

BUILDING A KILLER DEMAND GENERATION ENGINE



For demand generation to be successful, it needs to be a well-oiled machine. It should support your strategy from start to finish, and work to propel your brand so it sits at the forefront of your potential customers' minds. Use this checklist to ensure your strategy covers all bases.



THE ULTIMATE

DEMAND GENERATION GUIDE FOR B2Bs

DOWNLOAD HERE



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| <p>1 ASSESS PREVIOUS RESULTS <input type="checkbox"/></p> <p>All demand generation activities should support your wider business and marketing strategy. Start at the beginning and ensure you have a clearly defined set of objectives in place.</p> | <p>4 PICK YOUR CHANNELS <input type="checkbox"/></p> <p>Become a thought-leader across the channels that matter most to your target audience. Research the social channels they use, build a strong following and prioritize engagement.</p> |
| <p>2 ESTABLISH YOUR AUDIENCE <input type="checkbox"/></p> <p>Identify your target audience, find out the best way to reach them and ensure all content you create is what they are looking for. Look at your existing customers or consider ABM to help you get started.</p> | <p>5 CREATE AND SHARE QUALITY CONTENT <input type="checkbox"/></p> <p>Run a B2B blog, create free content assets and implement a video marketing strategy for success. Make it shareable and engaging to ensure your audience comes back for more.</p> |
| <p>3 ALIGN SALES AND MARKETING TEAMS <input type="checkbox"/></p> <p>Ensuring all your teams are on the same page is pivotal to success. From demand generation through to sales, your organization's brand values should be clear and customer experience should be seamless.</p> | <div style="border: 1px solid #000; padding: 10px; display: inline-block;"> <p>CONTINUE READING FOR THE PENULTIMATE TIPS ON DEMAND GENERATION</p> <p>→</p> </div> |

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GET THE GOOGLE STAMP OF APPROVAL



SEO should be a core part of your demand generation strategy. Optimize your website and watch your website make its way to the top of Google for the ultimate discoverability.

8

CAPTURE LEADS



Select a method to acquire up-to-date and accurate contact details for potential leads — whether that be through gated content, **website tracking** software or form-fills.

7

QUALIFY LEADS EARLY



Implement a **lead qualification process** that all teams are familiar with to ensure only engaged leads, with a genuine chance of converting to a customer, make it through your sales pipeline.

9

NURTURE LEADS THROUGH THE PIPELINE



Use your quality content to provide leads with insight, information and the answers they need to make their final decision. Don't let a lack of **lead nurture** cost you a high-quality customer!

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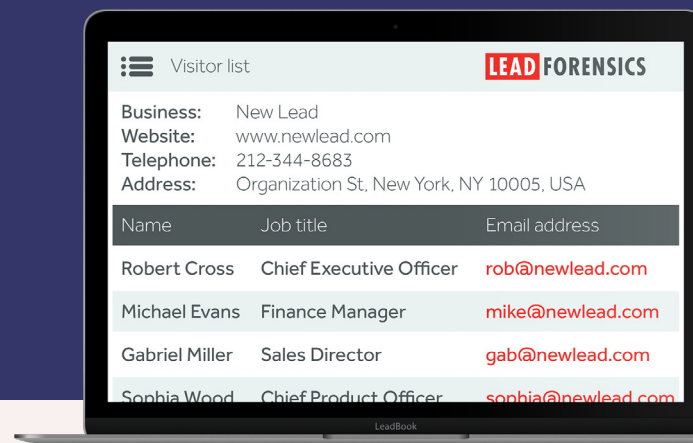
CUSTOMER RETENTION MATTERS

Your relationship with your customer does not stop at the sale. Remember demand generation can be used to support **upselling and cross-selling** to existing clients.



98% of your website visitors won't make an inquiry. We tell you who they are.

Discover how Lead Forensics can be the perfect tool to supercharge your demand generation strategy.



Book your free demonstration & no obligation trial today

GET STARTED