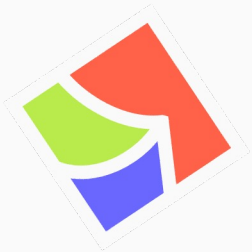
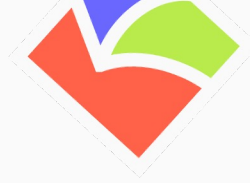


The Loop Live

Creating memorable
marketing





Why do we need to be memorable?

Why is memory and recall important for B2B marketers?

- B2B buyer behaviour has changed:
 - Buyers want to research independently before getting in touch with a salesperson.
 - Buyers start research with a small set of businesses they can recognise and recall.
- Marketing can go a long way in driving the growth of a product or brand - but this whole process only works if the marketing activity is memorable.
- This shift has made marketing vital to getting onto that list of initial vendors.

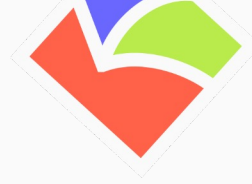


Marketing only to buyers who are in-market right now is too late - they've already shortlisted a bunch of your competitors who reached them first!

Awareness alone isn't enough to be remembered

- But not only do you have to be recognised, you have to be remembered for the *right things*.
- Salesforce did some research and discovered that while lots of people knew who they were and recognised the brand, they didn't have a good understanding of what they offered.
 - They had to put together this brand campaign that built memories - attached to associations that they wanted people to have about their brand.

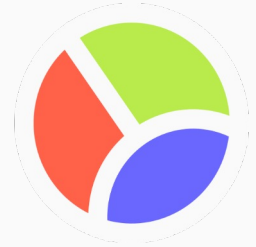




**How do you make people think
of you when you go in-market?**

1. Associating your brand with category entry points

- These are the triggers that happen in any B2B buyer's life that cause them to go in-market for a product.
- The idea here is that you associate yourself with as many of these CEPs as possible, so that when they happen in buyers' lives, your company pops into their mind and they add it to the list of vendors they're looking at.



How are we doing this at Cognism?

We know that one of our core use cases is salespeople cold calling. So, we create content around cold calling and increasing cold calling success.

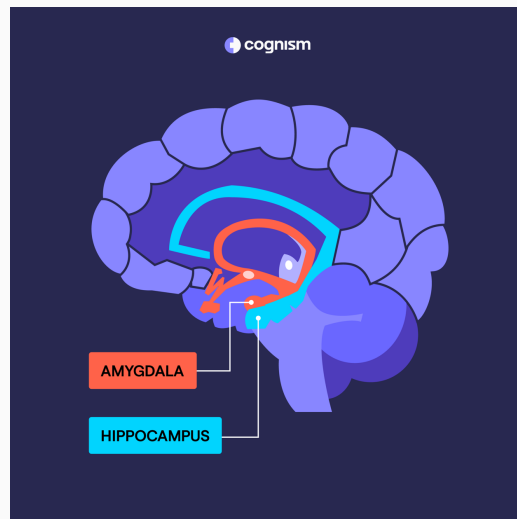
- Always on content ads on LinkedIn where we serve cold calling scripts, guides and trends.
- A cold calling live webinar series which serves as a training resource for reps.
- We work with cold-calling SMEs like Morgan J Ingram to distribute our content.
- Our internal sales leaders provide cold calling content to own personal LinkedIn profiles.





2. Bake emotion into your marketing

- You don't need to move buyers to tears. There are a lot of ways you can spark emotion through your marketing. Such as joy through humour, sympathy, or nostalgia.
- Emotion builds memories faster than logic – by building emotional ties between your brand and your buyer you increase the chance of you being recalled later.
- This works because emotional triggers activate the Amygdala (emotional processing) and the Hippocampus (episodic memory) in your brain – this is why emotion is closely tied to memory.



How are we doing this at Cognism?

Using humour

- The easiest and most commonly used is humour in B2B marketing - it's a great way to add levity to a situation and make people feel positive emotions.
- We try to add some humour or entertainment value into as much of our content as possible.
- Struggling to think of how your can leverage humour in your marketing? We'll give some specific examples shortly.



Cognism
62,824 followers
Promoted

At first I was afraid, I was petrified.. kept thinking lead gen campaigns would dominate my life 🤖

But then I spent so many nights, just knowing that was wrong. And I grew strong, AND I LEARNED HOW TO GET ALONG....

What. A. Tune. 🎵

But seriously, if you want to spend minutes on lead gen, rather than days. Try getting your leads from Cognism 🙌

Playlist
Cognism's lead gen heartbreak mix
Made for 828 marketers, caught in a trap - 5 tracks

| # | Title | Date added | |
|---|--|------------|------|
| 1 | Gated content will tear us apart Cognism | 2016 | <15m |
| 2 | Un-break my campaigns Cognism | 2016 | <15m |
| 3 | I just called to say I got a lead Cognism | 2016 | <15m |
| 4 | Tainted leads Cognism | 2016 | <15m |
| 5 | Everything I do I do it for low intent leads) Cognism | 2016 | <15m |

3 steps: Pull fresh leads for sales & campaigns 🙌
info.cognism.com [Learn more](#)

👍👍👍 22 1 comment






How are we doing this at Cognism?

Using a strong point of view

- If someone has a worldview, a way they understand their industry or how they do their job, they generally feel pretty strongly about it.
- If you can confront that worldview with something that challenges it, backed up with evidence - you're now tapping into emotional logic.
- A great example of this is Chris Walker. He was able to confront a lot of lead generation fanatics with a very rational and logical argument for demand generation.

Cognism's POVs for
'B2B buying behaviour has changed'

|  MARKETING |  SALES |  REVOPS |
|--|--|--|
| <p>POV1 'Marketers should be more than just sales support.'</p> <p>↓</p> <p>POV 2 'Stop building fantasy funnels'</p> <p>↓</p> <p>POV 3 'MLG only works if it's memorable.'</p> | <p>POV1 'Cross-Channel Engagement across the entire buying committee is the future.'</p> <p>↓</p> <p>POV 2 'Sellers Can No Longer Rely on Quantity to Reach Goal.'</p> | <p>POV1 'RevOps needs to be the single source of truth.'</p> <p>↓</p> <p>POV 2 'RevOps Should Govern Your GTM Motion.'</p> <p>↓</p> <p>POV 3 'GTM Actions Need to Impact Revenue – conversions and leads are not enough.'</p> |



Create a distinctive brand

- This doesn't start and end with having a recognisable logo. We're talking about creating an unmistakable brand.
- Aim to look, feel and sound like nobody else. So you are easily identified by customers and easily recalled in buying situations.

“Distinctiveness is all about making your brand easily identified by customers. Brand names, logos, jingles, slogans and house styles all contribute to this. Just think of the yellow M from McDonalds. When you see it, you immediately think of McDonalds”

- Ehrenberg Bass Institute for Marketing Science



How are we doing this at Cognism?

Ad styles & tone



Tone of voice



Below are the fundamentals of Cognism's tone of voice. Check out the examples to get an idea of how these qualities should come to life in your writing. 🗨️

Informal but informative

At Cognism, we endeavour to communicate as succinctly as we possibly can. ❌

Nope, let's try that again!

We write clearly at Cognism. ✅

Simple, eh!

At Cognism, we write how we speak. In short, easy-to-understand sentences. As if we were talking with a friend or colleague.

'Shapes' artwork



Long term partnerships w/ SMEs



Morgan J Ingram · 2nd

I taught the fastest-growing tech companies how to build... Atlanta Metropolitan Area

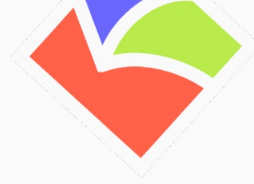
👤 158K followers

🗨️ Talks about #salesadvice, #marketingb2b, #contentcreator, #communitybuilding, and #influencermarketing

👥 100 mutual connections

[Connect](#) [View full profile](#)

[Book an appointment](#)



Tactical brand plays that have worked for us

Investing in entertaining content



- We often try to inject some form of entertainment or comedy into our communications and campaigns; this sets us apart from others in the B2B space.
- Buyers are humans - just like us - so let's talk to them that way.

But how do you get started?

cognism

You could be this happy~

Hiya.

It's us again!

Meet **Harold**. Look how happy this fella looks.

It's definitely, absolutely, 100% not an awful stock photo.

Here's the thing - Harold just worked out his custom ROI with Cognism.

Neat.

Don't you want to be happy, like Harold?

Harold knows how much ROI his team can expect from using Cognism's Diamond Data® sales intelligence. Nothing could make him happier.

[Get your ROI forecast](#)

Aww. Just look at him.

He's so excited to create revenue growth with the best sales intelligence on the market.

- The Cognism Team

5 Chancery Lane, London, WC2A 1LG, United Kingdom
+44 203 858 0822 uk@cognism.com

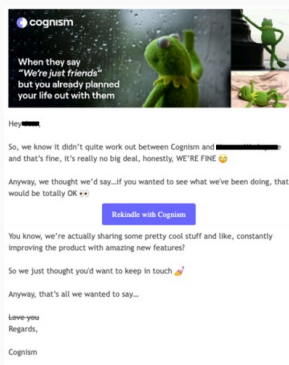
[Unsubscribe from marketing emails](#) | [Manage Preferences](#)

[in](#) [O](#) [v](#)

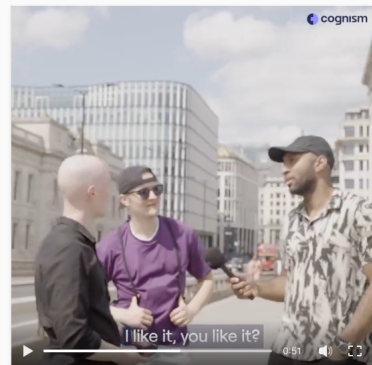


Examples

'Concept' email nurtures



Creator inspired



Content series



Meme style ads



Building in public

- We have always tried to be very open and upfront about what we are doing and what we are learning - as it happens in real time.
- For example, when we switched from lead gen to demand gen, we shared our experiences and learnings as we went along.
- Not only talking about this on company channels but also utilising internal subject matter experts to share experiences on their own channels.



Fran Langham · 1st

Global Head of Demand Generation at Cognism

4mo · Edited · 🌐

When we doubled down on a demand gen we accepted that not everything can be tracked.

We set more realistic expectations because why would we measure a campaign on CTR when we were optimising for reach?

Why measure a video series on conversions when what we are really looking for is engagement and infeed consumption?

So these are the metrics we became obsessed over:

- Impressions, reach, video views, frequency
- CTR, engagement rate, likes, comments
- Qualitative feedback/shares
- Traffic, time on page, bounce rate

And so we got comfortable reporting on engagement, qualitative feedback from our audience, relying on self reported attribution: where did you hear about us?

Then identifying trends in global pipeline growth that can be as much of an indicator as direct attribution.

The above has enabled us to tell a story that is a true representation of our marketing impact - without introducing bias by ignoring channels that aren't easy to measure (something I would have definitely favoured 2-3 years ago!!)

And most of all giving us data backed assumptions that reflect the motivations of our audience - NOT "User has clicked twice on email, visited website 10 X and now is ready to buy"



Giving more than we take

- It's much easier to get people to engage with your brand repeatedly when you are giving away more than you expect back.
- This taps into Robert Cialdini's 'reciprocity' principle, that states are hardwired to return favours.
- For example, giving away a free course ungated, sharing a playbook we have developed over multiple years, delivered by industry experts - expecting nothing but engagement back.

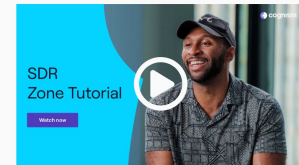


SDR Zone

We've collated our best and most entertaining resources for SDRs to access on-demand.

SDR Zone features tactical sales content and original video series, that will help you book more meetings, build a better pipeline and take your mind off the day job.

We'll leave it to Morgan J Ingram to show you around 🍷



POV-led content

- We want to be a trusted brand that our audience knows and goes to when they need to solve a problem or want to learn something.
- Our content isn't just about optimizing for search - we want to produce content that people want and have an interest in reading (or listening to or watching!)
- We want to have a stance, a point of view that makes us stand out. And produce content that can help to change or open people's minds.

Beyond Awareness: Crafting Memorable B2B Marketing

12 minute read
By: Amy Collins
Demand Generation, Content Marketing,
Marketing.



What's on this page:

[Why memory and recall is important](#)

[How do you make prospects think of you when they come in-market?](#)

[Admiration and relevance over awareness](#)

[How do you measure success?](#)

Marketing can go a long way in driving the growth of a product or brand - but this whole process only works *if the marketing activity is memorable*.

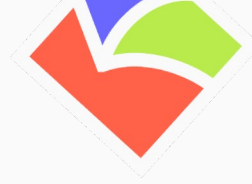
In other words, you can invest loads into marketing campaigns - but if your intended audience can't remember you when they're ready to buy... well, then it's all a bit of a waste.

So, how do you make sure you're creating memorable marketing that truly makes a difference? You're in the right place because we're going to deep dive it right here 🍌

Why is memory and recall important for B2B marketers?

As B2B marketers, we're all working in highly competitive markets. Trying to get attention from prospective customers is hard and only getting harder.

And as we all know, on top of this, [B2B buyer behaviour](#) has changed.



Measurement

How do you measure success?

Measuring brand activity is hard. It's always been hard and likely always will be. But here's what we'd recommend!

Surveys

- If you have, say, five associations you want people to hold with your brand, and you want to find out how you measure up to them right now. Go out and find a baseline.
- Ask your customers and your prospective buyers' questions about:
 - What they think you sell.
 - What words they'd use to describe your business.
 - What reasons they think someone might buy from you.
 - What content or adverts they've seen from you that they recall.

Use this to help you build a brand campaign to improve any areas that are lacking. And then ask them again in 6, 9 or 12 months to see if you discover any improvements.



How do you measure success?

Baseline sales growth

- There should be a growth in sales and revenue that comes to you organically because the process is working. They needed your product and they came in-market, remembered you and came directly to you.
- Now, this might sound easy to measure, but it isn't that simple. Because there are many reasons that people might come inbound to you. For example, your SEO team is working effectively
- But if, over time, you see that baseline revenue growing steadily, it's a good indication that the brand activity you did last year and the year before is paying off.





How do you measure success?

Branded search

- Another way to get an indication of whether your brand efforts are working is through tracking your branded search.
 - How many people are searching for your company name on search engines?
- Because realistically, they only Google your name if they remember your brand exists and are trying to visit your website.
- To take this a step further, you could look at your share of search - comparing how many branded searches you have compared to your competitors. And whether that baseline share of search is growing over time.





How do you measure success?

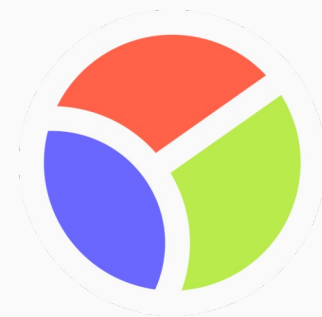
Engagement

- Engagement is no longer a vanity metric - instead, engagement is a super-important way to tell if your audience knows and likes your brand.
 - Have you got growth in your follower count?
 - A growth in engagement rates?
 - Are people following you in multiple places?



Self-reported attribution

- You know those 'how did you hear about us?' questions? They can be incredibly insightful when it comes to finding out what content or ads prospects remember.
- They might have discovered you through your podcast, LinkedIn channel or somewhere else. Meaning you can double down on the memorable channels that work best.



Questions?

