

# 5 TOP DEMAND GENERATION TACTICS TO BOOST YOUR REVENUE



## WHAT IS 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.

### Demand Generation

- Content
- Strategy
- Events
- Direct

### Lead Generation

- Nurturing
- Reporting
- Routing
- Scoring
- Automating

### Sales

- Engage
- Qualify
- Propose
- Negotiate
- Close

## OVERVIEW OF THE PROCESS

## 5 TOP TACTICS TO UP YOUR DEMAND-GEN GAME



1

### 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.*

2

### 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.*

3

### 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.*

4

### 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.*

5

### 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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