

NEW BREED +



EBOOK



**THE ESSENTIAL GUIDE TO
DEMAND GENERATION**

ABOUT NEW BREED

New Breed is the world's leading customer acquisition agency for high-growth companies.

We accelerate your growth by building predictable, measurable and proven marketing and sales solutions.

We partner with high-growth companies, owning the entire marketing funnel on their behalf. We challenge our clients to think beyond the buyer's journey and focus on the entire customer lifecycle.

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INTRO

THE ESSENTIAL GUIDE TO DEMAND GENERATION

Demand generation has quickly become a popular subject in the worlds of B2B and SaaS marketing. It is a highly effective marketing strategy that leverages many of the tools you're already using. The innovative and all-encompassing nature of demand generation is similar to the values of the companies deploying it.

This guide will walk you through the key elements of demand generation and the marketers working within this strategy as well as a holistic overview of the tactics used within it.

WHAT IS DEMAND GENERATION?

THE PRACTICE OF FINDING, ACQUIRING AND MOVING LEADS THROUGH YOUR ENTIRE MARKETING AND SALES FUNNEL.

In its essence, demand generation is the practice of finding, acquiring and moving leads through your entire marketing and sales funnel. It begins with considering what your ideal customer looks like and how you can solve for their pain points, as well as what types of content and information they would find valuable and educational. It continues with thinking about how to leverage that content in order to attract these personas to your brand and how you will nurture them into a consultation with your sales team.

So, while the term “demand generation” can seem intimidating, it’s really just about leveraging the marketing tools you may already be using, but deploying them with a different mindset. Yes, this sounds eerily similar to the familiar practice of inbound marketing, but that’s exactly why it shouldn’t be intimidating. Once you’ve identified your buyer personas and content strategy, a demand generation program simply goes one step further to focus on evaluating

and optimizing these tools for the best possible results.

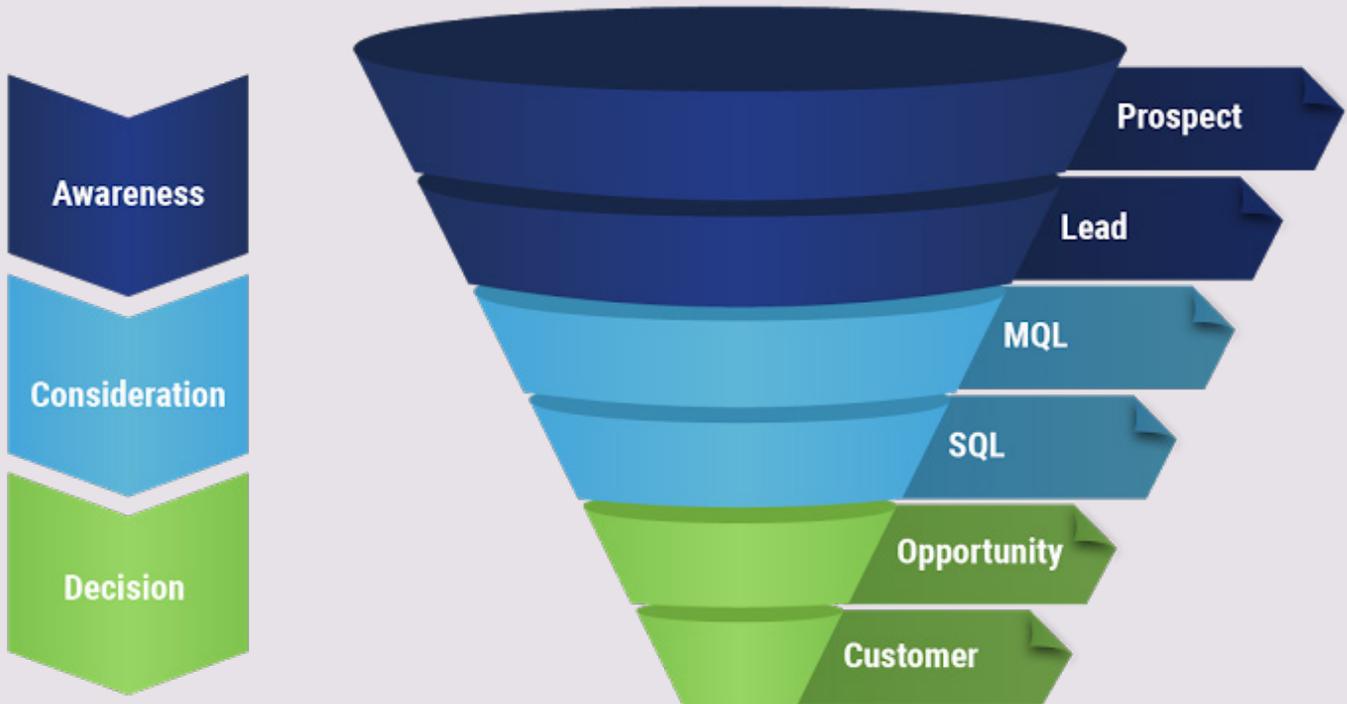
In modern B2B and SaaS marketing, demand generation plays a pivotal role. While we at New Breed stand by our commitment to the inbound methodology, demand generation is a tool that helps bridge the gap between marketing and sales and unify those teams even further. Since demand generation is one of the only functions to span the entire marketing funnel, it’s in the unique position of helping you track how each end influences the other to improve or hinder the performance of the whole.

You see, the inbound marketing methodology focuses on the top and middle of your marketing funnel by distributing helpful and educational content to prospects and nurturing them into MQLs. But once a qualified prospect raises their hand and signals they’re ready for a deeper conversation, they get handed off to your sales team, and the methodology shifts its focus back to new prospects.

A demand generation program closes this divide by continuing to focus on your qualified leads from first touch to closed-won. It's used not only as a strategy to generate leads, but also to nurture them through the marketing funnel and sales pipeline.

However, before you can get started in your own demand generation program, you need to build a solid foundation. In order to stay nimble and

adapt to new insights, you need buyer personas to steer the program, a sales-ready website to point them toward and a marketing automation platform from which to run your campaigns and evaluate their progress. These three elements need to be a well-oiled machine before your demand generation program can be successful.



WHAT MAKES A SUCCESSFUL DEMAND GENERATION MARKETER?

As both a marketer and sales enabler, a successful demand generation marketer needs to be part doctor and part psychologist. As a marketer, they need to understand the psychology behind buyers' emotions and decision-making processes in order to provide them content that will solve for their specific challenges. A successful demand generation marketer knows your buyer personas like the back of their own hand. As a doctor, they need to diagnose issues in your sales process and prescribe data-driven solutions for improvement.

In order to be successful in either of these parts, a demand generation marketer is:

- Insanely comfortable with data
- Able to work cross-functionally and cross-organizationally
- Fully understand how your different teams operate on their own and influence each other
- Able to communicate across personalities and styles
- Purely objective
- Unattached to their own ideas allowing them to easily prove or disprove those theories
- Technically minded

An exceptional demand generation marketer is data-driven, spans the entire organization and understands how all of your teams and systems work to power your marketing and sales funnel. They aren't the one in charge of those teams or platforms, but they understand all of it enough to know how it influences what they are in charge of: demand generation. By fully understanding their resources, demand generation marketers are also aware of the limitations of each one. When building new campaigns, they know from the beginning whether they have the capabilities for delivering on their new idea.

What makes a demand generation marketer highly prosperous is the fearless pursuit of correcting, optimizing and getting the job done. Demand generation marketers not only push to the limits of the inbound marketing methodology, but also break out of its mold entirely to achieve the highest levels of success possible.

Ultimately, their willingness to push past boundaries tracks back to their insane passion for demand generation and marketing. As long as it's measurable, the greatest demand generation marketers are unafraid of trying anything they have reason to believe will be successful.



HOW IS THEIR SUCCESS MEASURED?

Since they span the entire funnel, demand generation marketers are measured on their contribution to revenue. This encourages them to work within the entire funnel and not remain constrained within a specific methodology. If your sole goal was bringing in more MQLs, you would only focus on generating them through middle of the funnel efforts.

However, since demand generation marketers are measured on their contribution to revenue — and that revenue contribution is derived from touchpoints that occur throughout the entire marketing funnel — they must be able to shift their attention to any area of the funnel that needs it the most.

THE DEMAND GENERATION PLAYBOOK

INTRODUCTION TO THE TACTICS OF A DEMAND GENERATION PLAYBOOK

OPTIMIZE THE FUNNEL:

If we haven't mentioned it already, a focus for demand generation marketers is efficiency — both in their own day-to-day tasks and within the entire organization. Therefore, any demand generation program begins with a marketing funnel analysis. A funnel analysis provides insight into key conversion points throughout the funnel and helps identify the specific ones that are causing inefficiency.

Once those conversion points have been identified, a demand generation marketer immediately gets to work deploying the strategies and tactics to remediate the issue and optimize the funnel.

AWARENESS:

The awareness stage of the marketing funnel typically involves measuring the amount of visitors you bring to your website and how many of those visitors end up converting into leads.

If your marketing funnel is struggling at the Visit to Lead or Visit to MQL conversion point, then it's struggling at the awareness stage of the buyer's journey. Your company is struggling to bring qualified traffic to your website and content. You may already be generating high volumes of traffic to your site, but if it's unqualified traffic, your organization is still going to struggle with this conversion point. Therefore, you need to generate more awareness with the appropriate people.

A demand generation program may work to create more blog posts centered on the challenges and pain points your ideal visitor may be experiencing. Rather than writing about every single trending topic, really dig into what your buyer personas are searching for and become a valuable resource for them. After writing additional posts, your demand generation marketer should strategize on how to extend their value and get them in front of your ideal customers.

Posting them on social media and relevant forums, emailing them to your blog subscribers (with sharing buttons!), repurposing them into videos or pillar pages — whatever can be done to spread awareness of this content.



Additionally, subscribers to this type of strategy would work to establish your brand as a thought leader within your industry. This will help generate awareness of your brand while also attracting more qualified visitors to your website as they'll know who you are and exactly what they want. A demand generation marketer would also reach out to relevant guest bloggers. With guest blogging, you're able to leverage the guest writer's own network to increase the piece's reach even further. Your guest will also likely add a link to the piece on their own website, which can help increase your own domain authority, search rankings and credibility as a thought leader.

CONSIDERATION:

At the consideration stage of the marketing funnel, your visitors are now starting to evaluate different solutions available to them and will progress from your readily available blog content to your gated content offers.

If your company is struggling with the Lead to MQL or MQL to SQL conversion points, then your company is stuck at the consideration stage of the buyer's journey. While your ideal buyers are finding you with ease and showing initial interest, they're not moving smoothly down the funnel into a conversation with your sales team. A demand generation program would work to create more middle of the funnel content, such as guides and ebooks. This content would still generate interest with your buyer personas, but also force them to provide additional pieces of information to your sales team. Your demand generation marketer would then leverage those assets in new email nurture campaigns designed to gently bring your leads down the funnel. By downloading and interacting with more of this content type, your leads will self-identify as MQLs and finally get passed to your sales team.

A good demand generation program would also consider this operational piece of the funnel: is your organization's MQL criteria too tight or too loose?

If your leads are being evaluated with too much information, it may be forming a bottleneck within your funnel and keeping out leads who are actually qualified and ready to speak to sales. If they're being evaluated with too little information, you may be letting too many leads into MQL status and passing unqualified leads to your sales team. Either way, this MQL criteria could be the cause of a faulty consideration stage conversion point and a demand generation marketer would check it out..

DECISION:

The decision stage of the funnel is focused on measuring the number of opportunities you closed into customers.

If your marketing funnel is struggling with the SQL to Opportunity or Opportunity to Customer conversion points, then you're having a problem with the decision stage of the buyer's journey. Your buyers are interacting with your downloadable content and scheduling discussions with your sales team, but when it's time to close the deal, your sales representatives are now getting stuck. In this case, a demand generation program would ensure your sales team is receiving all of the information they need to carry on robust conversations with leads. It would re-evaluate your form strategy to ensure you're collecting the right information to empower those

conversations. It would dig deeper into your marketing automation platform to check it's storing all of that information accurately and in the right location. When a sales representative books a call, several streams of information come together to create the history of that contact and a demand generation marketer would need to ensure each one is correct for a smooth transition.

Lastly, if you've evaluated each of these conversion points and believe to be operating efficiently — yet you're still not attracting the right traffic to your website, converting leads or closing customers, you may need to re-evaluate your buyer personas. Buyer personas are at the heart of each of the tactics designed to fix poor conversion rates throughout your marketing funnel. Therefore, if you've freshly optimized each stage of your buyer's journey and something is still not clicking, it may be the foundation of the entire strategy.

Reconsider what constitutes a good fit for your company altogether and you may find the missing link in order to improve your conversions and drive more revenue.

INCREASE VELOCITY:

So you've evaluated and optimized your marketing funnel and are on your way to becoming a demand generation marketer. What do you do next? After a certain point, continuously optimizing your funnel can only bring you so far. Now, you need to increase the velocity of your lead generation efforts to bring in new leads for your organization even faster.

Here's three ways demand generation goes beyond traditional inbound marketing efforts to increase the velocity of a marketing and sales funnel.



PAID ADS AND REMARKETING:

While you were optimizing your funnel, you worked to create new pieces of downloadable content and have probably been sharing them across your social channels. These efforts have helped to organically extend their reach, but it may be time to kick it up

a notch. By launching pay-per-click ads on Google Ads or paid campaigns on your social platforms, a demand generation marketer can reach even more ideal buyers who may not be in your social network.

However, it's important to maintain an inbound marketing approach to this new channel. It may be tempting to blast your ad to every single person on the internet, but this will only bring you right back to a below benchmark Visit to MQL conversion rate. You still need to focus on your buyer personas when investing in a paid campaign in order to continue attracting qualified visitors to your content and get a quality return on your investment.

Remarketing is a similar paid advertising technique. But instead of targeting new users, these campaigns are set up to retarget individuals who have already visited your website. After interacting with your brand, a remarketing ad will continue to appear on other websites that a user visits to lend credibility to your brand and keep you top of mind. Your team will have to think strategically about this type of campaign as well.

When a user visits your site for the first time, you probably shouldn't serve them a bottom of funnel advertisement since they're still in the awareness stage of their buyer's journey.

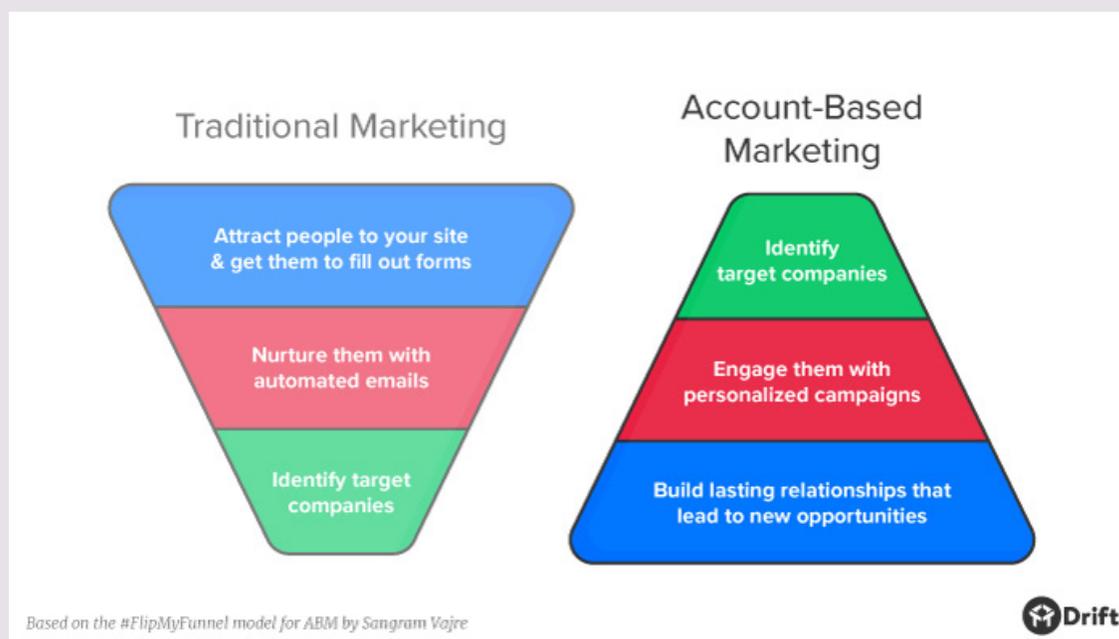
Likewise, if an MQL revisits your site for the tenth time, you're wasting your remarketing budget by serving them a top of funnel ad.

That's why it's important to have your marketing funnel well optimized before implementing a paid strategy on top of it. If your lifecycle stages aren't properly defined or your sales team is struggling to keep up with your existing lead generation efforts, your paid campaigns won't be as effective and could actually end up hindering your returns.

ABM, you develop buyer personas and then identify a set of accounts you want to go after because they're such a high-fit. In both cases, you dedicate extra time to these companies because they're a great fit for your product or service offering — so you know it'll pay off.

A demand generation strategy considers the best marketing avenues to stimulate interest in your company within those target accounts.

It means creating hyper-targeted



ACCOUNT-BASED MARKETING:

Account-Based Marketing, or ABM, operates by flipping the relationship between your buyer personas and high-fit leads. In traditional inbound marketing, you develop buyer personas, leads come into your database and you go after the ones who are high-fit to your personas. With

campaigns: blog posts written specifically to that company and email nurture campaigns only for those contacts — focused on how your company specifically solves for their organization. If that wasn't extreme enough, another ABM tactic is to run a LinkedIn campaign targeting contacts from that company leading up to a scheduled sales call, so your lead has already been seeing ads about your company.

For a more inbound approach to ABM, go back to considering the existing leads in your database. You probably have more than several contacts from high-fit companies who just aren't decision makers or influencers. Therefore, you're aware of that organization, you just need to get in contact with someone in a better position to make, or influence, a purchase decision. Now, execute an ABM strategy on this inbound discovered company.

Again, with the high investment into content development for these targeted campaigns, account-based marketing is a demand generation strategy to leverage when there's nothing left to optimize in your funnel.

SALES SUPPORT AND ENABLEMENT:

As an individual with insight into both ends of your marketing and sales funnel, a demand generation marketer is in the perfect position to lend support to your sales team. No one understands your individual pieces of content, how it all comes together into nurture campaigns and all of the data your marketing and sales platforms generates better than your demand generation marketer.

Therefore, a demand generation strategy is one of the best opportunities for providing insight into your sales data and recommendations for improvement. A successful demand

generation marketer has already optimized your marketing funnel, so now they can dive in and start revamping the sales side.

In fact, since they understand both sides of the marketing and sales funnel, they're even able to help out on calls, talk to leads and close deals alongside your sales representatives. This is really valuable because it places a demand generation marketer in the shoes of your sales team. They'll witness firsthand any content the team lacks to assist in deals and help them automate their own processes to make their lives easier.

HOW DOES DEMAND GENERATION RESPOND TO PROBLEMS?

YOU'RE NOT GETTING ENOUGH VISITORS AND CONVERTING ENOUGH LEADS.

When facing this problem, a demand generation marketer knows there is an issue at the top of the marketing funnel. You're having trouble generating initial awareness of your brand or you're not providing the right educational content to your personas. To solve, their efforts will go toward ensuring they're creating enough top of funnel content and that each piece is pointing toward a relevant offer.

- Are you creating enough top of funnel content?
- Is your brand receiving enough referral traffic from social shares or inbound links?
- Are your CTAs relevant to the content that attracted a visitor in the first place?
- Is your blog providing enough content for each of your personas?

YOU'RE CREATING ENOUGH LEADS, BUT THEY'RE NOT PROGRESSING DOWN YOUR FUNNEL.

When faced with this situation, a quality demand generation program realizes the middle of the funnel needs to be refined and optimized. You're now having no difficulty attracting visitors with your content and making that important first conversion, but now your leads haven't been pointed to any next steps. To overcome this problem, a demand generation marketer will focus on their overall nurture strategy and MQL criteria to ensure there is a smooth conversion path and timely hand-off to sales for each lead.

- Are you speaking to your buyer personas' pain points correctly?
- Is your form strategy following best practices?
- Are you relying on only a single conversion point?
- Is your MQL criteria too tight or generally inaccurate?
- Are you leveraging lifecycle marketing to continue nurturing leads with additional content?

YOUR LEADS ARE MOVING DOWN THE FUNNEL, BUT YOUR SALES TEAM ISN'T CLOSING DEALS.

With this issue, a demand generation marketer sees they need to work closely with your sales team to make sure they have all of the necessary enablement tools to help them close deals. The top and middle of your funnel is fully optimized, but your leads are still hesitating to commit to your company. To solve this problem, you need to work directly with your sales team to clearly see where marketing could better support them with additional points of social proof, new pieces of content and other sales enablement tools to improve your leads' sales experiences.

- Do you have social proof, such as case studies, testimonials, reviews and work portfolios?
- Are there gaps in your content that could answer common questions or be better resources for your sales team to provide?
- Is your sales team being notified about when to follow up with leads?
- Are all of your representatives able to accurately and easily speak to your personas challenges, listen to their pain points, and easily explain a personalized solution?

TAKEAWAY

When executed correctly, a demand generation program can increase your returns and ramp up growth for your business. From simply providing additional optimization tactics to fully ramping up your lead generation efforts, it plays a role in your full marketing and sales funnel. However, in order to properly implement a demand generation strategy, you need to have some fundamentals already in place and working. The three elements you need to build a lucrative strategy are:

- A set of well-defined buyer personas
- A sales-ready website
- A properly configured marketing automation platform

Lastly, your demand generation marketer will need support from a team in order to accomplish a fully loaded demand generation program. Well, I'm sure a single individual could be capable of doing it all, but eventually they'll start having marketing funnel-filled nightmares and won't be able to stop talking about your CAC:LTV ratio. Also, without some additional support, it will take too long to generate quality results from their demand generation program. One person can only achieve so much in 40 hours, but give them a team to work with and your investment into this opportunity will skyrocket your returns.



ABOUT NEW BREED MARKETING

New Breed is a strategic B2B marketing and sales partner focused on optimizing the entire customer acquisition lifecycle for some of the fastest growing SaaS companies. Our mission is to accelerate our clients growth one visit, one lead, and one customer at a time.

Unlike other companies, our team of Inbound marketing and sales experts collaborate with high-growth, global companies to develop and manage full funnel, multi-channel customer acquisition programs. Not only do we focus on strategies and tactics that address the full funnel, we also specialize in the technology stack needed to execute these programs through our strategic partnerships with Salesforce, Salesloft and Insightsquared. This includes marketing automation, CRM and analytics software.

As HubSpot's #1 partner worldwide, our team serves over a 150 clients in a range of verticals including software, telecommunications, IT services, and business services.

RELATED SOLUTIONS

FULL-FUNNEL MARKETING + SALES SOLUTIONS.
PROVEN SOLUTIONS FOR EVERY STAGE OF THE FUNNEL.



Sales-Ready Website

Transform your website from a standard digital brochure into a powerful lead-generation machine. Attract the right visitors, generate better qualified leads and grow your business one conversion at a time.



Conversion Optimization

Our conversion optimization program goes beyond increasing submission rates for your existing assets. It allows for the creation and measurement of future assets, too — all tracking toward your one big KPI.



Inbound Marketing

Combining proven campaign plans with the details of your business, we design inbound marketing initiatives that work with your ongoing strategies and programs. And we're always tracking those initiatives to your most important goal: revenue.



Revenue Operations

Get the support you need to develop both business and technical processes within your Salesforce — plus an on-call consultant who knows your sales process in and out.



Search Engine Marketing

Achieve continued site enhancements, gain higher search rankings and improve site optimization with updated strategies and monthly support.



Content Development

Content is the fuel for your inbound program. From on-site conversion points to long-term nurture tracks, every content type can assist your prospects, boost your credibility and contribute to your bottom line.

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