

7 B2B DEMAND GENERATION MYTHS SABOTAGING YOUR LEADS

Here's a list of **TOP 7 MYTHS** which could have been secretly sabotaging your demand generation efforts.

1

Considering demand generation same as lead generation

Demand gen is about creating awareness and building interest in the product while lead generation is the next step which aims at getting the contact information and other details from the probable prospects.



Limiting demand generation to only new prospects

When repeat customers are responsible for a significant amount of revenue, then restricting demand generation activities to the beginning of sales cycle and ignoring the mid and bottom funnel (up to customer retention), is a sheer mistake.

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Treating static content as the safest bet for demand generation

Owing to paucity of time, B2B buyers are seldom reading text-based content. Going beyond static versions & exploring interactive content which responds to the prospect's behaviour, be it through podcast, video etc. format, is the way to grab buyer's attention.



Keeping sales team at bay when it comes to demand generation

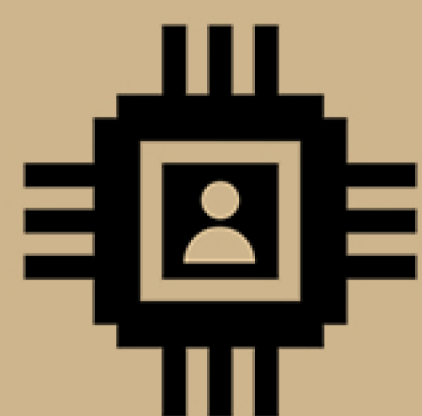
When sales & marketing teams work in silo, the disconnected approach adversely affects the campaign objective. Involvement of sales team for better understanding of buyer persona and journey mapping is essential for successful implementation.

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Treating content as supreme

While content is extensively important, the buyer remains most critical cog in the whole sales game. Instead of creating more content, focus on creating better content in alignment with buyer's journey stages.



Leveraging technology will bring home leads

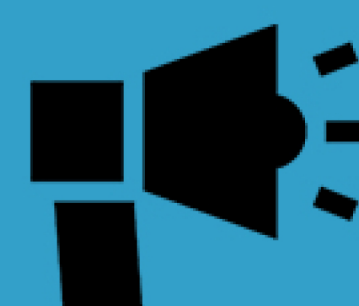
Technology can't make a poor demand generation strategy work and hence, it should be a reverse engine – have a full-proof strategy in place and then leverage technology to implement it in the most effective manner.

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Digital marketer holds the magic wand to generate demand and/or leads

A demand generation marketer possess a wide array of additional skills (knowledge of analytics, number-crunching savviness etc.) which a digital marketer might or might not have. Hence, trying to leverage only the latter to generate demand might be a bad idea.



Now that you're aware of these common myths, it's high-time to detoxify your demand generation strategies from these widespread assumptions and see your campaigns deliver better output.