

B2B Brand Metrics

FUNNEL



Awareness



Consideration



Purchase



Advocacy

GOALS

Get found by prospects and remembered by customers

Company considered by buyer in purchase decision

Sale transaction completed

Online advocacy, referrals, repeat purchases

KPIs

- Brand awareness
- Share of voice (drives referrals)
- Brand coverage or reach

- Brand engagement
- Brand recognition
- Dwell time
- AES (for ABM/MAS)
- Brand association

- New customer sales
- Up-sell & cross-sell
- CLV
- Campaign attribution
- Sales velocity

- Brand equity
- Retention
- Referrals
- NPS
- CSAT

The Metrics that matter



TOOLS

Hootsuite, Google Analytics, Panel Services, Pollfish

Adobe Analytics, Bombora, 6sense, DemandBase, MAS

Marketing Automation System (MAS, i.e., Marketo), CRM system

CRM system, social listening apps, Hootsuite

Brand Management B2b International

L Cohen



Brand Management B2b International:

B2B Brand Management Philip Kotler, Waldemar Pfoertsch, 2006-09-22 As products become increasingly similar companies are turning to branding as a way to create a preference for their offerings Branding has been the essential factor in the success of well known consumer goods such as Coca Cola McDonald s Kodak and Mercedes Now it is time for more industrial companies to start using branding in a sophisticated way Some industrial companies have led the way Caterpillar DuPont Siemens GE But industrial companies must understand that branding goes far beyond building names for a set of offerings Branding is about promising that the company s offering will create and deliver a certain level of performance The promise behind the brand becomes the motivating force for all the activities of the company and its partners Our book is one of the first to probe deeply into the art and science of branding industrial products We provide the concepts the theory and dozens of cases illustrating the successful branding of industrial goods *Brand Management* Michael

Beverland, 2018-01-27 Presenting the basics of brand management the book provides both a theoretical and practical guide to brands placing emphasis on the theory that the consumer is a co creator in a brand s identity In a world in which social media and inclusive digital platforms have increased customer engagement the role of brands and branding has changed The line between the producer and the consumer has become blurred consumers are no longer the recipients of brand identity but the co creators playing a significant role in shaping new products and systems To help students better understand the basics of brand management and the co creation theory the book includes a collection of geographically diverse case studies including Burger King Lego Lynx Maserati HSBC and Vegemite The book is complemented by online resources for lecturers and students including PowerPoint slides journal articles web and video links and a selection of exclusive videos with a professional brand consultant Suitable reading for students of branding and brand management modules

Transdisciplinary Marketing Concepts and Emergent Methods for Virtual Environments El-Gohary, Hatem, 2012-07-31 This book provides a broad and comprehensive international coverage of subjects issues and current trends relating to all areas of online marketing Provided by publisher **The Sage Handbook of Industrial Marketing** Adam Lindgreen, Thomas Fotiadis, Catherine Pardo, C. Anthony Di Benedetto, Dimitris Folinas, Pete Naudé, 2025-12-17 The Sage Handbook of Industrial Marketing addresses the dynamic and complex landscape of industrial marketing emphasizing the unique challenges and opportunities within business to business transactions In an era marked by technological advancements and globalization this handbook offers a comprehensive resource that defines the industrial marketing field captures its historical foundations and charts a course for its future It aims to be a benchmark offering both retrospective and prospective international perspectives to frame assess and synthesize the current state of industrial marketing Emphasizing the industrial context the handbook defines the boundaries of industrial marketing differentiating it from consumer focused approaches It explores the distinctive characteristics of business to business products and services within

industrial markets acknowledging the specialized nature of these transactions The edited collection aims for a holistic view of industrial marketing encompassing organizational aspects customer behavior market research customer value proposition market segmentation product innovation product management marketing communications channels of distribution and emerging industrial trends This breadth ensures that readers gain a deep understanding of the multifaceted nature of industrial marketing Recognizing the global nature of industrial markets the handbook brings together leading scholars from around the world This inclusivity ensures diverse perspectives addressing global variations and challenges inherent in industrial marketing practices The handbook is thematically organized into sections each dedicated to a crucial aspect of industrial marketing This structure allows for an in depth exploration of specific topics ensuring a nuanced examination of both traditional and contemporary industrial marketing issues A dedicated section explores emerging industrial trends ensuring the collection remains relevant in the face of evolving technologies and market dynamics specific to the industrial context The Sage Handbook of Industrial Marketing is an essential resource for scholars practitioners and students seeking to navigate the complexities of industrial marketing and leverage opportunities within business to business transactions Part 1 Field of Business to Business Marketing Part 2 Business to Business Organizations Part 3 Business to Business Customer Behavior Part 4 Business to Business Market Research Part 5 Business Customer Value Proposition Part 6 Market Segmentation and Positioning Part 7 Product Innovation Part 8 Product Management Part 9 Marketing Communications Part 10 Channels of Distribution Part 11 New Trends

Business to Business Marketing Management Alan Zimmerman, Jim Blythe, 2017-09-25 Business to business markets are considerably more challenging than consumer markets and as such demand a more specific skillset from marketers Buyers with a responsibility to their company and specialist product knowledge are more demanding than the average consumer Given that the products themselves may be highly complex this often requires a sophisticated buyer to understand them Increasingly B2B relationships are conducted within a global context However all textbooks are region specific despite this growing move towards global business relationships except this one This textbook takes a global viewpoint with the help of an international author team and cases from across the globe Other unique features of this insightful study include placement of B2B in a strategic marketing setting full discussion of strategy in a global setting including hypercompetition full chapter on ethics and CSR early in the text and detailed review of global B2B services marketing trade shows and market research This new edition has been fully revised and updated with a full set of brand new case studies and features expanded sections on digital issues CRM and social media as well as personal selling More selective shorter and easier to read than other B2B textbooks this is ideal for introduction to B2B and shorter courses Yet it is comprehensive enough to cover all the aspects of B2B marketing any marketer needs be they students or practitioners looking to improve their knowledge

Marketing Management Seohee Park ,2020-08-30 Book Introduction Marketing Management by Seohee Park In the ever evolving landscape of business where innovation and consumer

preferences shift rapidly effective marketing management stands as the cornerstone of a company's success Seohee Park's Marketing Management the third volume in her acclaimed MBA Course Model Paper Series offers an unparalleled guide to mastering the art and science of marketing in today's dynamic market environment Seohee Park a visionary leader in business education has poured her extensive expertise and passion into this seminal work With a deep understanding of both theoretical principles and practical applications Park presents a comprehensive exploration of marketing strategies that are both cutting edge and grounded in time tested wisdom Marketing Management is not just a textbook it is a gateway to unlocking the full potential of marketing practices This volume delves into the complexities of market analysis strategic planning and execution offering readers a rich blend of insights that are essential for navigating the competitive business world In this transformative book you will discover Strategic Insights Gain access to detailed strategies and frameworks that help businesses align their marketing efforts with overall corporate objectives Park's approach integrates contemporary marketing trends with strategic foresight guiding readers on how to craft impactful marketing plans Case Studies and Real World Examples Explore an array of case studies that illustrate successful marketing campaigns and the lessons learned from them These examples provide practical insights into how companies have effectively leveraged marketing to achieve their goals Practical Tools and Techniques Learn about actionable tools and techniques that can be applied to real world marketing challenges Park's practical advice equips readers with the skills needed to design implement and evaluate marketing strategies that drive business success Innovative Perspectives Benefit from Park's unique perspectives informed by her extensive experience in law finance and management Her approach to marketing management is both innovative and grounded in solid research offering readers a fresh outlook on traditional concepts Marketing Management is an invitation to elevate your understanding of marketing and to embrace a strategic approach to achieving business excellence Seohee Park's compelling narrative and insightful analysis make this book a must read for MBA students marketing professionals and anyone eager to deepen their knowledge of marketing management In a world where marketing can make or break a business Seohee Park's Marketing Management stands as a beacon of clarity and inspiration It challenges readers to think critically act strategically and lead with confidence This book is not just a guide it is a transformative resource that will empower you to navigate the complexities of marketing with expertise and vision Embark on a journey through the pages of this remarkable book and discover how to harness the power of marketing to drive success and innovation Seohee Park's Marketing Management is more than a text it is a catalyst for growth and a testament to her unwavering commitment to excellence in business education MBA Course Model Paper Series MBA *The Case for B2b Branding* Bob Lamons,2005 THE CASE FOR B2B BRANDING PULLING AWAY FROM THE BUSINESS TO BUSINESS PACK takes an in depth look at more than 20 companies with enviable branding track records allowing you to learn from industry's best It also delivers an effective seven step process for developing a strong brand in the business to business segment While competition increases

product differences are fading Backed by relevant examples and intriguing case histories this book illustrates the need for branding to be a fundamental business strategy This thought provoking case filled book is packed with practical insights illustrations tips and tools you can immediately put into action to create stronger more valuable brands Business to Business Marketing Management Alan S. Zimmerman,Jim Blythe,2013 Blythe s name appears first in the earlier edition

Business-to-Business Marketing Management Mark S. Glynn,Arch G. Woodside,2012-04-04 This book provides knowledge and skill building training exercises in managing marketing decisions in business to business B2B contexts Digital Content Marketing in the Global Environment. Evaluation of Global Companies in the Chemical Industry Matthias

Hebben,2021-04-27 Master s Thesis from the year 2019 in the subject Business economics Business Management Corporate Governance grade 2 0 University of Applied Sciences Northwestern Switzerland language English abstract This Master thesis explores the phenomenon of Digital Content Marketing DCM by evaluating if content marketing and its tools have a positive impact on global companies in the chemical industry Rapid globalization and the development of new markets at an increasingly global scale have made DCM more important However global companies are facing new challenges like new technological developments and trends and a changing consumer landscape that requires new marketing approaches Strategies are required to overcome these challenges adopt DCM techniques and use current techniques to gain competitive advantages However there are still companies that have not included digital content in their marketing strategy Others have difficulties making their marketing content unique and powerful The main issue is often measuring the effectiveness of one s digital content to determine whether DCM has a positive impact **B2B Brand Management** Philip Kotler,Waldemar

Pfoertsch,2025-09-18 As B2B solutions continue to advance industrial companies are embracing branding to differentiate themselves and generate preference for their offers While branding has been crucial to the success of renowned consumer goods like Coca Cola McDonald s and Mercedes Benz it s time for more industrial companies to systematically enhance their brand management strategies Industrial pioneers such as Caterpillar DuPont GE and Siemens have paved the way demonstrating that effective branding goes beyond assigning names to products or services It entails a commitment to delivering the level of performance associated with the company s offerings a brand promise that fuels all organizational activities and collaborations with partners This book s second edition builds upon the conceptual framework exploring transformative performance marketing and Artificial Intelligence to elevate B2B brand management By integrating theoretical aspects of H2H Human to Human marketing service dominant logic design thinking and digitalization it deepens the understanding of branding for industrial products Featuring dozens of real world examples this book illustrates how successful branding can propel industrial companies to new heights Readers can expect to gain actionable insights and a comprehensive understanding of the evolving landscape of B2B brand management enabling them to propel their industrial branding to the next level **Strategic Brand Management for B2B Markets** Sharad Sarin,2015-12-14 Strategic Brand

Management provides fresh insight into the field of marketing and elaborates how to create powerful brands Globalization and technology are two mega forces that drive the world The second edition captures these developments and their effect on the companies covered in the book The first edition dealt with three leading B2B corporate brands of India the Tata Group L T and Infosys The second edition describes the leadership changes in the Tata Group and Infosys and the challenges faced by these three brands Indian B2B brands are yet to become global B2B brands The purpose of this book is to motivate the marketers deeply entrenched in B2B marketing to unleash the underleveraged power of brand to create competitive advantages for growth

Manual of International Marketing. Thomas Heilmann,2006-08-15 Top executives in international marketing and marketing professors give hands on theoretical insights and practical guidelines for the most relevant problems in international marketing The book is structured by easily accessible marketing catchwords and contains one in depth compact article per catchword

Business-to-Business Marketing Ross Brennan,Louise Canning,Raymond McDowell,2010-11-15 This volume examines views that argue business to business marketing is simply a variant of consumer marketing or is only concerned with inter organizational relationship management

Marketing ,2009 *Gadiah Mada International Journal of Business* ,2015

Designing B2B Brands Carlos Martinez Onaindia,Brian Resnick,2013-02-19 As an in depth explanation of one organisation s brand strategy this guide is both fascinating and full of useful insights The CA magazine UK Get tactical insight from the top business to business branding experts and gain a global presence This comprehensive manual lays out the steps necessary for creating an iconic global identity It uses the lessons and inside knowledge of Deloitte the world s largest professional services organization to help other business to business operations deliver a high impact value added brand experience This book will illustrate all the components of an integrated brand identity system and how they can be crafted and implemented for optimal effect Here the speculative is replaced by the proven a seamless framework for global brand success created and followed by an organization renowned for its consulting and advisory services Features essential up to date strategies for keeping your brand fresh and enduring Addresses the role of designers the marketing and communication function human resources and talent teams agencies and vendors and more Considers the impact of digital and social media two massive forces requiring new thinking for B2B brands Incorporates best practices for emerging markets With guidance that takes you on a clear linear path toward achieving your brand objectives this impressive single source volume is the one book no business marketing professional should be without

Fulltext Sources Online ,2008 **Marketing News** ,2016 *Global Information Technologies* Felix B. Tan,2008 This collection compiles research in all areas of the global information domain It examines culture in information systems IT in developing countries global e business and the worldwide information society providing critical knowledge to fuel the future work of researchers academicians and practitioners in fields such as information science political science international relations sociology and many more Provided by publisher

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