



# Why B2B Brand Marketing Matters

NOVEMBER 2021

# B2B marketers broadly agree that branding is increasingly critical...

87%

of B2B marketers agree that B2B products **can be inspirational** to B2B buyers

97%

of B2B marketers agree that B2B marketing plays an important role in creating **awareness and consideration**

95%

of B2B marketers agree that brand marketing is used to **differentiate from competitors**

99%

of B2B marketers agree that trust in a B2B brand plays an **important role in the B2B buyer journey**

Source: 2021 BCG B2B Brand Marketing Maturity Study.

Note: For the survey, n = 330; for the expert interviews, n~25. Question A1: The following section presents a series of statements related to brand marketing in the B2B context. Please select the statement that best represents your perspective (strongly agree, agree, neutral, disagree, strongly disagree, no opinion).

... yet some B2B marketing budgets do not reflect this importance

DISTRIBUTION OF B2B COMPANIES (%)



Source: 2021 BCG B2B Brand Marketing Maturity Study.  
Note: For the survey, n = 330; for the expert interviews, n~25. Question B1: What % of your paid media marketing spend is brand versus performance marketing?

# Furthermore, companies that invest 20% or less of their budget in brand marketing cite several common reasons for doing so

DISTRIBUTION OF B2B COMPANIES (%)



SHARE OF PAID MEDIA MARKETING BUDGET INVESTED IN BRAND (%)

- 0-10
- 11-20
- 21-30
- 31-50
- >50

## Why do you invest less than 20%?<sup>1</sup>



Brand marketing has a business impact, but we are **unable to measure it**



**Key stakeholders don't believe** in the business impact of brand marketing



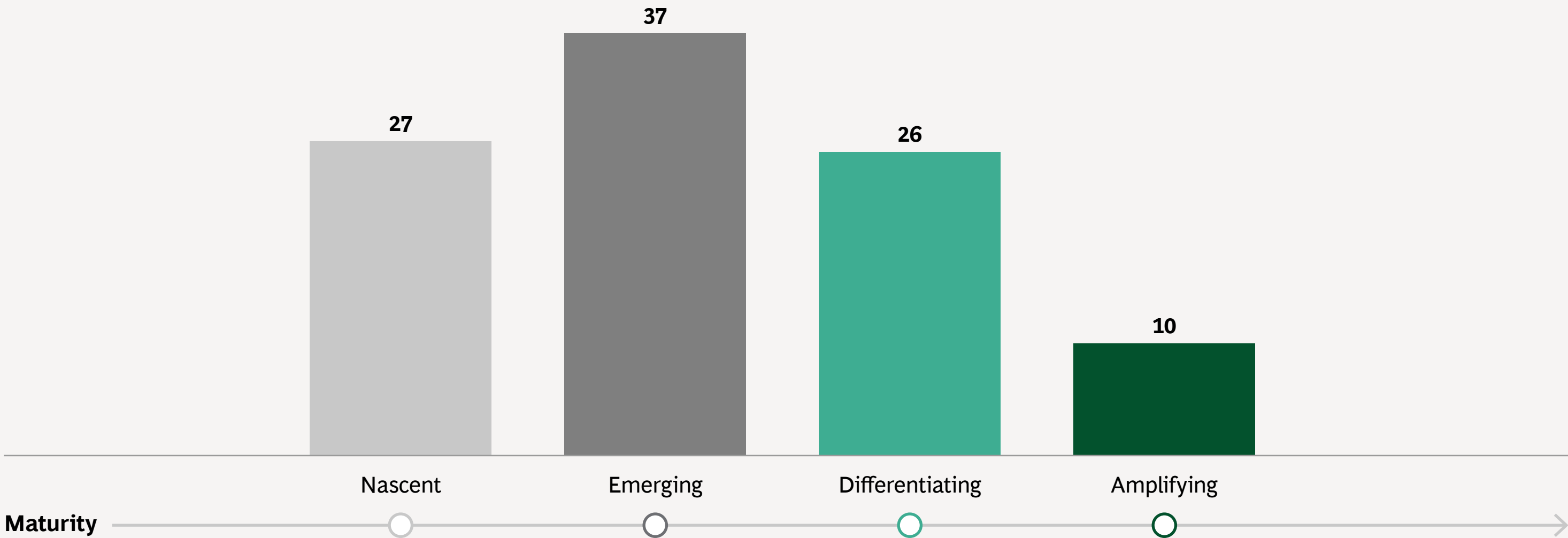
Don't have the **capabilities** to successfully brand market, such as cohesive messaging



Source: 2021 BCG B2B Brand Marketing Maturity Study.  
Note: For the survey, n = 330; for the expert interviews, n=25. Question B2: Why does your company not invest more in brand marketing?, Question B3: What would it take for you to spend more on brand marketing?  
<sup>1</sup>Question only posed to those who invested 20% or less of paid media marketing budget in brand (n=74).

# We segment companies into four levels of brand marketing maturity; few B2Bs achieve best practice

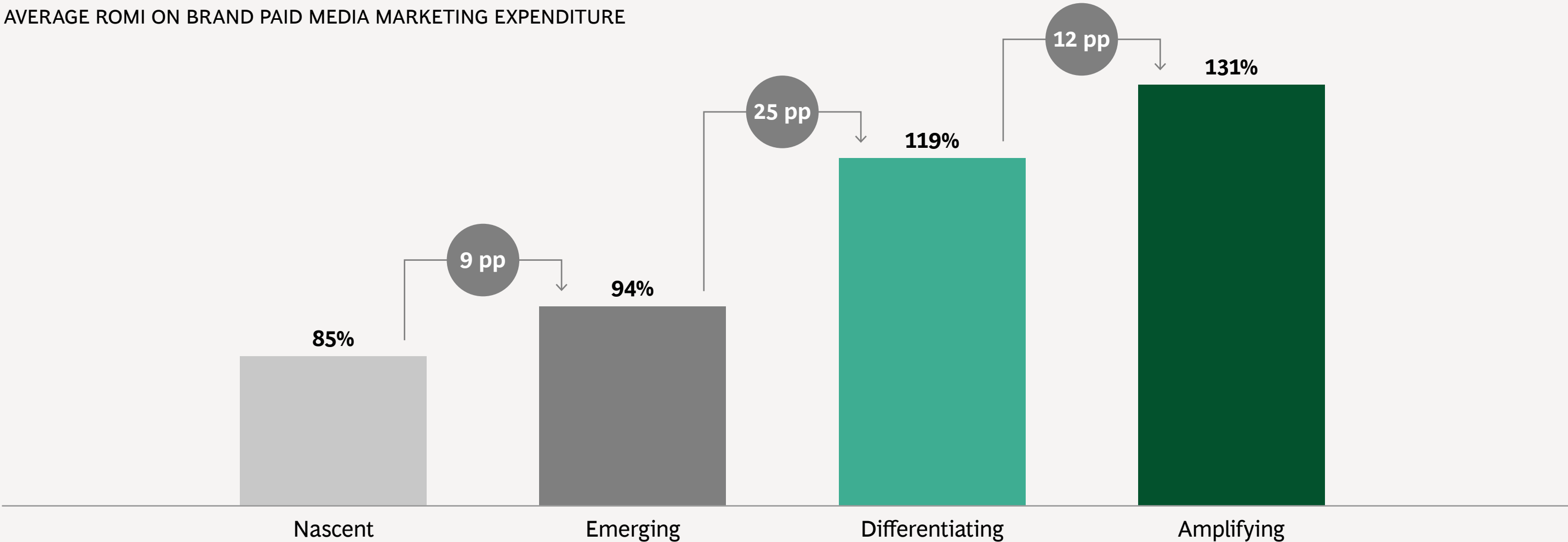
DISTRIBUTION OF PARTICIPANTS (%)



Source: 2021 BCG B2B Brand Marketing Maturity Study.  
Note: For the survey, n = 330; for the expert interviews, n~25.

# Higher brand marketing maturity correlates with a higher return on brand marketing expenditure

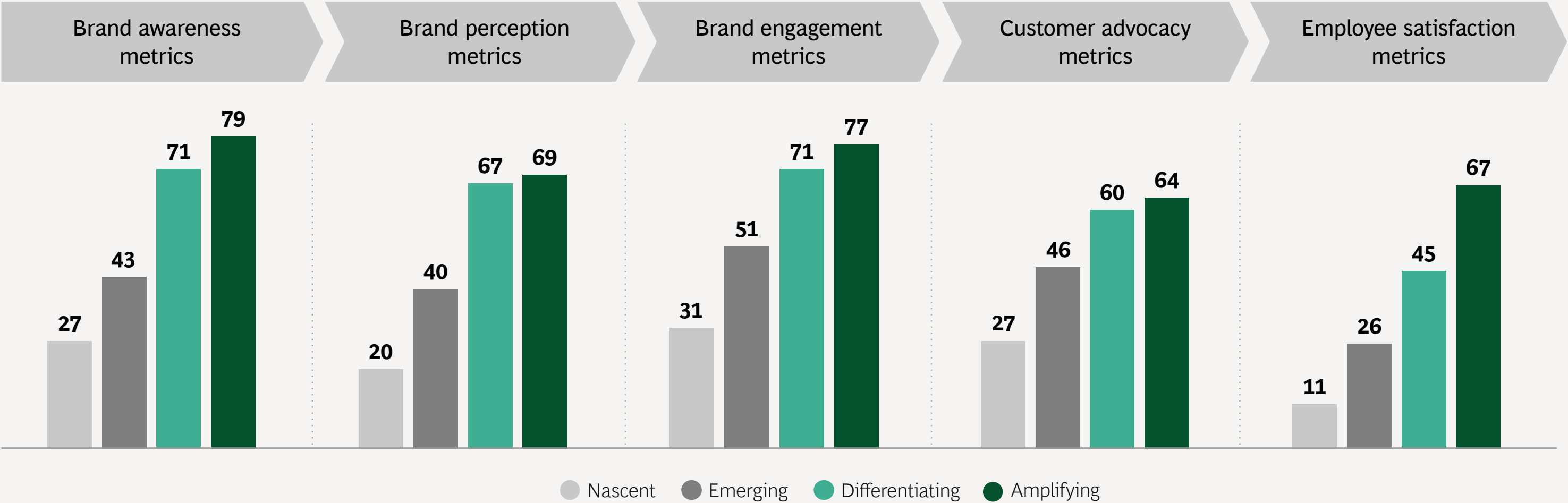
AVERAGE ROMI ON BRAND PAID MEDIA MARKETING EXPENDITURE



Source: 2021 BCG B2B Brand Marketing Maturity Study.  
Note: For the survey, n = 330; for the expert interviews, n=25. Pp = percentage points. ROMI = return on marketing investment. Question G17: Please estimate your typical return on brand paid media marketing spend over the last three years (e.g., if you invested ~\$10 and measured a ~11 return you would input ~110% return on brand paid media spend).

# Mature brands see significant correlation between marketing metrics and sales volume and growth

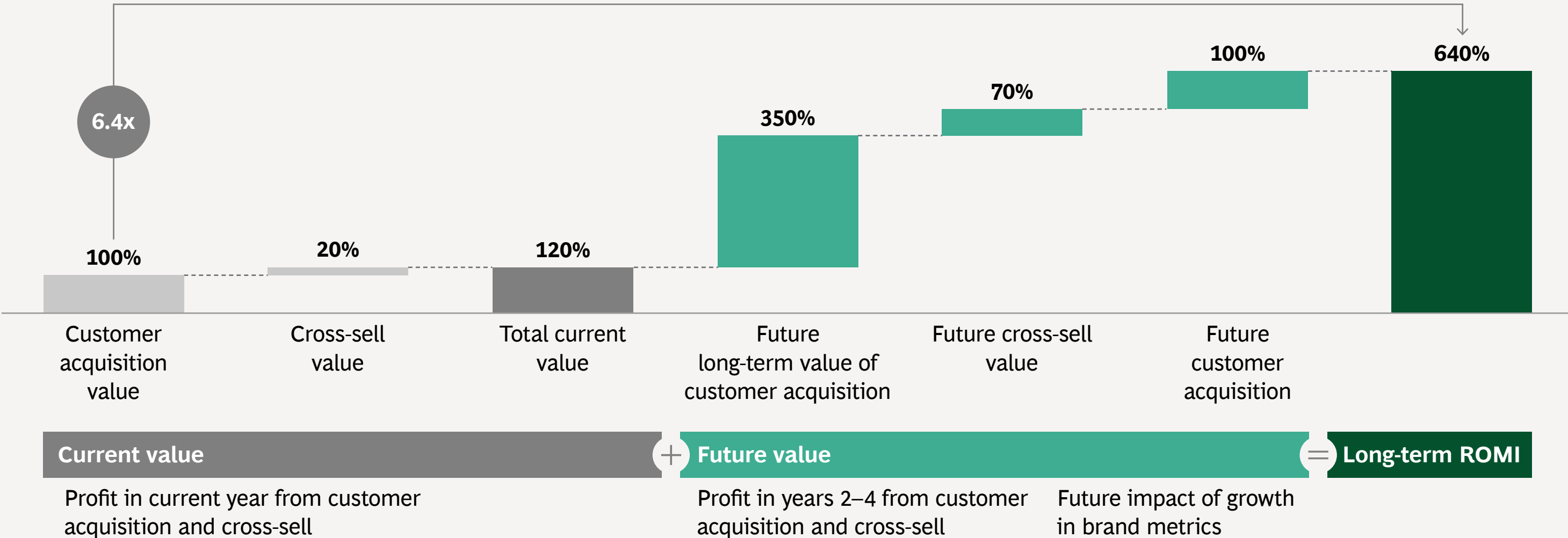
SHARE OF BRANDS THAT SEE SIGNIFICANT CORRELATION BETWEEN KPIS AND REVENUE (%)



Source: 2021 BCG B2B Brand Marketing Maturity Study.  
Note: For the survey, n = 330; for the expert interviews, n~25. Question G3: Do you attempt to measure the correlation between these KPIs and sales (volume and/or revenue)? If so, what correlation do you see (very strong, significant, moderate, small, negligible)?

# One B2B company conducted an experiment and determined the total ROMI from brand marketing to be 640% over a four-year period

THE TOTAL VALUE PROJECTED IS 6.4 TIMES MORE THAN THE IN-YEAR VALUE



Source: BCG.  
Note: ROMI = return on marketing investment.