

Dominating B2B Demand Generation

Your Guide to Long-term
Client Relationships





Dominating B2B Demand Generation

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Looking to boost growth within the B2B marketplace and move leads through the buyer's journey?

Then get to know lead generation. This whitepaper answers the following questions:

- **What is Demand Generation?**
- **Why does demand generation matter?**
- **How do I create a demand generation campaign?**
- **Examples of Successful Demand Generation?**
- **How to measure demand generation results?**

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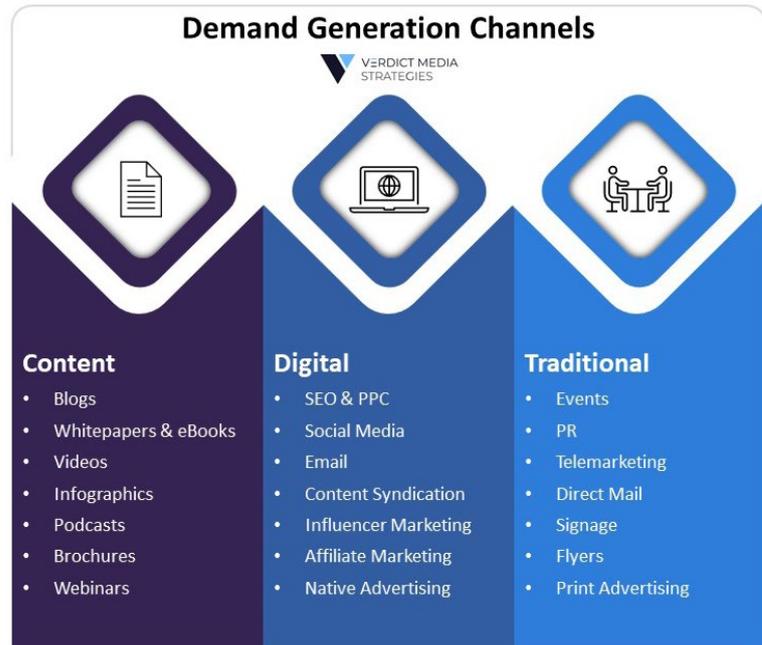
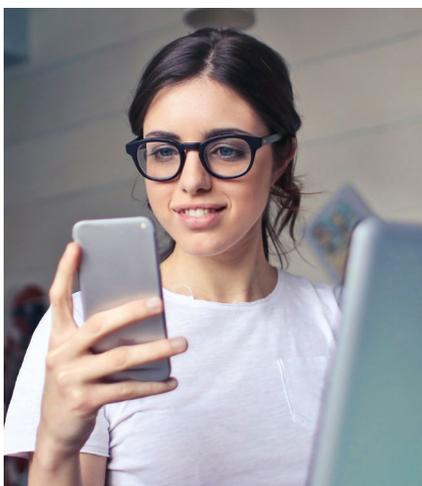
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What is Demand Generation?

According to Generate UK, 'Demand generation is any activity that drives awareness, interest or desire in your product or service.'

Simply put, you're creating and developing insistence around your brand or offering. The best demand generation campaigns are performed consistently across multiple channels and often the process builds gradually through social media, email marketing, thought leadership interviews and other marketing formats.

Demand generation begins with basic brand awareness; do people know who we are and what we're selling? For the most part, demand generation starts at the top of the funnel and is applied/ relevant throughout the entire customer lifecycle. This is unlike more segmented strategies such as lead generation (focused on conversion) or Account Based Marketing (focused on conversion and retention of a *typically* higher-end audience).



Why Demand Generation Matters?

B2B sales cycles are longer than B2C- at any given time 95% of B2B buyers are not in the market for products or services (Ehrenberg-Bass). Playing the long game matters because you want to be front of mind when your target prospects are in the market to buy. And that means a consistent presence that adds value for your audience.

At any given time 95% of B2B buyers are not in the market for products or services. (Ehrenberg-Bass)

Through demand generation brands build a steady hum of interest. We're the partner or friend that future client needs right now. We give helpful tips, share strategies, and offer encouragement as we identify with their everyday challenges. If we do this well we build a community that our audience returns to because of its value. That's demand generation.

“Demand generation is further up the funnel and every bit as essential.”

Demand generation includes everything from that first glance, to the transaction, to nurturing a customer relationship that lasts. Effective demand generation both drives leads throughout the buyer journey and fuels company growth within the B2B marketplace.

Demand generation:

- Increases brand awareness
- Generates better leads
- Increases revenue

How Do I Create a Demand Generation Campaign?

It will vary from marketing objectives to product, to audience and competitor.

1. Start by researching your target audience.
2. Speak with your sales team, your product team, your current clients. These are the people who know who you are, what you are offering, and how well you're doing it.
3. Define your target. You can't meet or encourage a demand if you don't know what your ideal prospect is looking for.
4. Create a persona around your target.
 - Who are your target audience?
 - What interests them?
 - What are their pain points?
 - What are their demographics?
 - What do their buying cycles look like?
 - What channels do they use? (Live events? LinkedIn? Instagram? Webinars? Etc.)
5. Create content using any of the Demand Generation Examples listed in the next section.
 - Consider that they heard it all before
 - Use a simple, consistent message
 - Be genuine, employ humour, and get personal (within reason)
 - Check that you've added value (helped to solve their problems, or ease their burden)

Examples of Demand Generation

Successful B2B demand generation requires high-quality content that addresses customer's problems and frequently asked questions while engaging them with advice and solutions.

Here are some examples and why they work:

Guest posts

It's great for exposure and link-building to guest post on other marketing blogs. Post on a third-party platform to build your audience (check the fine print- guidelines and backlink policies to ensure you make the right choices).



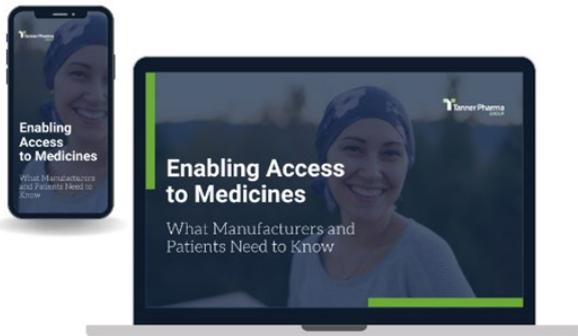
Guest posts are a great way to generate demand

To get started, check out Search Engine Journal's 45 Top Digital Marketing Blogs that Accept Guest Posts.

Typically, guest posts on enterprise B2B marketing are approximately 1,000 words, and most publications will get back to you in 1-2 weeks to let you know if your submission is accepted. Don't forget to include an attention getting title, and to provide one or two eye-catching images.

Whitepapers

Create whitepapers, articles or interviews on trends- knowledge of trends is important to every sector of business- try interviewing subject matter experts on trending topics. (This works in multiple formats including videos, webinars, social media posts, etc.)



Tanner Pharma's 'Enabling Access to Medicines' Whitepaper

Podcasts

Podcasts develop thought leadership in an audible format. Here's one by Jim Marous, who is the Owner of B2B Digital Banking Report, a co-publisher of The Financial Brand, and the host of Banking Transformed Podcast.



Jim Marous' 'Banking Transformed' podcast

Jim Marous is a top 5 banking and fintech influencer, and he hosts a podcast called 'Banking Transformed'. It features leadership and cultural challenges within the industry and how they are navigated by some of the top minds in business. It also discusses the future of banking and how institutions can best prepare for it.



Volvo's live-test series video featuring Jean-Claude Van Damme

Videos

Videos- video recall is stronger, less polished is on trend, and YouTube works hand in hand with Google search, all good reasons to incorporate this into your strategy.

This B2B video surprises and delights while showcasing Volvo's features in a live-test series that features Jean-Claude Van Damme doing a split on Volvo Trucks while driving backward.

It continues a Volvo marketing tradition of combining celebrity status, performance, and music to showcase their products successfully.

Social Media

The best ads creatively solve a problem for a target audience by identifying with them and the issues they have. They relate, inform and educate through memorable campaigns.

This less recent campaign Area 23 created for Insmmed on diagnosing nontuberculous mycobacteria was created by bringing together NTM patients with artists from around the world. The result was the visual, 'It felt like my cough was holding me prisoner.'

It was effective and award-winning, it increased the number of doctors who would test patients for NTM and it won gold in the Best Initiative for Non-consumers at the MM&M Awards.



Insmed's social media campaign targeting healthcare professionals.

Email Marketing

Here's an example of an email campaign that absolutely smashed it. An open rate of 40% and a click thru rate of 10%. It was simple, funny, and offered a couple of different CTAs (which shows commitment to wanting to connect your audience with the right content). It's one of a series put out by Cognism that compares an email recipient that hasn't shown engagement to a break-up.



Hi `%%first_name%%`,

So, we've been thinking a lot since we...parted ways 😞

Anyway, all this thinking ~~and-erying~~ has led us to start recording our thoughts in a podcast called Revenue Champions 🎧

We've had some great guests and we have even more lined up. The podcast includes loads of ideas and strategies that will help you take your business to the next level 🚀

So, we would love it if you would subscribe, for old times' sake? 📌

[Spotify](#)
[Google](#)
[Apple](#)



HomeEquity Bank 'Catch the Scam' campaign by Zulu Alpha Kilo

Influencers

Work with Influencers. HomeEquity Bank's 'Catch the Scam' campaign by Zulu Alpha Kilo is an excellent example.

This campaign won The Drum Awards for Digital Industries' in Finance and professional Services. It features career criminal turned FBI advisor Frank W. Abagnale, whose story was recreated in Spielberg's Catch Me If You Can (starring Leonardo DiCaprio and Tom Hanks).

Frank Abagnale, then 73, appears in this ad to advise older Canadians on how to avoid online scams- something which has skyrocketed in the pandemic. Abagnale counsels his audience to 'think like a predator'.

Catch the Scam created impressive demand generation for HomeEquity Bank by positioning them as an advocate for older Canadians (their customer base). This campaign received 1.2m unique views on YouTube and Facebook as well as major broadcast network and online media coverage. It was part of a larger campaign by HomeEquity Bank which saw reverse mortgages top 5b for the first time.

Freebies

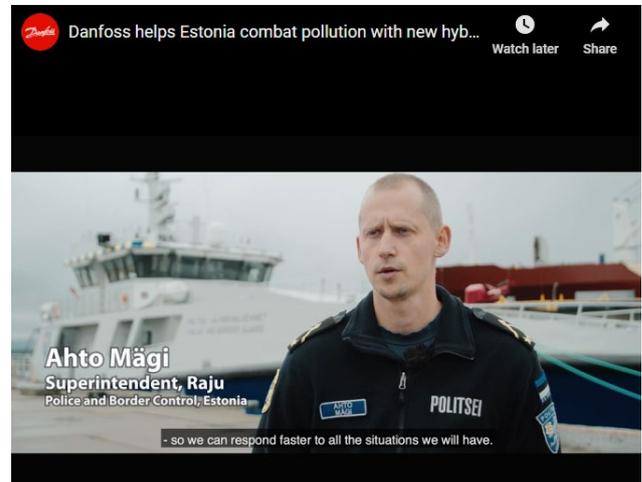
Create free tools, lists, infographics, how to guides or other resources. For inspiration, look at Hubspot's landing page. It offers free tools (idea generator, website grader, industry benchmark data and six others) that users can try and benefit from before being asked to convert.

Case Studies

Leverage your existing clientele with case studies. This is a great way to tell their success stories while inadvertently showcasing your own.

When asked how she created the ‘So What?’ factor in her Marketing, Nina Harjula, Head of Marketing at Danfoss’ Editron and Incubation Division immediately referred to their case studies.

“The case studies tell the stories, such as how our power solutions help modernise ferries and cut down emissions by electrifying near-shore marine transportation.” This video case study features a member of Estonia’s border authorities on the benefits of their new hybrid patrol vessel.



The best part about case studies is that it builds demand generation for both your customers brand and your own brand. Experiment with multiple formats such as PDF formats, YouTube videos, and shorter social media clips (1 min or less.)

Awards

Enter awards and post nominations and wins. Winning awards will help you to generate demand by increasing your authority. There are any number of awards sectors and different categories that your B2B can enter at any given time. They also will often feature last year’s winning submissions, which is helpful as a template when entering.

Take a look at this P2P Marketing article which includes [top marketing awards to enter](#) including eligibility, entry fees and websites. Then make your own list.

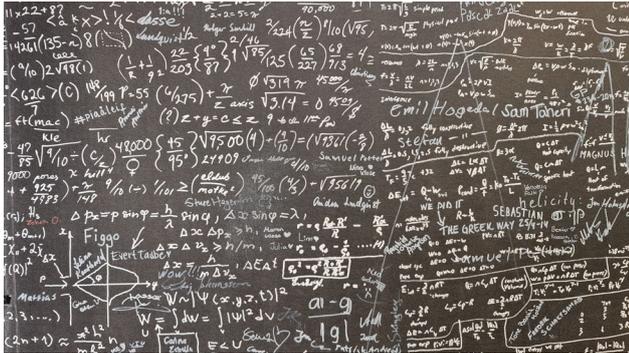
Part of generating demand is showcasing your accolades, so when you win, start using the words ‘award winning’ on your websites and get the word out with email and website banners, in newsletter, on social media and in all of your favourite channels. And good luck!



Our International Content Marketing Award from 2021!

Measure ROI on Demand Generation Campaigns

To achieve sign-off, recognition and continued support, you have to prove your demand generation tactics are working. 38% of marketers state that the reason they don't measure ROI is because they don't understand how to do it.



What measuring ROI can feel like to marketers...

It helps to start simply and define your goals and your measurement framework. This is what we're trying to achieve. This is how we'll measure it. Then refine your strategy including the most appropriate channels.

ROI Basics

1. What are your goals?
2. How will you measure them?
3. What is your strategy?
4. What are the most appropriate channels?

Don't forget to set goals that are realistic, to use sound content guidelines and choose relevant channels for your budget and benchmarks. How can you measure how well you're achieving brand awareness? Measure search volume for your brand. How can you measure your engagement? Track your open rates, click rates, unique click rates, and unsubscribes.

Note that some campaign formats are easier to measure than others. With video, for example, you can see how much of the clip a prospect has watched, for how long, how many times, whether they shared it, and how frequently. Whereas with a whitepaper you can only track if a prospect has downloaded it, but not whether (or how much) they read or shared it.

That doesn't mean one tactic is better than the other, it's just good to understand how well you can measure each element of your demand generation campaign.

Conclusion

Demand generation is not a new concept, and it's not that complicated. Done right, it's an effective (and measurable) way to maximise your B2B marketing strategy.

To be successful, you generate interest. To generate interest, you provide value to a niche market of key decision makers. It helps to be interesting, to think outside the box, and to track progress, all while giving it time to work.

But the strategies above have been proven to be successful over time; by addressing the entire sales funnel, bringing in fresh leads, and nurturing long-term customer relationships.