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# IGNITE YOUR BRAND'S POTENTIAL

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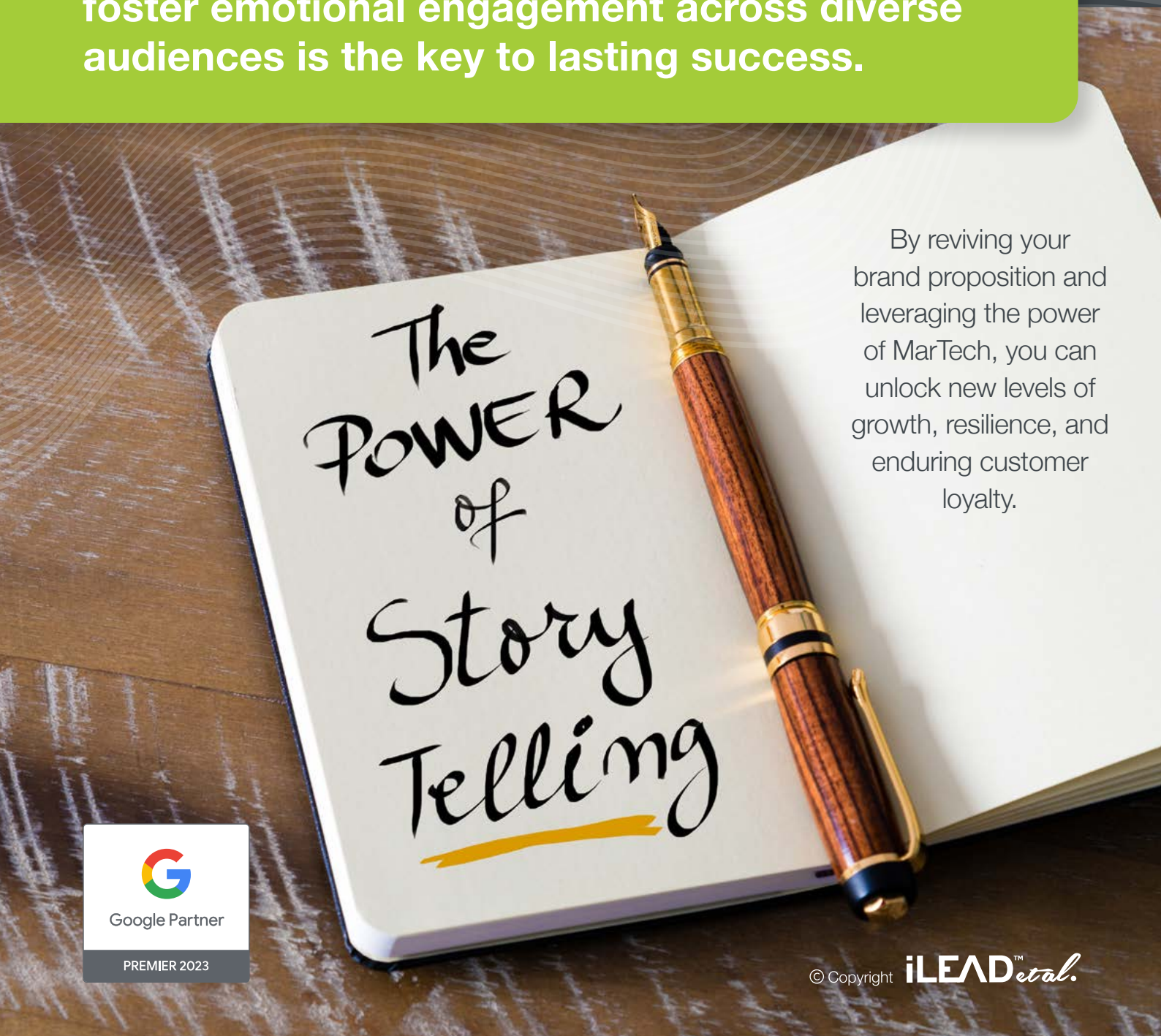
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# SPARK AUTHENTIC CONNECTIONS:
## Ignite your brand's narrative power

From campfire tales to social media scrolls, brands have served as trusted companions, evolving alongside us through cultural and technological shifts. But with the explosion of AI-generated content, how can you cut through the noise and forge authentic connections that go beyond fleeting trends?

Crafting narratives that resonate deeply **and foster emotional engagement across diverse audiences is the key to lasting success.**




By reviving your brand proposition and leveraging the power of MarTech, you can unlock new levels of growth, resilience, and enduring customer loyalty.

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**No matter your business size or goals, valuing your brand as an asset unlocks long-term growth and resilience.**

This rings true whether you seek brand awareness, trust, increased sales, or higher profitability.

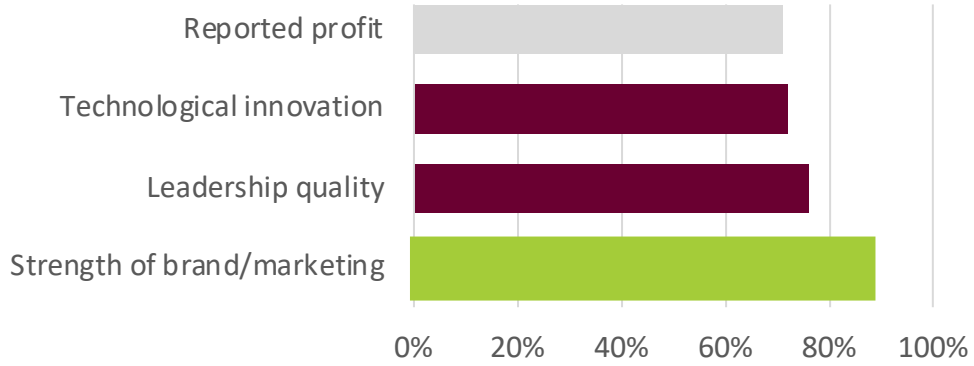
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The emphasis on branding is stronger than ever. Financial investors are increasingly tracking brand performance metrics as leading indicators of future success. With this in mind, building a strong and trusted brand is no longer just an option, it has become vital for your success.

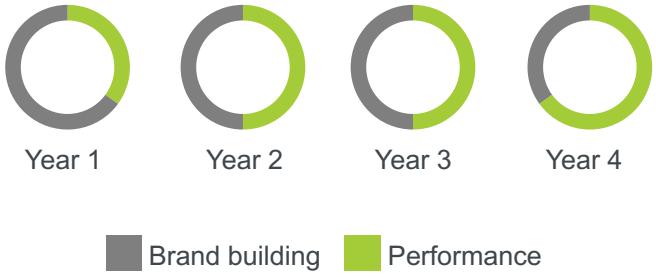
## Strength of brands & marketing are cited more than leadership or tech innovation in analysts' appraisals



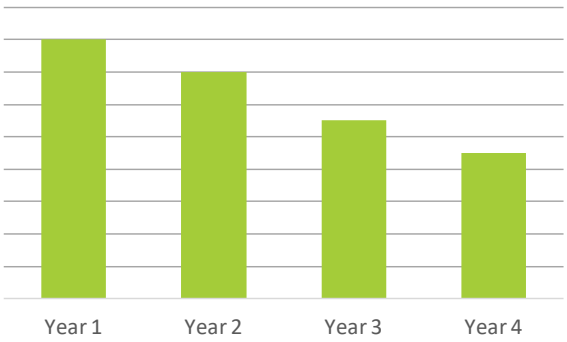

EFFWORKS Sources: Investment Analysis Research 2023 – IPA and Brand Finance

## Compounding the importance, studies have shown that **neglecting your brand can lead to declining sales** over time.

**Market spend**




**Decline in base sales**




Sources: Kantar

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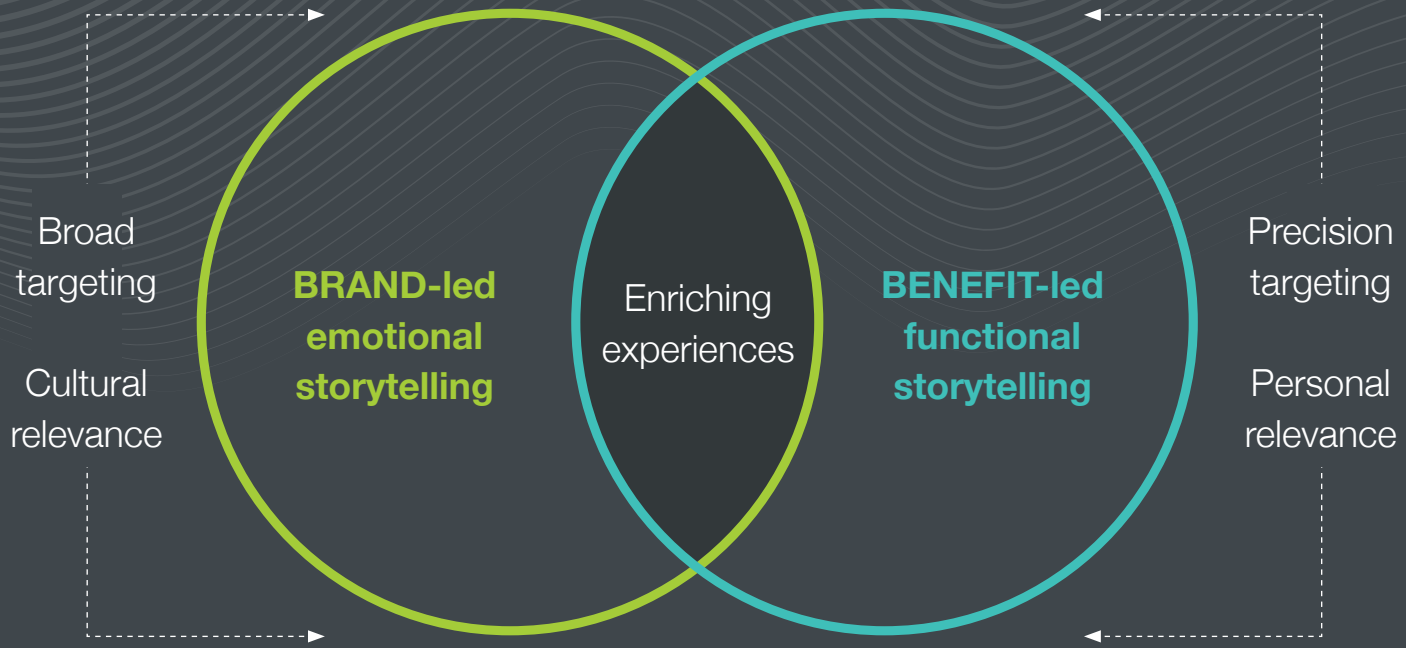
Further research shows brand marketing often outperforms performance tactics

**80%**

**of the time**

(according to Analytics Partners).

However, we recommend a balanced approach. Weaving emotional and functional storytelling fosters the **long-term brand value and fuels short-term sales.**




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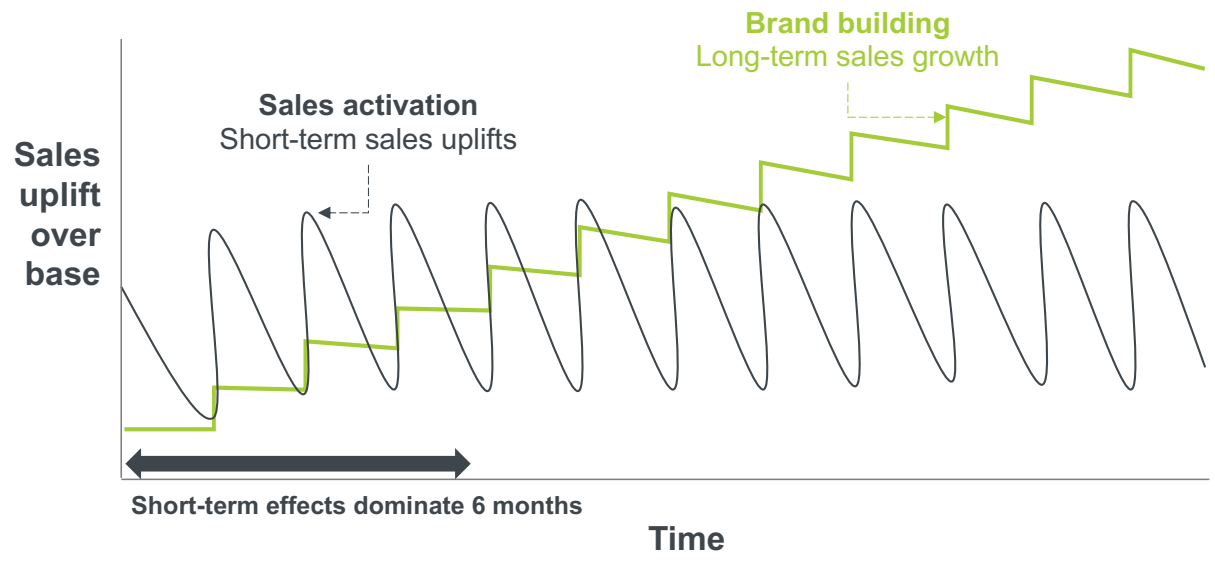
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# REACH LONG-TERM OBJECTIVES

**The percentage of your budget needed to reach your long-term objectives** will be determined by several factors, including your industry's level of competitiveness and audience engagement, and **could range from 60% to 70%.**

Upper funnel campaigns can **drive revenue** over the long term.



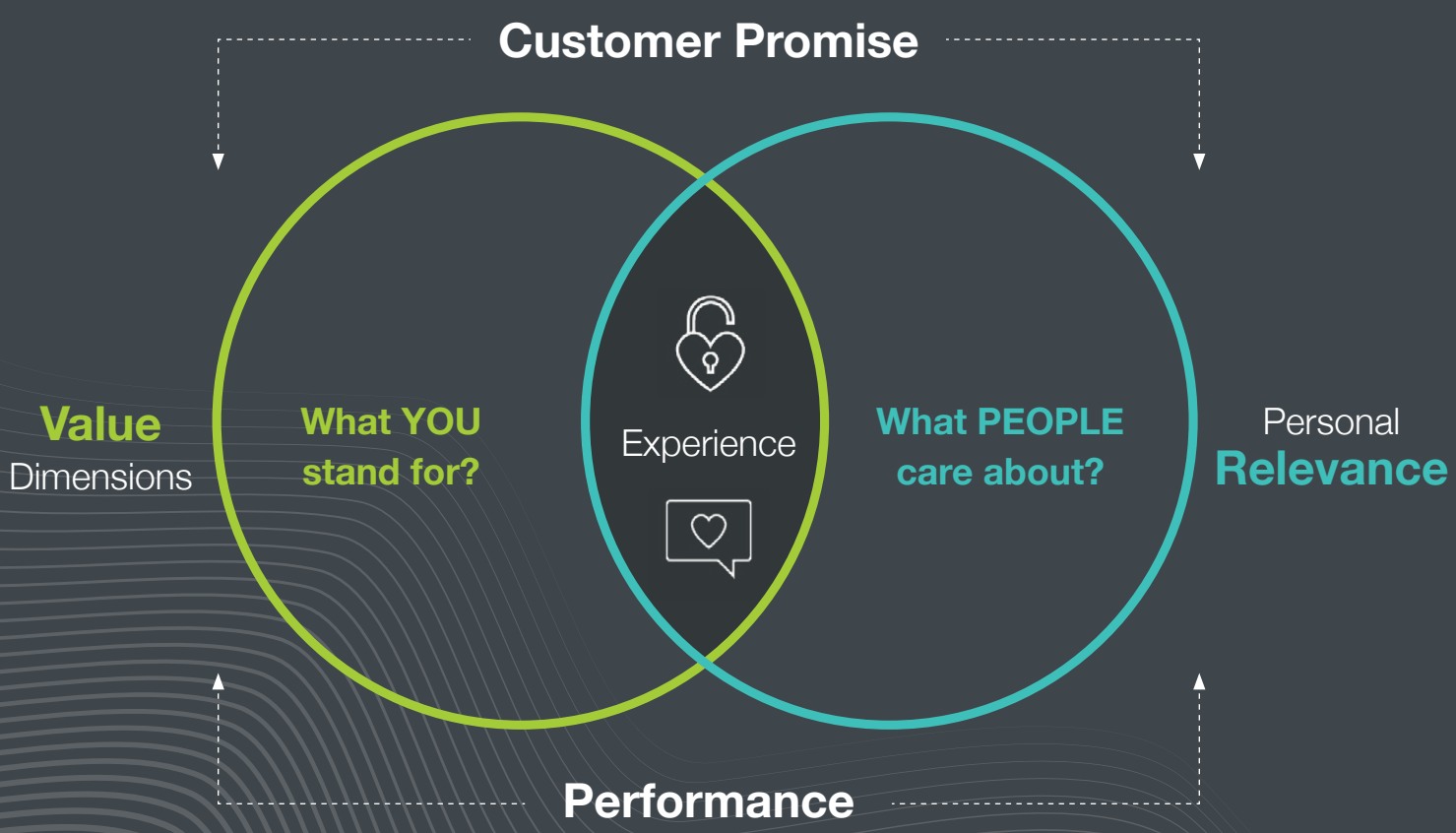

Sources: Les Binet, Balancing Short and Long-Term Marketing Strategies

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In today's world, where customers hold immense influence, the true magic lies in empowering them as co-creators of your brand narrative.

## Creative Storytelling

- What you want to be known for
- What people care about

The more authentic the story, the **more trustworthy the brand is.**




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#BEYONDPRICE
Trust. The New Currency.
In an age of misinformation and polarisation, trust is paramount. Even more so as over
81%*
of people need to trust a brand
before they make a purchase decision.
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Source: Edelman Trust Barometer
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# BUILDING TRUST STRENGTHENS A BRAND'S EQUITY.

Follow our tripartite model to find out how to achieve it:




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# GOOGLE'S RESEARCH SHOWS

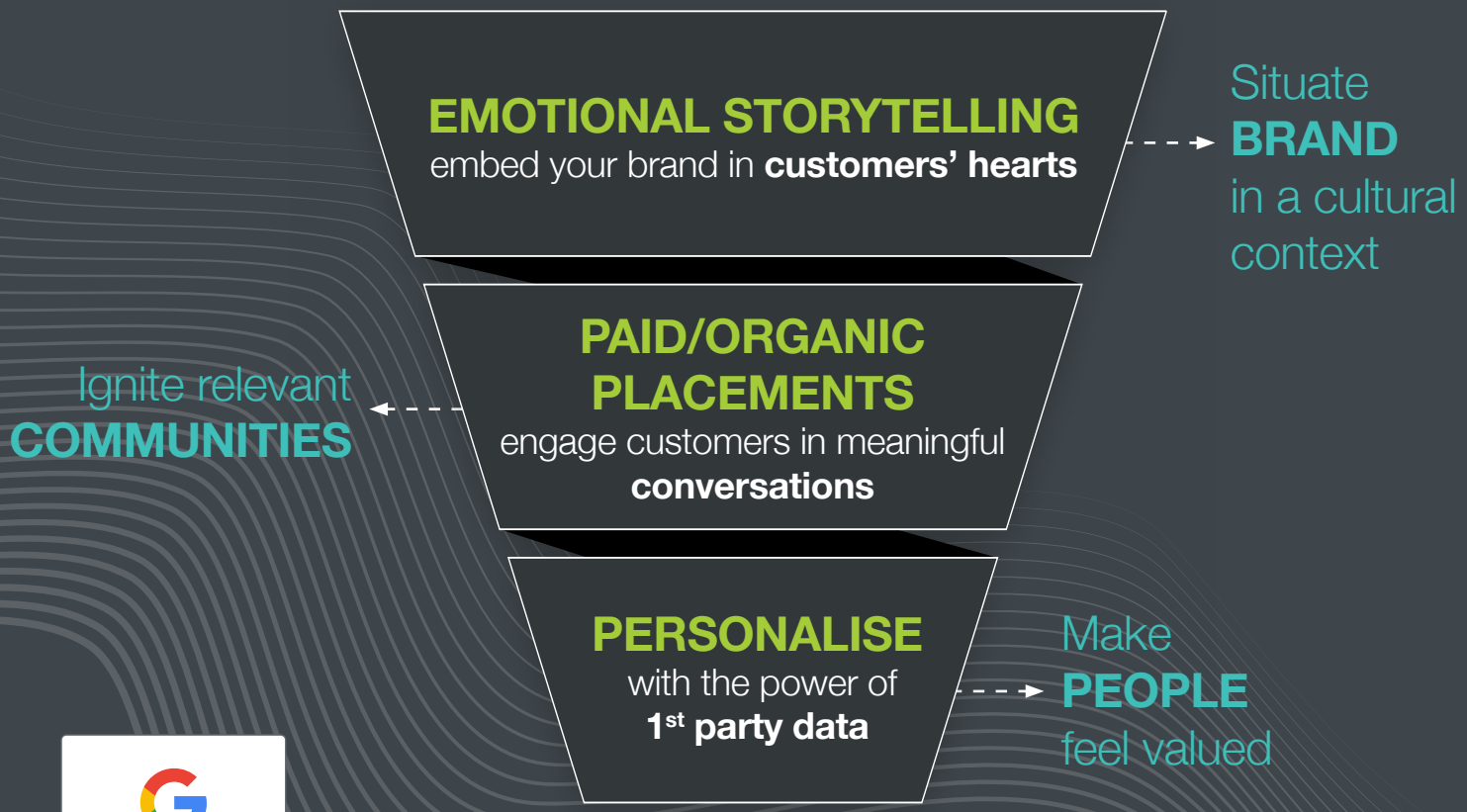
# 32%

of people embark on a deeper dive before committing to a purchase.

This presents a unique opportunity for brands to connect with audiences at crucial moments in their decision-making process.

Transform your website into a captivating digital storefront by infusing it with edutainment content. This blend of education and entertainment not only provides valuable information, but also keeps audiences engaged and interested in your brand's story.

## The **right message** at the **right time** on the **right platform**




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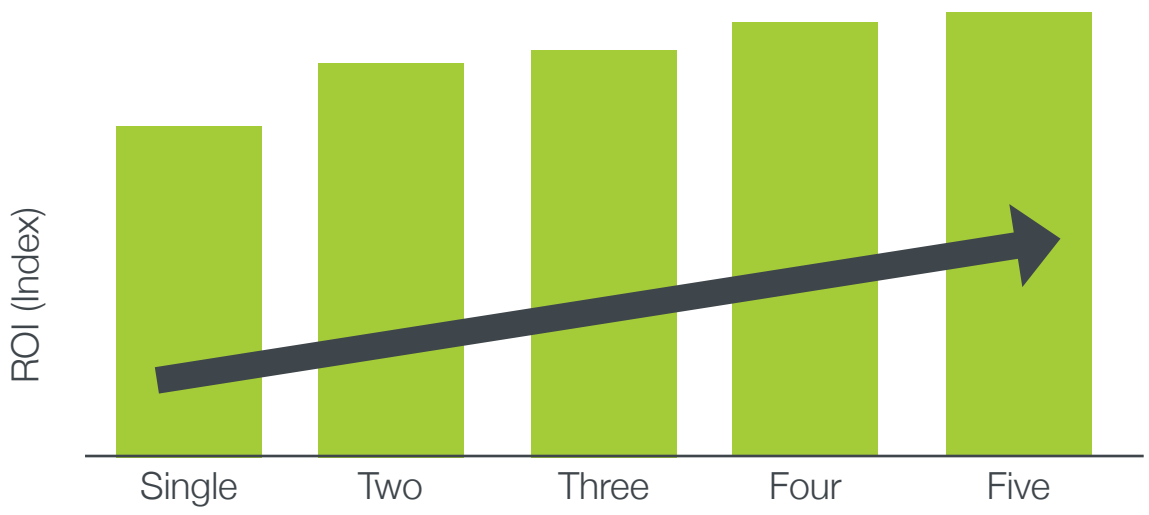
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#BEYONDPLATFORM
From channel to ecosystem media
DID YOU KNOW
61%*
of people use 5+ channels
throughout their purchase
journey?
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Source: ThinkWithGoogle
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# TAILORED CREATIVES ACROSS MULTIPLE CHANNELS,

aligned with each user journey stage, can unlock **additional campaign uplift.** Data shows that the more channels we introduce, the higher the growth in campaign ROI, **leading to an overall increase in the effectiveness of cross-channel strategies.**

## Campaign Effectiveness - **ROI**




Sources: Analytics Partners

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# Audience **CONNECTION** Planning and Implementation




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# YOUR BRAND HAS A STORY, BUT IS IT BEING HEARD?

Schedule a call with the **iLEAD *et al*** team to help you ignite the power of your brand.

## Get in touch today!


www.ileadetal.co.za

hello@ileadetal.co.za

012 771 7640

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