Denave

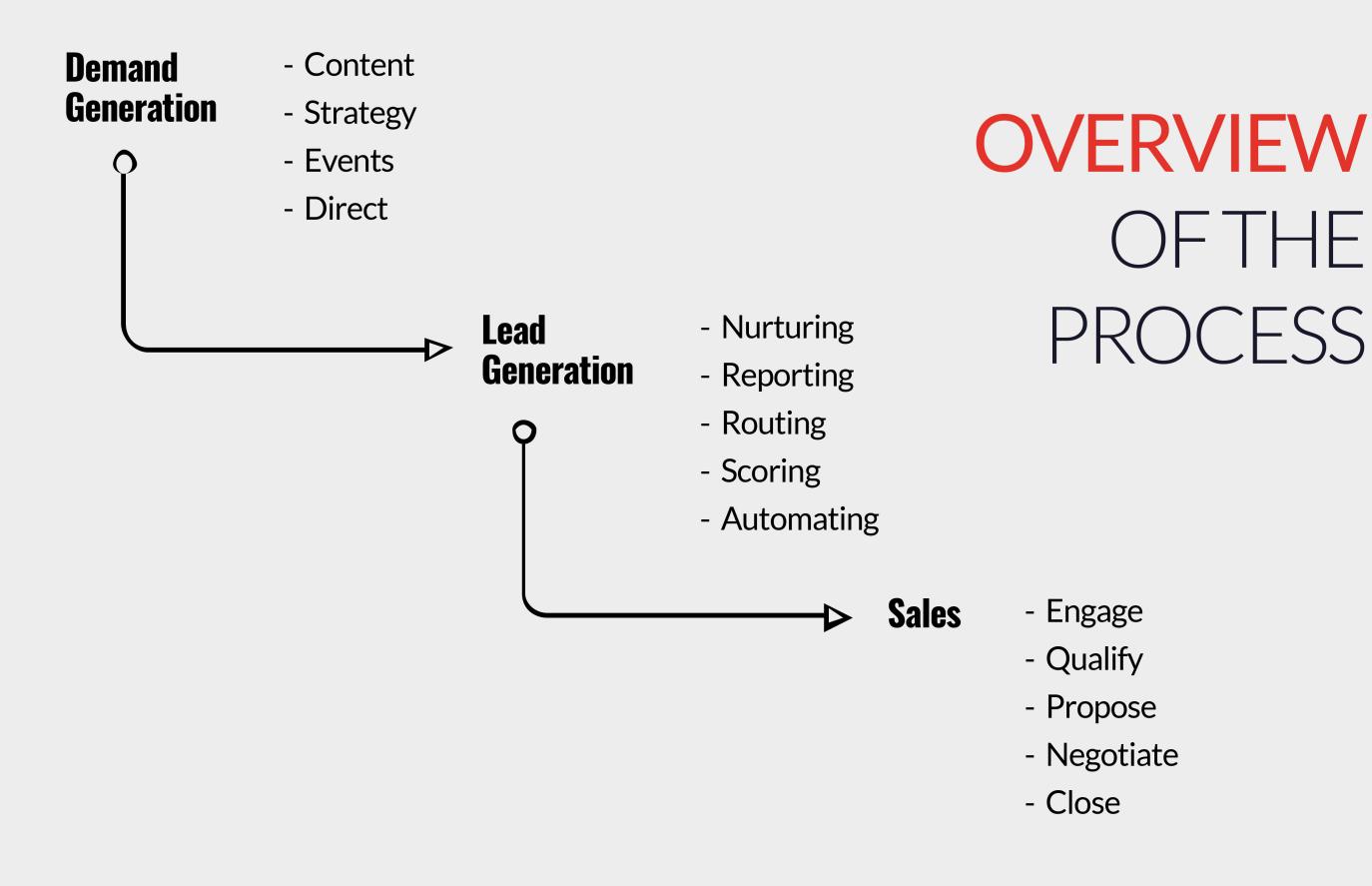
5 TOP DEMAND GENERATION TACTICS TO BOOST YOUR REVENUE



WHATIS DEMAND GENERATION?

It is the act of generating demand for your product/ service through a range of audience outreach mechanisms.

It generates unqualified leads which are then nurtured (or returned in case of being unfit prospects) to deliver qualified leads.





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Provide a free tool/ app/ demo

It may come with its own overheads in terms of developmental budgets, but it creates a sense of trust in the prospect's mind

41% of customers who see a demonstration of a product go on to buy it.



Go beyond regular in your social media leverage

Experiment with lookalike audience on Facebook, leverage managed placements in display campaigns and utilise display remarketing

97% of marketers are using social media to reach their audiences.



Boost your content budget

Invest into a solid content strategy providing your best go-to resources in a consistent manner

47% of buyers viewed 3-5 pieces of content before engaging with a sales rep.



Enhance your domain authority with webinars

Partner with industry experts – in-house or guest, to leverage their influence for getting more eyes and ears for your messaging

73% of B2B marketers and sales leaders say a webinar is the best way to generate high-quality leads.



Use lead scoring to balance quality with quantity

Utilise historical customer behavioural data for putting together a lead scoring methodology customised for your brand

Only 25% of marketing-generated leads are typically of a high enough quality to immediately advance to sales.

Sources

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