

# Panel Discussion | [Brand Strategy]

## Connecting Brand to Demand: Powerful B2B Messaging and Branding across Channels



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**Which channel presents the biggest challenge for maintaining consistent brand messaging across all touchpoints?**

ⓘ Start presenting to display the poll results on this slide.

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## Question 1

**Beyond consistency, how can B2B brands effectively tailor their messaging to resonate with diverse audience segments within the buyer's journey, and across different channels?**

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## Question 2

**What metrics or KPIs should B2B marketers prioritise to measure the effectiveness of branding efforts across channels?**

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### Question 3

**Can you share a specific example of how your brand successfully leveraged a particular channel to drive demand through effective messaging?**

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## Roundtable Discussion

- 1. Challenges / painpoints** of creating a cohesive brand presence across various channels, including online platforms, industry events, and traditional marketing channels.
- 2. Best practices** for leveraging digital channels, such as social media, content marketing and email, to enhance brand visibility and drive demand in the B2B space.

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**Challenges of creating a cohesive brand presence across online platforms, events & traditional marketing channels.**

**Best practices for leveraging digital channels e.g. social media, content marketing & email to drive demand in the B2B space.**