

7 Pillars Of Successful Demand Generation

Your guide to creating and implementing a winning strategy that is measurable, manageable and generates new opportunities.



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Understanding the Importance of Demand Generation in B2B Marketing



Demand generation creates a connection with buyers and a genuine interest in your product or service. It's not just about blasting out ads; it's about intelligently engaging with potential buyers, educating them, and easing them into a decision.

Through insights, advice, and valuable content, you help them see why they need what you offer. This approach doesn't just spark interest; it builds trust. Without demand generation, even the best products could get lost in the noise of a crowded market.

IT'S ALL ABOUT REACHING OUT AND INTERACTING WITH YOUR FUTURE CUSTOMERS IN A WAY THAT STICKS.

Build Brand Awareness

Demand generation helps to create awareness of your brand, products, or services among potential customers. Through educational content, targeted advertising, and strategic partnerships, you can increase your organization's visibility and position it as a thought leader, which is essential in intensely competitive tech markets. This requires continuous innovation in messaging and channels used for communication.

Generate a Sustained Pipeline

Ensuring a steady flow of demand and avoiding "feast or famine" cycles require a balanced and well-planned strategy. Managing and predicting the pipeline can be challenging, especially when external economic factors or industry disruptions occur.

One of the primary goals of demand generation is to build and nurture a pipeline of prospects. By engaging potential customers at various stages of the buyer journey, demand generation ensures that you have a continuous stream of prospects that can be converted into customers. This is critical for ensuring consistent revenue growth and business stability.

Engage in the Buyer Journey

The way B2B buyers research and make purchasing decisions has evolved significantly, particularly with digital advancements. Keeping up with these changes, understanding the new touchpoints, and effectively engaging potential customers through their preferred channels and formats can be quite challenging.

Demand generation strategies focus on engaging with prospects through various touchpoints. This might include personalized emails, targeted social media campaigns, webinars, or targeted telephone outreach—all designed to foster a relationship and keep your brand top-of-mind.

Enhance Lead Quality

One of the perennial challenges is not just generating a high volume of leads, but ensuring these leads are of high quality and fit your ideal customer profile. This requires refining lead-scoring models and continually tweaking qualification criteria to better predict which leads are likely to convert.

Through targeted and strategic marketing efforts, demand generation helps attract high-quality leads who are more likely to be interested in your product or service. By focusing on attracting ideal customer profiles and scoring leads based on their engagement and behavior, demand generation helps prioritize the sales team's efforts.

Prove Marketing Impact

Demonstrating a clear return on investment for demand generation activities is crucial, especially when budgets are tight. Accurately capturing the impact of your campaigns on the bottom line and justifying the spend can be complex, particularly with longer sales cycles in B2B tech.

Demand generation relies heavily on data and analytics to measure the effectiveness of marketing strategies and tactics. This data-centric approach allows for informed decisions that refine marketing efforts, improve targeting, optimize budgets, and increase ROI. Continuous learning from feedback loops and data insights helps fine-tune strategies over time.

Support Alignment of Sales and Marketing

Despite understanding the importance of this partnership, it can sometimes be challenging to sync up completely. This includes agreeing on definitions (like what qualifies as a "sales-ready lead"), ensuring communication flows, and coordinating on the timing and content of campaigns. Discrepancies here can lead to wasted efforts and missed opportunities.

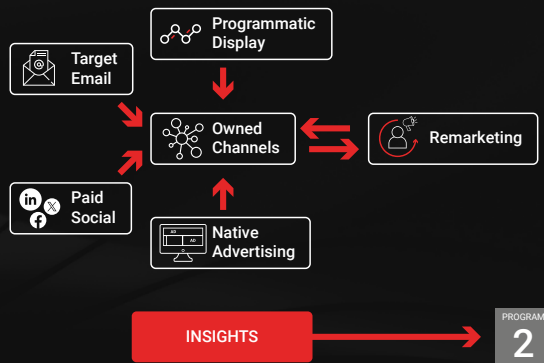
Demand generation fosters a synergistic relationship between sales and marketing teams. Through shared goals, mutual feedback, and collaborative planning, both teams work in unison, ensuring that marketing campaigns are aligned with sales objectives. This alignment is crucial for converting leads efficiently and effectively.

So, how do you do it?

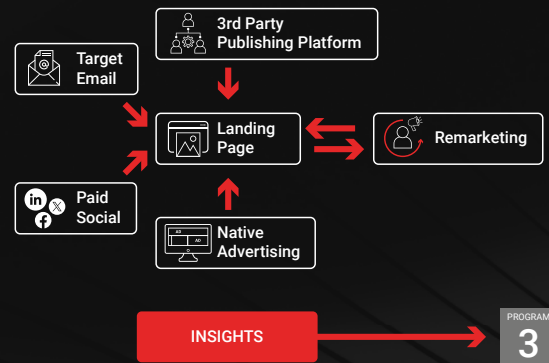
Demand generation brings together personalized content, strategically managed distribution channels, tactical lead generation, and sales account management. Achieving synergy between these elements requires robust planning. That's why we've created this step-by-step guide to success in demand generation.

Example of Coordinated Demand-Generation Programs in a Campaign:

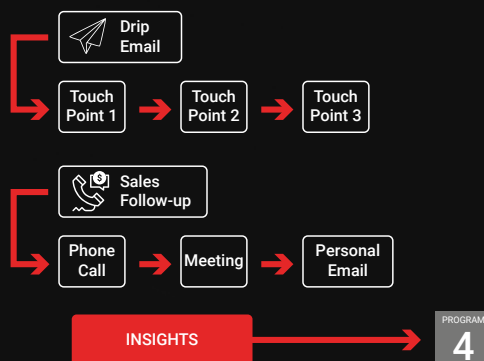
Program 1: Brand Awareness



Program 2: Lead Generation



Program 3: Lead Nurture



Program 4: Relationship Marketing



Team Alignment



Combine knowledge of the market, the buyer, and internal processes.

Your sales team and marketing departments should work together from the very start.

Think about their strengths and combine them:

- Your marketing team has a lot of deep data on buyer behavior
- Your sales team has personal, hands-on experience with your target

TO MAKE SURE EVERYONE IS ON THE SAME PAGE, THERE ARE SOME KEY TARGETING DECISIONS THAT MUST BE AGREED UPON BEFORE YOU START TO DEVELOP YOUR PLAN.



Who are your target customers?

What size company are they, and where are they based? What industries do they operate in? Are you focusing on existing markets or diversifying into areas?

Why will they buy from you rather than the competition?

Is your product simply better, or is there another area in which you excel?

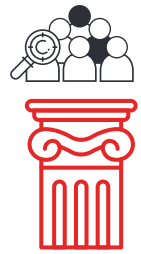
When do you need to get sales involved and how does that process work?

Is it a simple handoff, or is there a period of phasing out automation of campaigns and into personal communications?

“Businesses with effective sales and marketing alignment achieved 208% higher marketing revenue than organizations with a disjointed team.”

- HubSpot Study Findings

Target Audience



Profiling your buyer in detail is the next step

Today, the data means are available for precision-based targeting. How you make the most of it is entirely down to your research and planning.

It's crucial the rationale dictating the audience criteria is robust. After all, you will not achieve your ROI if you go after the wrong prospects for your business. And your leads will not progress through your coordinated demand-generation programs if you are pumping out the wrong kind of content at the wrong touchpoints.

Research vs. Assumptions

Did you know that about 2/3 of marketers create content without any sort of documented strategy? [Contently] Both your segmentation and your content strategy need to be based on research, not assumptions.

Who are your most attractive customer segments? What makes them a good fit for your product/services? What really motivates them? Understanding this will allow you to develop highly customized content that translates into sales.

Extending your customer insight to include third-party intent data will shed light on behaviors, motivations, and preferences that will enable you to design more accurate, precision-based campaigns.

Affordable Targeting Possibilities

Programmatic advertising and biddable/RTB Media is booming right now. That means you can reach your ideal audiences without requiring a massive budget.

Surveys, market research, and third-party data will help you build a picture of your customers. If you don't have the internal capacity and skill sets, consider using an agency to do the legwork for you.



Content Marketing



Fuel your demand-generation engine with killer content.

Great content is the lifeblood of any solid campaign, but creating effective content can be a challenge. Businesses must maintain high quality standards, produce new content, and try new ideas on a regular basis. In addition, you must make sure that you are creating content across the full spectrum of all your campaigns—even the more difficult ones.

CONTENT, CONTENT AND MORE CONTENT.

First, map out a Content Plan

Think about everything you will need to cover across each purchase process of every customer type, and then translate this into a matrix of touchpoints. To help with this, start by listing all your distribution channels – social, email, lead nurturing, direct sales, customer services, blogs– and work out how they create an immersive content environment that enables your audience to self-navigate towards your chosen objective.

Think about formats and how they relate to the distribution channel, as well as the ultimate purpose of each piece of content. Include a mix of short-lived and evergreen content, as well as longer and shorter content.

Map Your Content to Reach Every Touchpoint





Intent Data

Match a specific topic to a specific audience in a specific timeframe. 1st or 3rd party intent data enables you to reach your audience at just the right time in their buyer journey with content they are actively researching.

Tip: By leveraging this data you can increase the relevancy, precision, and likelihood of engagement tenfold.



Lead Nurturing Systems

Help optimize your customer contact, particularly via email. However, regular newsletters can also play a role.

Tip: Remember that lead nurturing is about building relationships and reinforcing company messaging, rather than make a hard sale every time.



Key Messaging

Beyond SEO, each page should have a carefully considered content strategy that addresses:

- Target audience
- Keywords and high demand search queries
- Pain points
- A tailored message that incorporates the most relevant USP and value proposition for your specified audience
- A clear call to action (always pre-empt their next step)

Tip: Use each channel and piece of content as a gateway to more content. Depending on where the prospect is in the sales pipeline, you may want to bring them onboard a nurturing program by gating your content.



Touchpoints and CTAs

By linking your content to deeper content, you can help guide your consumers through the demand-generation process.

Effective touchpoints keep your audiences in perpetual motion towards your next conversion goal. To do this successfully you must always anticipate their next step, providing a clear logical path from A to B.

Plotting all your CTAs against your touchpoints is an effective method that will enable you to identify any dead ends and optimize your journeys to decrease the chance of drop off.

Constant Content Ideas come from Customers

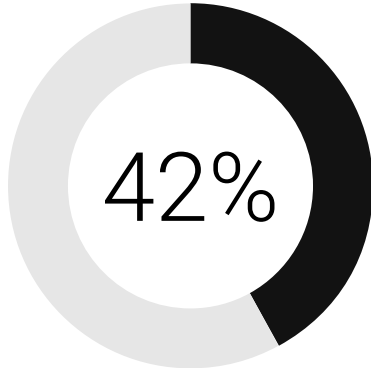
The best content is inspired directly by customers themselves. And fortunately, they are a constant source of inspiration.

- ***What questions are they asking?***
- ***What are they struggling with?***
- ***What feedback are they offering?***

Talk to all team members who have direct contact with customers. Read the magazines customers read. Keep abreast of the news, views, and innovations that interest them. Look at what your competitors are writing about, and keep an eye on content from other industries too.

Then keep all the ideas in one place so that whoever is responsible for creating or commissioning content can easily access inspiration.

Personalized call-to-actions increased customer action by



“Some of the best intent data on the market today comes from well-known B2B content communities where buyers go to self-educate.”

- Marketo

Browsing Intent and Personalization

Initially, you may only have buyer personas and generalized information to work with.

However third-party intent data could greatly enhance your ability to layer on relevancy.

By the middle and bottom of the demand process, you will start to gather data like names and job titles. The more you know about a prospect, the more personalized you should make their content. More personalization translates into more response.



Repurposing Content Maximises Value

Don't fall into the trap of thinking an idea "has been done." Even popular posts and articles won't have reached everyone. Combine ideas, reformat articles, and try a different channel. Look at what you put out a year ago and see if it can be updated. A great blog post can be expanded into a valuable eBook; a short customer testimonial can become an interesting case study based on helping them with their challenges.

Quality is Key

Your content reflects your business and must create a good impression. Consider these quality control tips:

- Internally, nominate a chief content editor to be responsible for tidying up text, enforcing a consistent tone of voice and ultimately deciding whether or not to publish
- Provided up-to-date brand guidelines whenever you outsource content production
- If you are working in a very specialized or technical area, you may also need to enlist product experts to check terminology and accuracy
- If you have overseas prospects, agencies will be able to provide reliable and trustworthy translations and localized knowledge to make your content resonate
- Lastly, if employees have ideas, don't discourage them it's often easier to clean up a poorly executed article than to generate new concepts.

Additional Resources

Demand generation requires a content-heavy strategy, and you should be realistic about how much your existing team can handle. If you don't have the capacity in house, you can consider hiring new staff or using external support.

Agencies can provide a great boost to your marketing as they give you access to top-notch writing skills and specialist marketing expertise in a scalable pay-on-performance model.



Distribution Strategy

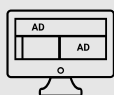


The best content in the world is useless if the right people don't see it.

There's no guarantee that good content will just be found. That's why optimizing your distribution strategy is critical in this competitive landscape where audiences have limited time.

You need to work diligently, and often creatively, to make sure your content is in your target audience's hands at the right time, at the right touchpoints. And then lead them to the next touchpoint. Go back to your buyer personas and look at the places they go for content. But always base your decisions on data, not assumptions.

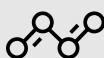
LET'S START BY LOOKING AT JUST A FEW OF YOUR ESSENTIAL DISTRIBUTION CHANNELS:



Advertising

Don't ignore the early stages of the demand-generation process. Advertising is a great way to raise the profile of your brand and the problems your products can solve. Display and native advertising can provide a non-intrusive way to broadly raise brand awareness.

Tip: By selecting placements carefully, you present your brand in a relevant context at crucial touchpoints in the buyer journey.



Biddable/RTB Media and Programmatic Advertising

Precisely target groups, Target Account Lists, or even individuals with highly relevant content. You can cost-effectively resurface your message to prospects even when you don't have their email address.

Tip: Used in combination with social or other channels, this can greatly accelerate the prospecting stage and progress leads through your demand-generation engine quicker.



Email Marketing

Email marketing is a consistently high performer. Email enables you to be micro-targeted about the content you send. You can personalize subject lines, body copy, layout, and links to improve the chances of conversion—and results are almost immediate.

Tip: Email is more than 40 times more effective at acquiring customers than social media; for every \$1 spent on email you can get returns of \$45-\$50.



Search Engine Marketing (SEM)

SEM is a vital part of demand generation throughout the pipeline. Search-optimized landing pages can draw prospects to your site, while paid search can guarantee your content is in front of the right people at the right time.

Tip: This is your opportunity to write directly to your identified audience, so write what they're searching for. Optimize every channel and piece of content.

Channels You Can't Ignore Today

Beyond the standard channels and optimizing your content there, there are today's "must-haves" and "should-haves." [SW5] [RH6] Everyone has to do social, but not everyone does it right. And there are other opportunities that businesses overlook or forget about.



Social Media

Just like consumers, B2B buyers trust recommendations from peers and influencers over brands.

Organic social media is better suited for building trust and loyalty and gauging audience reactions rather than directly driving sales and revenue. [LinkedIn] The primary goal is to engage with the brand's existing follower base and to build long-term relationships.²³ This engagement-focused approach is more aligned with demand creation than demand capture.

Sharable content will improve your visibility, while linking to fresh content on your site will generate traffic and increase readership.

Tip: Social isn't just for dissemination. You can use it to understand audience behaviors and preferences, social listening and lead generation, as well as lead nurturing.



Paid Social

Don't rely on organic alone—a targeted paid campaign can put your message right in front of the right people. An in today's marketing world, it's unlikely you'll be able to build and reach your communities within your social media outposts without the support of paid targeting.

Paid social and biddable media provide a broad range of targeting opportunities, from custom audiences that drive synergy with your CRM to niche data segments based on content consumption.

Tip: Combined with profile, affiliation, and interest-based data targeting, this can allow you to map target segments into the correct channels and build towards a social CRM approach.



Take Advantage of Someone Else's Audience

There's a vast number of online publishing platforms that have cultivated highly engaged specialist communities of readers. So tap into these active audiences to jumpstart your pipeline with highly engaged, relevant leads.

Publish content, or link to content, in the very places your prospects go to find their information. Many industry magazines and publications will accept third-party articles if you sponsor the submission, run advertorials or full blown lead generation campaigns.

Identify the thought leaders and trendsetters in target industries and see if you can develop a relationship or reciprocal blogging arrangement with them.

Tip: If you are partnering with someone else, be sure that you have chosen carefully. You only want the best, most relevant audiences and relationships.



Traditional Channels

Traditional face-to-face methods such as events and networking are also still highly effective in B2B marketing. The rise in video calling has increased the effectiveness of virtual roundtables and events as a low cost alternative to achieve deep engagements with your prospects.



Harness the Power of Multichannel Campaigns

A multi-layered strategy combines many types of content distribution. This allows you to leverage data to build depth into your approach and ensure maximum reach.

However, incorporating more channels makes your plan more complicated to manage. So don't underestimate the resources needed to make multi-channel campaigns successful .

Ideally, you would need access to specialists in each of the channels, as well as creators to generate all the content, and analysts who can keep track of the data and make recommendations.

Outsourcing your demand-generation campaign to an agency is a straightforward way to gain access to expertise, experience, and specialist knowledge without the need to take on additional staff.

Contracts that charge on a performance basis, for example pay-per-lead, mean the agency has a vested interest in delivering results and will proactively work to enhance and optimize your campaign's performance.

“Multichannel strategies can generate up to 24% increase in conversions.”

- Business 2 Community



Lead Nurturing



Designing a winning lead-nurturing programs starts with understanding the evolution of lead generation.

First, lead generation is not the same thing as demand generation. It's just one aspect of demand generation that focuses on getting people's email address. Many strategies use this as a tactic to capture leads that they will nurture throughout a campaign.

stages of the buyer journey. This is because, thanks to the evolution of intent data and immersive digital experiences, potential leads are far more accessible at multiple touchpoints throughout their buyer journeys.

However, the most successful strategies do not just generate leads at the top of the funnel. They generate leads at different

Regardless of when you generate your leads, nurturing your active leads is almost as important as acquiring them in the first place.

A DYNAMIC NURTURE PROGRAM ENSURES THE RIGHT INFORMATION IS AMPLIFIED AT THE RIGHTS TIMES, IN THE RIGHT WAY.

Key Benefits of Email Nurture Workflows

Email workflows drip-feed relevant information that generates long-term value exchanges with your audiences.

- Drive traffic back to your website where they can find more information that aids decision-making
- Promote quality content that provides value to your readers
- Provide a point of contact from your company
- Send tailored offers or exclusive promotions
- Stay front of mind even when prospect is off your website

“Lead nurturing generated 50% more qualified leads at 33% less cost.”
- Forrester

Two Main Approaches to Email Nurturing

You need to distinguish where your audiences are in the buyer journey and adopt a specific set of tactics to keep them engaged and moving through your process.

WORKFLOW:	Early Engagers	In-Market Engagers
Audience	Soft conversion (whitepaper download, sign-ups to receive marketing comms, etc.)	Prospects that have downloaded sales collateral or have a reoccurring relationship with your brand.
Aim of Email Program: Provide timely information at regular intervals that:		
Differentiates:	Your brand from competitors	Your service offering from your competitors
Reinforces:	Your value through offering a high level of utility	Your USPs and value proposition
Informs:	About the latest industry insights and news	About latest offers, news or product/service information
Persuades:	Readers to take action	Prospects to take action

Marketing and Sales Coordination

As previously stated, it's not always a complete handoff. As leads interact with your content, you will gather more information. You can use these accumulating insights for more targeted marketing communications and sales efforts.

Remember:

- Information should be captured against each contact so both your sales and marketing teams are equipped with the very best insight
- You may decide to keep Sales Qualified Leads in a marketing workflow to continue to provide value to leads throughout the duration of the sales pipeline
- Keep messaging consistent across marketing and sales by making sure your sales team is fully informed about the ongoing communications and feedback
- It's not a linear sales funnel where prospects "at one stage" are encouraged to move "to another stage," be respectful of your prospect's time, delays, and schedule



ADDITIONAL TECHNOLOGY IN THE TOOLBOX:

Cookies and Intent Data

Be at the right place at the right time to supplement your nurture campaigns.

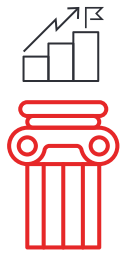
- Deliver timely messages in addition to your email workflows to accommodate the complex, fluctuating needs of your target audience
- Intelligent automated display can help create immersive multi touchpoint environments for more opportunities to engage
- With the rise of cookieless solutions also explore finding a partner who can deliver contextual and IP targeted ads for account based marketing.

Re-marketing Reimagined

Re-marketing is not new, but new technology behind it can drive fresh, relevant insight if used wisely.

- An intelligent re-marketing strategy connects audience interest with additional information
- Advanced re-marketing also delivers relevant messaging based on where the user sits within the content journey
- Drive better alignment with your audience by re-marketing based on specific topics or categories—then reengage with a timely relevant CTA.

Measuring Success



Different information will matter to different people. So you will need a systematic and simple approach to producing and evaluating the data that matters to you.

Define what success means for your organization early on, and decide how you will measure it.

- Reports should be developed in conjunction with both sales and management teams
- Terms, like marketing qualified lead (MQL) and sales qualified lead (SQL), need to be clearly defined up front
- Reports should involve or relate directly to the revenue the company is earning
- Don't confuse top-level KPIs with more granular campaign-performance metrics for evaluating different elements of marketing

REMEMBER, SUCCESS SHOULD OFTEN BE MEASURED IN LONG-TERM VALUE INSTEAD OF QUICK WINS.

KPIs and Metrics: How Are They Different?

These important marketing measurements are related, but they mean different things.

KPIs: These “key performance indicators” provide critical marketing measurements you want to target. They support your overarching strategic objectives and goals. They can also provide early warning signs if performance is slipping.

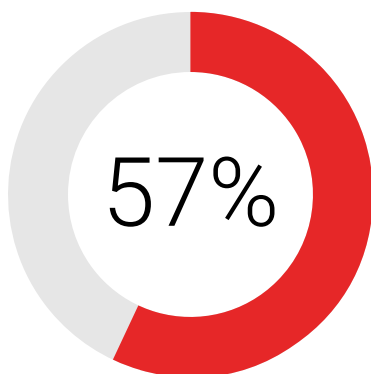
Metrics: These quantifiable measurements are directly aligned to your tactical strategies (the actions you have taken to achieve your overarching objectives and KPIs).

The difference is obvious when you apply these measurements and see how metrics can support your KPI.

For example:

KPI	METRICS
Revenue	Increase in sales from new customers
	Increase in recurring revenue from existing customers
	Loss due to customer churn

Did you reach your KPI goals? And which metrics supported that success?



of the buying journey may already be completed before the customer reaches out to you.

- Marketing Think

“50%+ of marketers aren’t even sure what successful content looks like.”

- Contently

7 Key KPIs to Support the 7 Pillars of Successful Demand Generation

1) Revenue

All marketing and sales activities aim to impact revenue directly or indirectly. Revenue is an essential measure of the health of your efforts. However, it can be a simplistic measurement of complex initiatives, and it may take some time before campaigns show a demonstrable financial impact.

2) Pipeline Value

Of course, not all the prospects in your pipeline will convert; however, you should know what percentage is likely to convert. You should understand the value of your pipeline overall, the value of each level in your pipeline, and the number of prospects who are at each level. This gives you a solid long-term view of potential revenue.

The attrition rate (or conversion rate) for each step, including the final purchase step, will help you identify where to focus your optimization efforts. And evaluating early pipeline stages also provides an initial indication of your marketing impact.

3) Cost Per Lead / Cost Per Acquisition / Return on Investment

These measurements demonstrate how effectively you are spending your overall marketing budget. If you are fighting budget cuts, requesting additional investment, or paying external consultants, these are the figures you will need to justify expenditures. However, like revenue, you may need to wait to see how changes affect the figures – the average length of the purchase process is a good rule of thumb.

If your campaign is focused on efficiency, you will also need to determine the cost of nurturing a lead from discovery to closing the sale.

4) Customer Lifetime Value

It is more expensive to sell to new prospects than to existing customers (5-25% more expensive, according to Harvard Business Review). Therefore, it is much more profitable to increase the overall expenditure of a current customer than to convert more customers. Customer Lifetime Value (CTV) is a more nuanced metric than number of leads or value of sales, because it takes into account the work you do to address your existing customer base.

5) KPIs for Optimization

Digital marketing provides huge quantities of instant data about our customers and campaigns and marketplace. But it can be easy to get lost in the numbers. So it's important to define the information you really need and what we intend to do with it.

Some KPIs are much easier to report than others (e.g., leads generated vs. brand awareness). That's why it's critical to create specific, measurable KPIs that address your business' precise goal, instead of just crunching numbers.

6) Measuring Content Performance

There are many metrics you could look at to measure individual content assets. However, there is no single metric or set of metrics that will be applicable across all the content you create. For example, short landing pages with a lead-gen call to action should be measured completely differently than a long-form technical whitepaper.

Remember, if data is not actionable, it is just a "vanity metric" that looks good. Define the objective for each piece of content, and then you'll know how to measure it. Importantly, you'll also know which data to ignore. If a piece of content is designed to get late-stage prospects to finally place an order, the number of social shares isn't relevant.

Over time you will build up a sufficient body of data to set benchmarks against. Comparing campaign performance in this way allows you to optimize your content and improve your ROI. In addition, these insights will help you fine tune your strategy and get to know your buyer even better.

7) The Long View

Remember that most campaigns need time to build momentum, so don't be disappointed if your change in strategy doesn't result in instant revolution. Demand generation is a holistic, end-to-end strategy. Some metrics are best understood in terms of trends over time, rather than quick wins and snapshots of success. You may generate some initial upticks quickly, but a large part of your work will take months or even years to demonstrate value.

Conclusion

Demand generation is an effective and measurable way to upgrade sales and marketing efforts. That's because it addresses the whole of the sales funnel, from understanding customer pain points and generating interest to winning the sale.

By focusing on the needs of customers at every stage of the purchase process, a demand generation campaign can create a regular flow of fresh leads throughout the funnel.

Demand generation is an 'always-on' marketing process that demands long-term commitment and investment. It must be executed as part of a tightly controlled strategy with clearly defined objectives. Multiple elements must work together seamlessly, so each stage requires consideration and preparation.

Monitoring these different elements with the right metrics and optimizing your initiatives over time will create a positive feedback loop to ensure success and return on investment.



Insight driven outcomes.

Combining demand generation with actionable insights to create effective engagement. With access to over 260m B2B buyers, proprietary intent data modelling tech and the Insights for Professionals content platform, we are ready to support your growth.

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