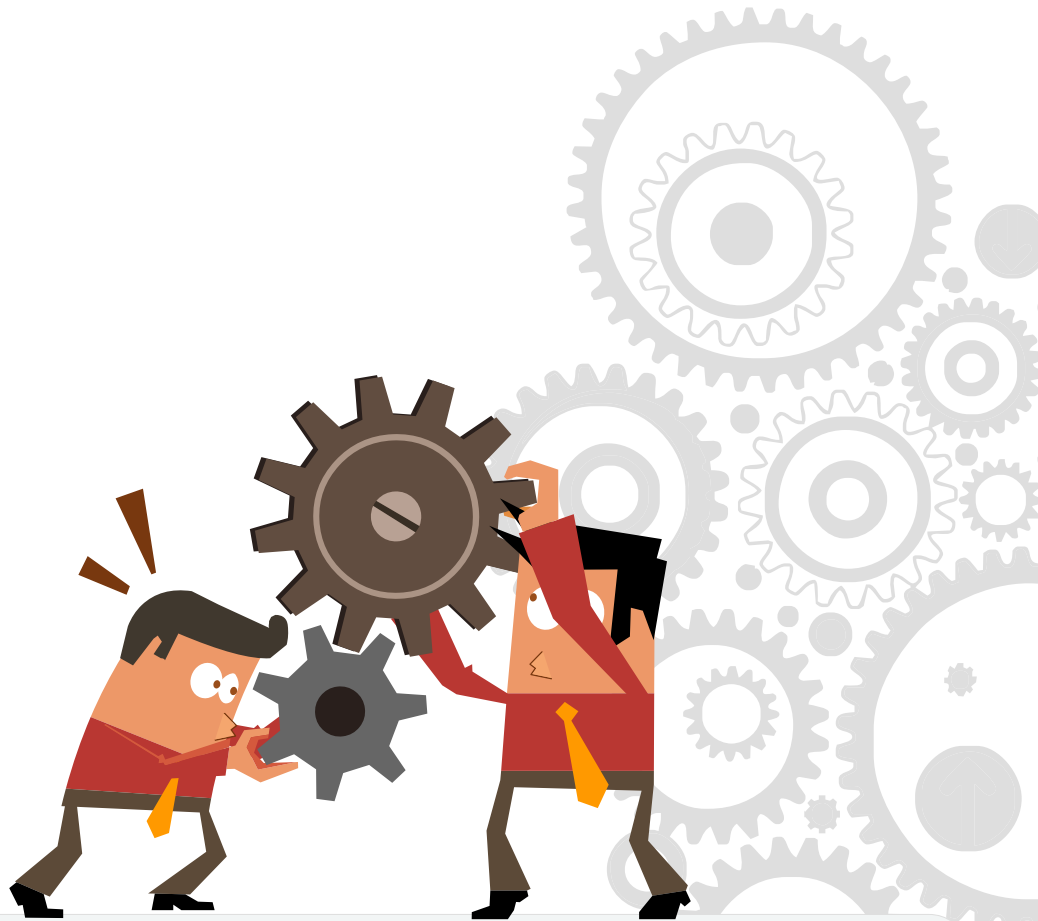


Give Prospects A Reason To Convert To Customers!



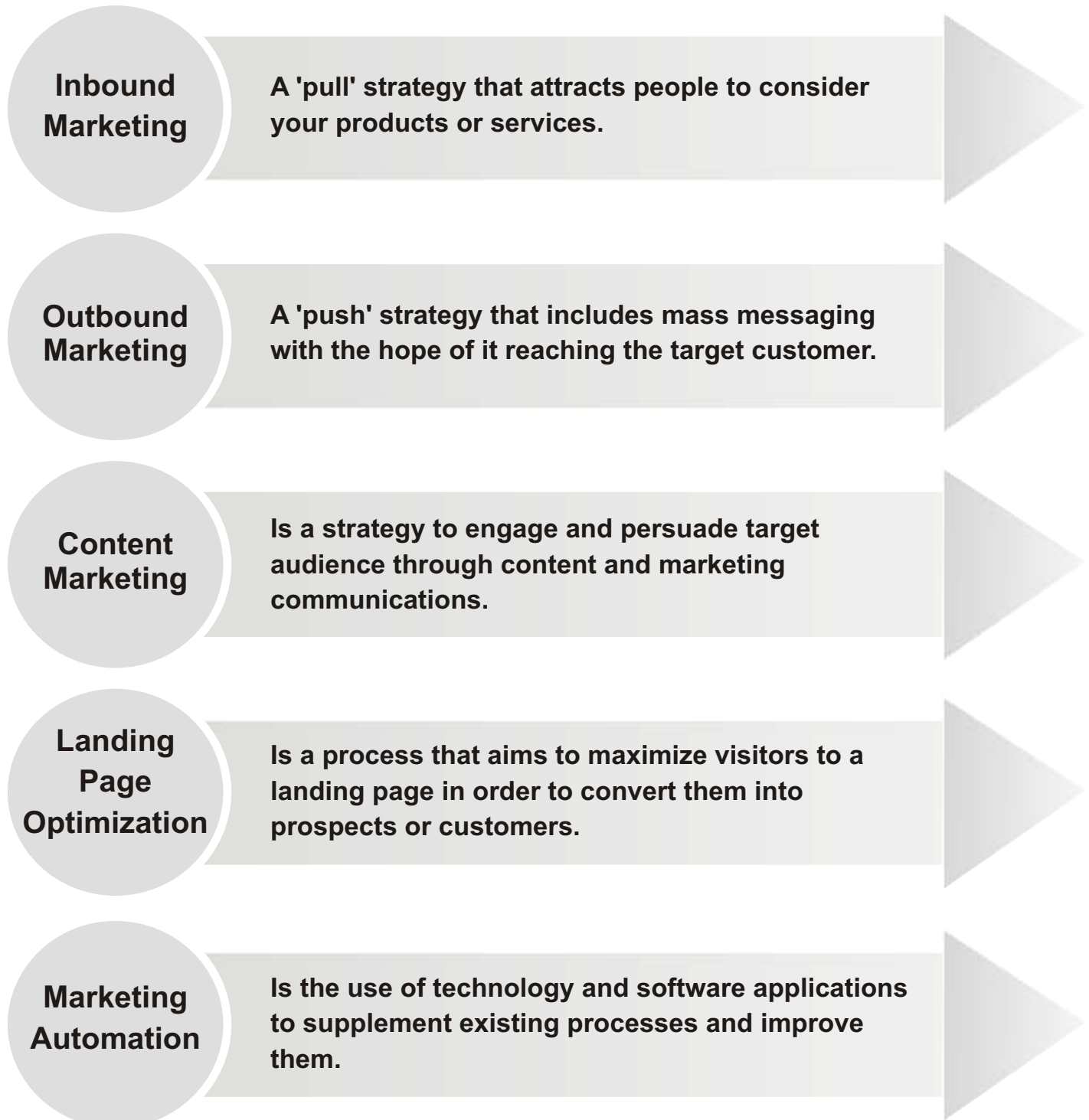
First Things First

- Know your customers' story
- Track their 'digital body language'
- Identify their stage in the buying cycle

Maximize **DEMAND GENERATION**

What is Demand Generation?

Demand generation quite literally means generating demand for an organization's services and products with the help of marketing. In a broad perspective, demand generation includes:



Demand generation is about engaging prospects to create demand early in their buyer cycle and managing to see them through the process. With traditional outbound marketing obsolete, demand and lead generation today is primarily obtained through inbound marketing approaches like content marketing.

Very often, demand and lead generation have been used interchangeably. While they do overlap in functions, it could be considered that lead generation is one of the best ways to assess the efforts of demand generation. Find ahead, aspects to understand the primary differences.

Demand Generation vs. Lead Generation

Demand Generation

Definition

Marketing activities conducted to create awareness and generate demand about a company.
Marketing Centric Activity

Objectives

Awareness
Creating interest
Brand positioning
Generating demand

Examples

Blogs, White papers
Product videos
Industry events
PPC campaigns

VS

Lead Generation

Definition

The process of collecting leads to add to a database through website tracking or online forms.
Sales Centric Activity

Objectives

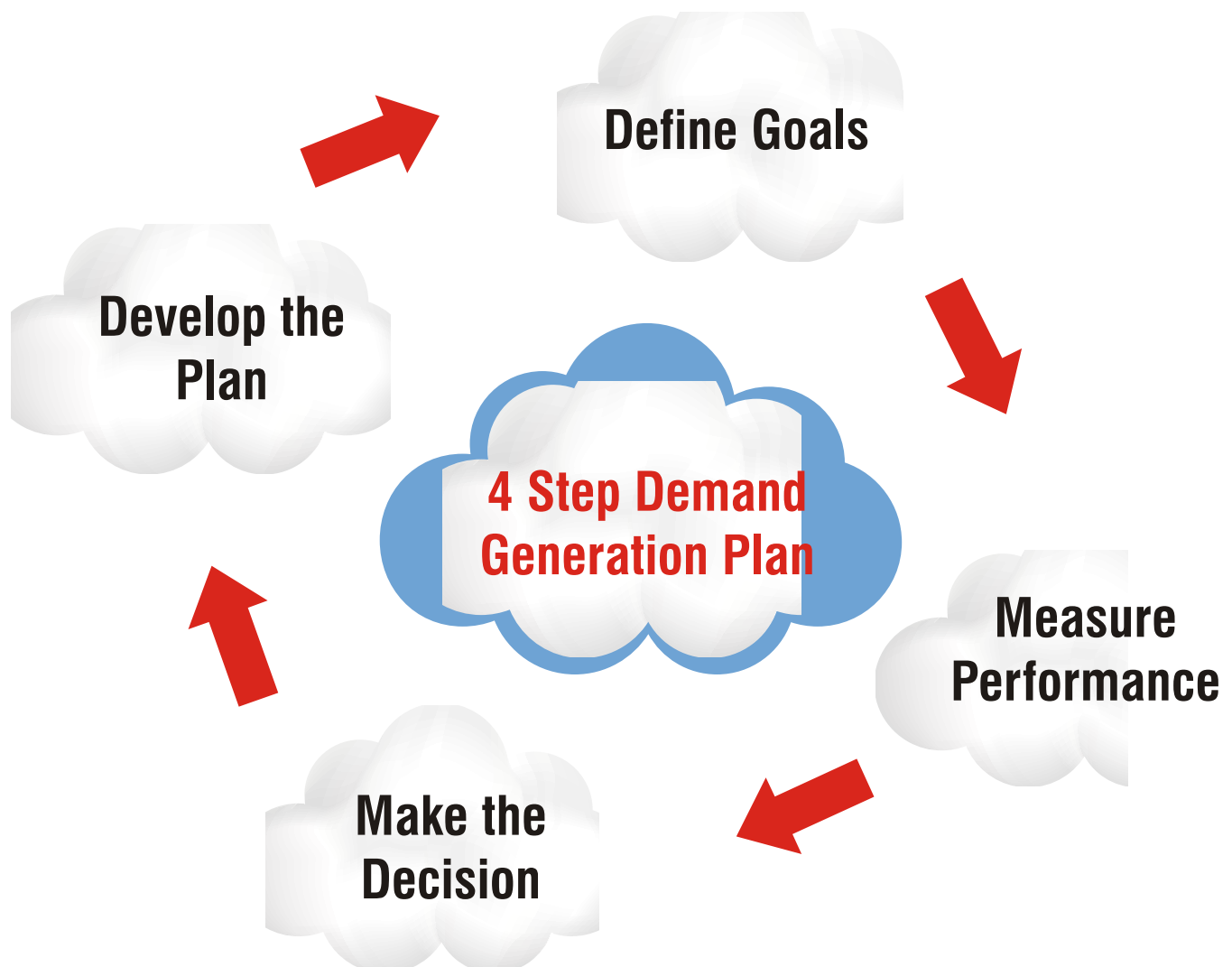
Collecting leads

Examples

A sign up form to download a white paper or webinar
A form to a PPC landing page
Website visitor tracking
A form at an industry event

4 Step Plan for Demand Generation

B2B marketers and organizations need to realize that buyers today create their own buying cycles and they have access to all information to make buying decisions. By understanding their 'digital body language' and interests, marketers can develop customized marketing campaigns to deliver relevant messages to the right person at the right time. While this is done, companies need to develop well managed demand generation programs that for once revolve around the source of demand; which are customers!



1. Define Goals

This is usually the first step in every plan. However, you may be surprised to see how many organizations actually implement strategies without clearly defining objectives. The best thing to do is to discuss the plan with all key players -- your boss, your team members or anyone who will be involved. Visualize what you want to achieve. Whether it is increasing the size of your database, or entering a new market or introducing a new business strategy, make it clear and put it in writing.

2. Measure Performance

What is the point of defining goals if you are not going to track and measure the results? Analyzing performance is a great way of knowing if your goals are well defined, measurable and are making a difference. The decisions made on goals set are critical, and analyzing their performance will be integral in improving effectiveness of strategies.

3. Make That Decision

Once you have defined and analyzed your goals, make decisions to implement them. What resources are required to meet the objectives? If there is a gap, how will it be filled? Are existing resources utilized effectively? If not, how can they be used efficiently? Whatever the decision, make it in order to avoid repeating the same mistakes and to experiment with new tactics.

4. Develop The Plan

Now that you have defined, measured and decided on your goals and how to implement them, you can get down to developing a comprehensive plan. For instance, an ideal demand generation calendar could include a spreadsheet documenting the channels proposed to be used, the content that needs to be developed and the monthly, quarterly and yearly targets. This simple sheet will provide a visual map of what you have, what you want to do, how you want to do it and what you need to do.

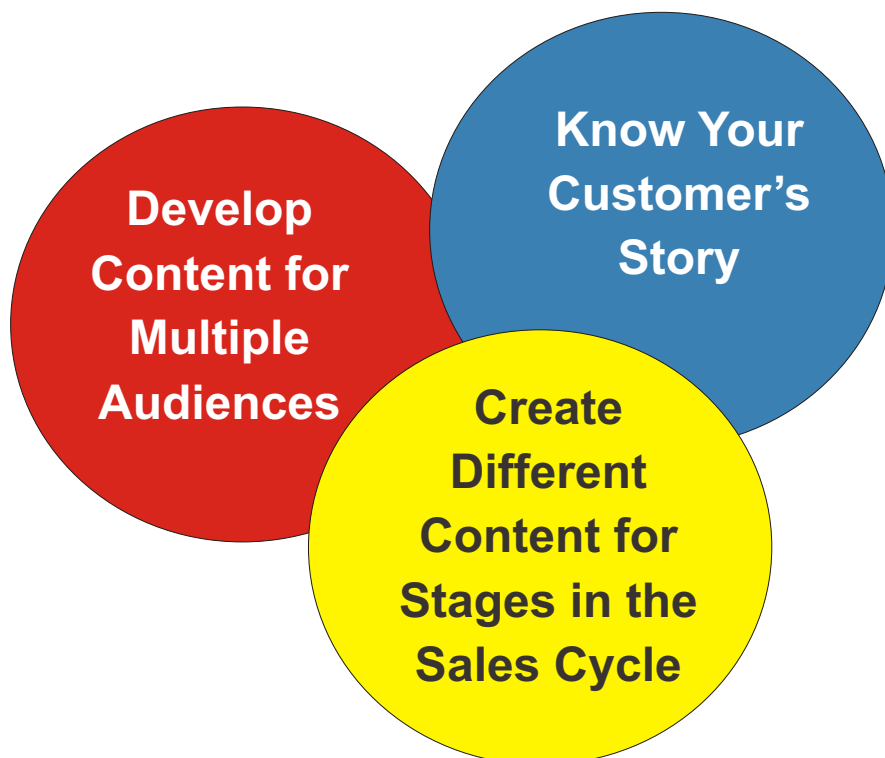
3 Success Factors of Improving Demand Generation with Content

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1. Do you know your Customers' Story?

Storytelling is an interesting way of gaining attention from your customers. Using creative approaches to sharing information shows your customer that you are more than just a person or company who wants to sell a product or service.

It is important to know who your customers are, what they want and what their business is all about. Business customers usually look for communities to join to share ideas about their interests and line of business. Connecting with them through relevant platforms for genuine knowledge exchange will help you gain trust and build a relationship.



2. One size does not fit all!

Developing content for a general audience or just one particular persona type is not going to have a far reaching audience. If you develop content targeting mainly marketers, do you think a CFO or CTO will be able to relate to it?

Content you create should cater to specific multiple groups. Identify customer personas and develop messaging that is relevant to their characteristics, interests and wants.

3. Consider the buying stage of the sales cycle

If you develop a general message for prospects in different stages of their buying cycle, it may actually be detrimental. If you provide content such as blog posts and white papers to prospects who are at a later stage in the sales cycle, it will hardly help. This content tactic is relevant for early stage prospects while customized content showing why you are better than your competition will be more appropriate for later stage prospects.

In order to provide right content at the right time to the right person, you need to develop different content tactics for different stages.

- ♦ **For early-stage prospects – Blogs and whitepapers are a good way of providing information and creating awareness about your brand.**
- ♦ **For mid-stage prospects – Testimonials, case studies and data sheets will help in reinforcing how they can get ROI from your services or products.**
- ♦ **For late-stage prospects – Customized content and competitive comparison reports will definitely help prospects at this stage make a better informed decision taking into consideration the leverage you provide over your competition.**

Access to information has never been more accessible. The content you provide to prospects or customers should not be generated it should be created, keeping in mind your audience. You can't expect your audience to connect with you if you don't bother connecting with them!

Conclusion

B2B marketers and organizations need to realize that buyers today create their own buying cycles and they have access to all information to make buying decisions. By understanding their 'digital body language' and interests, marketers can develop customized marketing campaigns to deliver relevant messages to the right person at the right time. While this is done, companies need to develop well managed demand generation programs that for once revolve around the source of demand; which are customers!

With databases from GlobalTtechnology Users, your demand generation efforts are well supported and the results and ROI are something you need to see for yourself!

Global Technology Users