

THE COMMERCE LEADER'S GROWTH FORMULA GUIDE

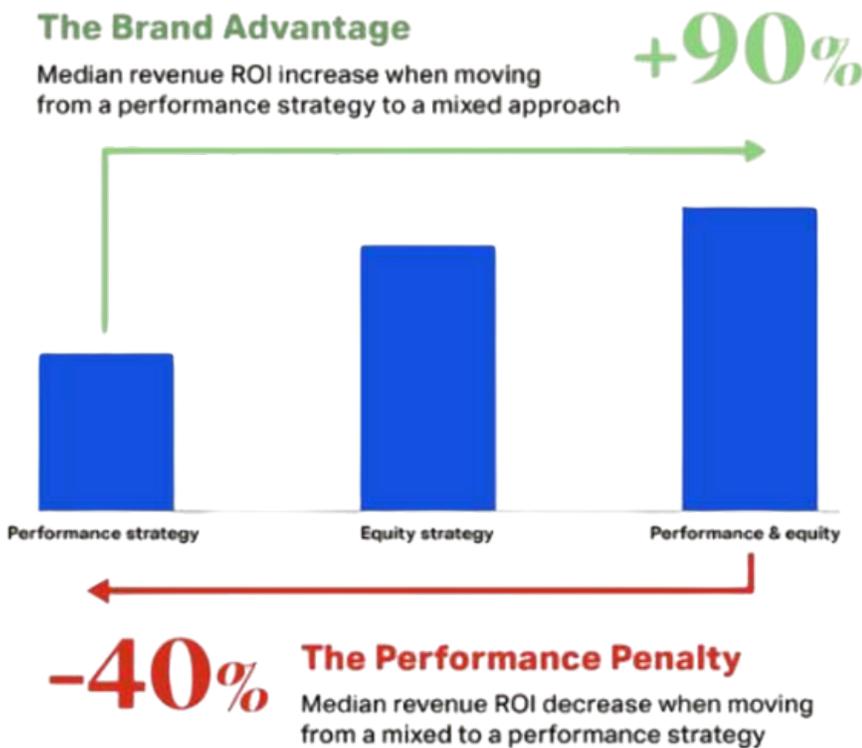
INTEGRATE BRAND-BUILDING AND DEMAND
GENERATION TO AMPLIFY YOUR RESULTS
AND DRIVE GROWTH THAT LASTS.

THE COMMERCE LEADER'S GROWTH FORMULA GUIDE

How do you achieve sustainable growth in an increasingly competitive marketplace? By understanding and leveraging the powerful relationship between brand and performance marketing.

Too often, these two essential elements are treated as separate strategies, but when integrated, they can yield exponential results. According to [WARC's The Multiplier Effect](#) report, properly managing brand and performance marketing together can drive up to 90% better results than treating them independently.

The benefits of doing both



Source: Analytic Partners ROI Genome

Source: [WARC The Multiplier Effect, 2025](#)

This guide offers a comprehensive road map to help brands and marketers align these forces for long-term, meaningful impact.

WHY BRAND X PERFORMANCE INTEGRATION MATTERS

Strong brand equity doesn't just support performance marketing; it supercharges it. When customers recognize and trust your brand, every performance-driven action becomes more impactful. Acquisition costs drop, conversion rates increase, and lifetime value soars. For example, a well-known brand inspires confidence, reducing buyer hesitation and driving quicker decisions.

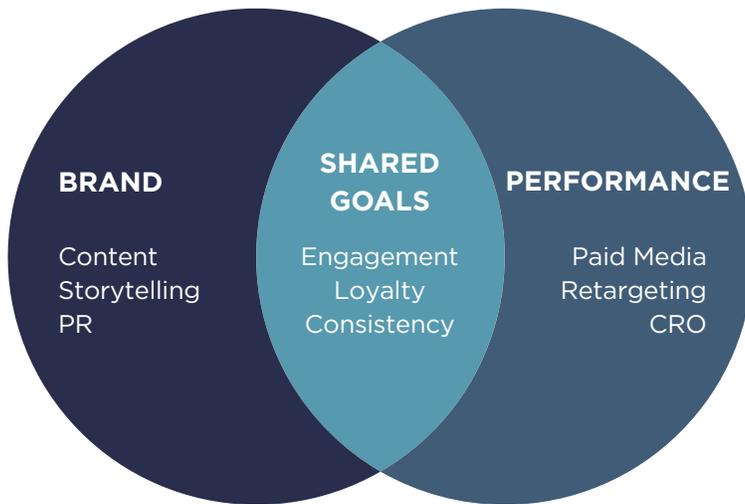
Conversely, neglecting brand-building efforts today can harm performance marketing tomorrow. Shifting budgets away from brand advertising may yield short-term returns but often leads to diminishing results in the long term when performance marketing alone bears the weight of driving growth.

INTEGRATED STRATEGIES, SUPERIOR OUTCOMES

The key is collaboration. Integrating brand and performance strategies creates a mutually reinforcing loop. Brand equity fuels performance marketing by creating trust and emotional resonance, while performance marketing channels deliver measurable short-term wins that feed back into the brand by reaffirming its promise.

This isn't a zero-sum resources trade-off. It's about balance. Funnel and flywheel frameworks, applied together, provide a holistic blueprint for understanding where brand and performance efforts meet and how they can generate continual momentum.





FUNNELS AND FLYWHEELS: THE STRATEGIC FRAMEWORKS

The funnel is a tried-and-true framework for tracking progression through stages like awareness, consideration, and conversion. It's particularly effective for resource allocation when your objective is moving customers quickly through a linear path to purchase.

The flywheel, as championed by [HubSpot](#), builds on this by focusing on customer interactions as an ongoing cycle. Instead of seeing conversion as the endpoint, the flywheel keeps your customers at the center and treats every interaction as an opportunity to generate further momentum.

Funnel Strengths

- Clear structure for planning short-term performance campaigns
- Easy targeting at different points for quick wins
- Ideal for tactical resource prioritization

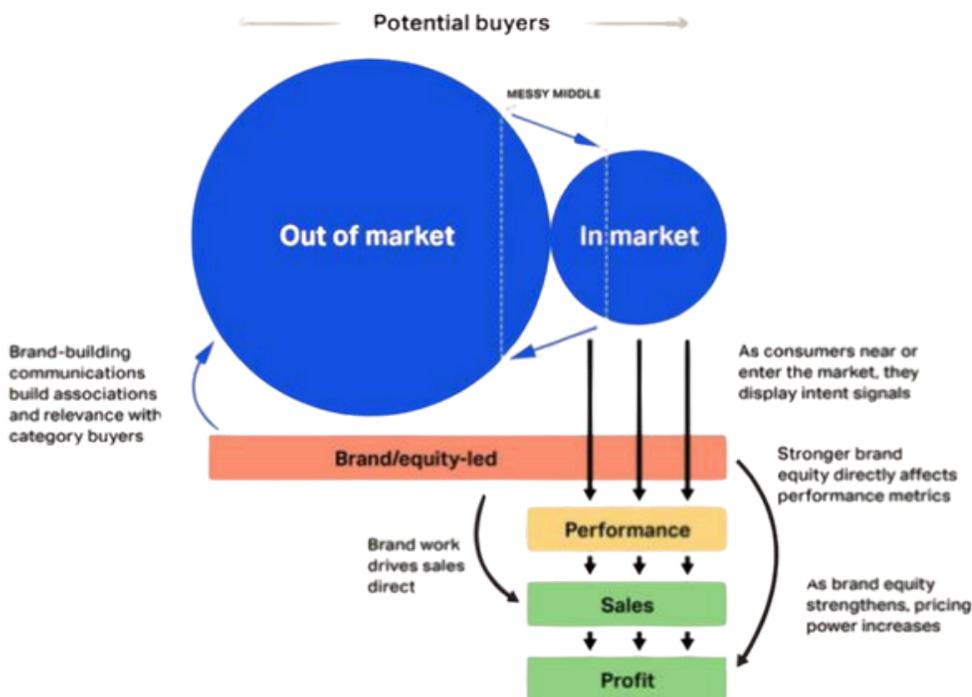
Flywheel Strengths

- Centers on retention and long-term relationships
- Addresses today's nonlinear, omnichannel customer journeys
- Provides continuity between brand-building and demand generation

Both models have their place. Use funnels for immediate objectives but link them to a flywheel-powered broader strategy that ensures compounding growth over time.

THE BRAND X DEMAND EQUATION

The Multiplier Effect model



WARC The Multiplier Effect, 2025

This is why your brand and performance marketing must align cohesively:

- **better ROI** through reduced acquisition costs and increased customer lifetime value (LTV).
- **consistent storytelling** across channels that builds trust and amplifies results.
- **pricing power** as brand strength increases, giving you the ability to command higher price points without losing demand.

When the right balance is achieved, performance campaigns leverage trust and recognition built by the brand, and the brand gains reinforcement from performance results that validate its message.



The success of any **brand x demand strategy** lies in seamless collaboration and a commitment to testing. With Fleet Feet, we're tailoring our decisions — from creative formats to media metrics — to align directly with their business goals. By **integrating data-driven insights with flexible execution**, we're **continuously iterating to establish a new standard for full-funnel marketing effectiveness.**



Meg Winters

Sr. Account Manager,
Client Experience

[Goodway Group](#)

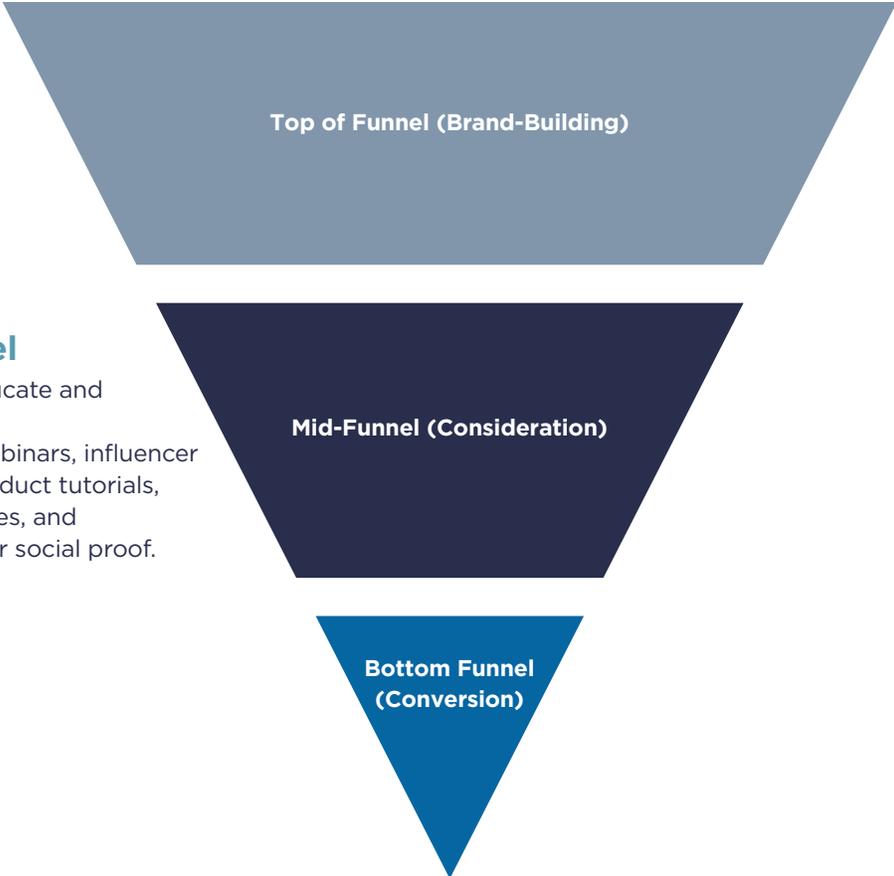
BUILDING A FULL-FUNNEL STRATEGY

A successful approach ensures that every marketing dollar works hard at every stage. Here's how to keep brand and performance intertwined.

Top of Funnel

Objective: Generate brand awareness and emotional resonance.

Tactics: Go with founders' stories, story-driven campaigns, and thought leadership for broad awareness through blogs, PR, and social media.



Top of Funnel (Brand-Building)

Mid-Funnel

Objective: Educate and nurture intent.

Tactics: Try webinars, influencer marketing, product tutorials, email sequences, and testimonials for social proof.

Mid-Funnel (Consideration)

Bottom Funnel
(Conversion)

Bottom of Funnel

Objective: Drive direct action.

Tactics: Use retargeting; conversion-driven, personalized messaging; and urgency-driven CTAs.





APPLYING THE GROWTH FORMULA: THE SWIFTER PATH TO PROFIT FOR FLEET FEET

How does integrating brand visibility and demand generation translate into measurable success? For Fleet Feet, a renowned retail brand specializing in running shoes and apparel, the answer lay in striking a strategic equilibrium between growing brand awareness and driving immediate sales for its co-op partners, including Garmin, New Balance, and ASICS. The results of its approach epitomize the power of a full-funnel strategy.

Challenge

Fleet Feet faced the dual challenge of strengthening its overall brand while maximizing sales across both digital and traditional retail channels. Complicating matters, many of Fleet Feet's co-op partners relied heavily on offline advertising, despite the industry's inevitable shift to online, which now commands an astonishing 65% of advertising budgets. To make growth sustainable across its network, Fleet Feet needed a strategy that could bridge online and offline dynamics, boost in-store and online sales, and deliver exceptional ROAS for its co-op brands.

Strategy

Goodway Group worked closely with Fleet Feet to implement a strategic, full-funnel framework. The effort aimed to blend broad brand-building initiatives with targeted lower-funnel demand generation, tailored to the unique needs of each co-op partner.

- **Driving Awareness (Top of Funnel):** First, Goodway Group identified high-value channels to amplify Fleet Feet's brand awareness within the sportswear category. This ensured a strong foundational presence to engage relevant audiences at scale.
- **Demand Generation With Precision (Bottom of Funnel):** At the demand-generation stage, campaigns were customized for each co-op partner. These included precise product-specific ads that highlighted the benefits of Garmin, New Balance, and ASICS, deployed at critical decision-making moments.

CASE STUDY



- **Online-Offline Synergy:** The strategy intentionally connected digital reach with traditional retail impact. Using purchase-intent signals, Fleet Feet drove qualified audiences directly to either online stores or physical locations, optimizing every ad placement to meet exact co-op ROAS benchmarks.

Aligning Fleet Feet's overall visibility campaigns with lower-funnel sales efforts, Goodway Group maximized cohesion and eliminated fragmentation in its media strategy.

Results

Fleet Feet's investment in a full-funnel strategy yielded impressive outcomes, showcasing the tangible benefits of aligning brand development with demand generation.



- **Remarkable ROAS Performance:** The campaigns achieved an ROAS of \$9, far exceeding the co-op partners' \$5 goal and delivering 80% better returns than expected.



- **Massive Reach:** Campaigns reached a staggering 26 million audience, boosting both online and in-store traffic.



- **Industry-Benchmark-Busting ROI:** The ROAS tracked was twice the industry standard, setting a new benchmark for co-op program effectiveness.



- **Expanded Partnership Opportunities:** Encouraged by this success, existing partners significantly grew their investments, while new brands joined the co-op program, eager to ride the wave of Fleet Feet's innovative strategy.



Goodway Group's full-funnel strategy

truly aligned both brand awareness and demand generation to turbocharge our results — and get us a better ROAS than the industry standard.

Tiffany Lee

Senior Director,
Performance Marketing
& Partnerships



MEASUREMENT DONE RIGHT: TESTING, KPIS, AND STRATEGIC ALIGNMENT

Effective measurement is the backbone of successful marketing. It starts with clarity on business outcomes and relies on disciplined testing, KPI tracking, and robust frameworks such as Goodway Group's Outcome Engineering™. Here's how to ensure your approach delivers actionable results at every stage of the funnel.

Start With Business Outcomes

Any measurement framework should begin with this key question: What do you want to achieve? Whether it's building brand awareness, driving immediate sales, or increasing lifetime customer value, your campaign's ultimate objectives should dictate your entire approach. Once goals are clear, work backward to identify the metrics that reflect progress toward those outcomes.

Pro Tip: Incorporate collaborative workshops during planning to align brand and performance teams on shared goals, ensuring cohesive execution from start to finish.

Unify Testing Across Pillars

Testing provides the insights needed to refine your strategy — but it's only effective if planned purposefully. This includes testing across four areas critical to a campaign's success:

Measurement: Use incrementality testing to identify which channels truly drive conversions and where you're seeing diminishing returns.

Targeting: Evaluate audience accuracy and expand reach where data suggests high-value opportunities.

Messaging: Test variations to uncover which narrative aligns best with audience behavior at each funnel stage.

Creative: Ensure ad assets align with brand messaging while driving short-term action. Modular designs can adapt seamlessly to both approaches.

Successful testing requires balancing responsiveness with patience. Allow time to gather significant data before making decisions. If results are inconclusive after two to four weeks, revisit assumptions or redesign the test.



The **brand x demand growth formula** only works when **creative serves as the glue** that holds it all together. From **storytelling at the top of the funnel to action-driven offers at the bottom**, cohesive messaging amplifies impact and ensures every touchpoint reinforces the brand's value. **Creative isn't just an asset;** it's the **driving force** that fuels both visibility and conversion.



Adam Fricke
Head of Creative
[TUFE](#)

USE SCENARIO PLANNING TO MAKE SMARTER DECISIONS

Scenario planning helps marketers optimize their strategies. Simulating various investment scenarios, you can predict campaign outcomes before launch. It leverages tools like media mix modeling (MMM) to analyze historical data and project how resources should shift between brand and performance efforts.

Through scenario planning, you can identify the sweet spot for budget allocation, detect saturation points in specific channels, and adjust strategies in real time.

Example: Use scenario simulations to explore how reallocating 10% of your performance marketing budget into top-of-funnel brand efforts may impact overall ROI and customer retention.

MEASURE WHAT MATTERS: KEY PERFORMANCE INDICATORS (KPIs)

Every metric tells a part of the story, but focusing on the right KPIs for both brand and performance marketing elevates decision-making.

Brand KPIs: Awareness (site visits, branded searches, etc.), social sentiment, and share of voice help measure long-term growth and resonance.

Performance KPIs: Customer acquisition cost (CAC), return on ad spend (ROAS), and conversion rates (sign-ups, sales, etc.) reveal near-term effectiveness.

Integrated Metrics: Engagement-to-conversion rates, lifetime value (LTV) growth, and blended CAC bridge the gap between brand-building and performance, ensuring balance and alignment.

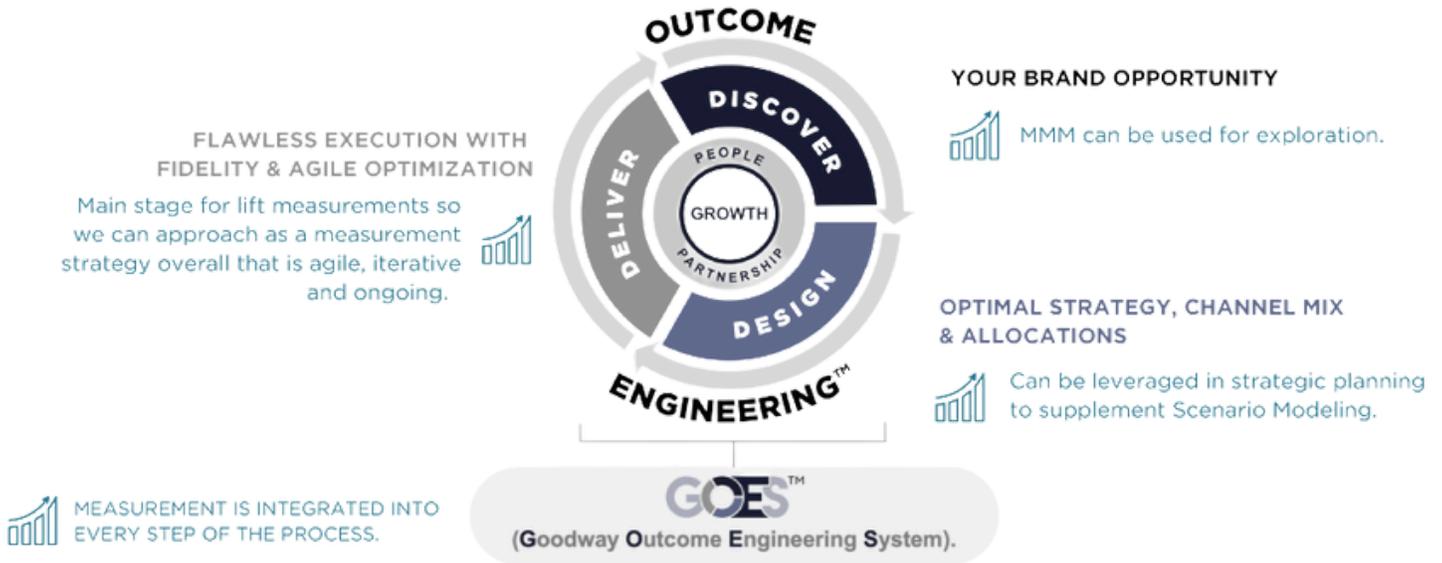
Combining these metrics, you gain both a granular and big-picture view of your campaign's overall health and impact.

Ensure Creative and Messaging Are Cohesive

Your message needs to flow seamlessly from one funnel stage to another. Start with emotionally driven storytelling to build brand trust at the top, and then transition into action-oriented, offer-driven creative as prospects progress toward conversion. Every asset, regardless of its immediate purpose, should reinforce your brand's narrative and uphold its positioning.

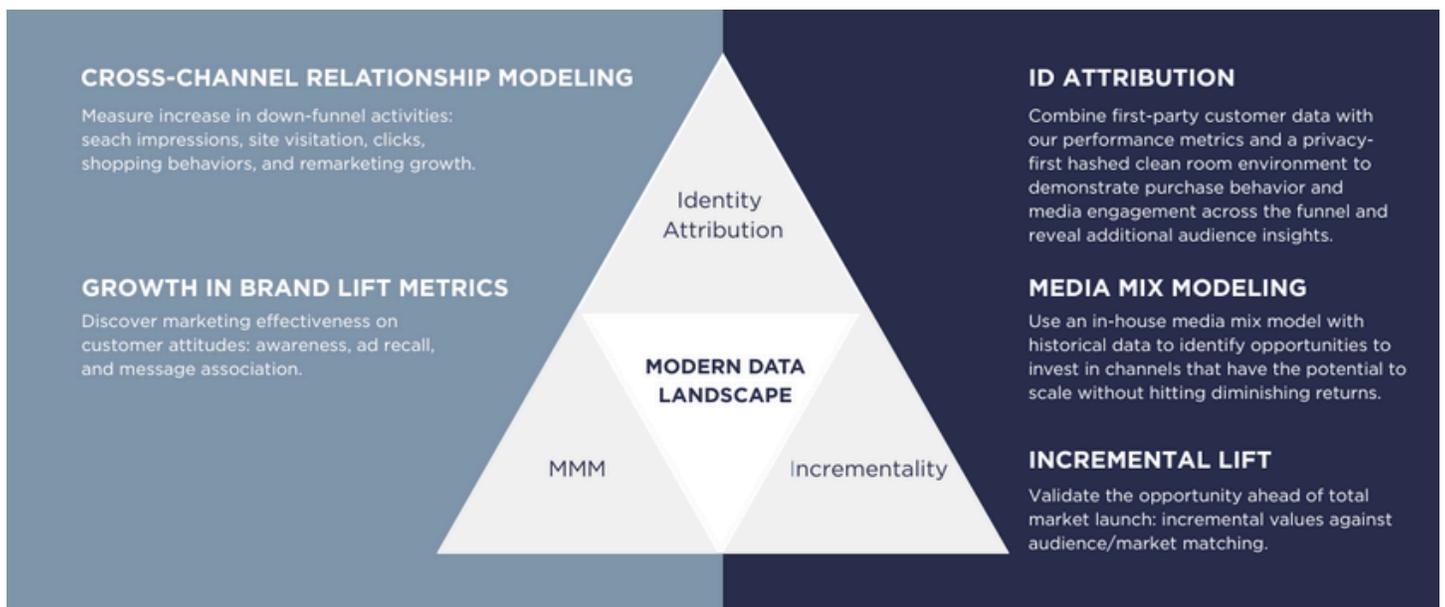
THE OUTCOME ENGINEERING™ APPROACH

Outcome Engineering™ Is Our Philosophy That Relentless Innovation Fuels Integrated Marketing and Drives Business Growth



Goodway Group's Outcome Engineering™ transforms how commerce brands and marketers approach measurement.

This methodology balances investments between brand and performance while offering brands and marketers a precise pathway to measure, test, and optimize success across the full funnel. We combine measurement tactics to give you a broader view:



MODERN MEASUREMENT ALIGNS CREATIVITY, PRECISION, AND STRATEGY

1 Begin with a deep understanding of your business goals, track multifaceted KPIs, and use scenario planning to stay adaptive.

2 Strengthen your campaigns with cohesive messaging and purposeful testing to deliver results that drive momentum across the full funnel.

GROWTH FORMULA TAKEAWAYS

WHY UNITE BRAND AND DEMAND?

Brand marketing builds relationships; performance marketing drives measurable outcomes.

A unified approach ensures maximum ROI.

Integration Steps



Clearly define goals at each funnel stage (awareness, consideration, conversion).

Implement sequential messaging tailored to consumer engagement levels.

Allocate 5%-10% of your budget to monthly creative testing. Prioritize testing messaging before visuals.

Use consistent naming conventions. Accurately track consumer actions and intent.



The results speak for themselves when **brand and demand strategies are in lockstep**. Aligning these efforts, you don't just achieve short-term ROAS goals; you **build lasting relationships between brands and their customers**. For Fleet Feet, this approach meant **driving measurable success** across both digital and in-store channels, while strengthening their co-op partnerships along the way.



Holly Dicks
Sr. Director,
Client Experience
[Goodway Group](#)

GROWTH FORMULA TAKEAWAYS

Best Practices

PROACTIVE PLANNING

Set testing and measurement frameworks at the campaign start.

CLEAN DATA

Maintain standardized naming conventions and structured tagging.

BALANCED METRICS

Combine incrementality testing and media mix modeling (MMM).

ACTIVE LISTENING

Use social listening for real-time consumer feedback.

Every business is unique, and optimal strategies depend on your distinctive audience, category, and goals.

Benefits

- Increase retention and lifetime value.
- Make more informed budget allocation decisions.
- Reduce customer acquisition costs.
- Drive compounding growth over time and strengthen pricing power.
- Achieve measurable impact across the entire customer journey.

Measurement Timeline

- Planning Phase
 - Define measurable goals.
- Launch and Testing
 - (Weeks 1-2): Conduct initial creative tests; monitor site visits and branded searches.
 - Monthly: Analyze and optimize messaging based on test outcomes.
 - Quarterly/Semiannually: Execute incrementality tests and MMM analyses.

BRINGING BRAND AND PERFORMANCE TOGETHER: THE MODERN MARKETER'S GUIDE TO FULL-FUNNEL SUCCESS

The artificial divide between brand and performance marketing is holding many companies back. While these functions often operate in separate corners of the organization, forward-thinking companies are discovering that magic happens when they work together. This guide will walk you through practical approaches to unite these powerful forces and create a marketing strategy that drives both immediate results and long-term growth.

Why the Brand-Performance Divide Needs To End

The tension between brand and performance teams is real. Brand folks focus on building awareness and emotional connections, while performance teams chase conversions and immediate ROI. This creates a disconnect customers can feel and limits your growth potential.

Brand marketing creates the environment where performance marketing can thrive. Strong brand presence reduces cost-per-acquisition and improves conversion rates. Meanwhile, smart performance marketing reinforces brand perception through consistent customer experiences.

When these functions work together, the results can be transformative.

BUILDING AN AGILE, CUSTOMER-CENTERED MARKETING ORGANIZATION

Before diving into specific strategies, let's address what matters most: your organizational structure. Without the right foundation, even the best tactics will falter.

Breaking Down the Silos

The days of siloed marketing departments are over. Modern marketing organizations thrive on collaboration, with teams united around common goals rather than individual channel metrics. This means:

- creating cross-functional teams focused on customer journeys rather than specific channels.
- establishing shared KPIs that matter to both brand and performance objectives.
- ensuring everyone has visibility into the complete customer experience.
- bringing all stakeholders into the room when making strategic decisions.

Fostering a Test-and-Learn Culture

Innovation happens when teams feel empowered to experiment. Building a true test-and-learn environment means:

- allocating dedicated budget for experiments without immediate ROI pressure.
- creating processes to quickly implement and evaluate new ideas.
- celebrating learning from failures as much as successes.
- sharing insights across teams to build collective knowledge.

Putting Customers at the Center

The most successful integrated marketing approaches start with deep customer understanding. To do this,

- regularly bring customer insights into strategy discussions.
- involve front-line employees who interact with customers daily.
- create feedback loops that capture both qualitative and quantitative data.
- map complete customer journeys across touchpoints.

Customers don't think about your brand and performance channels separately — they experience your brand as a whole.

THE PRACTICAL FULL-FUNNEL FRAMEWORK

Now let's get into the nuts and bolts of bringing brand and performance together with a practical framework anyone can implement:

1. Unified Measurement That Tells the Complete Story

The first step to integration is measuring things in a connected way. This means moving beyond channel-specific metrics to understand how everything works together:

Connecting the Dots With Advanced Measurement

- **Incrementality Testing:** Don't just measure what happened — understand what wouldn't have happened without your marketing. Set up test and control groups to truly understand the impact of your efforts.
- **Media Mix Modeling:** Look at the big picture of how different channels influence each other. This helps you understand how brand activities boost performance efficiency over time.
- **Multi-Touch Attribution:** Track customer journeys across touchpoints to see how early brand interactions contribute to eventual conversions.
- **Scenario Planning:** Use your measurement insights to model different investment strategies and predict outcomes before committing budgets.

These approaches aren't separate — they work together to give you a complete picture. For example, incrementality testing can help calibrate your attribution models, while media mix modeling provides context for interpreting attribution data.

2. Smart Audience Strategy Across the Funnel

The key to effective full-funnel marketing is understanding and reaching the right people at each stage:

Know Your Audience Inside and Out

- **Leverage First-Party Data:** Your owned customer data is gold. Use it to understand behaviors, preferences, and patterns across the customer journey.
- **Augment When Necessary:** Fill gaps in your understanding with carefully selected third-party data sources that complement your first-party insights.



- **Create Audience Segments That Transcend Funnel Stages:** Develop segments based on both brand affinity and purchase intent signals to create more relevant experiences.
- **Update Continually:** Customer behaviors change rapidly. Implement regular refresh cycles for your audience strategy based on real-time signals.

3. Consistent Creative That Builds Brands While Driving Action

Creative inconsistency is a major stumbling block for many marketing organizations. The solution is a coordinated approach:

Unified Creative Strategy

- **Develop Flexible Assets:** Create core creative concepts that can be adapted across channels while maintaining visual and messaging consistency.
- **Align Messaging Across the Funnel:** Ensure your brand story is consistent whether someone is seeing an awareness-building video or a conversion-focused display ad.
- **Balance Brand Elements and Call-to-Action:** Even performance-focused assets should reinforce key brand attributes to build long-term value.
- **Coordinate Timing and Frequency:** Plan creative exposure sequences that build on each other rather than creating disconnected experiences.

4. Integrated Channel Strategy That Delivers Personalized Experiences

When channels work together, the customer experience becomes seamless and more effective:

Orchestrating the Channel Mix

- **Map Channel Roles Across the Funnel:** Clearly define how each channel contributes to awareness, consideration, and conversion goals.
- **Create Intentional Customer Journeys:** Design sequences of touchpoints that guide prospects through a coherent experience rather than disjointed interactions.
- **Implement Cross-Channel Triggers:** Use signals from one channel to activate timely messaging in another based on customer behavior.
- **Maintain Consistent Presence:** Ensure your brand shows up consistently across channels rather than appearing and disappearing based on campaign cycles.

5. Technology Infrastructure That Connects Everything

The right technology backbone makes integration possible at scale:

Building a United Tech Stack

- **Implement Connected Data Systems:** Ensure customer data flows seamlessly between platforms to create a complete view of the customer journey.
- **Choose Integration-Friendly Tools:** Select marketing technologies specifically designed to work across funnel stages rather than channel-specific point solutions.
- **Create Unified Dashboards:** Develop reporting tools that show brand and performance metrics side by side to highlight relationships.
- **Automate Cross-Channel Coordination:** Use technology to automatically adjust tactics based on signals from across the funnel.

MAKING IT HAPPEN: PRACTICAL IMPLEMENTATION STEPS

Month 1: Assessment and Alignment

- Conduct an honest audit of current brand and performance activities.
- Identify key stakeholders from across the organization.
- Establish a cross-functional steering committee.
- Define initial shared success metrics.
- Document current measurement approaches and gaps.

Months 2-3: Foundation Building

- Develop an integrated dashboard showing brand and performance metrics together.
- Create initial customer journey maps spanning the full funnel.
- Identify quick-win integration opportunities.
- Build test-and-learn framework and protocols.
- Begin data integration initiatives.

Months 4-6: Initial Implementation

- Launch pilot integrated campaigns with specific learning objectives.
- Implement a basic incrementality testing approach.
- Develop the first version of a flexible creative system.
- Train teams on cross-functional collaboration.
- Establish regular insight-sharing sessions.

Months 7-12: Scaling and Optimization

- Expand successful pilots across more channels and audiences.
- Implement more sophisticated measurement approaches.
- Refine budget allocation based on early learnings.
- Adjust organizational structure to support integration.
- Develop a long-term integrated planning framework.

MAKING KEY DECISIONS: BRAND VS. PERFORMANCE INVESTMENT

One of the most common questions marketers face is how to allocate budget between brand-building and performance activities. While there's no one-size-fits-all answer, here are practical guidelines:

Determining Your Optimal Brand-Performance Split

- **Consider Your Growth Stage:** Early-stage companies typically need more brand investment to establish awareness, while mature brands may shift more to performance.
- **Analyze Category Purchase Patterns:** Categories with longer consideration cycles generally require more brand investment to create preference before purchase moments.
- **Evaluate Competitive Intensity:** Markets with many similar offerings need stronger brand differentiation to break through the noise.
- **Understand Your Current Efficiency:** If performance marketing efficiency is declining, it may signal the need for more brand investment to create demand.
- **Start with 60/40 and Adjust:** Research suggests a general starting point of 60% brand, 40% performance for many businesses, but your optimal mix will depend on your specific situation.

YOUR PATH FORWARD: NEXT STEPS TO TAKE TODAY

Ready to start integrating your brand and performance marketing? Here are five actions you can take immediately:

- Schedule a cross-team workshop bringing together brand and performance marketers to identify integration opportunities.
- Create a shared dashboard that displays brand metrics alongside performance metrics.
- Conduct a customer journey mapping exercise that spans awareness through purchase and loyalty.
- Review recent creative across all channels to assess consistency and identify disconnects.
- Implement at least one test specifically designed to measure how brand activities influence performance outcomes.

The journey toward truly integrated marketing is ongoing, but the rewards are substantial: more efficient spending, more effective campaigns, more consistent customer experiences, and ultimately, more sustainable business growth. When you break down artificial barriers between brand and performance, you'll unlock new possibilities for growth and create marketing that resonates with customers at every stage of their journey — building both immediate results and long-term brand value in the process.

A UNIFIED STRATEGY DRIVES COMPOUNDING GROWTH

Properly integrating branding with performance marketing delivers exponential results, not diminishing returns.

At Goodway Group, we empower brands and marketers to optimize for today while laying the groundwork for sustainable growth. With Outcome Engineering™ at the heart of your commerce strategy, data-driven insights guide every decision, fueling both immediate impact and long-term success.

Great strategies don't happen by chance. They're built with purpose. Work with Goodway Group to transform your data into decisions and your goals into achievements.



[CONTACT US](#)