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The Importance of Brand Alignment in Enterprise Websites

Design x Brand

Growing enterprise-focused technology companies often to sell to the Global 1000, but have to compete with incumbent, mature solution providers.

The Challenge

Many enterprise-focused technology companies consider themselves to be best-in-class thought leaders, yet their websites do not reflect that.

For example, if you are asking customers to secure their corporate networks with your cybersecurity platform or rely on your AI-based software to better understand their data, **your company's website had better convey trustworthiness.**

Your customer's first touchpoint is your website.

42%

of all new revenue comes directly/indirectly through your company's website.

37%

of customers will leave your website because of poor design.

46%

of customers assess a business's credibility from its website.

94%

of first impressions are design related.

50ms, faster than the blink of an eye, is the amount of time it takes for someone to decide whether they'll stay or abandon your website.

Your website's ability to create a compelling first impression of your brand, is crucial to successfully driving sales-qualified leads.

Three issues found on websites:

1. Your website's visual design doesn't reflect the maturity of your products and current or targeted customers.
 2. Commonly used stock photography and icons are a big no-no. If you use them, they need to be edited or repurposed, so they do not look turn-key.
 3. Your website doesn't reflect the way you think about your brand. For example, internally, you may think of yourself as a "thought-leader", but your website looks like you barely have a marketing team.
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Why brand alignment matters

01.

Differentiate from competitors

Enterprise buyers evaluate multiple options, including your direct competitors and the current solutions you are looking to disrupt. You need to position yourself as a forward-thinking, mature solution that can replace the incumbent provider.

02.

Reduce friction in the sales process

Buying software for large organizations goes beyond your target persona. Most enterprise purchases require multiple sign-offs from buying committees. If your website does not project a mature organization, your champion has to work harder internally to sell the credibility of your company and solution to their decision makers.

Why brand alignment matters

03.

Improve perception

Improving the perception of your organization makes it easier to sell your products/services, recruit and retain talent, and increase valuations from investors. A well organized and well designed enterprise-class website enables visitors to see you as a mature and competent organization that is worthy of their business.

04.

Attract larger customers

Large enterprises are risk-averse, preferring to work with organizations that have a proven track record, and their first impression comes from your website. When executed properly, your website can help your company punch well above its weight, helping a hundred-person organization go toe-to toe with a billion-dollar competitor.

Sophisticated websites that drive conversion



Thank You

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