

TOP TIPS FOR SUCCESSFUL DEMAND GENERATION

Demand generation is crucial for enhancing your reputation, getting your business discovered and ensuring you gain new business opportunities. But, it is important to get it right from the outset. Your online presence can make or break your organization — so do what you can to ensure demand generation success.

1. CONTENT IS KING!

According to HubSpot's State of Inbound, almost 70% of marketers are prioritizing converting leads into customers. And, more than half of respondents see blog content creation as a priority. The two work hand-in-hand — for B2B buyers to make a conversion, sales and marketing teams need to fuel them with **quality content** at every stage of the pipeline.



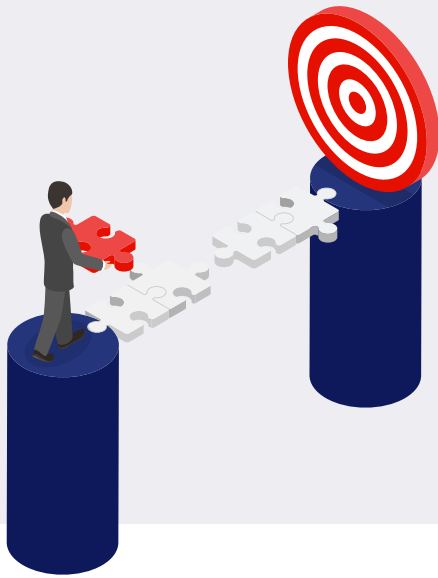
2. QUALIFY LEADS EARLY

SnapApp found that 67% of lost sales are due to a lack of qualification at an earlier stage of the process. Using demand generation to qualify leads is an effective plan to ensure only genuine interest makes it through the funnel. Implement a **buyer persona** so teams know exactly who is ready to buy your product, and who is likely to churn at a later stage.



3. SALES AND MARKETING ALIGNMENT

While demand generation helps raise initial awareness of your brand, it is necessary throughout the entire buyer journey. Consider **aligning your teams** to work towards common goals. **MarketingProfs found that organizations with aligned sales and marketing teams have 38% higher win rates.** So, streamline your processes for the ultimate customer experience.



4. USE DEMAND GENERATION TO SUPPORT LEAD GENERATION

According to Marketing Sherpa, more than 79% of leads do not convert to sales due to a lack of lead nurture. While demand generation is all about awareness — your business needs to gain new customers to grow and expand. Ensure every activity serves a purpose, supporting your wider business strategy and warming up potential buyers so they become leads.

5. EMBRACE SOFTWARE FOR SUCCESS

Forrester found that more than half of marketing executives are planning to increase their marketing technology spend. Whatever you do, do not dismiss the power of utilizing marketing software early on in your strategy. To generate interest effectively, your brand needs to be consistent, and marketing tools can help streamline, eliminate and speed up processes.



Lead Forensics tracks your B2B website and reveals the identity of previously anonymous website visitors in real-time. Thanks to a global leading database of business IP addresses, you will gain access to the business name and contact details of key decision-makers — giving your team the advantage of reaching the right person at the right time.

LEAD FORENSICS CAN SKYROCKET YOUR LEAD GENERATION PROCESS

Our leading software provides you with the contact details of key decision-makers from businesses visiting your website.

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