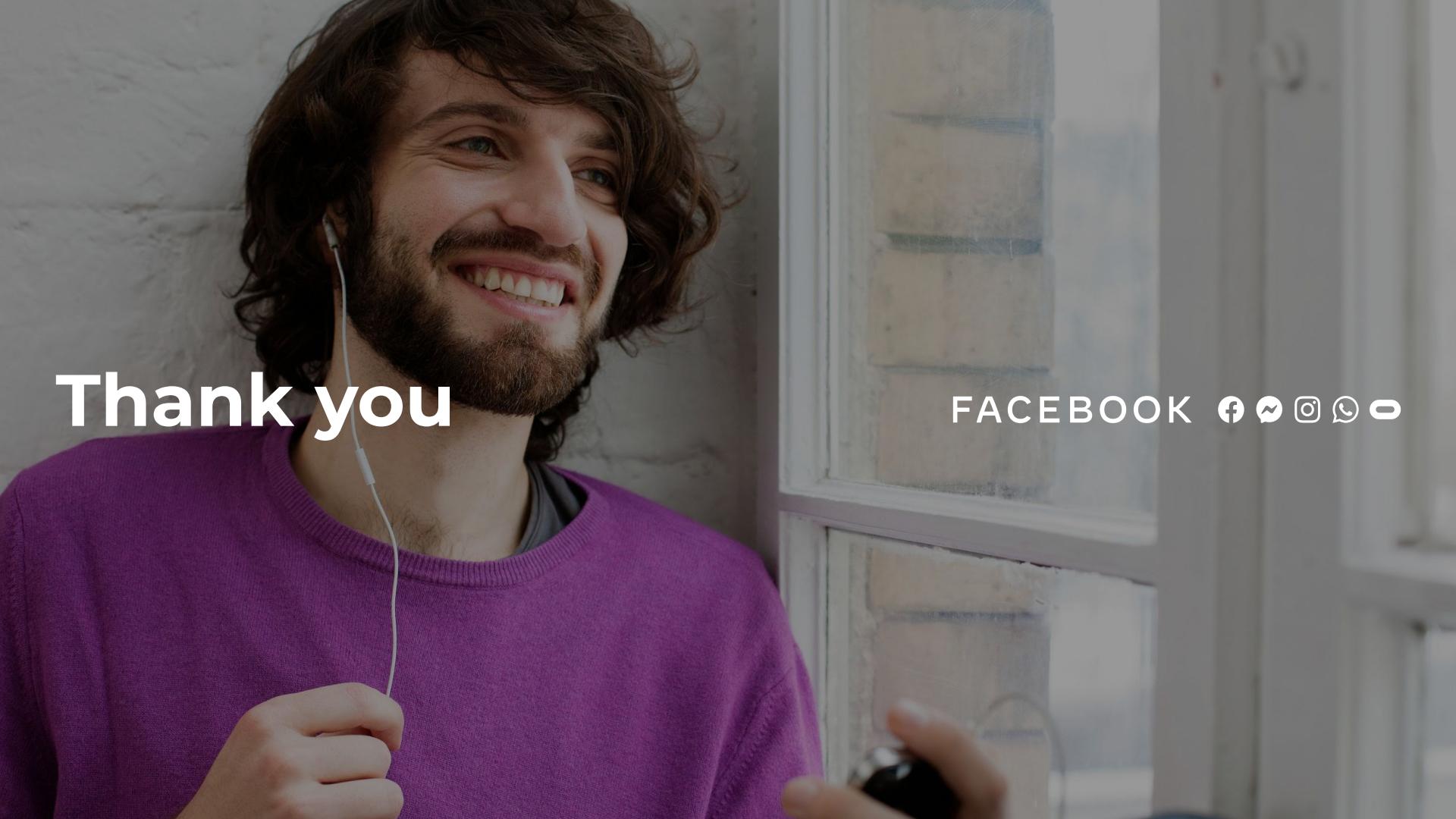
Higher brand
awareness



*Based on Facebook Case Study for Pandora DE, run March 12- April 15 2020. Comparing a full funnel approach to consideration/conversion only. Please note that market specific results might differ.
Read more: <https://www.facebook.com/business/success/2-pandora-germany>

Key takeaways

- Brand building is needed to **protect your products and services** for becoming commodities trading on price alone, to compete in a crowded market place and to prevent audience saturation
- Brand building drives **long-term growth** and is essential for capturing market share
- To **optimize sales efficiency**, all stages of the funnel should be active.

A close-up photograph of a young man with long, wavy brown hair and a well-groomed beard. He is wearing a bright purple crew-neck sweater over a dark t-shirt. He has white earphones in his ears and is smiling broadly, showing his teeth. In his right hand, he holds a dark-colored acoustic guitar. The background is a rustic, light-colored wall with a window frame visible on the right side.

Thank you

FACEBOOK     