

Brand-Led and AI-Driven Growth Strategies for Scaling Marketing Organizations across B2B Segments

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Abstract:

In increasingly complex and data-driven B2B markets, marketing organizations must balance strong brand positioning with advanced technological capabilities to achieve scalable growth. This study investigates the integrated role of brand-led strategies and AI-driven marketing capabilities in driving scalable performance across heterogeneous B2B segments. Using a multi-method explanatory design, the research combines survey-based construct measurement, structural equation modeling, hierarchical regression analysis, and machine learning prediction to evaluate the relationships among Brand Equity Strength, AI Capability Maturity, Strategic Alignment, Customer Intelligence Utilization, and Scalable Marketing Growth. The findings reveal that brand equity functions as the primary growth driver, while AI maturity significantly enhances performance outcomes by improving predictive targeting, personalization, and operational efficiency. Strategic alignment between brand positioning and AI-enabled execution further strengthens growth effects, and contextual factors such as segment heterogeneity amplify the explanatory power of the integrated model. Machine learning analysis corroborates the dominance of brand and AI capabilities as key predictors of scalable marketing growth. The results underscore that sustainable B2B expansion is achieved not through isolated branding or technological investments, but through the synergistic orchestration of narrative credibility and algorithmic precision. The study contributes to the literature on enterprise growth strategy and digital transformation by proposing an integrated framework for scaling marketing organizations across diverse B2B segments.

Keywords:

Brand equity, Artificial intelligence, B2B marketing, Scalable growth, Strategic alignment, Customer intelligence, Digital transformation.