



Build a Great Brand First

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**THE ROI WILL  
FOLLOW**



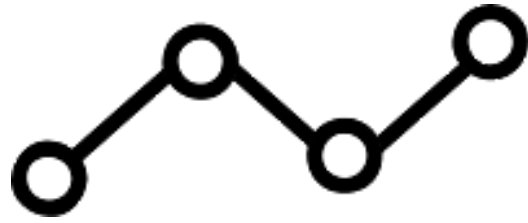
Build a Great Brand First...

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We talk with many B2B CEO's throughout the year about our brand development process, and they inevitably ask in some

way, shape or form, "What kind of ROI can I expect?" It's at that point that I deliver the bad, the good, and the best news...



## THE BREAKDOWN

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### **BAD**

It's difficult to establish a precise ROI metric for brand development alone.

### **GOOD**

Virtually every form of subsequent branding activity can be accurately measured.

### **BEST**

When brand development precedes a branding program, ROI is virtually assured.



# BRAND DEVELOPMENT VS. BRANDING

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**Brand development** is the establishment of the core brand attributes in terms of visual identity, messaging, tone and style, based on internal and external data points.

**Branding** is the development of that brand through all relevant touch points: web, print, digital, search, social, video, trade show, advertising, PR, etc.

# CALCULATING ROI

Metrics can be readily applied to all branding touch points and initiatives to gauge effectiveness:

WEB – VISITATION

VIDEO – VIEWS

PRINT – INQUIRIES

PR – PICK UPS

DIGITAL – CLICKS

CONTENT – ENGAGEMENT

SOCIAL – FOLLOWS

DIRECT – RESPONSE

SEARCH - INBOUNDS

TRADESHOW – INTERACTIONS

# BEHIND THE SCENES

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There are numerous marketing case studies out there that “claim” exceptional ROI. And I’m not suggesting that these claims are untrue. **However what often is not highlighted, is that behind every single one, a significant amount of time and investment was spent on brand development.**

Great, well-built brands achieve ROI.

Poor or undefined brands don’t.

# BOTTOM LINE

You'll never achieve a satisfactory return on your marketing investment UNTIL you invest in developing a strong, distinctive and powerful brand. Trying to build a brand without brand development is like a trip to the casino. Sometimes you may get lucky; but most of the time you don't.

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# ROI ASSURED

When companies do invest in brand development, they immediately realize a positive return. One of the most commonly used metrics for gauging B2B branding effectiveness is the number of marketing qualified leads (MQL's) generated. An effective branding program will drive your number of MQLs up from 20% to as high as 300% in a year alone. When brand development precedes branding, the path to a positive ROI becomes not a possibility, but a certainty.

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# TALK TO US

We're experts at building high-quality brands. Take a look at the 40+ case studies of brands we've helped achieve next level growth. See the work [here](#).

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MEET THE TEAM





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