

# WHY BRAND MATTERS

WHEN ONLY 5% ARE READY TO BUY

Only about 5% of B2B buyers are ready to buy today, but a strong brand makes sure the other 95% remember you when they are ready to buy. This means future leads show up **already warmed up and ready to talk.**

Source: Professor John Dawes of the Ehrenberg-Bass Institute

## BRAND MAKES EVERY TOUCH COUNT

When buyers consistently see your brand in their inboxes, feeds, and at events, it stops feeling like an interruption and becomes a real connection. Here's how strong branding gives your lead gen a lift:

- **HIGHER ENGAGEMENT RATES:** Recognized brands earn better click-through and conversion rates.
- **FASTER FOLLOW-UP:** Familiarity shortens the time between a first touch and a real sales conversation.
- **LOWER COSTS:** Trusted brands drive down the cost per lead and overall acquisition costs.

## BRAND IS A TOP PRIORITY, NOT A NICE-TO-HAVE

In our EndeavorB2B Marketing Benchmark Report, 35% of B2B marketers say brand awareness is a top goal for 2026, second only to driving sales and revenue. Branding and awareness also account for over a third of the leading budget priorities, indicating a clear shift toward long-term growth.

Marketers are betting on brand because it powers tomorrow's pipeline and makes every lead-gen dollar work harder.

[Get the Marketing Benchmark Report >>](#)

# BRAND

## HOW BRAND POWERS THE WHOLE JOURNEY

- **TOP OF THE JOURNEY:** Brand familiarity means buyers think of you first when a need arises, driving more inbound demand your way rather than relying on cold outreach.
- **MIDDLE:** A strong brand makes buyers more willing to click, read, and respond to your content, so the same campaigns generate more engagement and more qualified leads.
- **BOTTOM:** Brand familiarity speeds up sales cycles, lifts close rates, and lowers acquisition costs, so more opportunities turn into revenue.

## LONG-TERM VALUE

**The teams winning tomorrow's pipeline are investing in brand today.**

We help you build a brand that buyers know, trust, and choose first.

[Find out how we can help you >>](#)