



COURTING YOUR CUSTOMERS

KEYS TO BUILDING A SUCCESSFUL DEMAND GENERATION
PLATFORM

Presented by Erik Gagnon
Chi Rho Consulting

INTRODUCTION

Courting Your Customers addresses the keys to building a successful demand generation platform.

We examine the strategy behind your sales and marketing campaigns including the people, the process, the content and business analytics.

We also look at what's required to build an integrated, best of class process that leverages your organization's strengths in a quick and cost-effective manner.



SEMINAR TOPICS

- What is Demand Generation?
- Why Demand Generation?
- The Process
- The People
- The Content
- Analytics
- Key Takeaways



ABOUT US



**CHI RHO
CONSULTING**

www.chirho.consulting

(770) 715-7216

ACCELERATING GROWTH





1. WHAT IS DEMAND GENERATION?



“The focus of targeted marketing programs to drive awareness and interest in a company's products and/or services”

Every customer TOUCHPOINT offers an opportunity to strengthen your Demand Generation platform.



SUITABLE BUSINESS MODELS

- Business to business
- Business to government
- Big ticket business to consumer

Demand Generation is ideal for products and services that require a
LONG SALES CYCLE.



THE COMPONENTS

- Brand building campaigns
- Specialized outbound marketing
- Content rich inbound marketing
 - Social Media, Blogs, eBooks, Podcasts, Videos etc.

Over 70% of Demand Generation efforts are coming from
INBOUND Marketing programs. - *SiriusDecisions*



THE END GOAL

Build and nurture key prospect and customer relationships for the **LONG TERM**

The ideal Demand Generation platform establishes your organization as
THE EXPERT in your line of business.



Demand Generation must be a
comprehensive **BUSINESS STRATEGY**

Demand Generation defines your organization's PERSONAL RELATIONSHIP with
your leads, prospects and customers.



STRATEGIC PILLARS



To build a successful relationship, customer **NEEDS** and **BUYING PATTERNS** must be at the center of your strategy.





WHY DEMAND GENERATION?



DEMAND GEN vs LEAD GEN

- 61% of B2B businesses send leads directly to Sales
- Only 50% of these leads are ready to buy
- The current conversion rate for qualified leads is only 3.9%

Companies with SUPERIOR Demand Gen platforms generate 50% more sales-qualified leads and a 33% lower cost per lead — CSO *Insights*



MARKETS HAVE CHANGED

- The Internet and digital media have changed buying patterns
- Customers now have access to more information than the President did 15 years ago
- Sales reps are no longer the first point of contact with your company

60% to 90% of the BUYING PROCESS is now completed before the prospect wants to speak to your sales team. — Forrester Research



INFLUENCERS IMPACT SALES

- Peers
- Industry Analysts
- Consultants
- Trade Publications
- Search Results
- Internal Groups

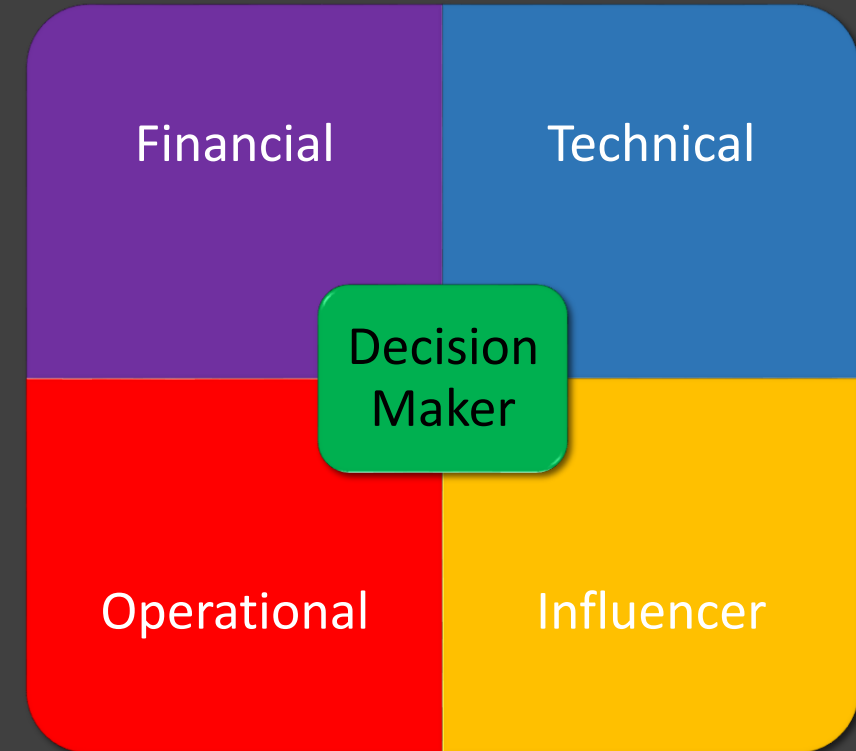


72% of buyers TURNED TO PEERS for relevant content when researching B2B purchasing decisions. — *DemandGen survey*



THE CUSTOMER REDEFINED

- Buying as a team concept
- Segmentation strengthens the buyer team relationship
- Customer behavior is the aggregate of all buyer team interactions



Nurturing the BUYER TEAM relationship produces a 20% increase in sales conversions. — DemandGen survey

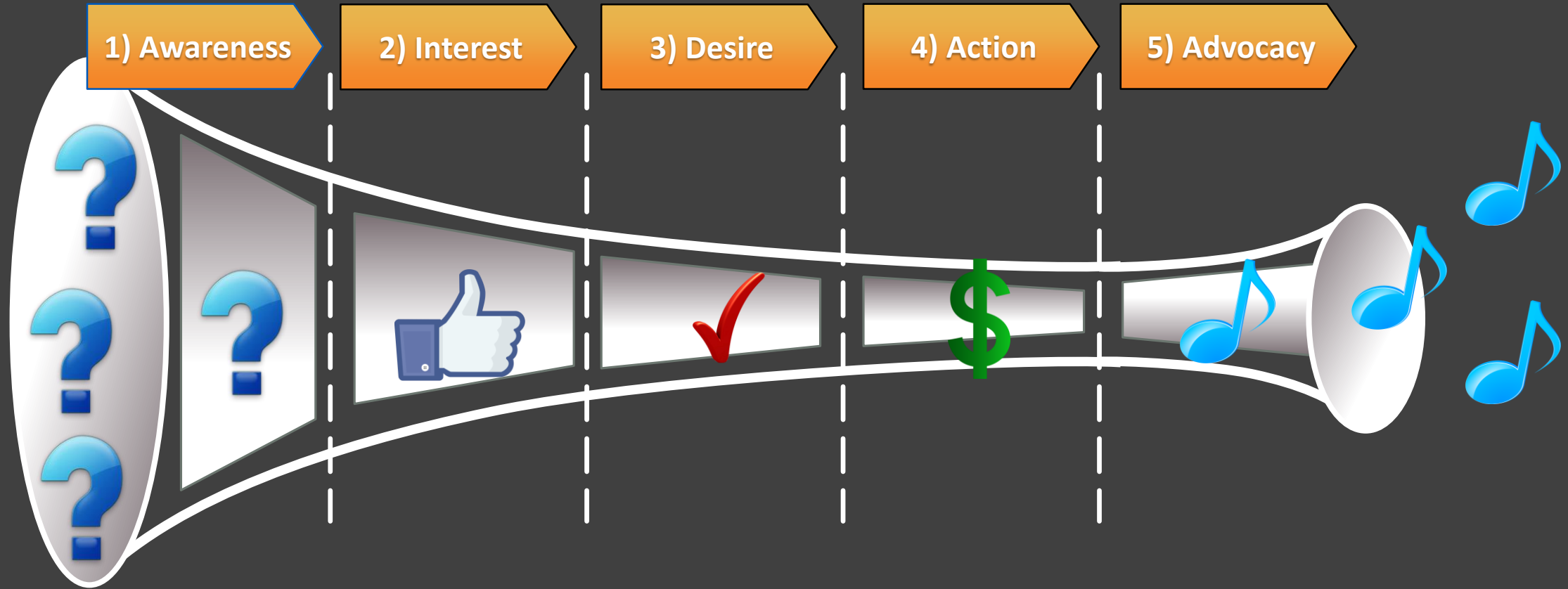




THE PROCESS



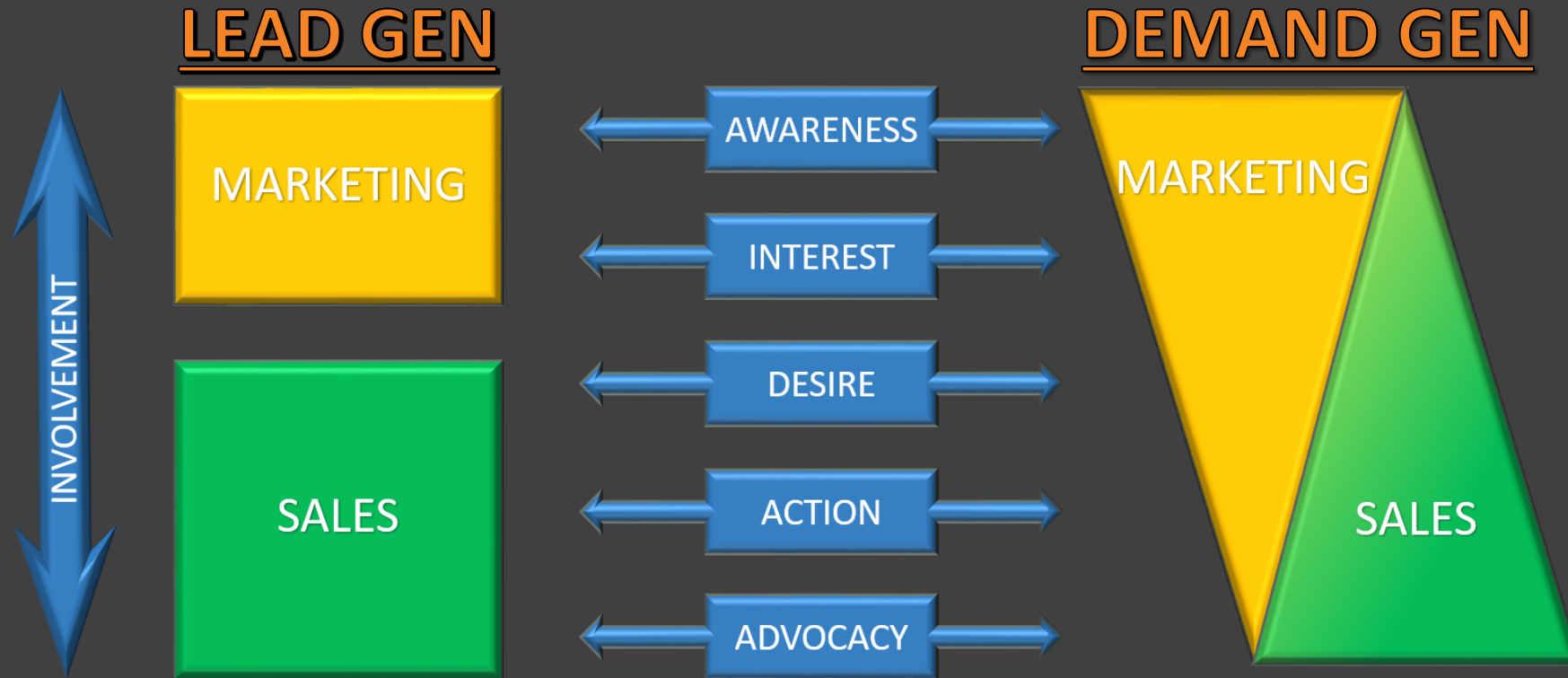
THE REVENUE FUNNEL



Your Demand Generation platform creates a REVENUE FUNNEL, channeling leads into prospects, prospects into customers and customers into brand advocates.



A SEAMLESS BUYING PROCESS



Demand Generation more CLOSELY ALIGNS Marketing and Sales. It creates a seamless buying process and eliminates the gap between Interest and Desire.



GENERATING AWARENESS

- Brand your business
- Promote your web site
- Engage in social media
- Employ public relations / press releases
- Advertise your products / services
 - Print, radio, TV, banner ads
- Networking / Business Development



CONSISTENCY is key to building awareness. Your logo, slogans, name, image and message should appear on all of your marketing materials.



GENERATING INTEREST

- Invest in digital *content creation*
 - Blog articles, eBooks, videos etc.
- Lead nurturing programs
- Giveaway promotions
- Webinars
- Targeted outbound campaigns
- Hosted events & meetups



ACTIVE ENGAGEMENT is the key to generating customer interest
in your products / services.



GENERATING DESIRE

- Gated content and product offerings
- Prospect nurturing programs
- Product demos
- Articles in trade publications
- Visualization tools
- Sales calls



Turning interest into desire is a **CONTINUUM**. Your engagement with prospects strengthens as customers learn more about you.



GENERATING ACTION

- Sales presentations tailored to the customer decision team
- Follow-through marketing
- Trial offers / special offers
- Brand Advocate testimonials



Closing the deal is a *key objective*. However, the sale itself IS NOT the *end objective* of your platform.



GENERATING ADVOCACY

- Must deliver on your promises
- Relationship with sales → service reps must be seamless
- Loyalty incentives
- Integrate real customers into future marketing campaigns
- Social Media engagement



Loyal Customers are likely to become active brand advocates. **QUALITY, EXECUTION, and DELIVERY** drive customer loyalty.





THE PEOPLE BEHIND THE PROCESS



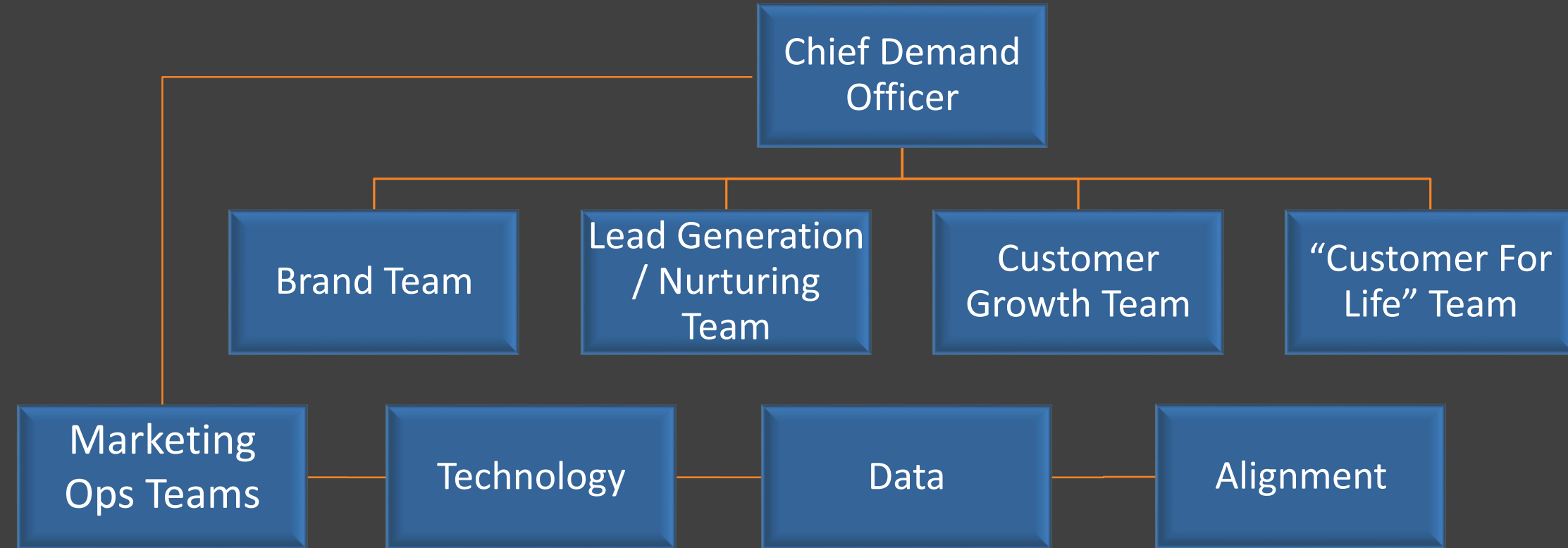
A CUSTOMER-CENTRIC APPROACH

- A combined marketing / sales organizational model
- Built with a focus on the touchpoints in the revenue funnel
- Teams exist to nurture prospects and retain existing customers
- Marketing Ops support the entire organization

Traditional business models typically view Marketing as cost silo and sales as a revenue silo. Effective demand generation requires a BLENDED model.



THE ORGANIZATIONAL STRUCTURE



With Demand Generation, a C-Level executive owns the entire CUSTOMER LIFECYCLE. They build a support staff that minimizes \$CPC and maximizes \$LTV.



STRATEGIC ROLES & RESPONSIBILITIES

- **Branding**
 - Defines & drives your company's personality
- **Lead Generation / Nurturing**
 - Targeted marketing campaigns
- **Customer Growth**
 - One-one-one / interpersonal engagement
- **“Customer For Life”**
 - Retention & loyalty campaigns
- **Marketing Ops**
 - Analytics & decision support



Your Demand Generation team is CUSTOMER-CENTRIC, not product-centric.
Customer needs, preferences and behavior drive activities.





DEMAND GENERATING CONTENT



CONTENT STRATEGY FUNDAMENTALS

- Brand consistency in all messaging, tactics and campaigns
- Specific emphasis on digital content / distribution
- Targeted messaging to each member of the buyer team
- Touchpoints across the entire customer lifecycle
- Disciplined campaign tracking / performance measurement

Find and target the best touchpoints to engage customers. In this way, strong demand can be MANUFACTURED for new or existing prospects.



DIGITAL DRIVES DECISIONS

- The traditional purchase decision journey is losing its relevance
- Customers no longer follow a linear path to reach a purchase decision
- Technology is influencing each stage of the journey
- The rise of social media, mobile and targeted messaging has created new touch points
- The journey is now a cyclical loop with customer brand advocates now playing a key role



76% of people who conduct a SEARCH on their smartphone visit a business within 24 hrs & 28% of those searches result in a purchase. – *Google Mobile Insights*



BRANDING BASICS

- Brand ≠ Logo

- Brand =

Pitch (what you tell the world about you)

+

Voice (purposeful and consistent word / prose styles)

+

Visualization (consistency and differentiation)

+

Expertise (leadership)

Effective branding delivers economic, experiential and emotional VALUE to your customers. It encourages repeat purchases and drives advocacy.



TARGETING TACTICS

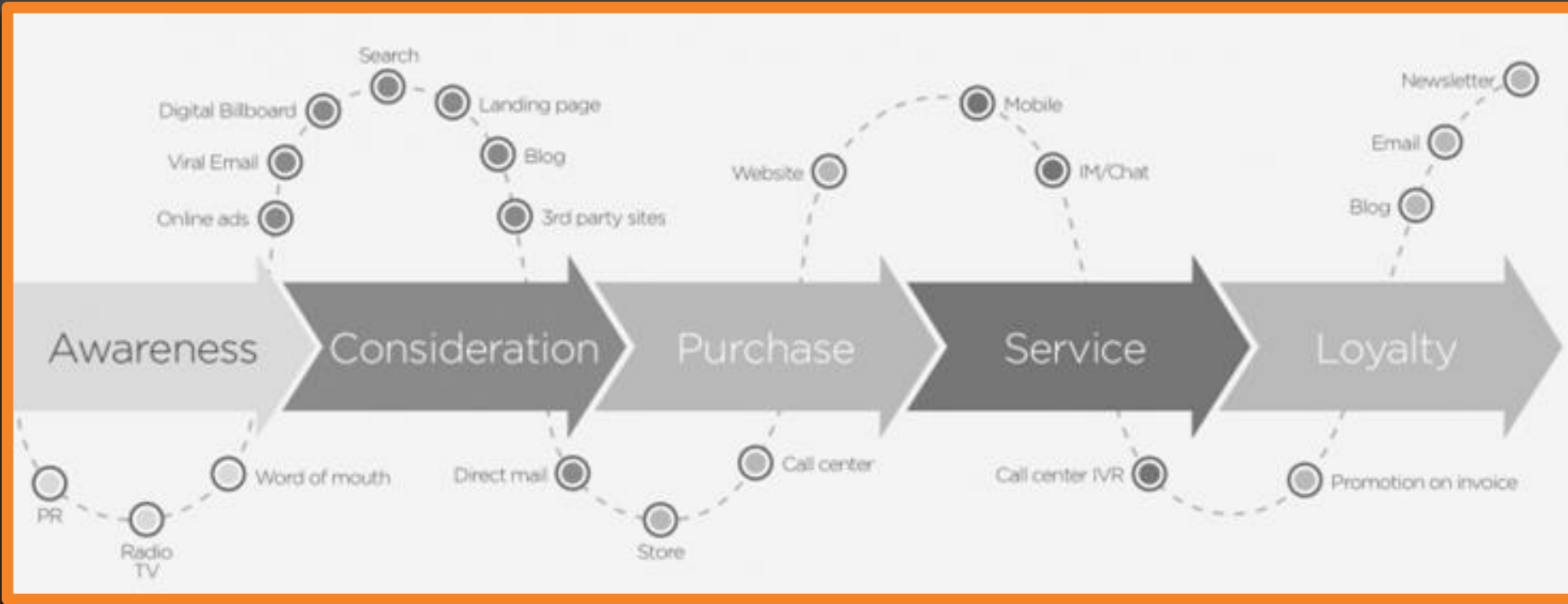
- Leverage external data resources to refine your target segments
- Segment messaging to the different roles and responsibilities of buying team members
- Adopt best practice test / control strategies
- Maintain brand consistency with your messaging
- Understand and engage with influencers



Don't underestimate the importance of INFLUENCERS: Influencer marketing content delivers 11x higher ROI than traditional forms of digital marketing. (TapInfluence / Nielsen Study)



TACKLING TOUCHPOINTS



Measuring results is critical. TEST and EVALUATE tactics at each and every touchpoint to improve your ROI.



REFINING YOUR STRATEGY

- Learn from your own & others' mistakes
- Engage in best practice sharing with non-competitors
- Capture data at every customer touchpoint
- Contiguously test alternative messaging strategies
- Model out tactics that produce an acceptable \$CAC and improve \$LTV

Like any assembly line, your DEMAND FACTORY requires thorough & consistent monitoring and maintenance for peak performance.

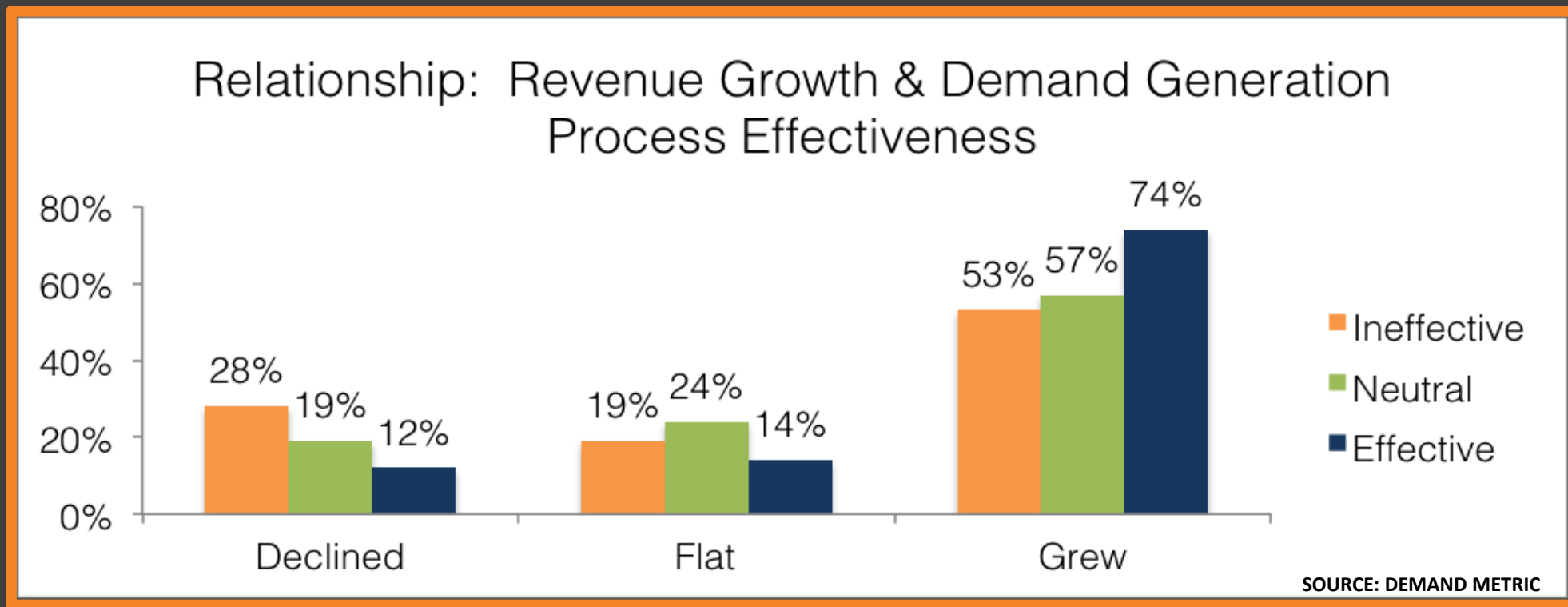




MEASURING THE RESULTS



A GOOD STRATEGY PRODUCES RESULTS



There is a strong correlation between the EFFECTIVENESS of your Demand Generation process and your company's REVENUE GROWTH.



YOUR DATA IS A VALUABLE ASSET

A recent study by DemandMetric / Radius reveals:

- Over 50% of companies with an ineffective Demand Generation process indicate their customer data richness is lacking
- 47% of ineffective companies reported severe data accuracy issues
- Marketers who have adopted predictive analytics are much more likely to also have an effective Demand Generation process.
- Over 90% percent of companies with effective Demand Generation processes are able to use their customer and prospect data to execute various marketing campaigns

Missing, inaccurate or poor quality data IMPEDES effective Demand Generation as well as the successful application of predictive analytics.



GAINING COMPETITIVE ADVANTAGE

The same study shows:

- Only 44% of CMO's understand predictive analytics well
- Only 11% are actually implementing or using predictive analytics for Demand Generation activities
- Only 55% of companies that employ predictive modeling are using their data to find new revenue opportunities



The demand generation process is an IDEAL PAIRING for predictive analytics & commercial solutions exist to help integrate predictive analytics into the process.



KPIs THAT MATTER

- Revenue generated (Sales \$)
- Return on investment (ROI)
- Cost per acquisition (CAC)
- Sales velocity (SV)
- Customer Lifetime Value (LTV)
- Lead quality (Conversion%)
- Buyer journey conversion (Channel Conversion %)



Demand Generation is an OUTCOME-DRIVEN discipline. It's about pipeline contribution, customer lifetime value and increasing market share.



A top-down view of a dark grey chalkboard. In the top left corner is a white cup of black coffee on a matching saucer. In the top right corner is a silver pen. In the bottom right corner is a magnifying glass with a black handle. The words "LESSONS LEARNED" are written in large, white, hand-drawn capital letters across the center of the chalkboard.

LESSONS LEARNED

KEY TAKEAWAYS



1. START WELL

Strategic Planning is Critical

- ✓ The most ineffective demand generation processes experience difficulty in the early phases of the process, particularly with top-of-funnel activities.

Nuture Your Data

- ✓ It is impossible to make up for lack of robust data and poor quality data later in the funnel without somehow obtaining missing contact information and other data that indicates lead quality or propensity to purchase.

Leverage Third Party Data

- ✓ Most marketers understand the tradeoff between the quantity of leads collected and the amount of information leads are asked to provide. A better solution than simply elongating landing page forms exists in the form of third-party, supplemental data that marketers should investigate.



2. TARGETING DRIVES RESULTS

People, Process and Content Come First

- ✓ Despite what you might have heard, Demand Generation is not about marketing automation. Demand Generation is a strategy that Engages, Nurtures and Converts your Buyers. The tools, data and technology for doing so are accessible to anyone that has the will to do it. Marketing automation is simply a tool that, when used effectively, can drive engagement.

Every Touchpoint Offers Insight

- ✓ To get the highest possible return on investment, you must segment your data to profile your best customers, and then go find more like them.

Conversion Shouldn't Be Your Only Objective

- ✓ Segmenting can point you toward new revenue opportunities with new or current customers, and guide future sales and marketing investments.



3. PREDICT THE FUTURE

It's a Myth That Content Programs Can't Be Quantified

- ✓ The reality is that the demand generation process is an ideal pairing for predictive analytics.

The Impact of Predictive Analytics Is Dramatic

- ✓ Predictive analytics provide a powerful lever for improving demand generation process effectiveness.

Hire Qualified Personnel For Decision Support Roles

- ✓ While commercial solutions exist to help integrate predictive analytics into the process, they are quite complex. Predictive analytics is to many marketers the equivalent of theoretical physics: only a few, highly educated specialists can understand or apply it.



4. PREPARE FOR CHANGE

Demand Generation Is An Organizational Undertaking

- ✓ You will most likely need to change the skill-set of your personnel, the reward structure based on changes in goals and performance metrics, the organizational structure to align to the Buyers purchase path and the traditional way of thinking of both marketing and sales.

Understand That Change Is Hard and People Will Resist

- ✓ Your Buyers, marketing personnel and sales team need support and leadership in order to make Strategic Demand Generation pay off.

Leverage Change Management Best Practices

- ✓ Change Management is key to implementing and adopting a Strategic Demand Generation Mindset.

