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3 Steps to Make Brand a Growth Engine for Tech CMOs

Break free from the consumer brand trap — move beyond generic awareness to market conditioning to drive pipeline, differentiation and measurable business impact.

48% of high-growth companies **increased brand investment** in the past year vs. 29% of low-growth companies.

48% High-growth companies vs. 29% Low-growth companies

High-growth companies **use brand spending for differentiation** and communicating value, while low-growth companies focus on recruitment, retention and brand consistency.

Source: 2024 Gartner Tech Marketing Strategy Survey: Increasing Brand Spend Correlates With Growth and GTM Success for Tech CMOs

1 Elevate brand's role in driving growth

Position brand as a strategic lever of growth acceleration and revenue, not just a cost center.

- Demonstrate which brand initiatives matter most.
- Equip cross-functional leaders with clear evidence of brand's contribution to market conditioning.
- Frame brand investment as essential for competitive differentiation, customer acquisition and retention.

2 Prioritize market conditioning to strengthen brand and portfolio differentiation

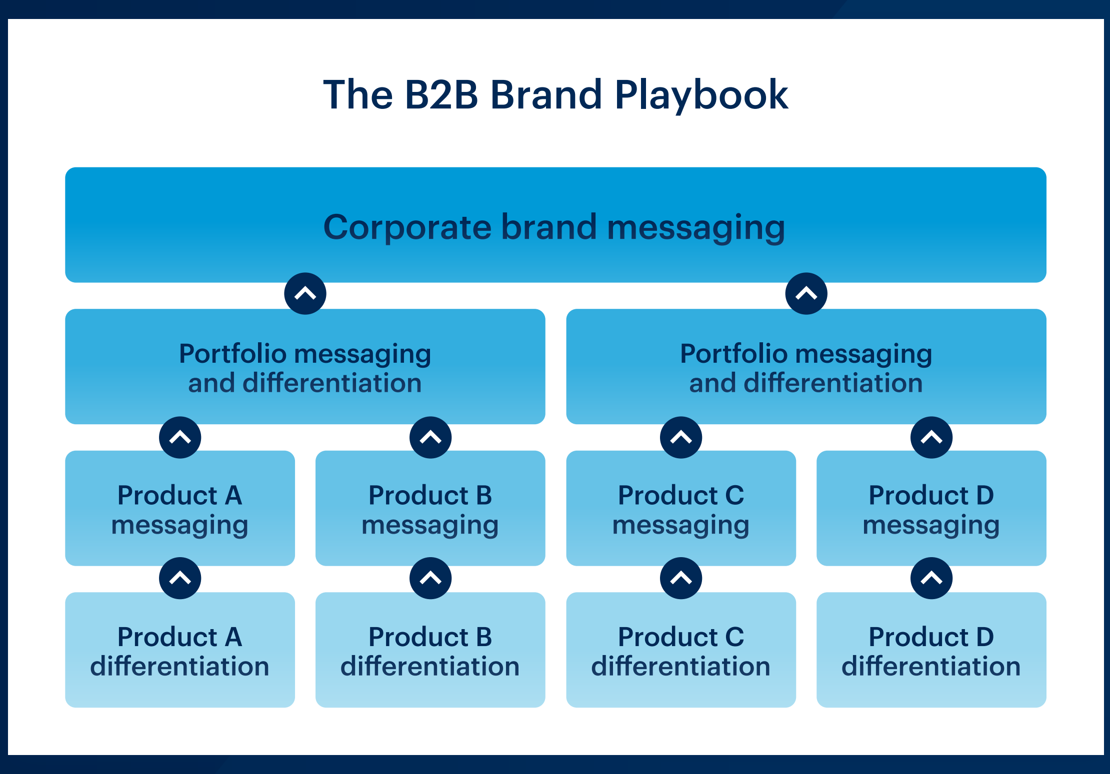
Shift generic awareness efforts to targeted market conditioning that shapes buyer perceptions and future consideration.

- Influence buyer decision criteria and accelerate sales cycles by clarifying product value.
- Directly support acquisition, retention and competitive positioning through differentiated messaging.
- Reduce churn and improve brand health by proactively managing market perception.

3 Integrate product and brand messaging

Adopt a B2B brand playbook that aligns messaging across marketing and product teams.

- Avoid siloed, top-down consumer brand approaches — drive collaboration between brand and product marketing.
- Build unified messaging that highlights product and portfolio differentiation, supporting sales and expansion.
- Ensure consistent brand threads across all campaigns to improve performance and stakeholder buy-in.



Source: Gartner, Brand Is Not a Cost Center: Reframing B2B Brand as a Strategic Lever for Market Conditioning

Why it matters for tech CMOs

Brand is not just awareness — it's an essential driver of product differentiation and organizational growth. Tech CMOs who proactively educate leadership on leveraging brand for market conditioning will:

1. Gain a stronger competitive edge
2. Accelerate customer acquisition
3. Boost retention

Get more analyst insights from Gartner Tech Marketing experts

Learn more about how to Gain Leadership Buy-In and Investment for Your Tech Brand Strategy.

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