

# The Conflict Between Long and Short-Term Metrics

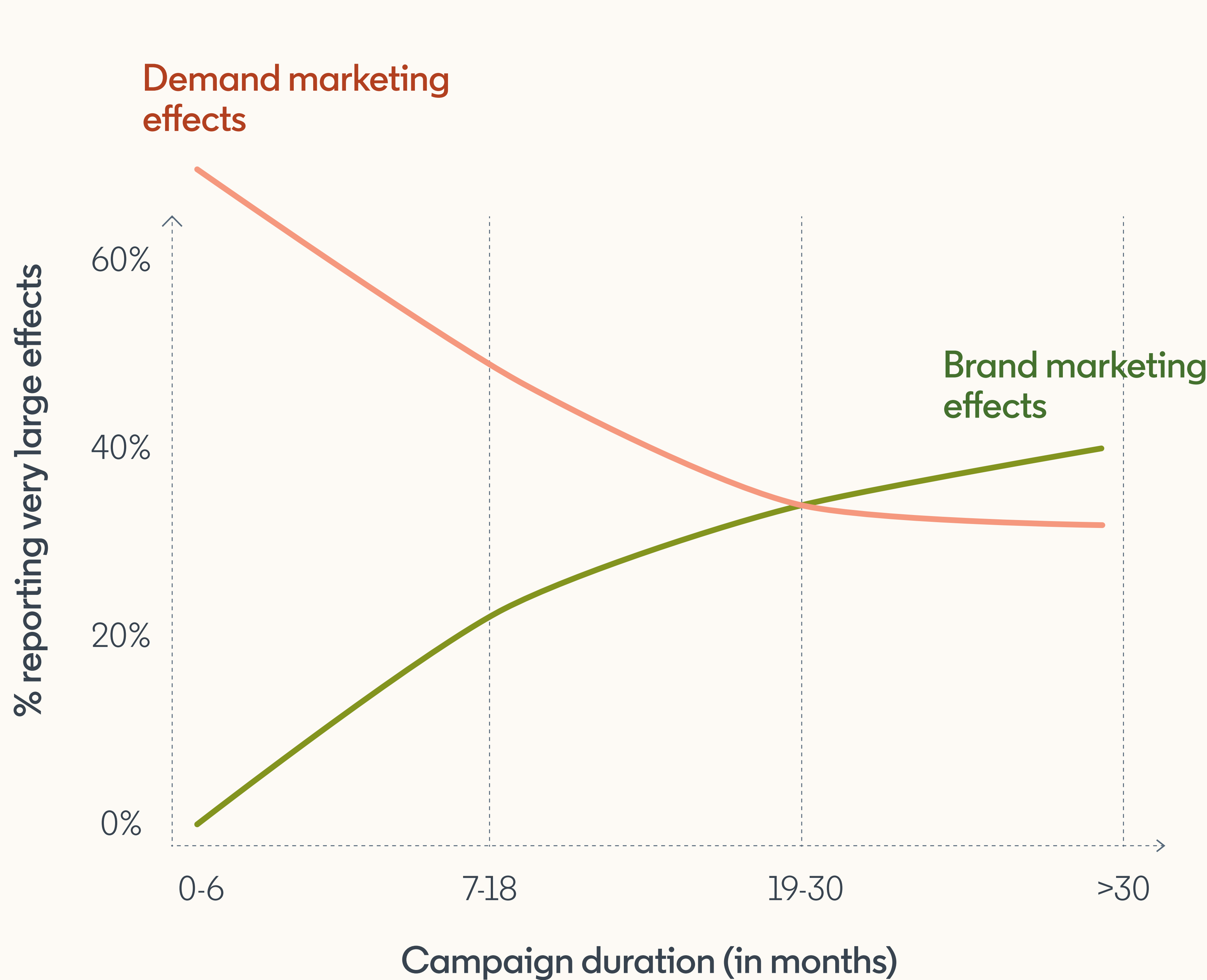


## As a marketer, do you focus on brand or demand?

Employ brand or demand marketing at different times as part of your growth strategy.



## The conflict between long vs. short-term metrics



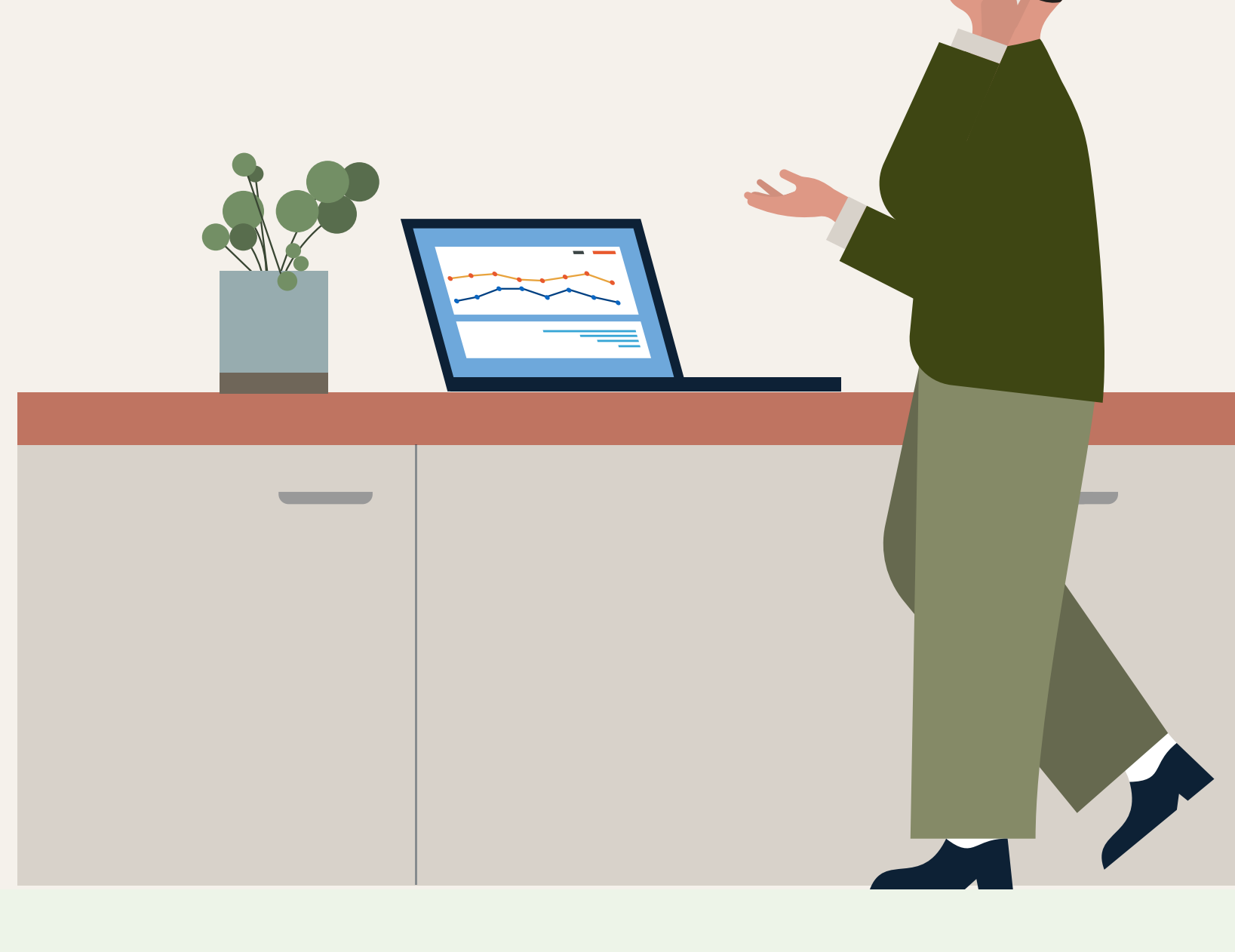
Source: IPA Study, Marketing Effectiveness in the Digital Era

### Brand marketing

- Developing and nurturing relationship with your audiences
- Positioning your brand as a trusted/helpful leader **over the long term**
- When ready to buy, buyers think of your products and services first

### Demand marketing

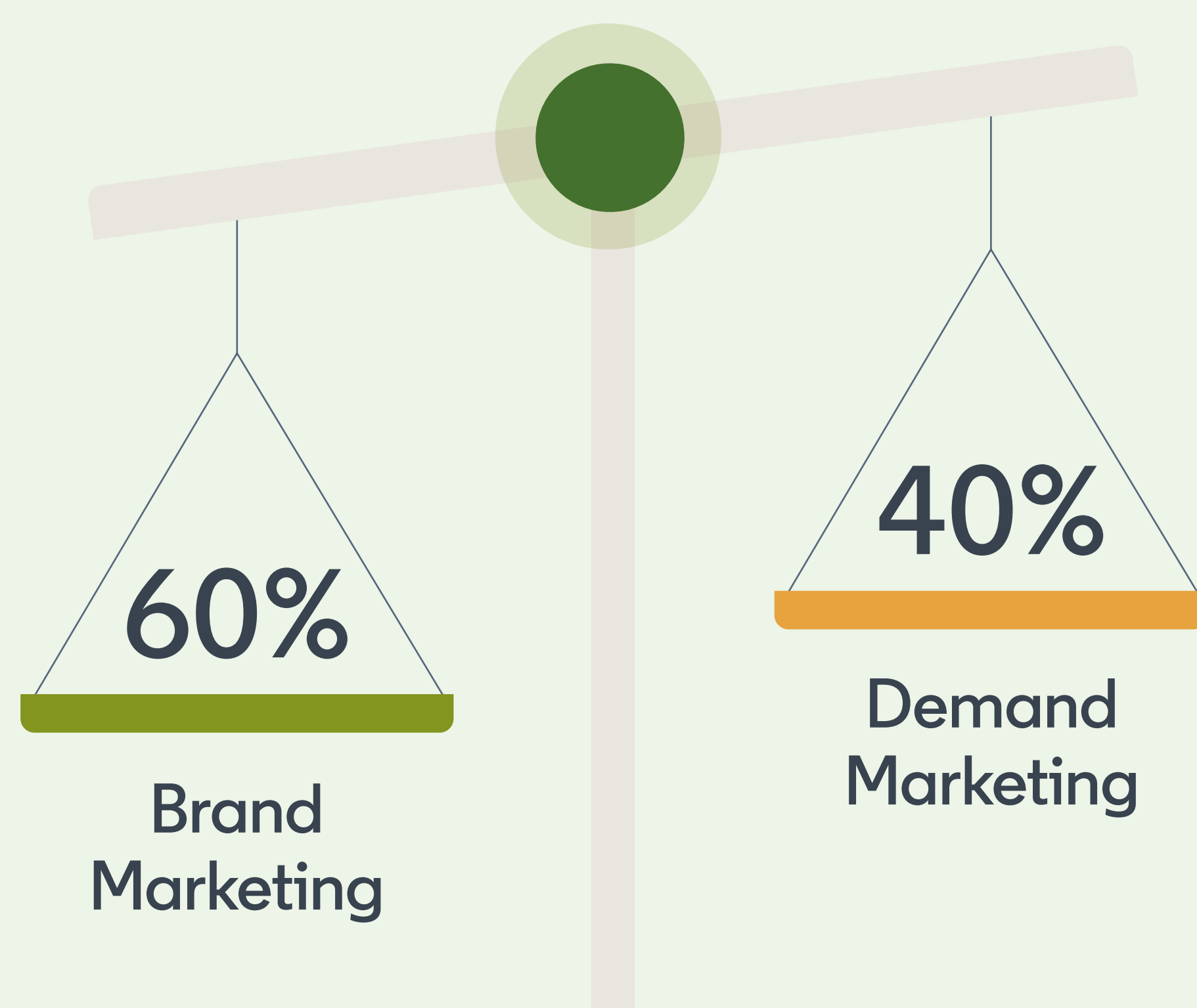
- Creating urgency around specific offerings and services to drive **immediate growth**
- Highly targeted to encourage/excite audiences to drive demand



## Brand vs. demand: the optimal balance

60/40 split: 60% branding, 40% direct response

Ensure optimal impact when it comes to pricing power, awareness, and sales.



Source: Institute of Practitioners in Advertising

## Use a brand-to-demand strategy that considers the entire buyer's journey

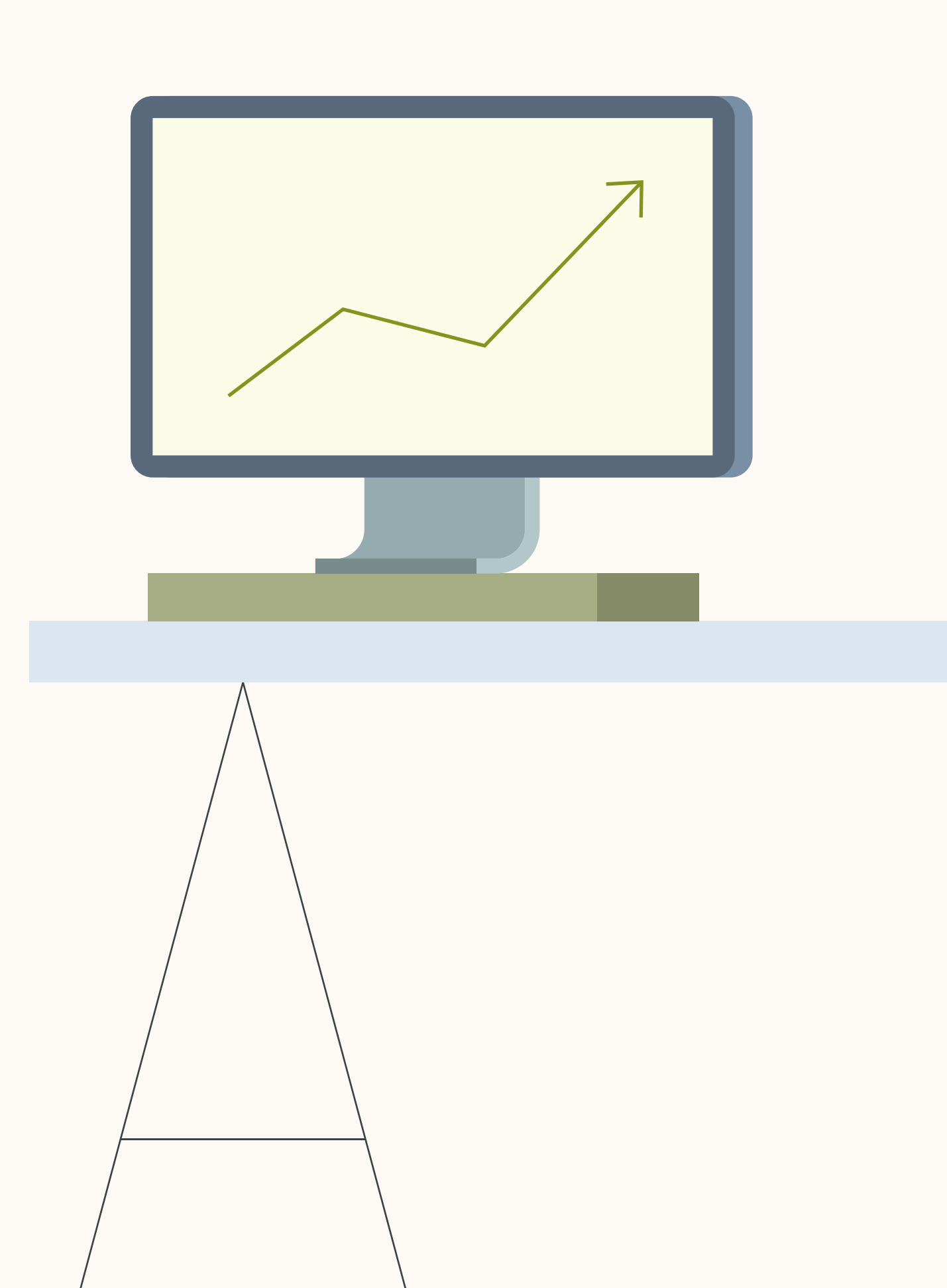
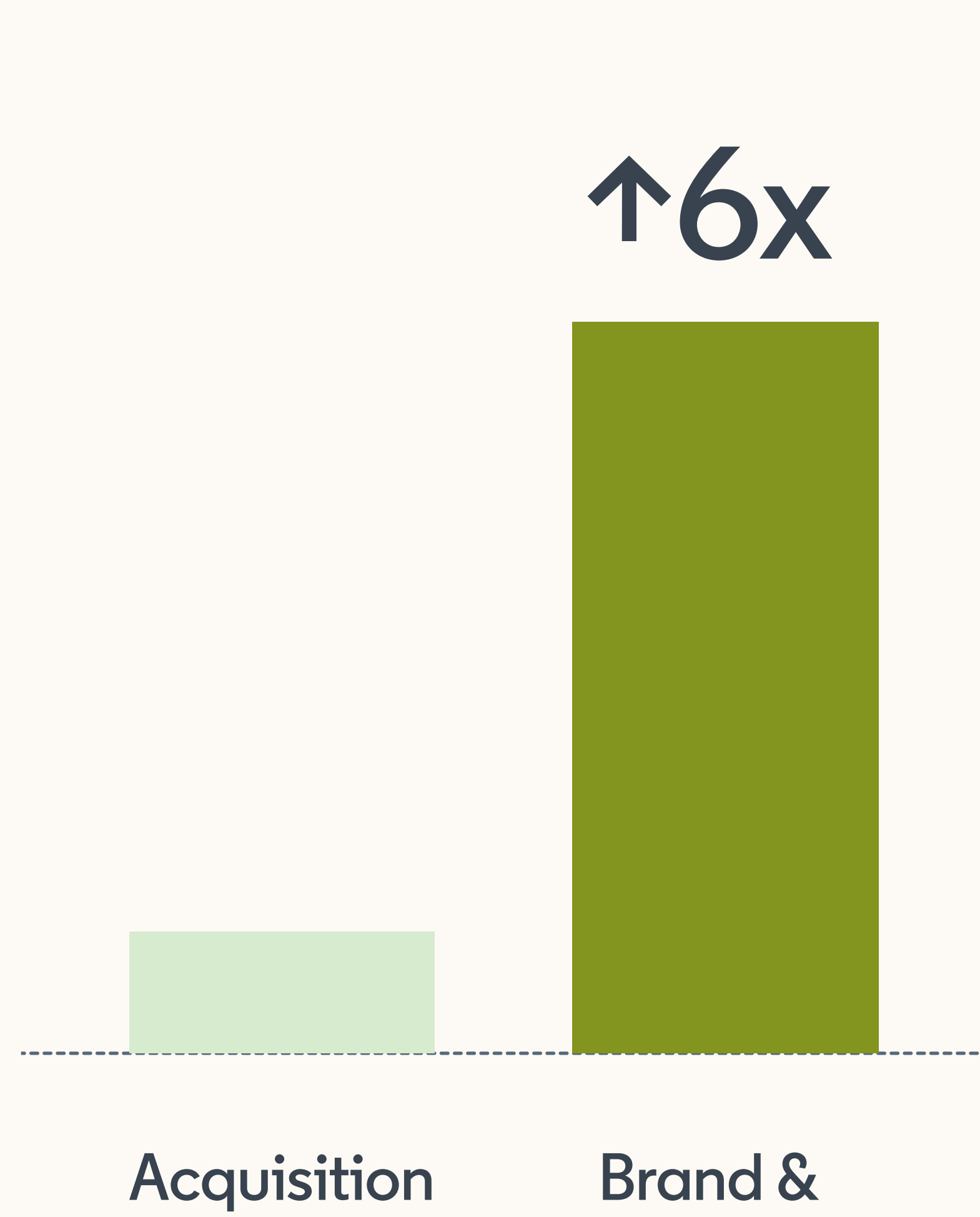


# 50%+

of advertisers want to run brand and demand campaigns together that consider the entire buyer journey — from interested visitor to paying customer.

Source: LinkedIn advertiser survey

## Synchronize brand and demand to drive exceptional performance



Source: IPA, "Marketing Effectiveness in the Digital Era"

## Connect your brand to demand

Drive meaningful engagement with business-minded buyers on LinkedIn.

[Learn more](#)