

@trunorth-advisors.com

Branding To Drive Demand Generation

Joel Coen, President, TruNorth Advisors



TRUNORTH
ADVISORS

Branding: What is it?

Identity Creation

Creating a unique identity for your company that differentiates it from competitors and resonates with your target audience

Consistent Messaging

Maintaining consistency across all channels, ensuring that your values, mission, and voice are clearly communicated

Emotional Connection

Creating an emotional connection with customers, fostering loyalty and long-term relationships

Visual/Verbal Elements

Designing logos, color schemes, typography, and your tone of voice to create a cohesive and recognizable image

Reputation Management

Shaping the perception of your company in the market, helping to build and maintain a positive reputation

Customer Experience

Ensuring every customer interaction is aligned with your brand values and promises, enhancing overall customer satisfaction

Market Positioning

Positioning your company in the market, highlighting your differentiators and why customers should choose you over someone else

Value Communication

Communicating your value proposition, making it clear why your offerings are beneficial and worth investing in

Branding Example: Nike



Nike's tagline "Just Do It" has stuck with the brand for three decades. It stems from Nike's positioning statement which states:

The tagline "Just Do It." is compelling and actionable. It creates a connection between the brand and its fans.

Because the tagline speaks to people at the individual level, they can interpret it in whatever way they like, and for whatever hurdles they face.

Nike also inspires through its storytelling. If you see an ad from Nike, the emphasis is usually not on their products but on telling meaningful stories and using the right emotions that help people connect to the brand.

Branding Example: Amazon



Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking.

The company's business is built around the following core values which stem from its positioning strategy:

- Extraordinary convenience
- Instant access
- Comprehensive selection,
- Low prices

So basically, Amazon's competitive edge is about low pricing and customer experience, and this has helped the company avoid stiff competition. As a company with an obsessive customer focus, Amazon has also continued to innovate new solutions to make things easier, faster, better, and more cost-effective for the customer.

Branding is More than Just Looks

Visibility

Google's Zero Moment of Truth (ZMOT) research indicates that B2B customers perform an average of 12 searches before engaging with a specific brand's site.

Research

A survey by Forrester Research found that 74% of B2B buyers conduct more than half of their research online before making an offline purchase. A strong brand can help your company stand out during this research phase.

Trust

According to the Edelman Trust Barometer, 81% of potential B2B customers need to trust the brand to do what is right before engaging.

Influence

According to a study by LinkedIn and Edelman, 56% of B2B buyers are more likely to pay a premium for products from a company they believe to be a leader in their industry.

Revenue

A study by Lucidpress found that consistent brand presentation can increase revenue by 33% in the business tech

Brand Building

Valued

The audience has received value from working with you.

04

Credible

The audience understands what you do and trusts that you can do it for them.

03

Understood

The audience has learned what you stand for and what you do.

02

Exist

You are known to your audience.

01

Self Reflection

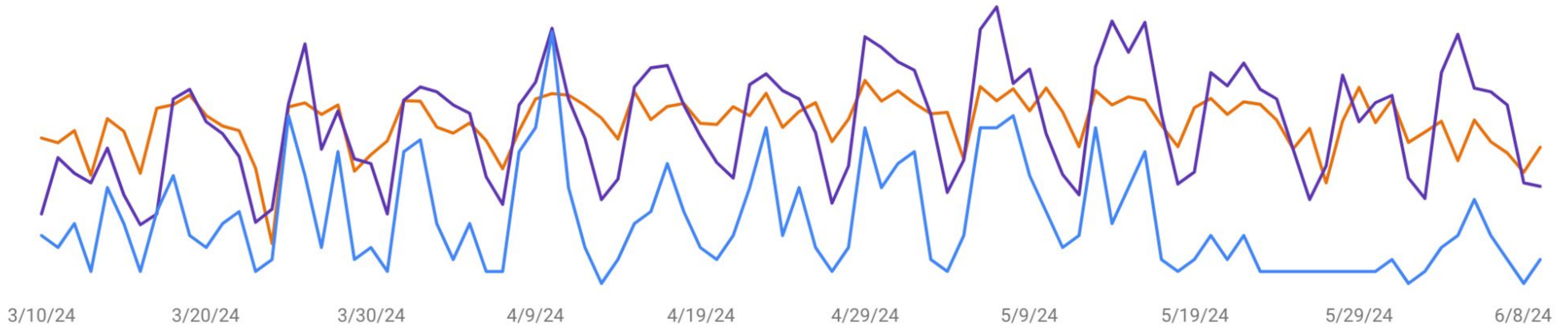
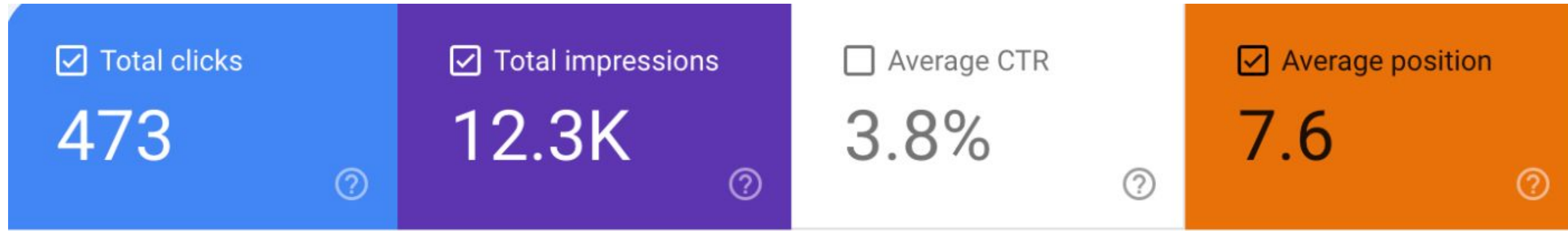
Ask yourself....

1. What do we do better than anyone else?
2. What separates us from the competition?
3. How do people hear about you?
4. What are we doing to reach out to new potential clients?
5. How do we validate our position in the market?
6. What are we doing to stay ahead of the competition?

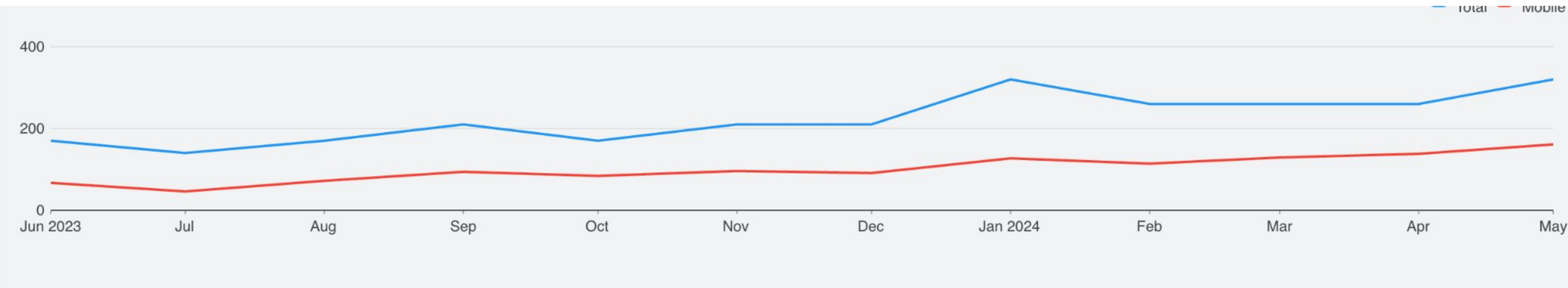
Brand Validation Tool: Search Console

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES	
Top queries						
				↓ Clicks	Impressions	Position
tru north advisor				80	285	1
trunorth advisors				61	677	2.7
tru north				32	3,648	7.1
true north advisor tampa				30	88	1.2
tru north advisor tampa				29	84	1
tru north advisors				21	93	2.2
trunorth				16	2,876	8.2

Brand Validation Tool: Search Console



Brand Validation Tool: Keyword Planner



Columns ^

<input type="checkbox"/> Keyword ↑	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
<input type="checkbox"/> <u>trunorth advi...</u>	210	+23%	+88%	Low	18%	\$1.53	\$6.63	In Account

Brand Validation Tool: SEM Rush

Authority Score

25

Semrush Domain Rank **576.6K** ↑

Organic Search Traffic

3.2K -3% [View details](#)

Keywords **4K** ↑

Paid Search Traffic

4.7K +6.9%

Keywords **21** ↑

Backlinks

8.9K

Referring Domains **2.6K**

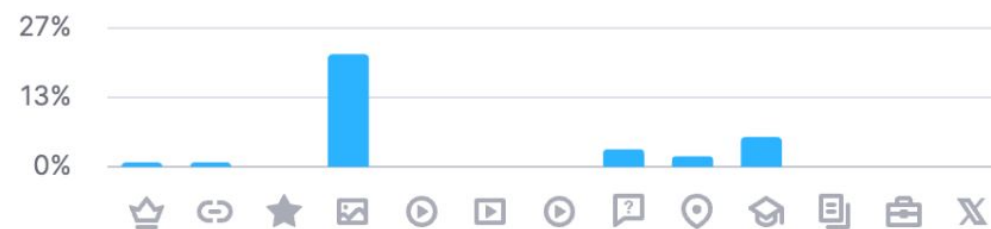
Organic Paid

Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	3.2K	4K
US	68%	2.2K	2.3K
IN	18%	570	103
UK	4%	128	252
Other	11%	340	1.4K

Compare

SERP features



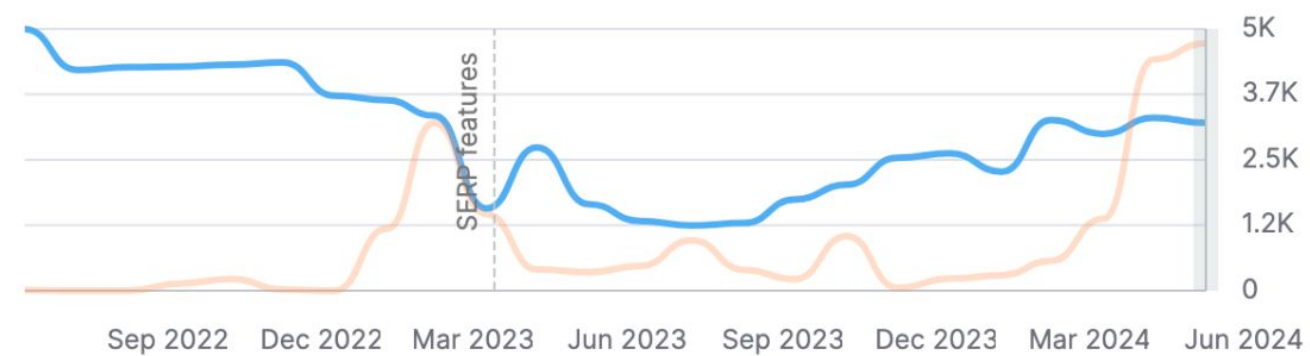
View full report

1M 6M 1Y **2Y** All time

Export

Organic Traffic 3,197/month

Organic Traffic Paid Traffic | Notes



Organic Keywords 4,049

Top 3 4-10 11-20 21-50 51-100 SERP Features



Brand Validation Tool: LinkedIn



Matthew Boyle  • 3rd+

Senior Work Shift Reporter at Bloomberg News

12h • 

+ Follow ...

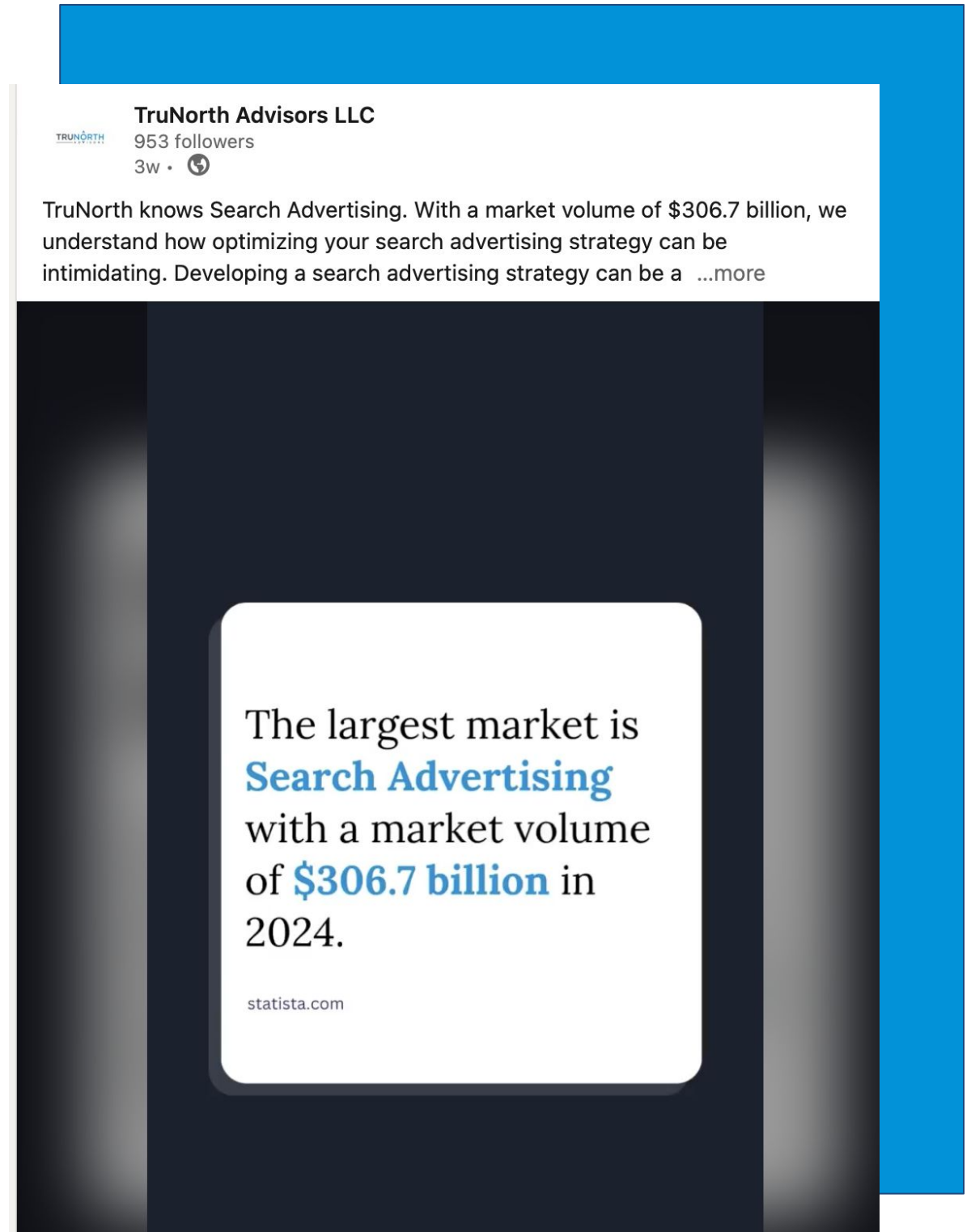
We all know that fewer people are quitting nowadays. What you might not know is that way fewer are moving up the org chart, my colleagues [Jo Constantz](#), [Ella Cerón](#) and [Daniel Neligh](#) report for [Bloomberg News](#) today.


Among 68 million white-collar professionals, just 1.3% were promoted in the first three months of the year, the lowest rate in five years, according to an exclusive analysis conducted for us by [Live Data Technologies](#).

Remember when job-title inflation was rampant as employers handed out pseudo-promotions like candy to hold onto people in 2021 and 2022? Those days are over, and the consequence is that a lot of workers got out over their skis.

"They sometimes elevated folks a little bit beyond their skill set," said [Aaron Terrazas](#), chief economist at [Glassdoor](#).

The bottom line? Get used to your current role, because it's not gonna change for a while unless you're a rock star, especially in this cost-conscious environment.



TruNorth Advisors LLC
953 followers
3w • 

TruNorth knows Search Advertising. With a market volume of \$306.7 billion, we understand how optimizing your search advertising strategy can be intimidating. Developing a search advertising strategy can be a ...more

The largest market is **Search Advertising** with a market volume of **\$306.7 billion** in 2024.

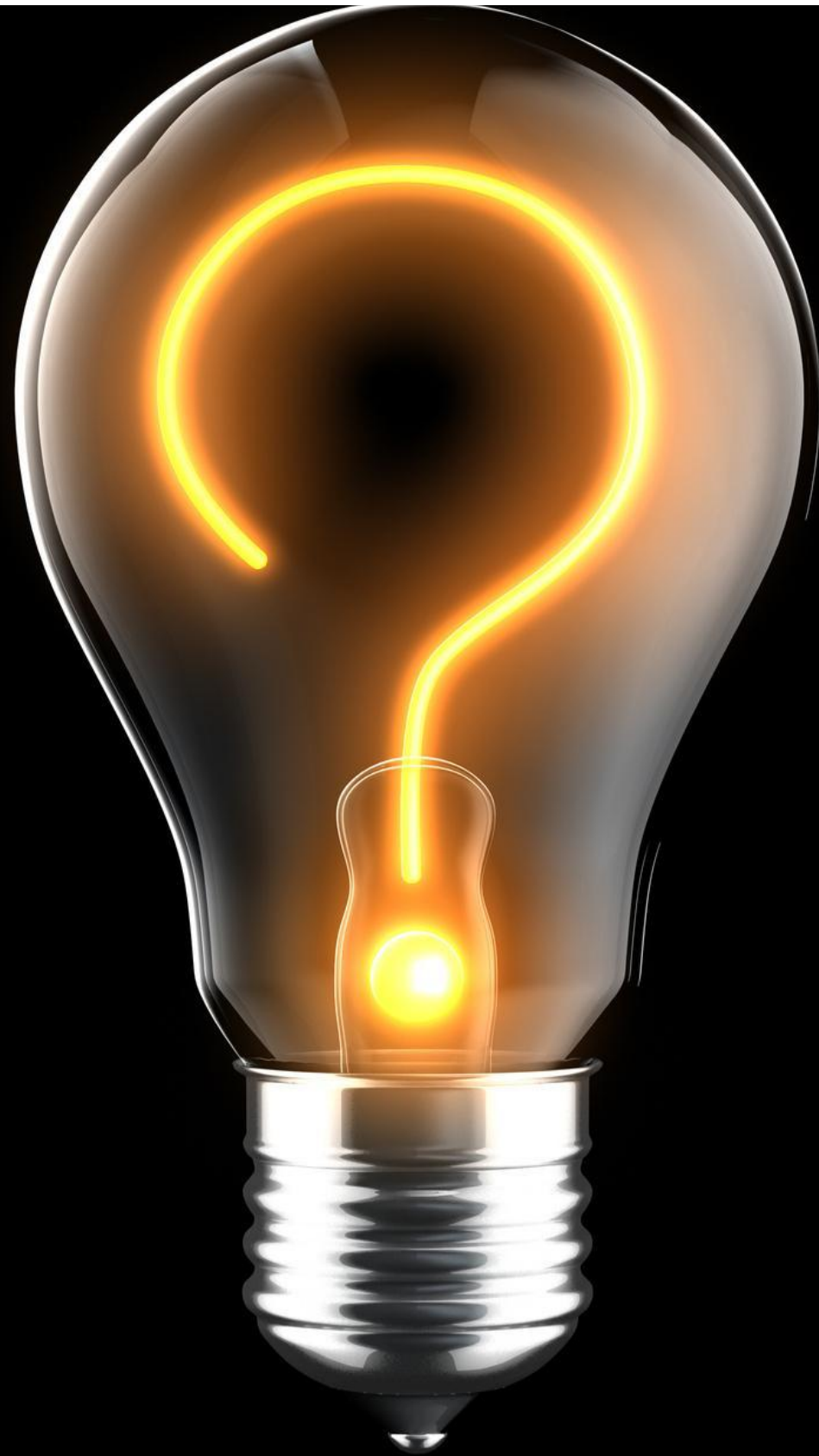
statista.com

Brand Validation Tool: Google Analytics



Brand Validation Tool: Google Analytics

Primary channel...Channel Group) ▾		↓ <u>Key events</u>	<u>Purchase revenue</u>	<u>Days to key event</u>	<u>Touchpoints to key event</u>
		7,587.00 100% of total	\$0.00	2.91 Avg 0%	2.23 Avg 0%
1	Paid Search 100%	2,437.00	\$0.00	0.46	1.00
2	Direct 100%	1,310.00	\$0.00	0.00	1.00
3	Organic Search × 2 100%	738.00	\$0.00	0.50	2.00
4	Cross-network 100%	727.00	\$0.00	0.34	1.00
5	Paid Search × 2 100%	387.00	\$0.00	5.16	2.00
6	Paid Search × 3 100%	158.00	\$0.00	12.10	3.00
7	Organic Search × 3 100%	102.00	\$0.00	1.15	3.00
8	Organic Search × 4 100%	101.00	\$0.00	5.98	4.00
9	Cross-network × 2 100%	93.00	\$0.00	2.57	2.06
10	Email × 3 100%	92.00	\$0.00	0.07	3.00



Ask Me Anything

“We can’t solve problems by using the same kind of thinking we used when we created them.”

– Albert Einstein



Next Steps & Contact

Schedule a Follow-Up Consultation!

Joel Coen

President

(720) 474-5723

Joel@trunorth-advisors.com

