



# Demandism

## Why & when to rebrand

# Brand Limbo

**Brand limbo:** a state in which your current guidelines or brand is not set-out to deal with the day-to-day occurrences that arise and you are therefore re-inventing the wheel on a daily basis - often not very well!

**Prospect predictably with better data**

Find and deliver new revenue by identifying more of your ideal customers, engaging with them right when they need you most.

[Request a test drive](#)

### Build pipeline faster with intelligent sequencing

Engage with prospects using personalised sequences at scale. Increase your conversions with multi-touch, multi-channel activity.



### Never miss a revenue opportunity

Identifying prospects when they are ready to buy is hard. Automated sales trigger events can make this easier. Get visibility of:

- New job listings
- Location moves
- Event appearances
- Job join/job move

- A marketing campaign audiences guide**  
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Cognism

**REBRAND:** pre  
kick-off work

1. Project owner/s.  
**CMO/PM**
2. Board/exec buy-in  
**Board presentation on business impact of the work, tie to revenue, speed, growth**
3. Ensure your house is in order and you have clear: values, positioning, mission, vision, business objectives (2-3 years)  
**Documented well, presented in deep dive sessions to our agency**
4. Objective for the rebrand/project  
**Create a A scalable design system that can is reflective of our positioning and values and enables us to accelerate at speed**
5. Undergo & fully document a review process for partners on the project (Dev and Design)  
**Evaluated 5 potential partners, when with an 'in network' recommendation on design and our ongoing Dev agency**

# REBRAND: Scope of work

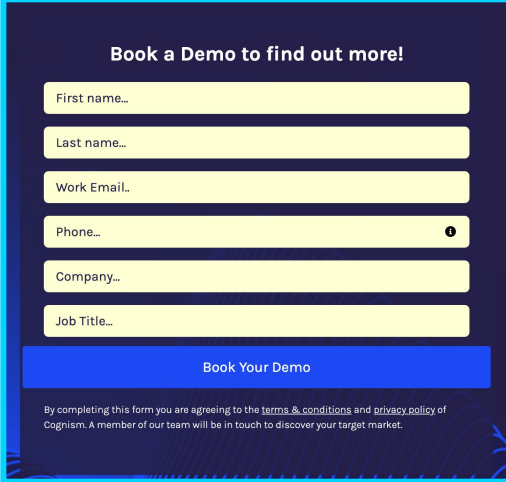
# The perfect time to change....everything!

As a business we had come a long way since we had last rebranded and refreshed the website, notably we've moved from lead gen to demand gen.

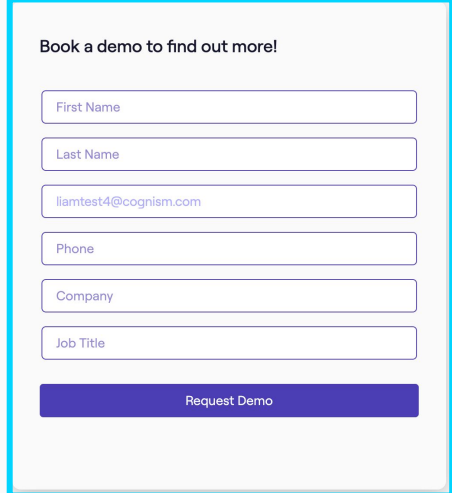
And due to the rebrand we revisited our:

- Forms
- PDFs
- Website Journey
- Ads
- Emails

And not just from a design perspective, we could assess whether what we had, we needed or whether it worked for us anymore.



The screenshot shows a dark-themed form titled "Book a Demo to find out more!". It features six input fields: "First name...", "Last name...", "Work Email...", "Phone..." (with a dropdown arrow), "Company...", and "Job Title...". A blue "Book Your Demo" button is at the bottom. A small disclaimer at the bottom reads: "By completing this form you are agreeing to the [terms & conditions](#) and [privacy policy](#) of Cognism. A member of our team will be in touch to discover your target market."



The screenshot shows a light-themed form titled "Book a demo to find out more!". It features six input fields: "First Name", "Last Name", "Email" (with the value "liamtest4@cognism.com"), "Phone", "Company", and "Job Title". A dark blue "Request Demo" button is at the bottom.

## Forms - so what's changed?

Previously, due to running a lead gen model we had over 200 forms across the website (for each lead gen piece)

This has now be reduced to about 20 and we revisited to make it far more efficient a process in Pardot and Salesforce too.

# The perfect time to change....everything!

## PDFs:

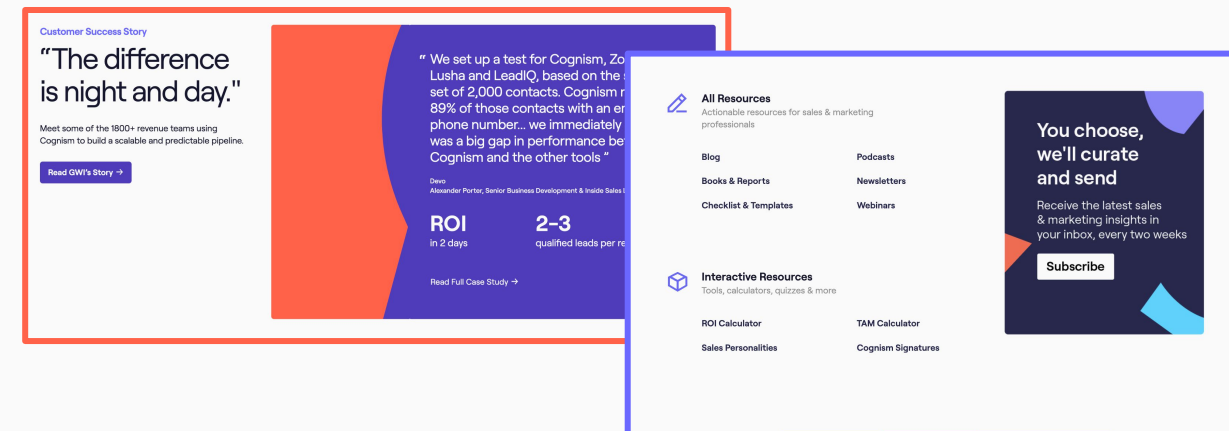
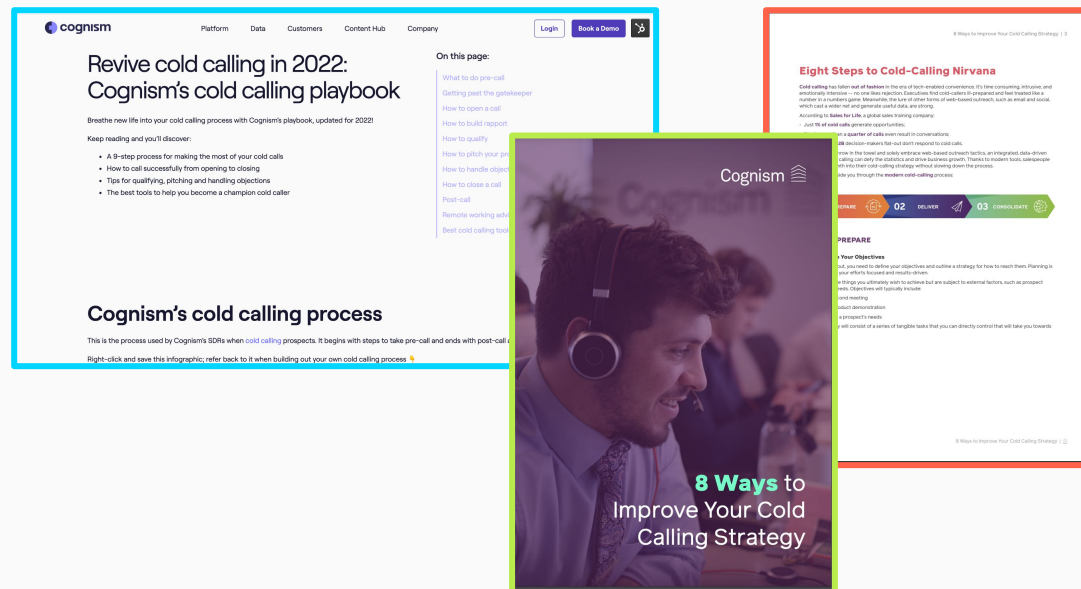
Previously, we had 100s of PDFs, we were able to go through all of these and decide what was still relevant and needed.

We could also access whether it was still best as a PDF or whether we could create as a interactive online page or blog.

## Website journey:

The rebrand meant we had a lot of time to focus on the website and there was a lot to change

- Removing gated content
- updating CTAs in blogs and across the website
- Updating case studies and all social proof
- Updating the website navigation
- Updating the resources hub
- Updating the global header/footer
- Drift bot





# The perfect time to change....everything!

## Ads

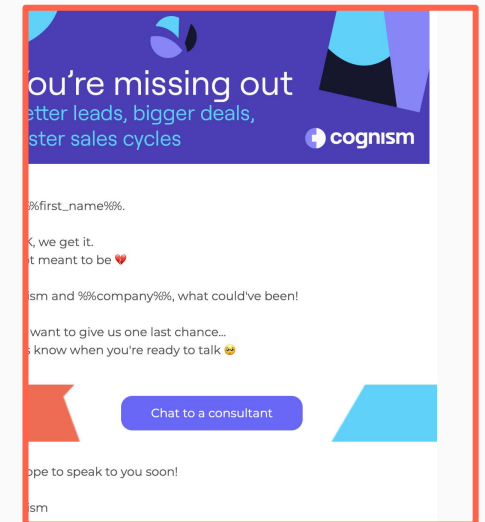
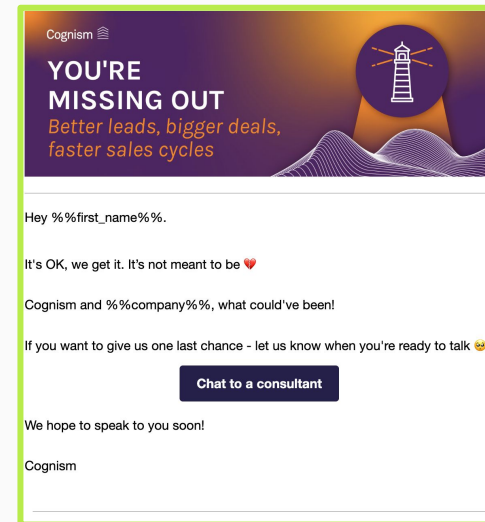
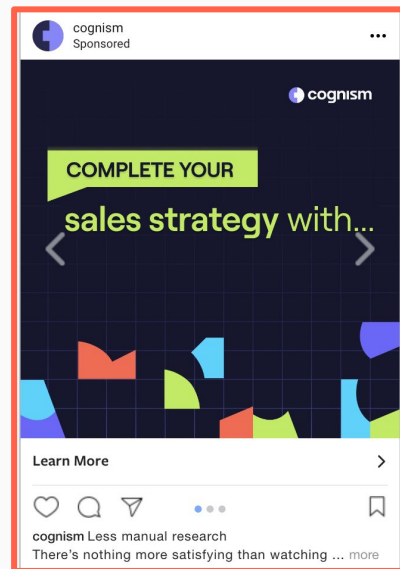
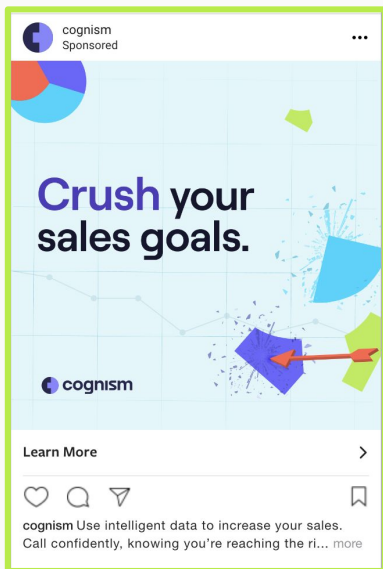
We revisited all of our current ads and launched some new campaigns in the new brand too.

This deep dive led us to restructure our accounts, and we could then more easily identify gaps that we had a brief new creatives for those.

## Emails:

The rebrand meant we looked at all existing email nurture programs and processes.

It meant we updated current email copy, culled email nurtures that were not longer needed or not performing and also updated our preference centre - not just updating the templates.



**REBRAND:**  
how it's going  
so far

# How it's going so far

Active now

**Sean Gallagher** · 1st  
Making Internet Business Personal at Intercom 🚀

TODAY

**Sean Gallagher** · 12:12 PM  
hey alice, how are you doing? love the new cognism branding btw! I'm on a trial atm with our team and it's great

**Vincent Plassard** · 1st  
Leading all things growth, customer acquisition, and operations at Reveal  
3h · 🌐

Cognism just dropped what will be the future of partners page.

Platform Data Customers Content Hub Company Login Book a Demo

gain visibility on target accounts of yours where we have a relationship. customer base can result in growing services revenue for the consulting partners we work with. successful referral you send to Cognism.

Connect with us on Crossbeam or Reveal

Connect with us on Crossbeam →  
Connect with us on Reveal →

#demandgeneration #b2bmarketing

or a new website

Simon Waller and 248 others · 39 comments · 8 shares

Reactions

5,310 views of your video

Add a comment...

Most relevant

**Mathieu Monereau** · 2nd  
Digital Marketing Specialist @ Gates Corporation  
Dumitru Sava  
Like | Reply

Add a reply...

**Alice de Courcy** Author  
Chief Marketing Officer at Cognism - technical SaaS revenue mark...  
Demandism rebrand special  
<https://www.cognism.com/demandism-live>  
Like | Reply

**David Burgess-Bellay** (He/Him) · 1st  
Building Partnership Ecosystems and Community | Changing ...  
Wow. Looks amazing team Cognism. Well done Alice de Courcy and all the those involved.  
Like · 1 | Reply · 1 Reply

**Alice de Courcy** Author  
Chief Marketing Officer at Cognism - technical SaaS reven...  
Thank you David Burgess-Bellay  
Like | Reply

**Amanda Sullivan** · 1st  
Sierra Interactive: Head of Growth in the SaaS B2B space.  
4d (edited) ...  
I know exactly what you mean. Rebrands are SO much work, but if

Website looks AWESOME

**MM** Matt Melymuka  
To: Alice De Courcy  
Mon 06/06/2022 15:56

Alice - left you a voicemail noting how awesome the new branding looks!!! Amazing job. You crushed this.

# How it's going so far

## 30-Day Comparison (+ trend)

Primary Dimension: **Source / Medium** Source Medium Keyword Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾

	Source / Medium ?	Acquisition		
		Users ? ↓	New Users ?	Sessions ?
		12.32% <span style="color: green;">▲</span> 103,873 vs 92,482	10.04% <span style="color: green;">▲</span> 96,986 vs 88,138	10.80% <span style="color: green;">▲</span> 140,211 vs 126,544
<input type="checkbox"/>	1. google / organic			
	May 10, 2022 - Jun 8, 2022	39,464 (36.49%)	35,621 (36.73%)	52,805 (37.66%)
	Apr 10, 2022 - May 9, 2022	29,163 (29.69%)	26,754 (30.35%)	37,226 (29.42%)
	<b>% Change</b>	<b>35.32%</b>	<b>33.14%</b>	<b>41.85%</b>
<input type="checkbox"/>	2. (direct) / (none)			
	May 10, 2022 - Jun 8, 2022	29,738 (27.50%)	28,899 (29.80%)	33,263 (23.72%)
	Apr 10, 2022 - May 9, 2022	29,597 (30.13%)	29,131 (33.05%)	33,793 (26.70%)
	<b>% Change</b>	<b>0.48%</b>	<b>-0.80%</b>	<b>-1.57%</b>

## 7-Day Comparison (+ trend)

Primary Dimension: **Source / Medium** Source Medium Keyword Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾

	Source / Medium ?	Acquisition		
		Users ? ↓	New Users ?	Sessions ?
		23.91% <span style="color: green;">▲</span> 28,601 vs 23,083	26.66% <span style="color: green;">▲</span> 25,410 vs 20,062	18.84% <span style="color: green;">▲</span> 34,959 vs 29,416
<input type="checkbox"/>	1. google / organic			
	Jun 2, 2022 - Jun 8, 2022	10,501 (35.51%)	8,723 (34.33%)	12,773 (36.54%)
	May 26, 2022 - Jun 1, 2022	10,589 (44.08%)	9,074 (45.23%)	13,059 (44.39%)
	<b>% Change</b>	<b>-0.83%</b>	<b>-3.87%</b>	<b>-2.19%</b>

## SEO Impact (+)

Our keyword rankings are improving and the number of keywords we're ranking is increasing. Here's a quick breakdown:

### **May 9th**

# of keywords in the Top 3 = 291

Total # of keywords = 8,804

### **June 7th**

# of keywords in the Top 3 = 455 **(+56%)**

Total # of keywords = 11,960 **(+36)**

## Injecting our brand into everything we do

A rebrand isn't a set and forget exercise and so here are some key changes we are making in our team to ensure our rebrand is helping us move the needle:

- Levelling up our creative process - our design team should now be part of ideation as much as delivery.
- We need to use our brand to help us effectively tell a story that reflects our values as a business - our brand guidelines are now a core part of the conversation when defining messaging for a new campaign.
- Brand voice and tone guidelines helps keep us consistent and they now feed into every campaign we run.
- We have taken stock and redefined what we are putting out there in the world - our rebrand has encouraged us to become more customer centric.
- Scaling the brand and pushing it to the next level (brand guidelines don't have to stem creativity)

