

## 3 things CMOs should ask their brand marketing teams

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Marketers know that building and maintaining **brand** engagement is an important part of overall **marketing** success.

However, understanding the true impact of **branding** efforts can be difficult.

In fact, a recent study conducted by Visual IQ found an overwhelming majority (80 percent) of US and UK based marketers find measuring the impact of **branding** efforts more challenging than measuring the impact of direct response efforts.

While the rise of **digital marketing**, the availability of granular, user-level data, and the advent of advanced measurement solutions have paved the way for quantifying direct response **marketing** efforts, it's much more difficult to quantify **brand marketing** success.

Unlike direct response, **branding** metrics aren't inherently baked into programs since they often don't elicit an easily identifiable "conversion" response – such as a sale or a lead.

Instead, marketers are tasked with measuring "engagement" activities, such as video views, landing page visits and whitepaper downloads, which don't directly correlate to a conversion activity.

Yet it's no longer enough for marketers to report that the outcome of a major **marketing** initiative was an increase in website visits or Facebook likes without any connection to how those initiatives drive incremental **brand** lift and influence downstream conversions.

With **branding** budgets accounting for a significant portion of overall **marketing** spend, it's essential that marketers make informed decisions about where to invest their **branding** dollars.

So what should CMOs do to ensure **brand** teams are making data-driven decisions? Asking tough questions is one place to start.

Here are three questions today's **CMOs** should be asking their **brand** teams:

## What is the true impact of branding channels and tactics for driving engagement with our brand?

Flawed last click measurement approaches handicap marketers by giving all the credit for a **brand** engagement activity to the last touchpoint.

Accurately assigning credit to each **branding** channel and tactic that drives a desired **brand** engagement action is an underlying key to success when it comes to **brand** building.

**Are we using the right mix of placements, keywords and creatives?** Once you have an accurate understanding how each **marketing** channel and tactic impacts **brand** engagement, you can then use that information to effectively optimize your **marketing** mix.

With a clear understanding of what's working, you can make more informed decisions about where to invest your **branding** dollars.

## Which publishers drive the most unique reach for my branding campaigns?

Ultimately, publishers are your partners, but they still must be evaluated. In addition to understanding total reach, the ability to compare and contrast each publisher's ability to deliver impressions to unique audiences is critical for determining the publisher(s) with whom to invest your budget.

## How CMOs can get answers

Although **branding** measurement can be a complex process, technological advances have made quantifying the impact of **branding** campaigns much easier, and much more accurate.

Using advanced measurement solutions, like attribution, is one way that **CMOs** can answer the questions above and bring the same degree of measurability and accountability to **branding** efforts as their direct response initiatives.

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