



February 2023

# BrandWorth™: Content is today's new currency

The four key metrics of brand value

## Brand is a financial asset and content is your currency

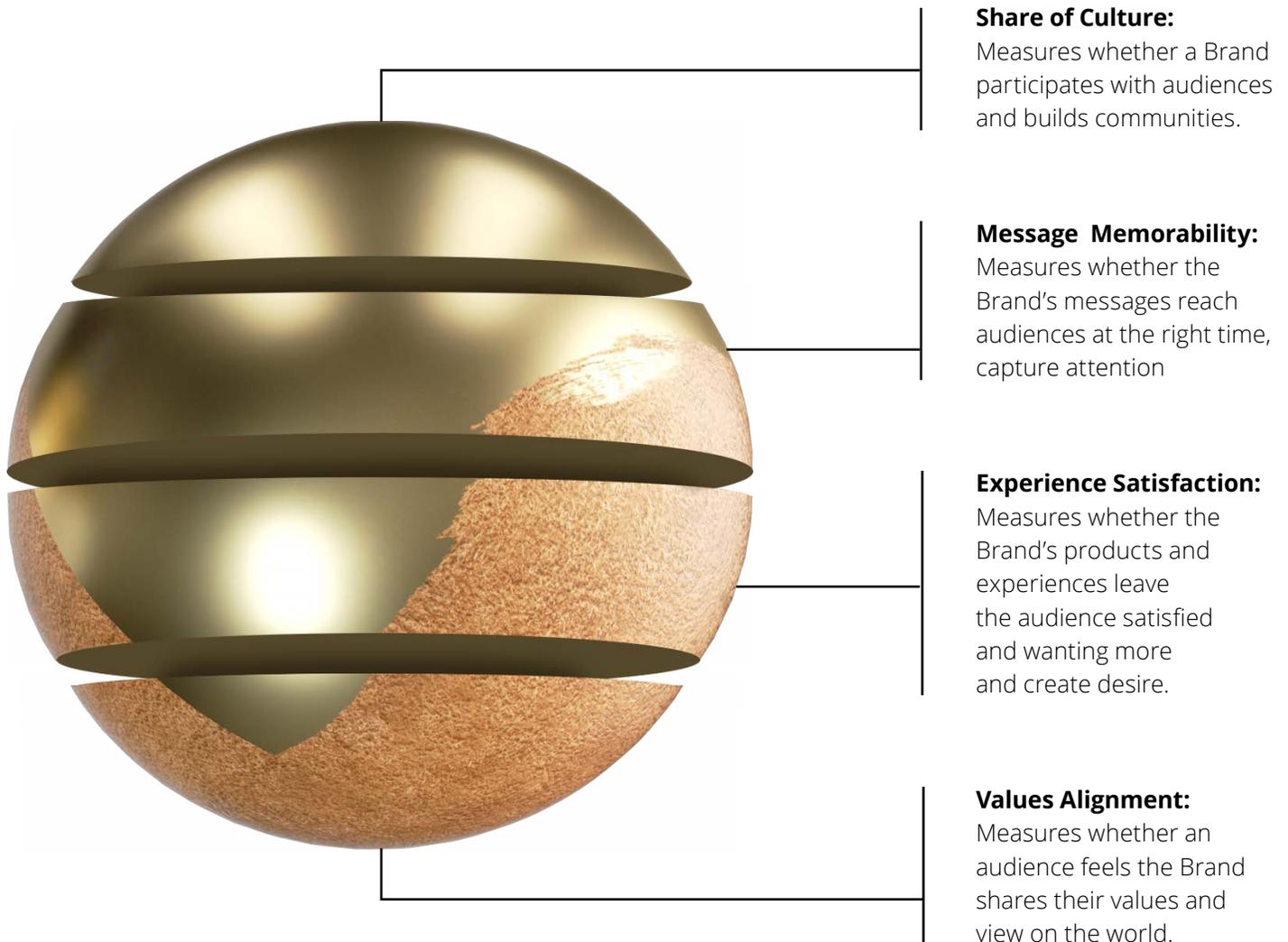
Your brand is a critical driver in all aspects of your organization. It can be harnessed to attract better talent, create pricing power, identify unexpected partnerships, and generate sales beyond the now. Your currency? It's your content.

**The values, experiences, messages, and resonance of what you create and put into the world will ultimately determine the valuation of your brand.**

Brandworth is a data-driven, powerful new way to measure the impact of brand investment and improve ROI at every stage of the marketing funnel. It's a

tool designed to help CMOs measure, model, and improve the value of branding across their organization. And our research shows that applying BrandWorth principles had a direct impact on revenue growth.

Let's look at ways you can utilize content strategies through the lens of BrandWorth's four key metrics:



## Share of culture:

Large share of culture, or positive word of mouth, keeps a product or service on shopping lists and creates a halo of goodwill with your brand. Increasingly, consumers are not buying what you do, but *why you do it*. And that message can only resonate if you authentically tell that story.

- **Listen, then speak**

If you don't listen to what and how your audience is engaging outside of your brand, you'll never learn how to talk to them. Listen... then create.

- **Choose to create content that feels authentic to your brand**

If your content makes you question whether it feels authentic coming from you— it probably doesn't. Inhabit the content space that feels right, not the one that's most popular or trendy right now.

- **Don't be afraid to apologize and pivot**

Mess up? Own it. It's ok to be wrong if you are respectful and genuine in your apology. Being honest and authentic about your mistakes can create a deeper level of trust and brand affinity between you and your audience.



## Message memorability:

Memorability depends on whether messages are reaching the audience at the right time, and whether they consistently reflect the expected and desired behaviors of your brand. Creating content isn't just about repeating your message, it's about reinforcing what your brand stands for across platforms.

- **Develop a core messaging platform**

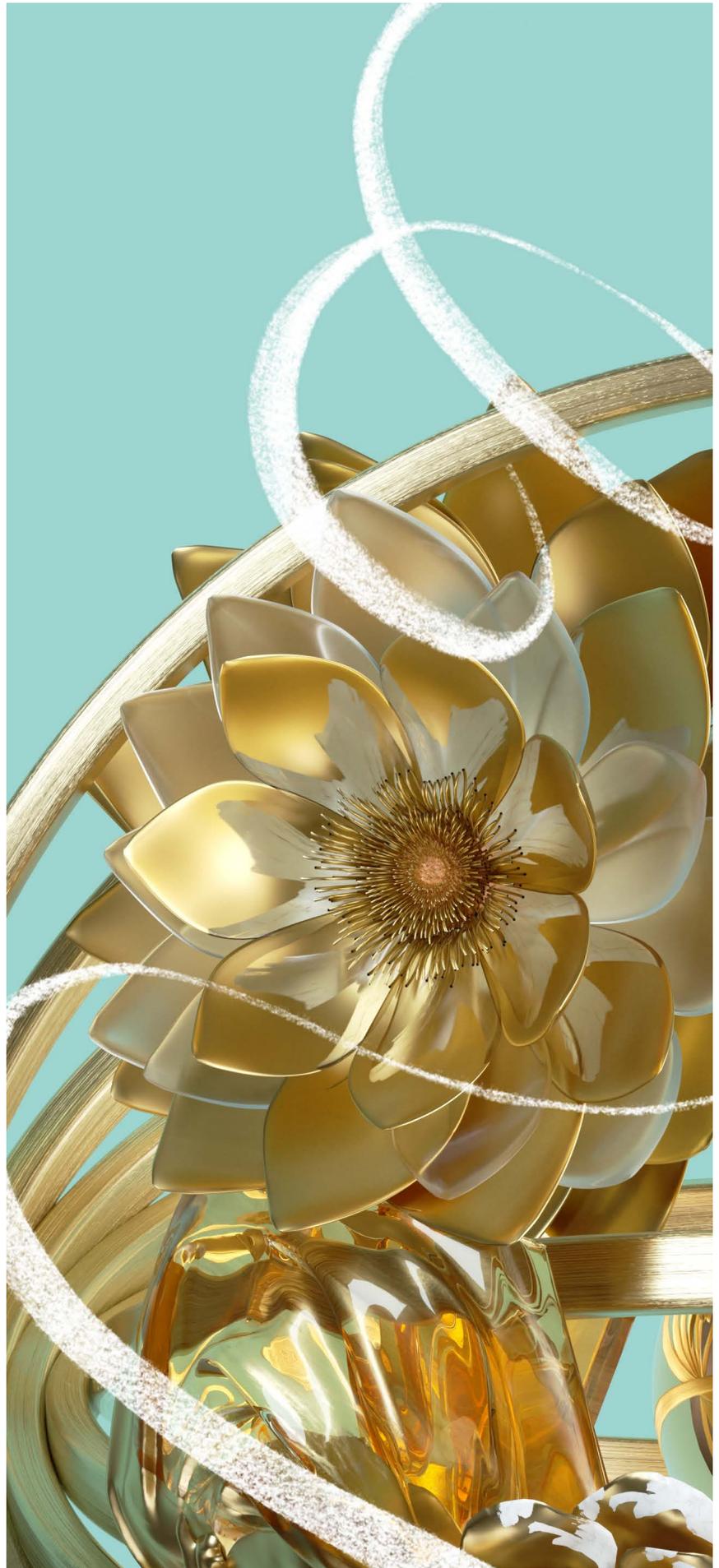
Your core message is the sounding board for all of the content creation. All of the content you create should be pressure tested against it.

- **Nuance your message when appropriate by listening to your audience**

Your core messaging can and should be nuanced based on how your audience reacts. The way you adjust to engagement doesn't make you inconsistent, it makes you adaptable.

- **Use your message appropriately depending on its channel and intent**

It's critical to remember where you are connecting with your audience. Your tone must resonate with the platform in which you are speaking. An annual report and an Instagram post should both feel like they're coming from your brand—but can't be a copy and paste.



## Experience satisfaction:

In our research, satisfying experiences were more important for purchase intent than NPS scores or perceptions of quality or value. A great experience solidifies your brand in the eyes of your consumer. The content they consume along the way can make or break that experience.

- **Create content across your customer's journey**

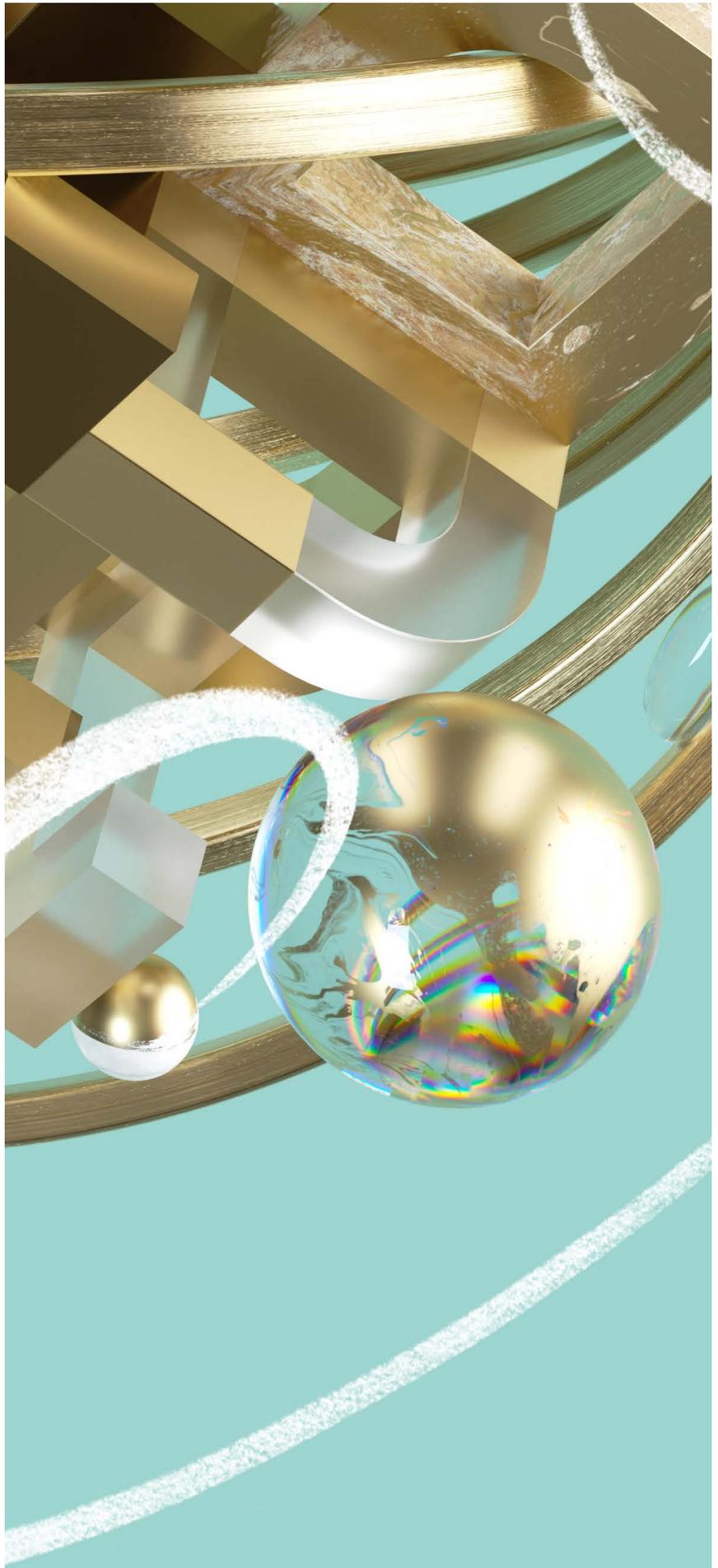
It's not just about making someone aware of your brand or creating content that drives a transaction. Your customers may have a complex and non-linear journey with your brand. Understand that journey, then serve up messaging along the way that supports them.

- **Pay attention to even small use cases**

Just like it's important to pay attention to all audiences, no matter how small, infrequent use cases and brand touchpoints are just as important. Connection points, like how an abandoned cart or a customer's birthday is communicated, can have substantial impact on experience satisfaction.

- **Develop meaningful content—not just marketing messages**

It's not always about getting from point A to point B. Brand content can and should address customers at a human-level that transcends the immediate goals of driving user behavior. Look for the right moments to talk about topics that matter to them in an authentic way.



## Values alignment:

Whether an audience feels the organization shares its' values is increasingly what motivates them to engage. If content aligns with values, audiences are more likely to engage with you, spend with you and return to you.

- **Create empathetic content**

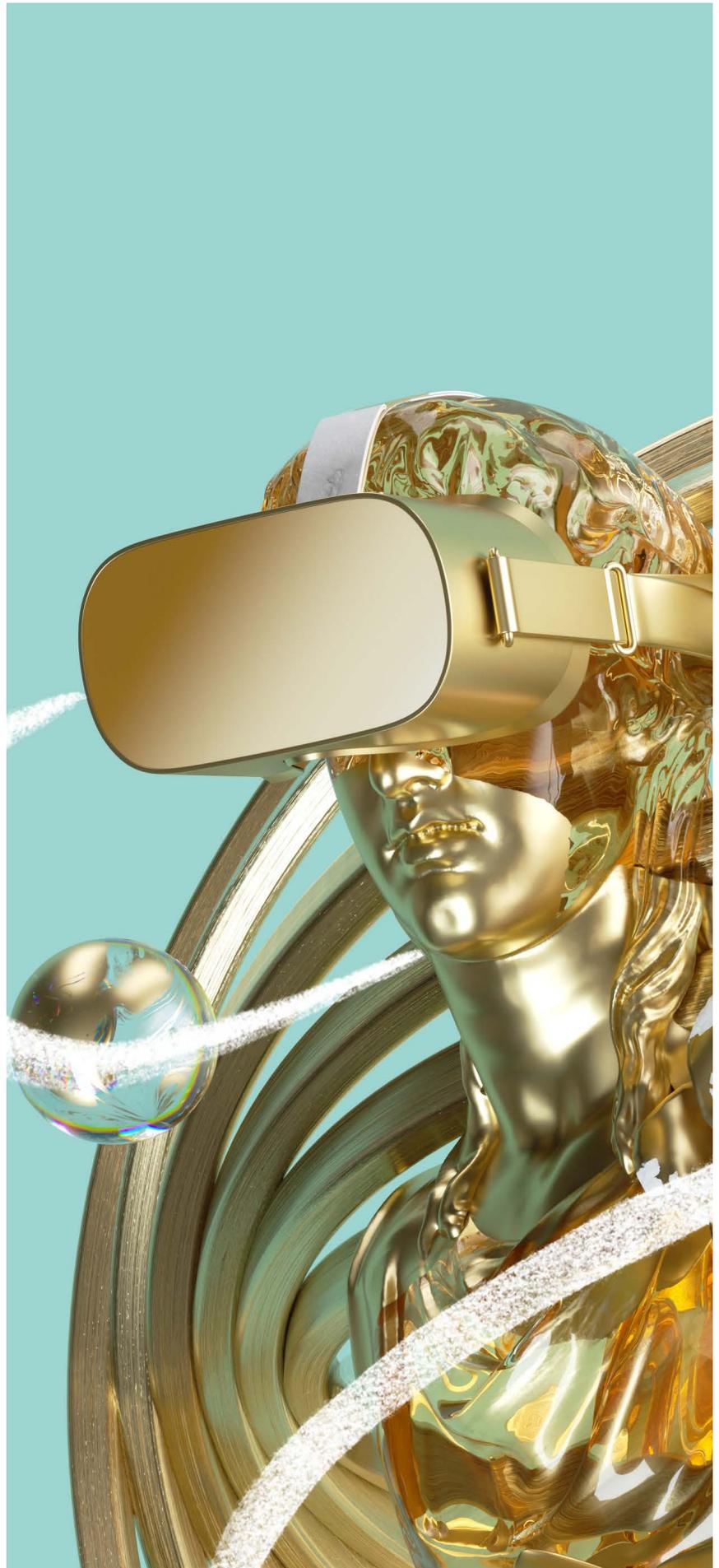
Brands are in a unique position to facilitate authentic human interaction through content creation. Listen to your audience. See what they are engaging with and develop content that is designed with them in mind.

- **Ask for content from your brand advocates**

Leverage those who are naturally drawn to your brand— influencers who are using your brand now— and the messages they are generating. Authentic messages are much more likely to resonate with your audience.

- **Personalize your message**

One size does not fit all. Make sure you have a keen understanding of your various audiences, and create messaging that speaks to diverse wants, likes, and needs.



## Harnessing content to drive your brand forward

In an era when brands inspire cultures, drive loyalty, and deliver customer experiences, an investment in branding is an investment in the financial future of your entire company. According to a recent survey of Insights from nearly 17,000 consumers and business buyers, 62% of customers expect companies to anticipate their needs and expectations<sup>1</sup>. Meaning, if you don't reach customers at the right moment, on the right channel, with the right message, they simply won't engage with you. On the flip side, loyal customers are 3.4x more likely to recommend your brand to others<sup>2</sup>.

Taken individually, each of these metrics drive awareness, consideration, and loyalty for brands. But they are most powerful when working together, deepened with meaningful, resonant content to support it.

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### Sources

1. Salesforce, 2022.
2. The Loyalty Report™, 2022.

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