

# THE DEMAND GENERATION PROCESS

Demand generation is all about getting your business noticed by the right people, and kick-starting their journey towards becoming a customer. Think of it as being at the very top of your sales funnel. In fact, it's the demand your brand generates that fuels sales funnel with potential customers that turn into leads.

Organizations should have a marketing strategy, a set of core brand values, and clearly **outlined SMART** objectives in place to meet the needs of their **target audience**.



Identify where your audience spends time online. What **social platforms** do they use? What **content** are they reading? How do they **research brands** before making purchase decisions?



By creating **high-quality content**, building a presence on **social media** and enhancing your **SEO** ranking, you will get noticed by your dream clients.

At this stage, there is no need to collect contact details of potential customers. Demand generation is **not the same** as lead generation — although processes should work in harmony.



The more understanding a potential customer has, the more likely they are to become a lead and, in turn, a customer. **Align sales and marketing teams**, implement a **lead qualification process** and create a **buyer persona**. This will help ensure that only genuine interest gets through to sales.



Next, it is time to **turn your demand into leads**. Thanks to enhanced reputation, improved discoverability and brand awareness, potential buyers are ready to engage with your brand.

Whether through gated content, **website tracking** or form-fills, your B2B buyer should now provide you with the contact information you need to reach out. They are now considered a lead, and it is time to nurture and guide them through the sales pipeline.



Supplying personalized content throughout the entire buyer journey, and prioritizing customer experience will help ensure every lead generated through demand converts to a customer.



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