

The Ultimate Guide to Demand Generation

Contents

The anatomy of a B2B marketing funnel that converts	3
Why brands are now choosing to focus on demand generation	7
What makes a winning demand generation campaign?.....	11

The anatomy of a B2B marketing funnel that converts

If you've spent any time learning about marketing, you're likely familiar with the term "marketing funnel."

There is a lot of debate surrounding marketing funnels—from who owns it (the friendly sales vs marketing battle!), how many stages there are, which channels to use at each stage to questioning if the marketing funnel concept is even effective anymore.

Add to that the differing terminology being used, it's no wonder the topic leaves people thinking:

"What the F... UNNEL?!"

In this guide we're going to be exploring what exactly is a marketing funnel, why they matter and we'll be sharing our favourite approach to creating funnels.

First, let's dive into what we mean by a marketing funnel.

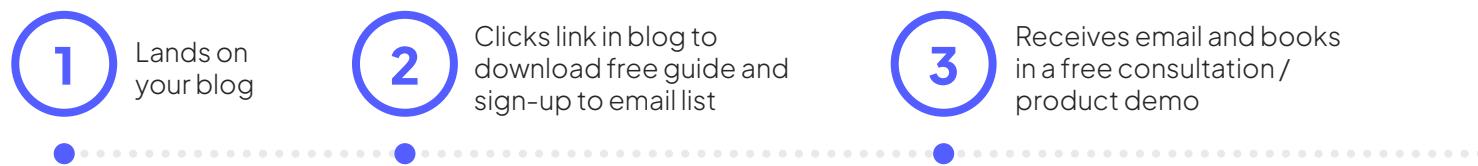
What is a marketing funnel?

A marketing funnel is a visual way to show the pathway your customers take from first finding out about your brand to becoming a paying customer.

The power of a funnel is in the insight it gives you on why prospects are / aren't converting into customers – and using this to optimise your marketing so you can close more sales.

While some funnels can become a little complex, they can actually be very simple. In fact, if you're reading this thinking you've never sat down formally to craft your marketing funnel, the likelihood is you already have one without knowing it. It can be as simple as this...

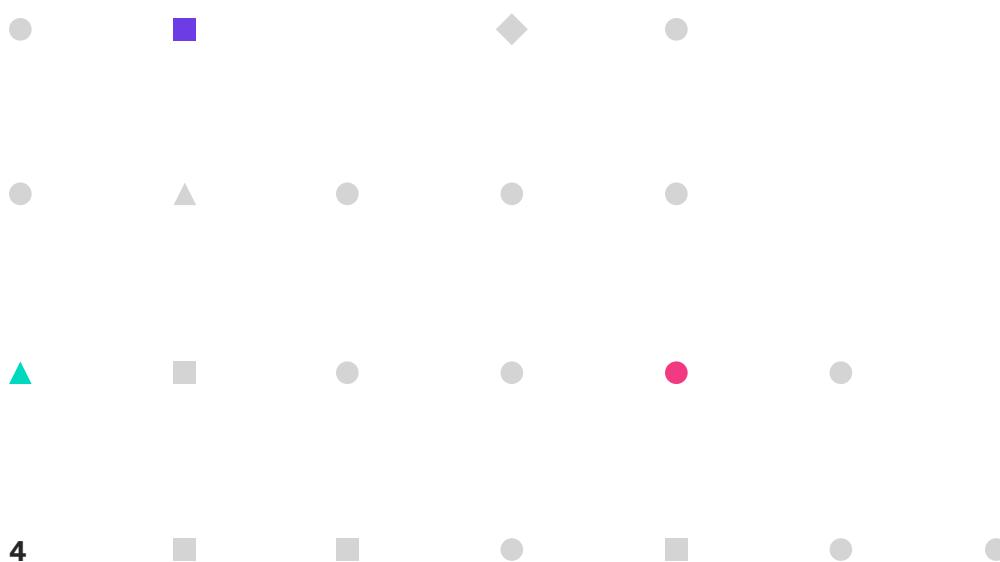
Prospect:



That said, the journey one prospect goes on to become a paying customer will be different from the next. Just because you lay out a pathway for prospects to follow, doesn't mean it'll be a linear journey. Add in more than one ideal customer profile, multiple funnels, and a bucket load of content for your audience to consume and before you know it your funnel can start to resemble the iconic Spaghetti Junction!

Do you need a marketing funnel?

It'll be no surprise that our answer is YES!



4

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Here's what happens when you get your marketing funnel working well:

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Higher conversion rate

All of the content you share with someone going through your funnel is aimed at meeting them where they are at right now so you nurture them until they're ready to take the next step.

Which means by the time they make their way through your funnel, they're already really familiar with your brand, they can see you know what you're talking about, and they trust you can do a good job of fixing the problem they want to fix. Nurturing your audience in this way makes taking the step to say YES to your offering easier.

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Consistent flow of new ideal customers

It's pretty simple – if you want to be consistent with closing new sales, you need to adopt an 'always on' approach for generating demand. If you're not bringing a consistent flow of new ideal customers into your audience you're at risk of slowing your sales down.

Even during peak times when sales are high and it feels like you can afford to take your foot off the pedal – remember, any work you're doing now to generate demand won't come to fruition until a later date, for the most part. On the flipside, if your demand generation activity starts to stall now, you will feel the impact weeks and months down the line.

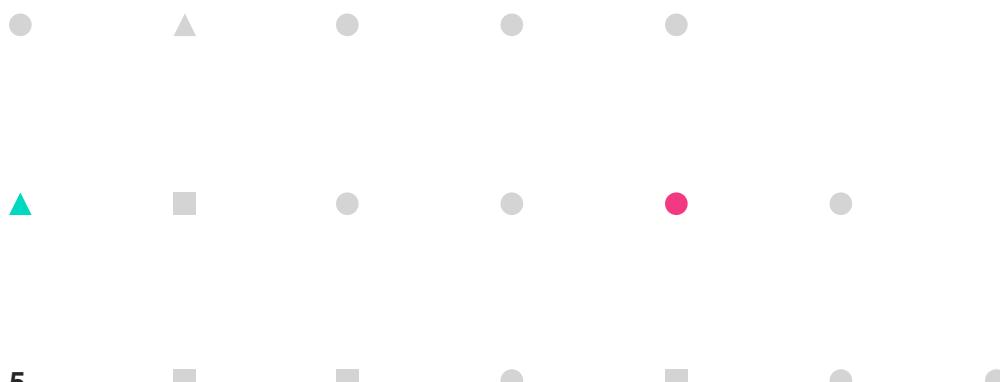
Better qualified leads

A decent funnel will save your company time – no more speaking to people on sales calls or booking in sales meetings with people who just aren't ready. In fact, if you've nailed your marketing it should be doing a lot of the heavy lifting for you – finding perfect-fit potential customers, pre-qualifying, nurturing until they're hot to trot, making it much easier for your sales team to hear more yeses.

Optimise your marketing for a better ROI

A decent funnel will save your company time. Your funnel can show you where you're losing prospects, to help you make changes to your strategy. For instance, if people aren't moving onto the 2nd stage, you need a better brand awareness campaign.

Ask 10 different marketers about marketing funnels and you'll probably get 10 different answers (at least). There are a lot of different opinions out there when it comes to how a funnel is structured.



5

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Here's one of our favourite approaches using the tried and tested AIDA model (attention, interest, desire and action):



While it can feel tempting to focus on the bottom of the funnel activities to bump up sales, you can see now why it's important not to neglect to attract more attention and interest – i.e. demand generation.

You need that consistent flow of new people coming in at the top to increase your sales.

Why brands are now choosing to focus on demand generation

There's a lot of talk in the online B2B marketing space right now around demand generation vs lead generation. While often referred to interchangeably, demand generation and lead generation are in fact two different practices.

In this guide we're going to take a look at why technology and telecoms brands are now choosing to focus more on generating demand, and why, if sustainable business growth is a priority for your organisation, you should be too.

Let's zoom out for a moment and explore what these terms – lead generation and demand generation – actually mean and the role both should be playing in your marketing strategy.

What is lead generation?

Lead generation is the marketing activity that focuses on capturing potential clients' contact details, i.e. email address. Once you have these details, you can then nurture them using your marketing content and through sales conversations to ultimately convert into clients.

Here's an example of a lead generation process:

- Create an eBook on a topic of interest to your ideal client, e.g. A Step-by-Step Guide: Switching from ISDN to VoIP.
- The eBook sits behind a gated contact form so before they get access to the eBook, they first need to fill in a form with their contact details.
- Once their contact details are captured, they then enter an email sequence and are displayed targeted ads to nurture them and convert into sales.

What is demand generation?

Now, let's delve into demand generation – to do this we need to back up a few steps in the marketing process. Demand generation is where it all starts, it's where you bring potential future clients into your audience.

The objective with demand generation is simple; familiarise the right people (i.e., your ideal customers) with your brand and the solution you offer. To do this you need to educate them; help them understand the struggles they're experiencing and what solutions are out there. While also creating a buzz and getting them excited about what you have to offer.

Typical activities that generate demand include blogging, webinars, podcasts, videos, influencer marketing, PR, SEO.

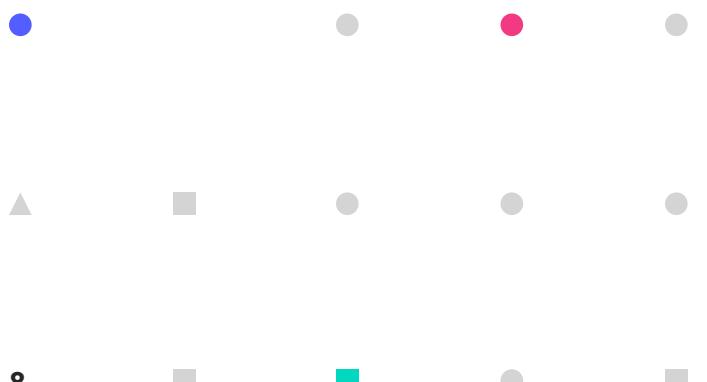
So, the big question! Should you be focused more on generating demand? Or generating leads?

(Drumroll please!!)

The reality is you need to be doing both.

The end game is to convert people who are interested into clients, which is where lead generation plays its part.

But lead generation can only work effectively when you have a demand generation strategy to support it. After all, you can't nurture qualified leads and convert them into clients, without first attracting them to your business (enter demand generation!).



How do demand generation and lead generation work together?

Think of your marketing simply as a way to support your customers on their buying journey. With you nurturing them along the way, offering different touch points from the very first time they enter your audience, through to becoming a paying customer.

Now picture your customers' buying journey as a funnel. Your prospects enter the top of the funnel when they're first exposed to your brand. As they work their way down the funnel, the message you serve them changes to support the stage of the journey they're in. Eventually reach the bottom of the funnel, which is where your marketing is geared towards converting them into a client.

As they make their way down the stages of the funnel, they get to know, like and trust your brand more. So when they reach the bottom, you're the obvious choice!

The demand generation activities sit further up the top of the funnel stages to create awareness of your brand and education around the problem they're experiencing. At this point they may not know what the solution is, just that they have a problem.

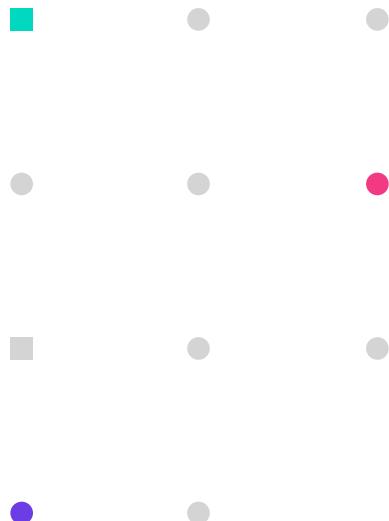
The lead generation activity sits at the bottom of the funnel. The content you typically see at the bottom of the funnel is content that builds credibility to warm them up to buy from you (testimonials, case studies), and content that showcases your products or services. These typically include a direct call to action, like 'BUY NOW', or encourage them to request a demo or book a sales call.



The Ultimate Guide to Demand Generation

Why brands are now choosing to focus on demand generation

Get in touch



Don't make the mistake of focusing on lead generation alone

Demand generation has been around as long as brands have. But due to marketing budgets often being squeezed and pressure to see an immediate ROI, there are still lots of businesses making the mistake of skipping demand generation activities in favour of focusing solely on lead generation.

If your goal is to create sustainable growth in your business and a consistent flow of qualified leads coming in, you need to be allocating budget for demand generation and making this a priority in your overall marketing strategy.

What happens when you nail your demand generation strategy?

At onebite, we're seeing more brands choosing to focus on generating demand (great news for us, as this is absolutely our jam!) And the reasons for it are clear. Brands that focus on demand generation benefit from:



A predictable pipeline for your sales team



Sustainable, long term business growth



Building deeper trust and connection with your audience so you become the obvious choice when it comes to making the buying decision



Consistent audience growth – and if you want to be consistently growing your sales, being consistent with growing your audience is a must



Being seen as an industry expert – when you become known in your field, a go-to expert, it makes the job of marketing a whole lot easier as your reputation does a lot of the heavy lifting for you

What makes a winning demand generation campaign?

Every brand's demand generation campaign will look a little bit different. But there are certain elements you should include to kick your campaign off on the right foot and see the biggest return from your efforts.

Here are some key considerations if you want to create a winning demand generation campaign:

 Define your goals

 Be helpful over appealing

 Track everything

 Create a seamless experience – omni-channel

Continue reading to find out more...



Define your goals

Raising awareness of your brand is an obvious win for your demand generation campaign, but that's not the only goal you could aim for. You could also set targets to:

Increase engagement with your online audience

Get more higher-value leads

Generate more marketing-qualified leads

Speed up your conversion process

Improve the quality of your leads

Lay the groundwork

Before you invest any time, effort or budget into any marketing activity it's important that you put in the groundwork. This means getting really clear on who you're trying to reach, and understanding their pain points, the language they use and their buying behaviour.

Doing this work will give you a much clearer view of how to craft your messaging and approach your demand generation campaign in a way that speaks to your target audience and where they're at.

**Raising awareness of your brand
is an obvious win for your demand
generation campaign**



Track everything

The goals that you're aiming for with your campaign will determine what you track. There are lots of different metrics you can use to see whether you're on track to reach your goals, such as:

Volume of marketing leads

ROI by content type

Marketing-generated revenue

Visitor to lead time

Share of voice

Lead to sales time



Be helpful over appealing

Demand generation is about helping the people you want to sell to by listening to what they need and creating value-driven, human-centric content that serves those needs.

In the marketing world we can get so caught up in 'how can we get them to buy from us?'. While that might be the ultimate aim, let's not forget that marketing is about connecting with people who need your help.

By helping people first, versus just focusing on selling to them, you're inherently creating demand for your business that's based on trust you can later nurture as you move those people down your funnel.



Create a seamless experience – omni-channel

While multi-channel marketing pushes the same message out across different channels, omni-channel connects the channels by sharing data and customer preferences, providing a seamless experience regardless of the channel.

Omni-channel marketing helps improve your lead quality, increase engagement and brand awareness, and ultimately increase sales.

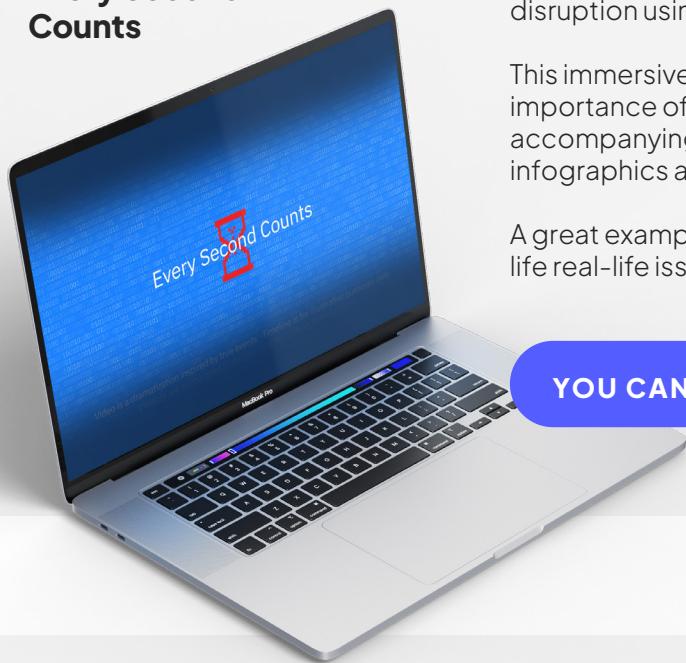


So what does a winning demand generation campaign look like?

Here are some of our favourite examples of brands who have successfully implemented a stand out demand generation strategy:

IBM

Every Second Counts



[YOU CAN CHECK IT OUT HERE!](#)

IBM's Every Second Counts campaign targeted Chief Information Officers and IT leaders with the aim of educating them on cyber disruption using real-life stories.

This immersive campaign included short films showcasing the importance of having a rapid cyber recovery plan in place, with accompanying content such as promotional video trailers, GIFs, infographics and social tiles on Facebook, Twitter and LinkedIn.

A great example of how a multi-channel campaign can bring to life real-life issues and processes in an engaging way.

Braintree

'Speaking in Code'

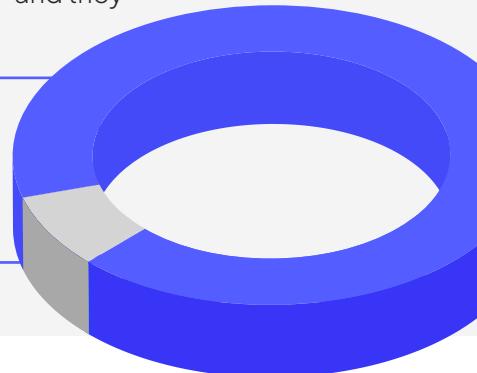
Knowing how tricky developers can be to market to, Braintree (owned by PayPal) executed an ingenious campaign to get their attention.

They embedded hidden messages within the source code of popular technology websites, such as TechCrunch, and displayed cleverly designed billboards painted in black and white code. The billboards were strategically located in areas they knew they would reach developers in, such as San Francisco's South of Market.

They also offered free lunches in hidden messages using computer code on Twitter and on signs outside coffee shops developers hang out in.

The aim was to get the attention of developers by talking their language – and they did exactly this!

The campaign resulted in sign-ups increasing by 92 per cent.



MailChimp

Did you mean MailChimp?

Market-leading email marketing software provider, MailChimp, has a history of people commonly mispronouncing its name.

The mistake inspired a tongue-in-cheek campaign which saw the company create a series of fake brands that sounded very similar to MailChimp:

- **MailShrimp** – a short film about seafood sandwiches
- **NailChamp** – online nail art competition
- **SnailPrimp** – anti-aging beauty treatment
- **WhaleSynth** – musical app for creating compositions from whale song

They created promotional videos and websites for the fake brands, which were promoted through printed ads, billboards and social media. The fake brand websites then subtly redirected visitors to the official MailChimp site.

The campaign was considered a huge success, resulting in:



Lockheed Martin

'Generation beyond'

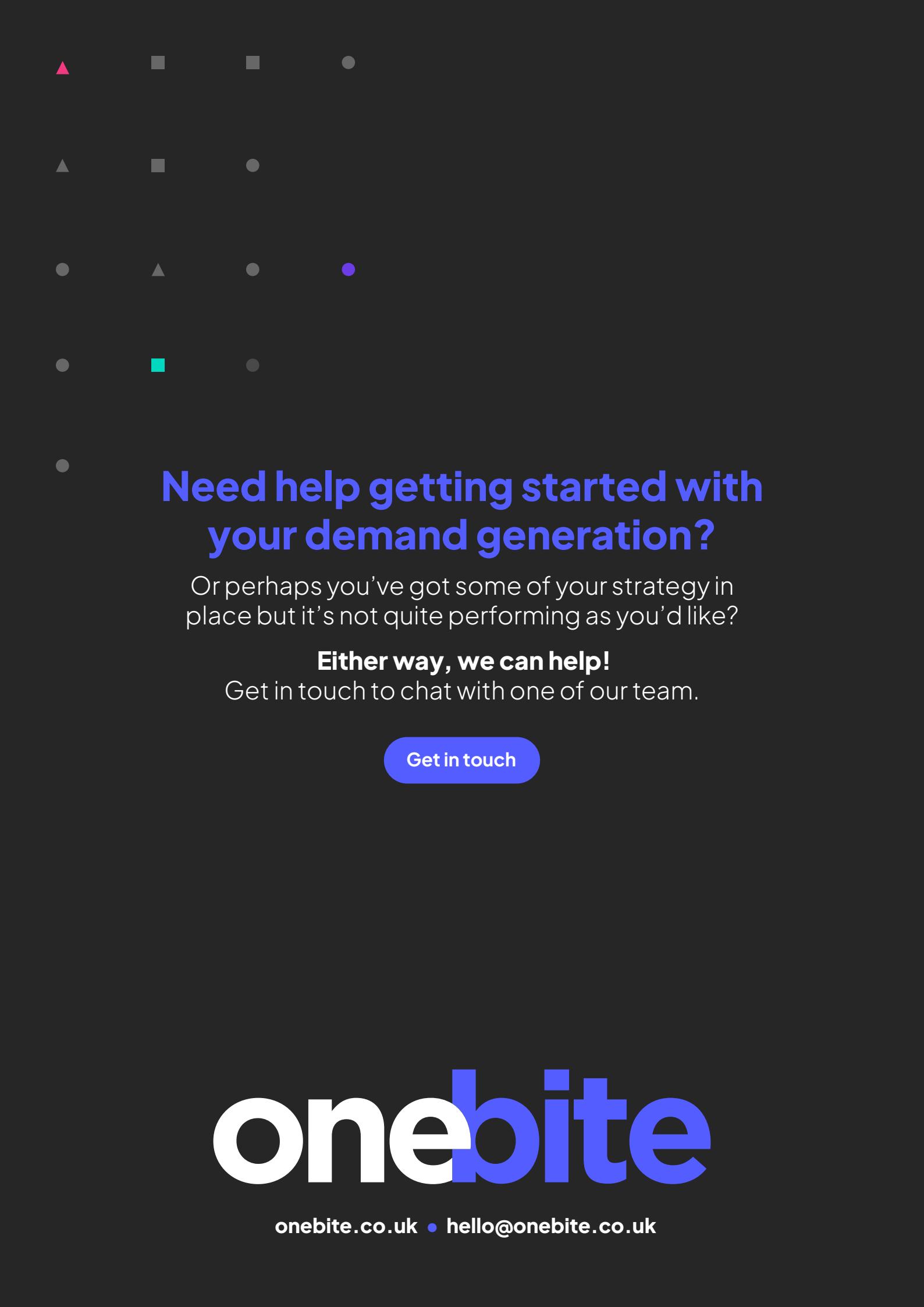
Let's be honest. B2B technology and telecoms marketing can be seen as a little... serious or dry at times. But Lockheed Martin turned this on its head and demonstrated how B2B marketing CAN be innovative (and just as fun as B2C!).

Using immersive virtual reality (VR) they launched; 'Generation beyond' – an experiential campaign with the aim of inspiring the next generation of engineers, innovators and explorers.

They kitted out what looked like a pretty ordinary school bus from the outside with VR to create an awe-inspiring 'Mars experience'. When you sat inside and looked out of the windows, it appeared as though the bus was driving on the planet's surface.

To support this educational campaign, they created a 'Hello Mars' app and an interactive website with a whole host of additional resources, including hands-on learning tools, educators curriculum, engaging videos and fact sheets about Mars and Lockheed Martin.

The campaign was promoted using mobile billboards and Snapchat ads. They saw their social media engagement sky-rocket, with the campaign trending on Facebook and reaching audiences across more than 50 countries.



Need help getting started with your demand generation?

Or perhaps you've got some of your strategy in place but it's not quite performing as you'd like?

Either way, we can help!

Get in touch to chat with one of our team.

[Get in touch](#)

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