

The Art of Demand Generation

How to get started with building effective
demand generation campaigns



Content

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Introduction

Demand Generation - not long ago, this term would've created massive confusion among the marketing fraternity. Some folks believed "demand generation" to be the same as "lead generation," then there were those who considered it a futile exercise altogether. But we will not talk about any of those; this eBook aims to demystify the art of demand generation and help you build the best demand generation campaigns while doing so. Under the pretext that as a marketer, you must be familiar with the term demand generation, let's begin by understanding the role of demand generation in modern marketing.



The Role of Demand Generation in Modern Marketing

Demand generation is an essential aspect of modern marketing in its purest form. The critical role of any demand-generation campaign is to generate interest in the organization's services and products. Generating leads and ultimately driving revenue is the byproduct of it.

Here are some of the critical roles of demand generation in modern marketing:



Creating Brand Awareness

The key, and perhaps the sole role of any demand generation campaign, is to build brand awareness. By creating brand awareness, you automatically boost your brand's visibility and its offerings in the eyes of potential customers interested in your products and services.



Lead Generation

Demand generation also contributes to lead generation. By creating brand awareness, you can generate valuable leads and build a healthy database of potential customers, which can later be nurtured and converted into sales.



Improving Sales Efficiency

By creating brand awareness and building a healthy database of prospects, demand generation helps your sales team by increasing their efficiency.



Increasing Customer Retention

Demand generation is about bringing new customers to your business and helping you retain your existing customers. It consequently increases the chances of repeat customer purchases and turns them into your brand loyalists.

Demand generation is an integral part of modern marketing, as it drives customer interest toward your products and services, helps you generate leads, and consequently drives revenue. By creating brand awareness, driving lead generation, improving sales efficiency, and increasing customer retention, demand generation helps you achieve your marketing goals and grow your business.

Building An Effective Demand Generation Strategy

Demand generation is a broadly focused marketing strategy; however, when building a demand gen strategy for your business, you must be specific regarding your goals and parameters. Demand gen predominantly depends on building brand awareness and forging a relationship with the prospects to succeed, so you must keep that at the core of every stage of your demand gen strategy.

If you want to build an effective demand-generation strategy for your brand, here is a step-by-step breakdown to get you started.



Define your Target Audience

Like most marketing, demand gen begins with identifying your audience. An effective way to identify your audience is to build buyer personas for your products and services. Your sales and marketing teams can significantly help you build effective buyer personas. These personas will help you find clear and concise advertisement and content targets. Knowing your customers will also help you align their needs with your product and services being a potential solution.



Developing Content

Having a solid and effective content strategy places your brand as an authoritative voice in its field. It goes hand-in-hand with your brand awareness exercises and builds trust among your potential customers toward your brand. When creating content, ensure a range for each sales funnel stage. This is why it is highly advised to use segment-specific information for creating content and call-to-action (CTAs). This will help your audience navigate seamlessly through their purchase journey, with your content helping them all through the journey.



Identifying Channels

For your demand gen strategy to yield the desired results, you must carefully select your marketing channels. Your buyer personas should give you a fair idea of the channels that you can target to reach out to your prospects in an effective manner. Some of the most effective demand gen channels are Organic Search (SEO, Blogs, Thought leadership Articles, Etc.), Email, Webinars/Podcasts, PPC/SEM, Account Based Marketing (ABM), and social media. Depending on the channels you've identified, you must design your content strategy for maximum effectiveness. An effective way to get the most out of your channels and content is personalization. Irrespective of the channel you are in if your content is personalized, it is highly likely to resonate with the audience.

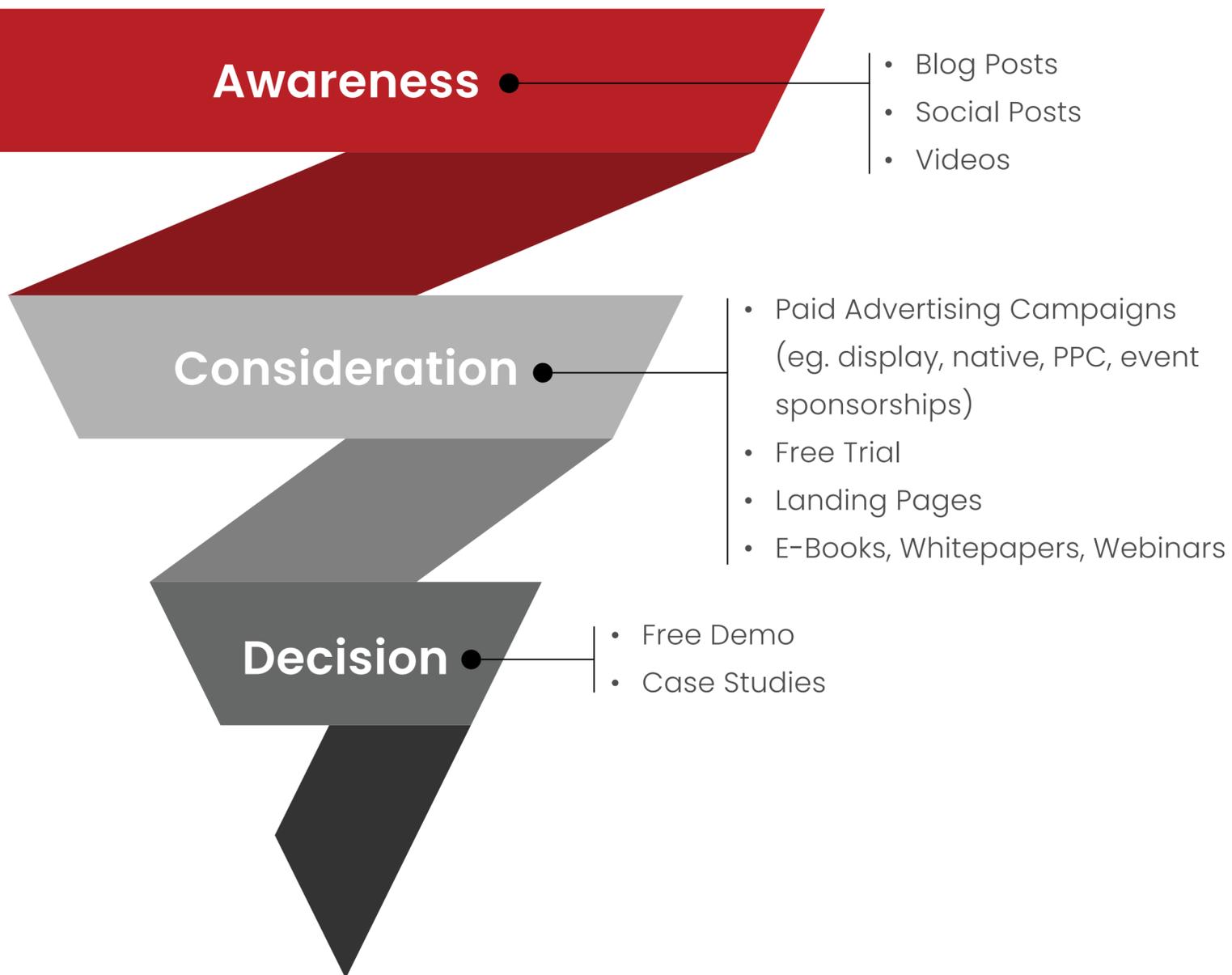


Setting your Goals and Metrics

Any marketing campaign must have set objectives, goals, and metrics. Having them will make it easy for you to measure the effectiveness of your campaigns. It's no different for demand generation strategies. Ideally, the success of B2B demand generation strategies can be determined by the volume they produce, the quality of leads they generate, and the conversion rates. Having predefined goals and metrics will also make cross-team collaboration easy and achievable.

Creating Compelling Content

Creating compelling content will make your demand-gen campaigns twice as powerful and provide you with the necessary insights regarding your customers. Compelling content also serves as means to build expertise in your field.



When creating your content strategy, you must develop content that answers customer questions/concerns as they move through their purchase journey. This will help the customer build purchase confidence and, at the same time, will build strong brand credibility for you.

Once you've understood the need of your customers, it will be immensely influential if you can develop, curate or build personalized content for each buyer persona. It's no secret that every customer can have a different pain point; however, if you can club some of those pain points and address them through your content, it will be the most effective way to convert or generate high-value leads.

Every piece of content you generate must have a purpose attached to it. Only the purpose-driven content will guide the customer from the first time they encounter your product to the final purchase decision they make regarding your product.

While having meaningful content will boost the chances of your lead conversion, it is equally important to have a good mix of content types attracting customers toward your brand.

Engaging Your Audience

Engaging your audience is essential in building a successful demand gen strategy. Once you have established your content strategy, the natural progression is to identify the audience and the platform to serve all that content to your audience. This will help you build relationships, establish trust, and drive conversions.

Here are some valuable steps that you can follow to grow your engagement with your B2B audience:



Leverage Social Media

Social media, at the current time, is one of the most effective tools for engaging your B2B audience. Depending on the nature of the business you own/run, you can use platforms such as LinkedIn, Twitter, Instagram, TikTok, and Facebook to share your content and connect with potential customers.



Email Marketing

Even in the real-time/instant messaging age, email remains one of the most effective ways to engage with B2B customers. You can personalize emails to the last detail and deliver them to your audience's inboxes. That's just personalization on steroids, and it works.



Industry Events

Since the world has opened up, industry events have again gained the coveted position as the most effective way to network and establish your brand as a thought leader. You can also position your business leaders as speakers at industry events and share their expertise with the audience.



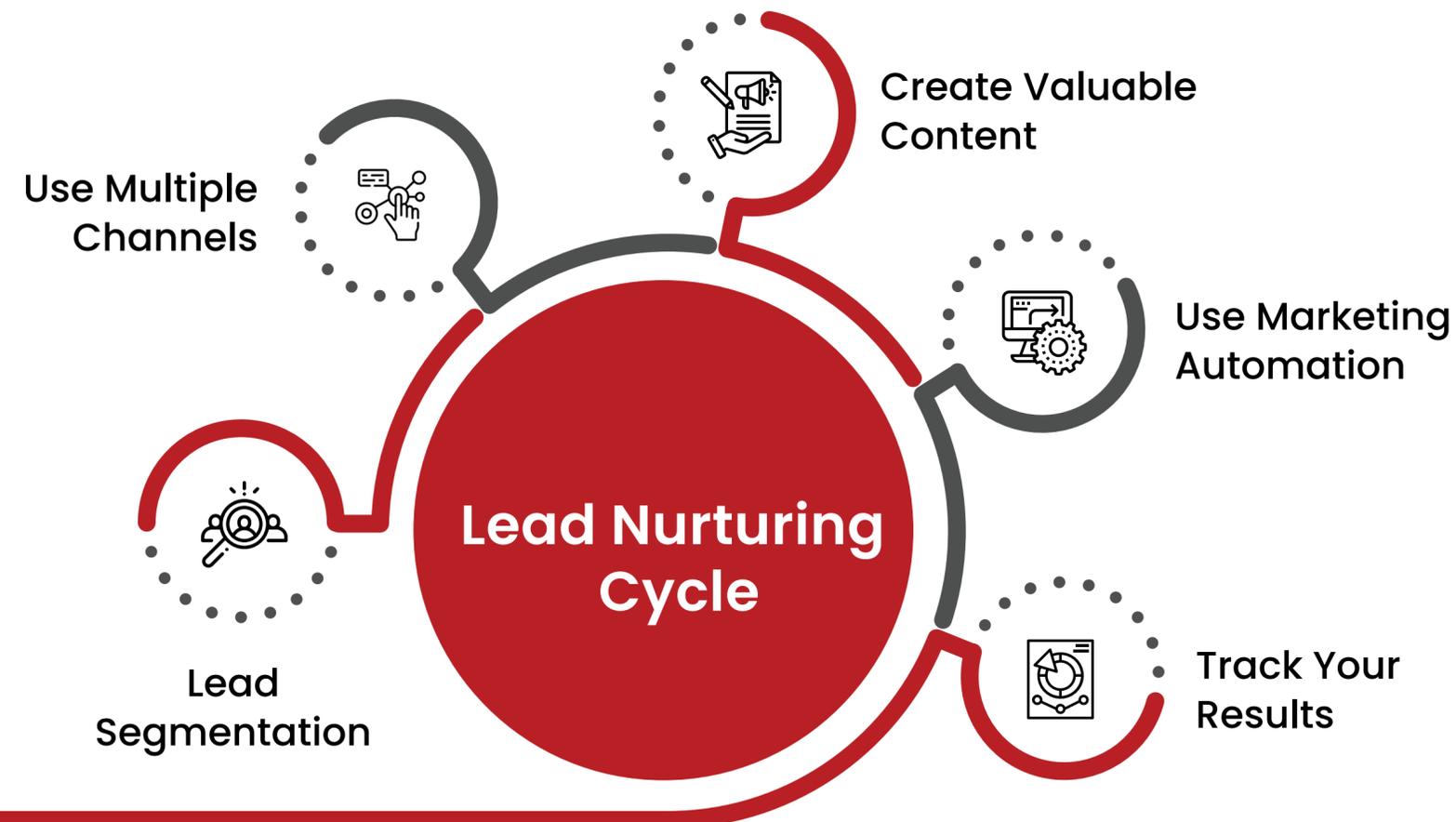
Personalize your Approach

Personalization again plays a crucial role in your audience engagement strategy. It is highly advised to address your audiences as personally as possible; try using their names when addressing their pain points and interests. This will help you establish a brand with your audience, make your audience feel valued, and build trust in your brand.

If you are able to engage with your audience fruitfully, you will easily be able to generate demand for your product or service and establish long-term growth for your business.

Nurturing Your Leads

The right engagement with your audience, more often than not, will result in leads for your business. But that's just the beginning. You need to nurture those leads properly so they can convert into paying customers. Nurturing leads is a crucial component of any demand-generation strategy and thus, it deserves all the attention you can give.



It is worth mentioning that lead nurturing requires an immense amount of patience and persistence, so expecting quick returns will do no good for your business. Also, being patient with your leads will help you forge a stronger bond with them and consequently will boost the chances of them getting converted into paying customers.



Lead Segmentation

Not all the leads you get will be equal, and you will know it when you get them. Thus, it's advised to segment all your information based on parameters such as their buying stage, interests, intent, and behavior. This will help you serve them with even more personalized content.



Use Multiple Channels

Your lead sources can be multiple channels. Thus, you need to ensure you reach your leads where they are. You must also tailor your content to suit the channel you are approaching them on and the segment you're targeting.



Create Valuable Content

The content you create during your lead generation stage must be informative, educational, and relevant. This will not only keep your leads engaged but will also help you build trust and credibility.





Use Marketing Automation

Marketing automation is always a smart move, irrespective of the marketing field you are using it in, and lead nurturing is no different. So, do use marketing automation tools across your lead nurturing cycle. You can use them to automate your lead nurturing campaigns and to track leads' behavior and engagement with your content.



Track Your Results

While most marketing automation tools will give you the necessary analytics, you must use dedicated data analytics tools to track and measure the effectiveness of your lead-nurturing campaigns. This will help you tweak your content or strategy as and when needed.



Optimizing Your Demand Generation Strategy

Demand generation is an ever-evolving process. With the change in technology, target audience, or even business strategy, you will be required to tweak your demand generation strategy as you go. At times optimization will also be needed to achieve the desired business goals. This is why it is always advised to consistently test and adjust your strategies to maximize your results and generate more leads and sales for your business.

While you can always relook at all the aforementioned steps to optimize your demand generation strategy, here are some easy and simple ways to help to get started:



Understanding your Data

Marketing automation tools can help you interpret your data to extract meaningful insights regarding your campaign. These insights can easily be used to optimize any aspect of the campaign that is not performing as per the desired outcome or can perform better.



A/B Testing your Campaigns

It is never advisable to put “all your eggs in one basket,” it is also the same when it comes to demand generation. You should never tie all your hopes on one campaign, channel, content, Etc. You must start by testing your campaigns with a huge sample size to ensure your results are statistically significant. You can decide the sample size based on the targeted audience and the confidence you need. You should always try different content ideas for other campaigns to see which resonates more with your audience.



Continuously Refining your Strategy

As mentioned earlier, demand generation is a continuous process, and just because something worked yesterday does not necessarily mean that it will work today. Thus, refining your demand gen strategy as you go constantly is always advised. You can refine it based on the data collected from the campaigns or any change in your product or service offering. The factors that can incite a refinement in strategy are aplenty, and it's best that way.

Looking Ahead to the Future of Demand Generation

There's no denying the fact that technological advancements will shape the future in all walks of life. And demand gen is no different. So, it is only fair to close this eBook by looking at some of the hot trends that are shaping or will be shaping the future of demand generation:



Artificial intelligence (AI) & Machine Learning (ML)

AI & ML will have a significant role in the future of demand gen as they will allow marketers to create more personalized and engaging content and automate tasks such as lead scoring and nurturing.



Voice Search

With the increase in the number of smart speakers around us, we are seeing significant growth in the use of voice assistants for searching the internet. This is why marketers need to consider voice search an up-and-coming avenue for SEO and content marketing. And once you do that, it will automatically become your avenue for demand generation.



Video Marketing

In the era of UGC (User Generated Content), the video will remain an incredible option for demand generation as the consumption of videos will continue to grow.



Micro-Influencers

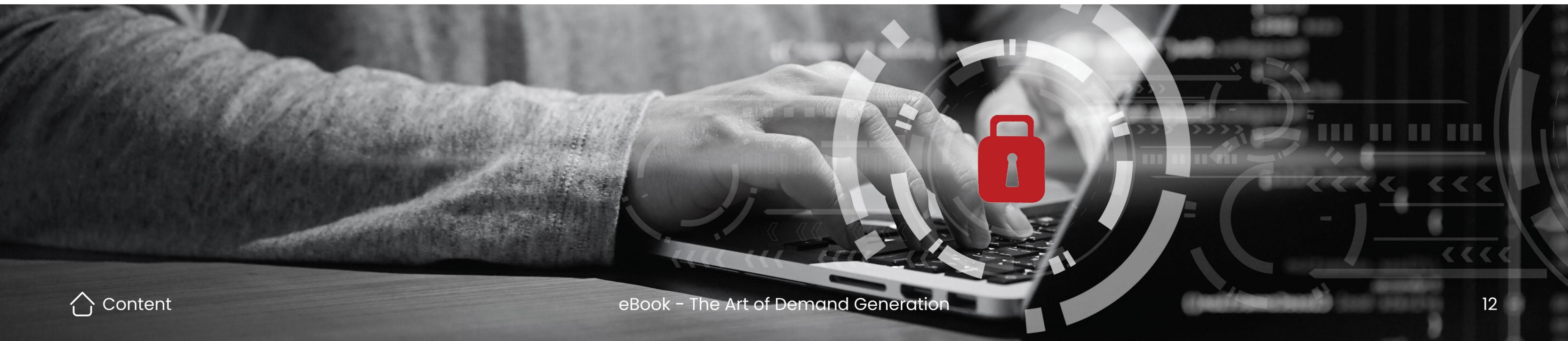
Influencer marketing is already seeing tremendous growth in both the B2B and B2C spaces, and it will continue to soar further as consumers start to value the authenticity and credibility of micro-influencers. Marketers looking for demand-generation avenues can explore micro-influencers as an excellent alternative for their demand-generation initiatives.

To sum up, the future of demand generation will undoubtedly be driven by technology and consumer behavior. However, if you diligently follow the art of demand generation, you can quickly adapt to the latest trends and tweak your strategies to meet the needs and preferences of your target audience.



Privacy and Data Protection

As privacy and data protection concerns grow, marketers must be transparent and ethical in their data collection practices. As a marketer, you must ensure compliance with regulations such as GDPR and CCPA.





About Datamatics Business Solutions

Datamatics Business Solutions is a leading provider of data-driven B2B Demand Generation Services to Fortune 1000 clients globally. We harness our rich data repository with artificial intelligence (AI) and machine learning (ML) techniques to generate high-quality leads for clients across industry verticals.

At Datamatics Business Solutions, we deploy predictive analytics to optimize lead generation efforts, resulting in improved conversion rates and higher returns on investment (ROI) for our clients. We support businesses of all sizes with tailored solutions to drive revenue growth and enable market expansion.

