

Brands Are Worth More- Redefining Marketing for 2025 + Beyond

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Find Your Audience





BRANDS ARE WORTH MORE

REDEFINING MARKETING
FOR 2025 + BEYOND



THE BRUTAL TRUTH

ABOUT B2B IN 2025

81%

of buyers **won't even consider** you if they haven't heard of you

49%

Only evaluate 1-3 vendors

Up from 31% in 2023

41%

Start with one vendor in mind

The shortlist is pre-determined

¹ TrustRadius 2024 B2B Buying Disconnect Report - "The Year of the Brand Crisis"

² 78-86% of buyers create shortlists from familiar vendors
(86% for enterprise buyers)



BRAND = BETTER UNIT ECONOMICS

BRANDED SAAS

16 weeks

Faster sales cycles

10%

Lower CAC

2400%

ROI on brand spend

51%

SEO → SQL conversion



GENERIC SAAS

+16 weeks

Longer cycles

Higher

Acquisition costs

???

Unknown ROI

26%

PPC → SQL conversion

COMMAND PREMIUM PRICES

68%

of strong brands discount in **<25% of deals**

- ➔ **73%** successfully raised prices by ~12% (2022-2023)
- ➔ **40%** of buyers associate higher prices with quality
- ➔ **23%** lower churn for premium-tier customers
- ➔ Embed **5-7%** annual price increases in contracts



¹ Pricing data: HubSpot 10-K filing (2023), Sumeru Equity price increase analysis

² Quality perception: McKinsey B2B pricing research

³ Churn rates: ChartMogul SaaS benchmarks

YOUR STAGE

YOUR STRATEGY



SEED → SERIES A

BUILD THE NARRATIVE

Founder-led content Thought leadership
Clear USP/ICP De-risk the raise

SERIES B → C

WIN ENTERPRISE

Analyst validation Case studies
G2 review velocity 17-21% win rates

LATE/PUBLIC

SIGNAL EFFICIENCY

Rule of 40 optics Lower S&M %
Branded search volume 6.0x EV/Revenue

¹ Series A median: \$3M ARR, 9.1x EV/ARR (2024) ² Enterprise win rates: 17-21% benchmark ³ Rule of 40: 10% increase → 2.2x revenue multiple growth (Forrester)

BRAND FUELS

PLG FLYWHEELS



SLACK
91%

Direct traffic (108M visitors)

K-factor hit 8.5 at peak



NOTION
1M → 100M

Users with minimal ad spend

90%+ organic/direct traffic



FIGMA
200+

"Friends of Figma" chapters

Community = defensible moat

¹ Slack S-1 filing, SplitMetrics K-factor analysis

² Notion: NoGood.io Growth Strategy Analysis (2024)

³ Freemium visitor-to-signup: 12% median, 140% higher than free trials (ProductLed benchmarks)

THIRD PARTY VALIDATION

= PIPEPLINE

ANALYST REPORTS
\$1M

Pipeline from Gartner

Airkit case study

PEER REVIEWS
\$480K

Pipeline from G2

Zuddl case study

CLOUD
MARKETPLACES
51%

Higher revenue growth

AWS ISV Accelerate

REMEMBER: ONLY
9% OF BUYERS
TRUST VENDOR
WEBSITES



¹ Gartner Digital Markets campaign ROI data

² AWS ISV Accelerate: 65% higher close rates, 54% larger deals, 50% faster cycles

³ Careficient: 50% close rate on Gartner SQLs → 370% growth

DON'T BE THESE

CAUTIONARY TALES



SCALEFACTOR

Overpromised AI

Gap between brand promise and product reality

TWITTER → X

Rebrand disaster

Destroyed billions in brand value overnight

CARTA

Trust breach

Misused client data, combative response

- ➡ Validate messaging with customers before scaling
- ➡ Run campaigns 3-6 months longer than sales cycle
- ➡ Test rebrands extensively (or just refresh)
- ➡ Build on ethical foundation, respond transparently



YOUR 90-DAY MOMENTUM SPRINT

1

Baseline Survey

~\$10K brand health study
Set improvement targets

3

Founder Tour

5 podcasts/events
Sharp narrative

5

Community MVP

Invite top 20 users
Start ambassador program

2

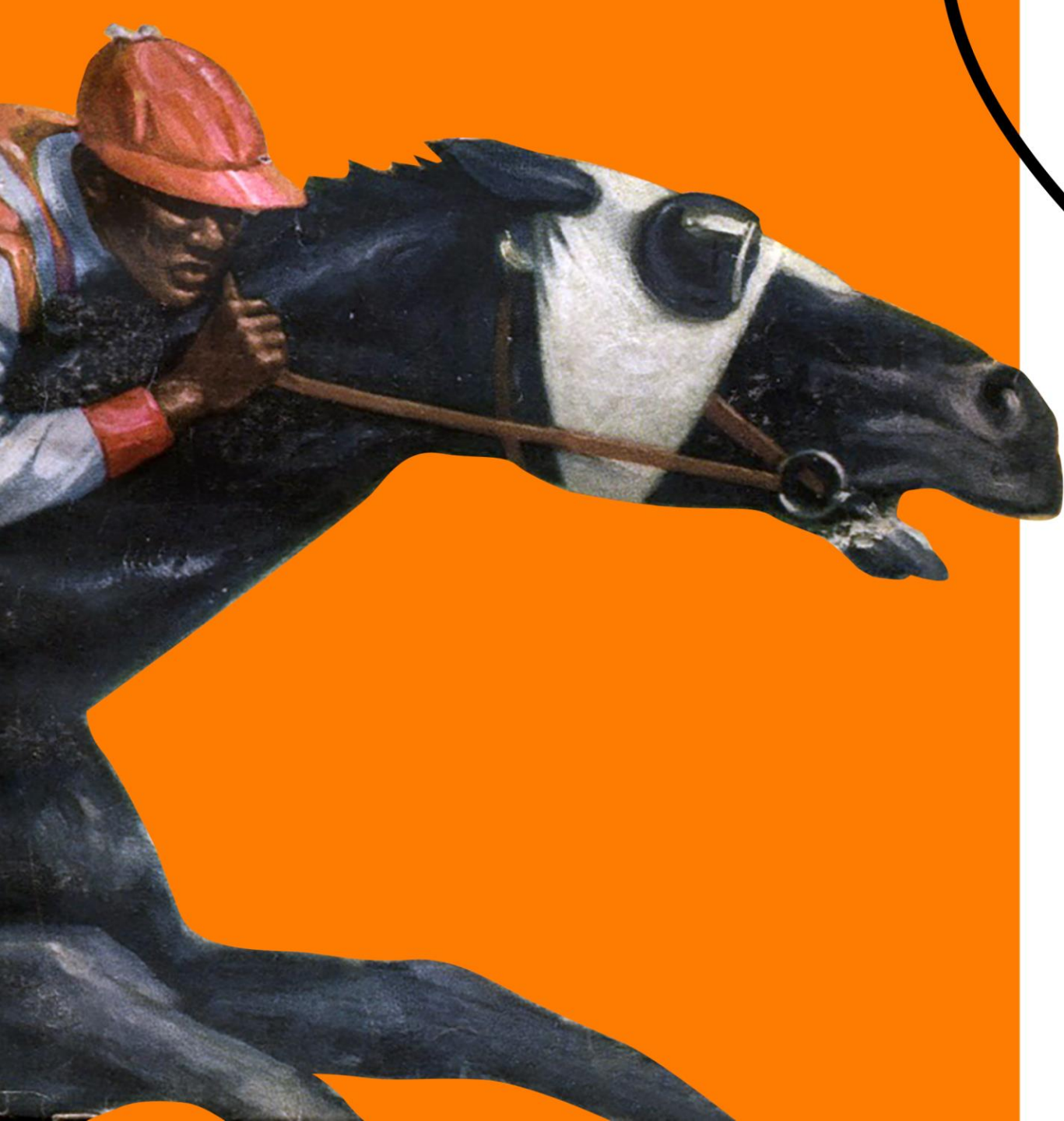
Win Validation

G2 badge or
Analyst mention

4

Price Discipline

Reduce discounting
Add 5-7% uplift clause



THE CHOICE IS **CLEAR**

BUILD A BRAND THAT **CAN'T BE COPIED** OR
STAY INVISIBLE TO **81% OF BUYERS**

IN 2025, BRAND ISN'T MARKETING.
IT'S SURVIVAL.



GEOGRAPHY MATTERS

US VS EUROPE

US MARKET

SPEED & STORY WIN

- Move fast, iterate quickly
- Bold claims accepted
- Founder narrative crucial
- Global analysts dominate

EUROPEAN MARKET

PROOF & COMPLIANCE WIN

- GDPR = table stakes
- 76% buy in native language
- Local analysts matter (PAC)
- Risk-averse, proof-driven

VERTICAL SAAS:

THE EXPERTISE ADVANTAGE



2x

Faster growth above \$1M ARR

Deep expertise = pricing power

85%

Veeva's gross margin

Mission-critical = premium prices

8x

Lower CAC than horizontal

Clear ICP, focused messaging

THE VERTICAL BRAND PLAYBOOK:

- ➔ Become synonymous with the industry problem
- ➔ Build deep, irreplaceable workflows
- ➔ Own the industry conference circuit
- ➔ Create industry-specific certifications

MEASURE WHAT MATTERS: THE BRAND FUNNEL

1. Unaided Recall



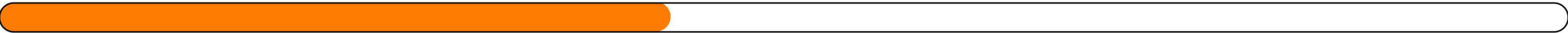
15% = Category leader

2. Aided Recall



Brand recognition reach

3. Consideration Set

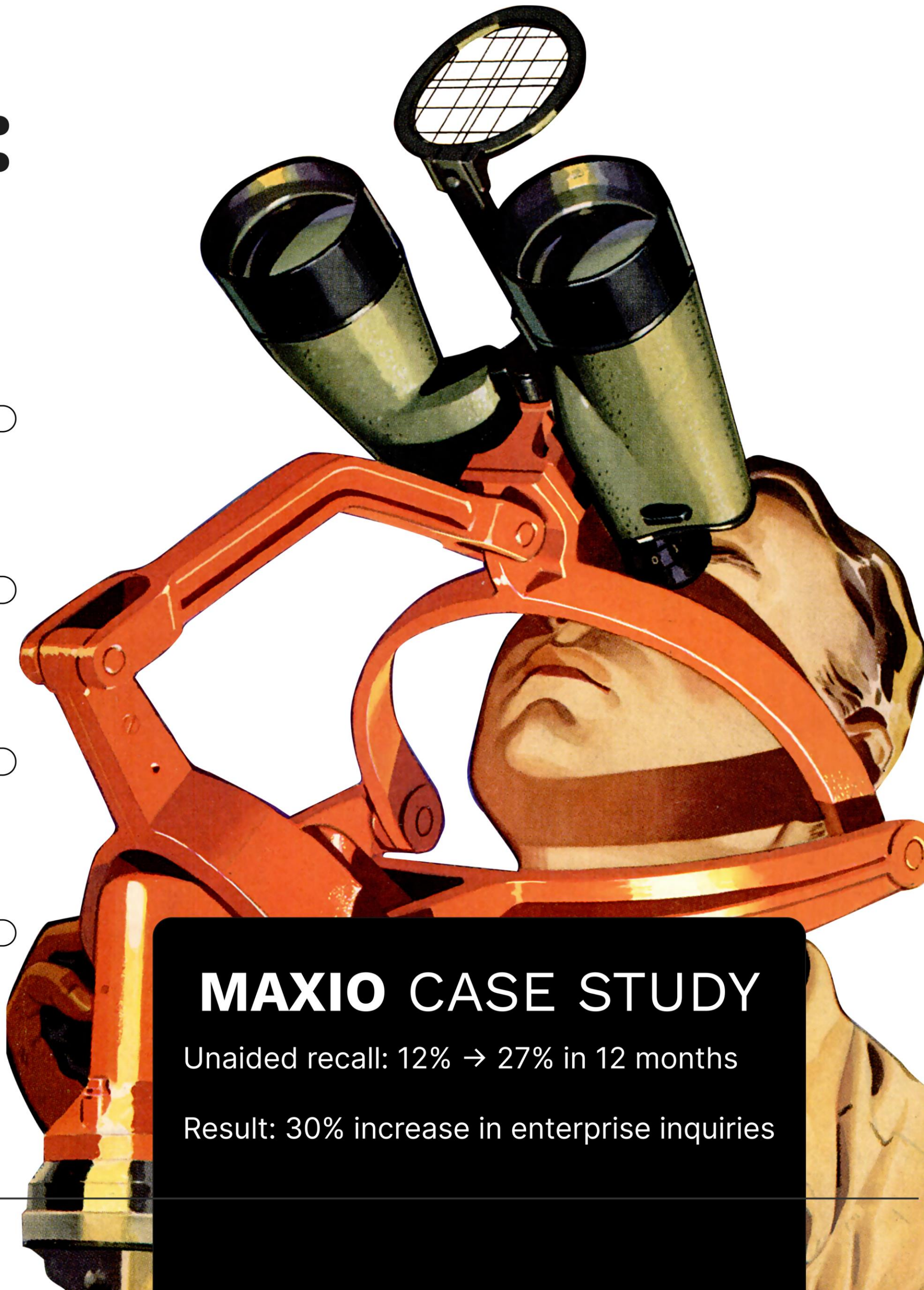


Mental availability

4. Brand Preference



5% lift = millions in enterprise deals



MAXIO CASE STUDY

Unaided recall: 12% → 27% in 12 months

Result: 30% increase in enterprise inquiries

1 Wynter: How to Measure Brand Awareness and Preference in B2B 2 Surveys can be fielded in 48 hours for ~\$10K (100 respondents)

WHERE TO INVEST:

THE BUDGET BLUEPRINT

8-10%

of ARR should **go to marketing**

BY COMPANY SIZE

<\$20M ARR: 11%

\$20-50M: 9%

>\$250M: 7%

BY GO-TO-MARKET

PLG: 13% of revenue

SLG: 9% of revenue

THE 60/40 RULE

60%: Long-term brand

40%: Demand gen

WHEN NON-BRANDED ACTUALLY WINS

HUBSPOT CHANNEL CASE STUDY

5x

LTV:CAC through VARs vs 1.5x direct

46% of revenue from partners

WHITE-LABEL/OEM SUCCESS CONTEXTS:

- ➔ Validate messaging with customers before scaling
- ➔ Run campaigns 3-6 months longer than sales cycle
- ➔ Test rebrands extensively (or just refresh)
- ➔ Build on ethical foundation, respond transparently

RISK ALERT

- Platform dependency is existential
- Vendor could raise prices, pivot, or fail
- You own the customer relationship but not the product



¹ HubSpot 10-K: Partner ecosystem efficiency metrics

² 25% shorter sales cycles through channel partners

THE FULL IMPLEMENTATION JOURNEY



MONTH 1-3

Foundation

- ✓ Brand health baseline
- ✓ Messaging validation
- ✓ USP/ICP workshop
- ✓ First G2 reviews
- ✓ Founder content plan



MONTH 4-6

Acceleration

- ✓ Analyst briefings
- ✓ Community MVP launch
- ✓ Case study creation
- ✓ Pricing optimization
- ✓ Partner program design



MONTH 7-12

Scale

- ✓ Gartner/Forrester inclusion
- ✓ Ambassador program
- ✓ Thought leadership tour
- ✓ Marketplace presence
- ✓ Brand health re-measure

12 MONTHS TO TRANSFORM FROM UNKNOWN
TO UNAVOIDABLE

THE ROI IS UNDENIABLE

\$1 → \$24

Every dollar in brand spend **returns \$24 in LTV**

SHORT-TERM (90 DAYS)

10-15% reduction in discounting

20% increase in demo requests

First **analyst mention**

MEDIUM-TERM (6 MONTHS)

30% more enterprise inquiries

2-4 week faster sales cycles

G2 Leader status

LONG-TERM (12+ MONTHS)

51% traffic from direct/organic

10% CAC reduction

Premium pricing sustained

¹ Based on composite analysis of HubSpot, Slack, Notion growth metrics

THANK YOU!

Q&A TIME.



/YEUNGNATHAN



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