

The Ultimate Guide to Demand Generation

The secret to scaling B2B,
Deep Tech & SaaS Companies



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Ray, a farmer in Iowa played by Kevin Costner in the classic movie 'Field of Dreams' hears a mysterious voice in his head as he contemplates the meaning of life while looking over his cornfield. The voice simply tells him this, "If you build it, they will come." He listens to this voice and acts on it, to work towards achieving his dreams.



Undeterred by taunts around him, Ray eventually builds a baseball diamond on his land. Gradually, the ghosts of great players start emerging from the crops to play baseball.

What plan did Kevin Costner make to increase sales ? Nothing except building a baseball field.

Despite this, he eventually got what he wanted. We believe in the philosophy that if we make a good product, people will want to buy it often.

However, demand generation experts believe it to be completely false. Creating a product is only half the battle; B2B enterprises must also invest in demand generation programs to consistently attract and acquire new customers.

If you figure out the right strategy and hit it out of the park with your demand generation approach, even baseball greats from the afterlife may decide to join your pipeline (pun intended).





What is B2B Demand Generation?

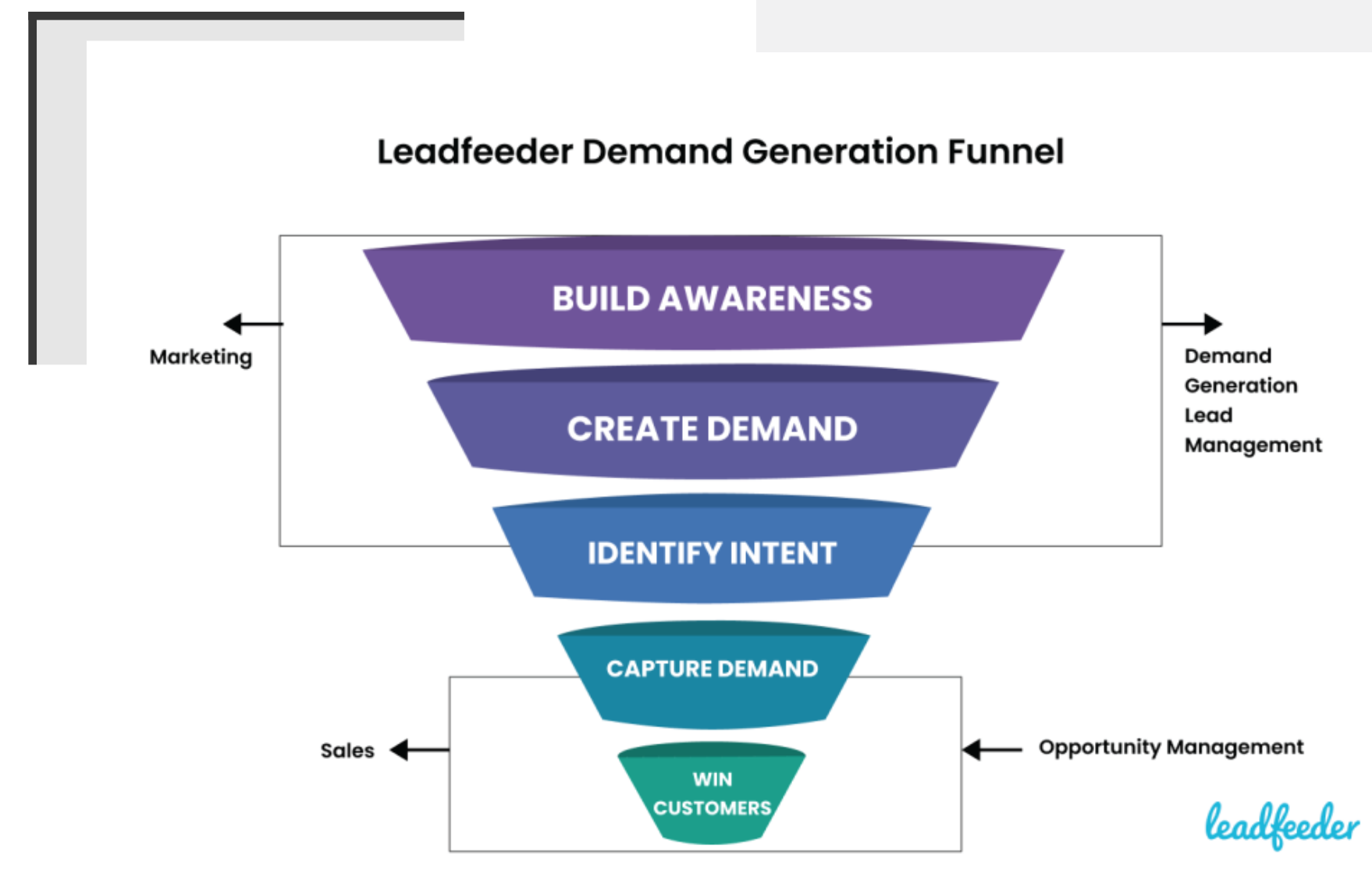
Demand generation is a marketing strategy that builds reliable brand awareness and generates greater interest, resulting in high-quality leads.

It involves various marketing and sales tactics that create long-term, customer-to-brand relationships.

Demand generation is not limited to a single strategy or campaign.

Its goal is new customer acquisition.

The idea is to connect the brand's offering to prospects, starting from the buyer's journey to paid customers and beyond.



The B2B demand generation cycle is long, complex and involves a lot of touch points. It includes multiple decision-makers and deep research throughout the sales cycle.





Why is B2B Demand Generation Important?

Demand generation, especially for B2B companies in tech, is replete with a lack of alignment between the marketing and sales teams as they work in silos.

According to [Forrester](#), only 8% of companies have strong alignment between their marketing and sales teams.

Consistent communication across sales and marketing departments is the key to convincing buyers. **Demand generation breaks down barriers** and allows these departments to work collaboratively. It helps you focus on your prospect's need to generate interest in your product or service.



According to a Demand Generation Benchmark Study

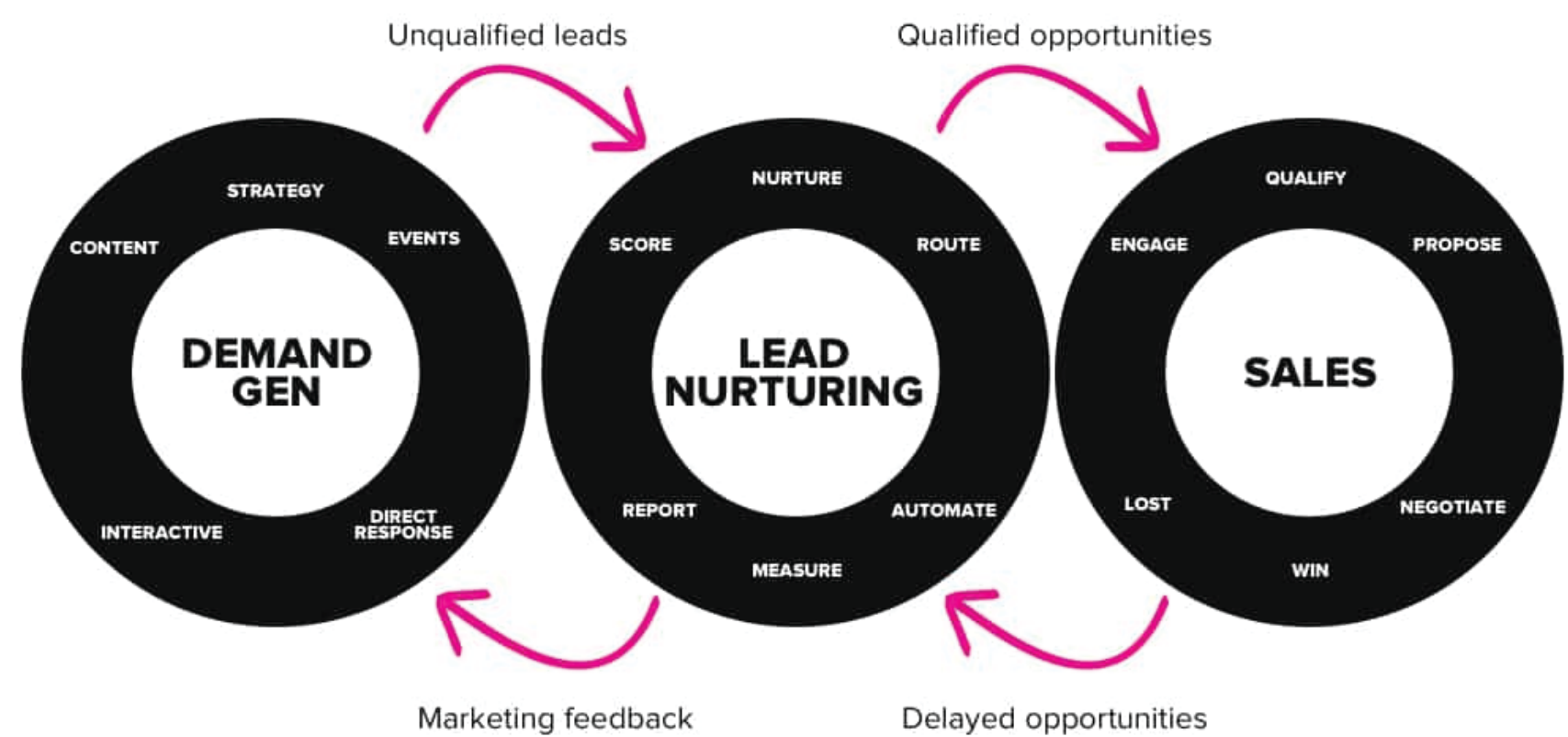
68% of B2B marketers leverage demand generation to improve conversions and campaign results. Here's how B2B Tech and SaaS companies can benefit



Ideal B2B Demand Generation Process

Every business has a system in place to generate leads before a demand generation strategy is determined. The strategy involves learning as much as possible about their industry, buyer journey and go-to-market strategy.

Demand generation aims to nurture potential leads, add them to different funnels, qualify leads based on their behavior and move them to the sales team for closure.



It operates closely with a traditional sales approach and requires close coordination between both teams.

- 1 Understand and create an ideal buyer's journey**
Specify the multiple points of contact, services, and desired outcomes for the buyer's engagement with your assets
- 2 Understand go-to-market (GTM) strategy**
Understand what is being treated as a conversion (Free trial, Book demo and more) and how to go to your audience and ask for a conversion
- 3 Understand Ideal Customer Persona (ICP)**
Identify ideal customers who will buy your product/service
- 4 Brand Awareness**
Find out how customers discover your brand, how much they know about you and how you want to position your brand
- 5 Reinforcement**
Remind them why you're the right company to solve their problems
- 6 Conversion**
What are the conversion triggers, and what are the next steps after conversion? What information do you need to capture if you need it to be treated as a conversion?



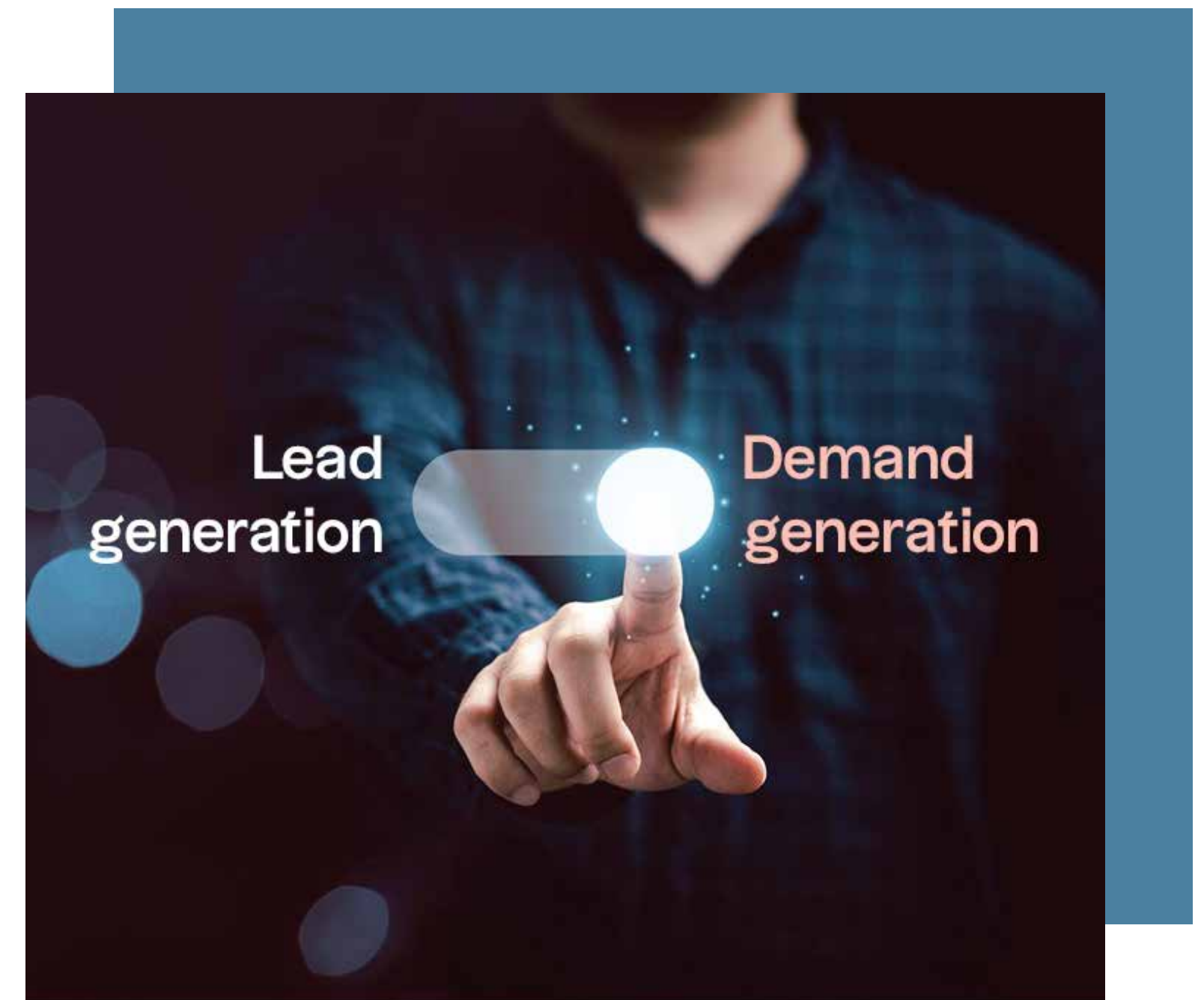


Demand Generation vs Lead Generation

The key difference between demand and lead generation is that the former uses different tools and tactics to increase audience interest in your product or service. On the contrary, lead generation focuses on how to persuade prospective customers to talk to you.

The goal of demand generation is to create top-of-mind awareness, which is a long-term strategy.

Lead generation is a conversion-focused, short-term approach that uses attractive offers and gated assets to drive conversions.



Differences between demand generation and lead generation

Demand Generation	VS	Lead Generation
Long-term outcomes	Approach	Short-term outcomes
Broad – Mass Targeted	Audience Size	Short – Precisely Targeted
Difficult – Based on the Prospect's Interest	Lead Scoring	Easy – Based on the Prospect's Activity
Build Awareness	Purpose	Generate Leads
Long	Sales Cycle	Short
Inbound	Sales Process	Outbound





According to HubSpot's State of Marketing Report, marketers report generating more leads as their top marketing priority.

The problem occurs when prospective customers are unaware of your brand and can't trust you to give away their information. Demand generation efforts accompany lead generation to extract personal information from your prospects and amplify this information.

Tech or SaaS companies can build brand awareness through demand generation. Educating potential customers about your products or services, helping them solve specific problems and achieving their desired results are the top priorities for demand generation.



How Is Demand Generation Different from **Inbound Marketing**?

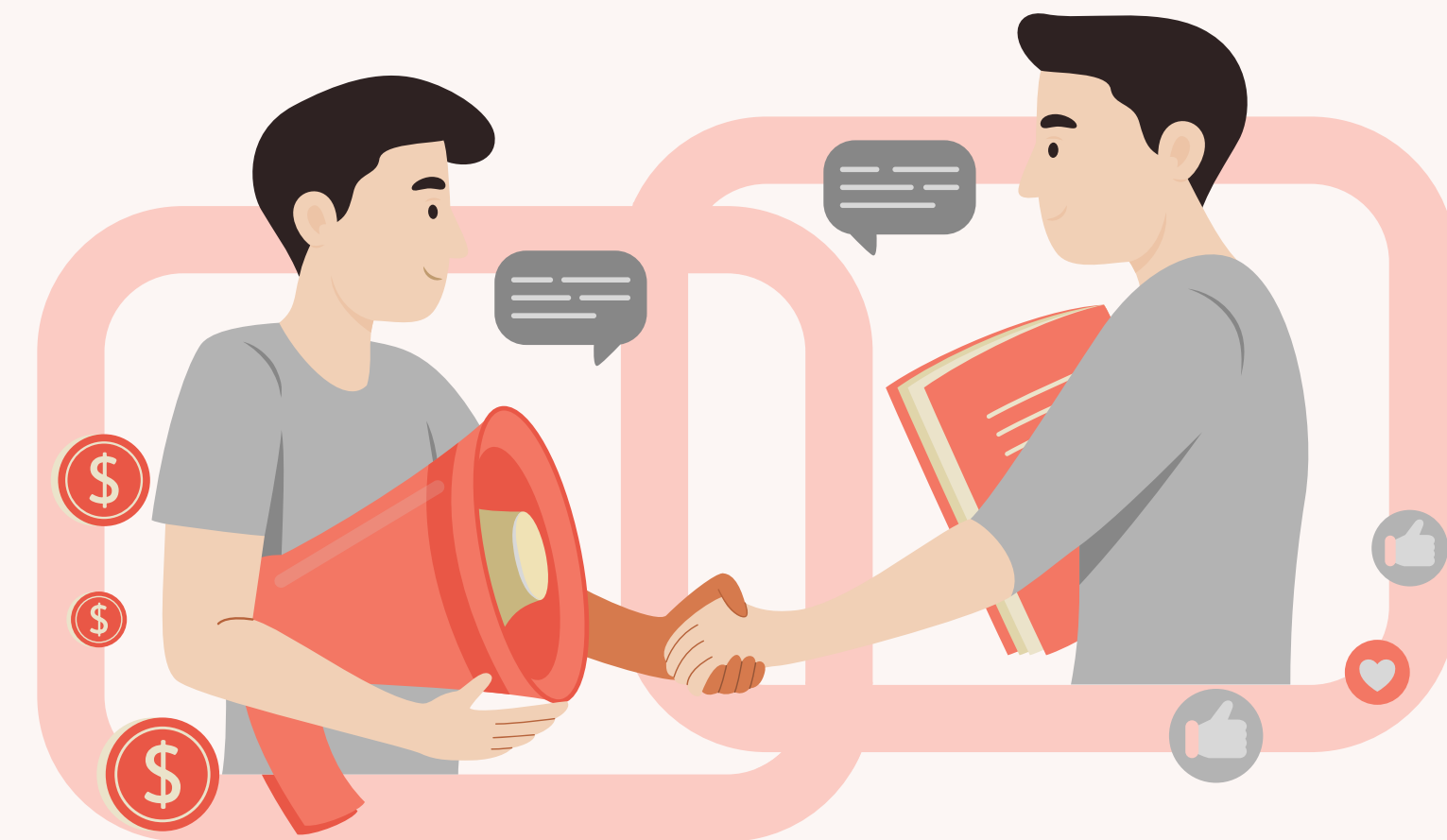
Are you confused between inbound marketing and demand generation?

Relax; you are not alone
Even though they are conceptually similar, they are quite different.



As we discussed earlier, the goal of demand generation is to drive awareness and interest in your product or service. It is for prospects who are not included in your buyers' journey yet.

Demand generation takes a proactive, sales-centric approach with different tactics like performance marketing, Account Based Marketing (ABM) Webinars, Podcasts, and more.



On the contrary, **inbound marketing** is an approach that builds trust and credibility among your prospects to attract qualified leads. It's a strategic method to create value through customer-specific content and build long-term customer relationships.



Demand Generation Vs Demand Capture

The intent of demand generation is more educational and helps your potential customers learn how your products or services solve a specific problem.

Demand Capture focuses on conversion and is a way of reaching out to people actively looking for a solution similar to yours.

Demand capture is a conversion-focused tactic that guides your prospects through the buyer's journey till they become your customers.



It's quite clear that demand capture's intent is sales, focused on prospects actively looking for a solution. At the same time, demand generation is about educating customers on how your solution can solve their problems.





How to Build an Ideal Demand Generation Team

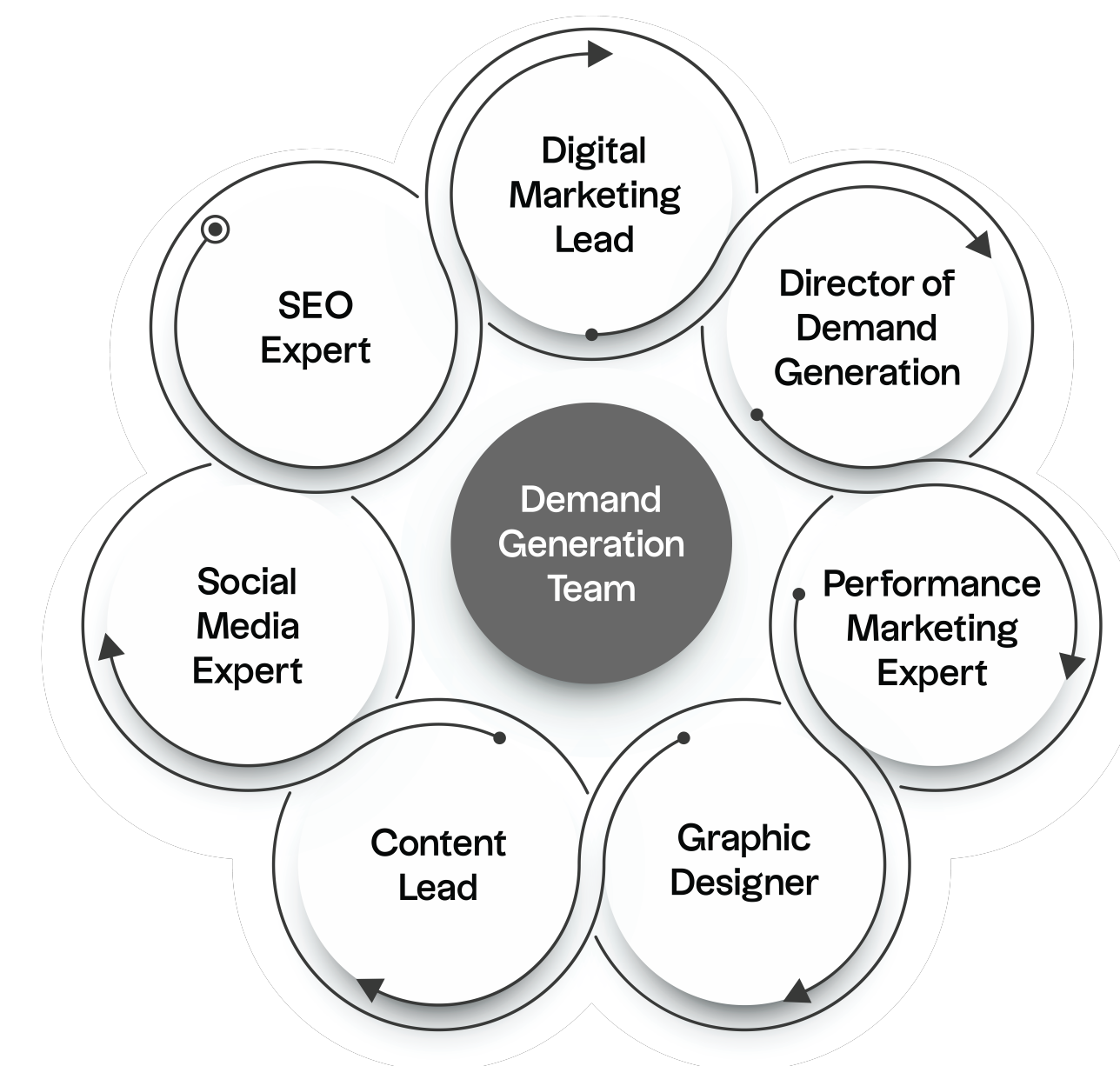
The marketing team is often responsible for demand generation. There is a good reason for this: in most organizations, demand generation usually stays within the marketing sphere, involving social media, content and more.

The nature of demand generation KPIs is more sales-specific. Demand gen KPIs include metrics such as average deal size, pipeline value and revenue.

It takes a team of experts to succeed at demand generation.

In such cases, each member of your demand generation team should specialize in unique skills and work collaboratively in making the best use of them.

Here's what your SaaS company's ideal demand generation team should look like



Building a Demand Generation Strategy



One size does not fit all.

Building a demand generation strategy can't be done by a single individual.
A universal solution does not exist.

However, you can broadly split demand generation into two categories

CONTENT MARKETING

- ✓

Email Marketing
Maximize brand awareness with highly targeted and thoughtful emails.
- ✓

Search Engine Optimization
Gain engagement, leads, sales, and increase website visibility through SEO best practices.
- ✓

Social Media Marketing
Increase brand awareness across social media channels with engaging content and graphics.
- ✓

LinkedIn Marketing
Organic, micro-targeted LinkedIn marketing for segmented profiles.

PERFORMANCE MARKETING

- ✓

Programmatic Ads
Ensure precision targeting and high click-through with ads driven by algorithms.
- ✓

Social Advertising
Create and deploy engaging social ads to reach your target audience.
- ✓

Content Syndication
Republish your content on third-party websites for greater reach.
- ✓

SEM, Display Ads
Dynamic, customized search and display ads to engage and drive conversions.

Content Marketing

It focuses on creating demand through organic channels. The goal is to utilize content to its highest potential to create and generate demand within your target market.



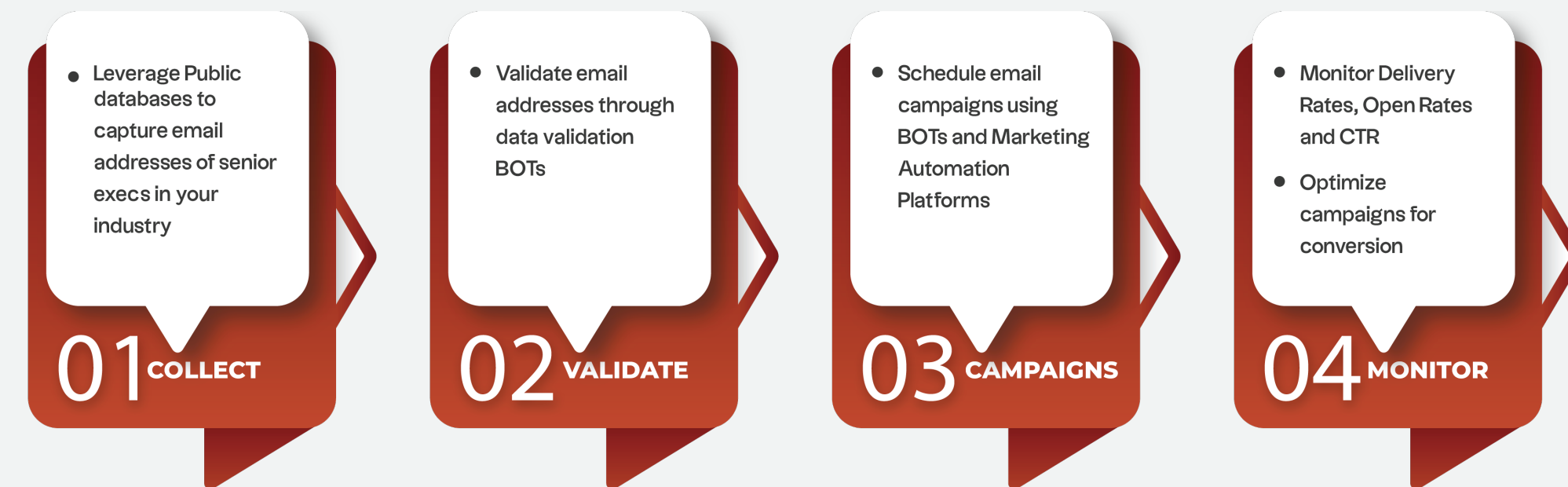
This can be further broken into the following channels

Email Marketing

This is the most effective and efficient way to capture demand. According to [State of Marketing published by HubSpot](#), 95% of marketers found email marketing to be the most effective channel in meeting business goals in 2021. [Litmus' state of email marketing research](#) shows that emails deliver a \$36 return for every \$1 spent.

If your email marketing campaigns have not succeeded, you should revamp your strategy. Use email marketing for successful lead generation.

Here are some proven approaches to Email Marketing that you can adopt:



Email Marketing Recommendations :



COLD OUTREACH EMAIL

- Focus is to fix a meeting / demo
- Precisely communicate value proposition in 2-3 paragraphs
- Provide a Compelling Offer / Call-to-Action



NEWSLETTER / BLOGS / DOWNLOAD ASSET

- Focus is to engage the audience with consistent delivery of high-value content
- Send out weekly blogs / insights which address the buyers' concerns / aspirations
- Drive traffic to your website
- Nurture leads till they mature



Search Engine Optimization

SEO is another effective channel for B2B tech and SaaS companies. It is one of the most crucial components of any demand-generation strategy. According to [a Gartner Report \(only available for Gartner clients\)](#), 67.6% of organic online traffic clicks come from the first five organic results on the first search engine results page (SERP).

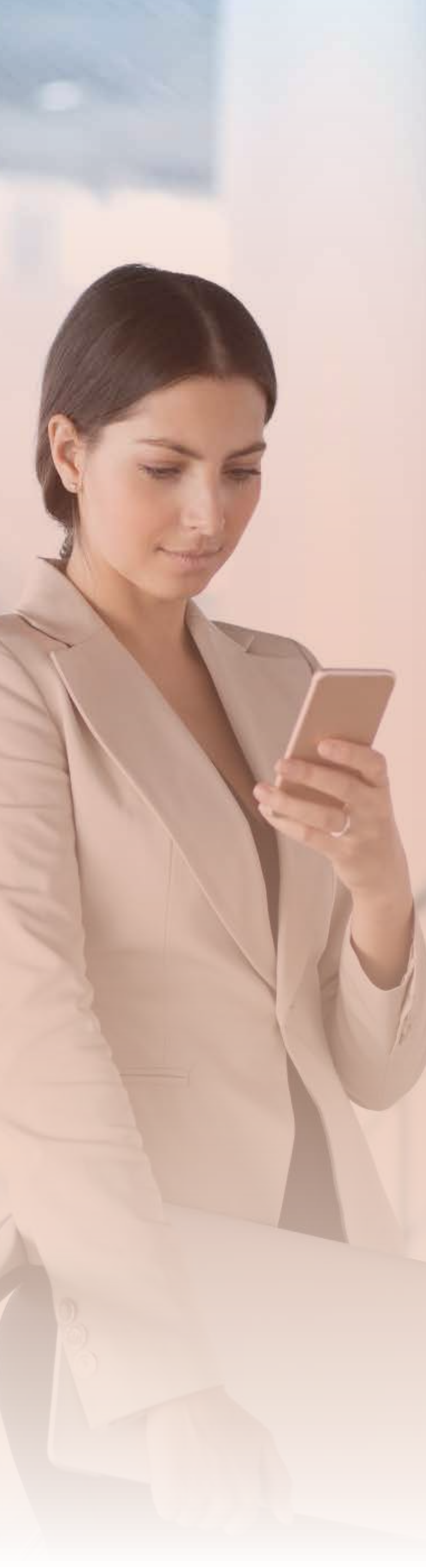
A B2B buyer spends **27%** of his time on research, potentially using at least one search engine during the process.



Strategies to outsmart your competitors

- 1 Creating a Buyer Persona
- 2 Understanding your Sales Funnel
- 3 In-depth keyword research around your buyer persona
- 4 Mapping a keyword strategy to target your buyer in different stages of the funnel
- 5 Creating and developing product/service or campaign-specific landing pages
- 6 Creating a scalable SEO-specific content strategy
- 7 Creating a relevant backlinking strategy





Social Media Marketing

According to [HubSpot](#), 75% of B2B buyers and 84% of C-Suite executives use social media while making a purchase. LinkedIn should be your primary channel to drive interest, engagement and conversions. Connecting your target customers on social media can be challenging, as the B2B sales cycle is too lengthy. It might stretch up to a couple of years for some companies. But it is a powerful tool for building awareness about your brand and its products/services. It also helps you build a brand personality and humanize your business.

When done correctly, it can be one of your best-performing channels to build brand personality. Here are some reasons why you should prioritize social media in your tech/SaaS company

- 1 To connect with potential and existing clients
- 2 To generate easy-to-distribute content
- 3 To project a brand identity and voice
- 4 To provide client support
- 5 To improve SEO rankings



LinkedIn Marketing

As the world's largest professional networking channel, LinkedIn is the obvious winner for B2B marketing. According to [Statista](#), 80% of B2B leads come from LinkedIn, 94% of B2B leaders use it for distributing content, and 44% of relevant leads come only from B2B.

The challenge here is how to use it for marketing. Use a mix of highly personalized and organic LinkedIn marketing activities that directly reach out to people actively looking to buy similar products and services. These are 100% relevant leads as we receive direct inquiries and interest in clients' products or services.



Want to learn more?

Connect with our Demand Generation Experts

Performance Marketing

Performance marketing is a part of Demand Capture unless the goal is to create awareness of your products. When done correctly, performance marketing can be one of your primary channels for customer acquisitions.

B2B technology/SaaS products are category-defining and often new. The market and audience mix are different for each product, which solves the specific needs of your audience. Finding a mix of channels, mediums and methods where you can reach your audience at the right moment is the key to executing a successful marketing strategy.

For such companies, there are four important channels to generate demand in the long run



Google Search Ads

Research your audience persona: Segment your audience persona based on their roles—they could be a user of your platform, an influencer in the buying process or a decision maker. Identify the technology they use, how they do research and the digital channels they follow. Find out how they perform their tasks more efficiently.



Keyword Research: Research and select the most important key words for your business.

Start with the keywords that fall under MOFU (Middle of the funnel) and BOFU (Bottom of the Funnel) in your sales funnel and focus on the buying intent.

Create a Personalized Landing Page: Build landing pages based on your audience category. If you are trying to build awareness about your products or service, then you may want to include use cases, product benefits, case studies and customer testimonials, to build trust amongst your audience.



If you want to drive conversions among the audience who already know your brand or product - use a cost calculator, playbook, or any other high-value content to capture audience details.

Create Campaigns: Segregate campaigns based on geographies (APAC, MEA, EU, NA, or others) and product categories (IoT, Cybersecurity). Carefully choose your campaign objectives. Club similar keywords and create as many relative ad groups as possible. Create atleast 3-4 ads per group. Use customer proof points and other tangible items in the headlines.

Remarketing Ads

Platform Selection: Define where you want to follow up with your customers. Is it on LinkedIn, Google Search, YouTube or any other website?



Build a remarketing audience: Who are you targeting? For the ones who visited your website or landing page, do you have a custom list, or do you want to retarget people who have already interacted with you on your application?

Based on these inputs, build your remarketing audience.

Campaign Planning: Why do you want to retarget them? What's your objective (conversion, form fill, asset download, webinar form fills, or a 10% discount for those who have visited your pricing page)? Design a communication strategy and develop assets (Videos, Images or Ad copies).

Budgeting: Generally, remarketing ads should cost you less than your primary paid acquisition channel. You must communicate the right message with your audience to reduce acquisition cost. Here are a few optimization strategies for remarketing ads



- 1 **Ad Testing:** Experiment with different ad messaging/copies and CTAs for the various audience lists you have created and see which ad combination helps you get the highest CTR.
- 2 **Custom Combination Testing:** Try different combinations of durations with different audience lists, and see which audience responds well to each time duration.
- 3 **Frequency Cap Testing:** The frequency of your ad display matters the most when you try to optimize ads for maximum delivery and impressions. Test it to get the best combination.
- 4 **Bid Testing:** Monitor your bids for costs, impression share and ROI and adjust accordingly.

- 5 **Landing Page Testing:** The messaging you use on your landing pages to connect with your remarketing ads is crucial. Test multiple copies and designs to see which combination brings in the most conversions.

Remarketing Ads

- 1 **Audience Persona:** Make more informed decisions on whom to target by researching your audience and segmenting them as per the audience segmentation practices.
- 2 **Audience targeting:** Based on the interest and behavior of your audience, target them wisely on LinkedIn with specific filters to avoid broadening your target audience.



- 3 **Personalization:** Personalize your communication as much as possible while creating ad assets such as ad copies, images and more.
- 4 **Monitor Segment breakdowns:** Are your ads targeting companies at the right seniority level? What's the company size, geography, and industry? What is your ad targeting? You need to constantly monitor all of these to get the right mix of audience.
- 5 **Gated Content Ads:** Try ads that offer gated content to increase conversions. People may want to provide their details in exchange for value-adding downloadable assets. Provide as much value as possible in your content for people to download.

Content Syndication Ads

Are you generating content that is valuable to your user? Most B2B companies generate content but fail to provide value. Content that serves as a practical guide can help your target audience optimize their costs. Your target audience will not mind giving away their personal information to get these assets downloaded.



If you generate a lot of content, you can use it to get more leads.

Content syndication ads use your content and distribute it to a larger audience. They mostly work on a cost-per-lead basis, where you get charged each time someone downloads your asset.

Apart from content syndication platforms like Netline, TechTarget, Taboola and more, many industry-specific publications can also help you distribute your content to a larger audience base.

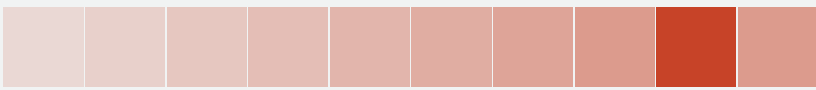
Want to learn more?

Connect with our Demand Generation Experts

As mentioned above, demand generation marketing has no template or pattern. Developing a demand generation strategy should focus on unique propositions for your business and audience.

Here's an indicative approach to build a successful **B2B demand generation** campaign:





- 1 Establish your goals
- 2 Align sales and marketing
- 3 Change from a Lead Generation to a Demand Generation Mindset
- 4 Identify your target audience
- 5 Develop a content strategy and create valuable content
- 6 Communicate with prospects
- 7 Track and measure results
- 8 Continuously optimize your sales pipeline and sales cycle





Measuring the Success of a **B2B** Demand Generation Campaign

Cost per acquisition	Funnel conversion rates
Customer lifetime value	Cost per lead
Sales cycle length	Conversion to MQLs
Close rate per channel	Average deal size



How can you ensure the success of your demand generation team? The larger the organization, the more complex the demand creation function is. KPIs such as Marketing Qualified Leads (MQL), Sales Pipeline Generation, closure and win rate are hard nuts to crack.

These are some of the most critical demand generation metrics that provide valuable insights for tech and SaaS businesses.

Measuring a close-looped function such as demand generation and sales require more than just measuring ROI. Organizations need to understand the attribution model to measure the effectiveness of campaigns, mediums and marketing channels. This gives them insights on how to allocate budget and resources effectively.

Investing in the right marketing and sales automation tools help you become more data-driven and analyze attribution models better.



Become a data-driven organization and boost your revenue by 3X!



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Role of Content Marketing in B2B Demand Generation

The success of Demand Generation is a long-term goal and cannot be achieved overnight. It's a gradual and methodological shift in the consumer's perception of your brand.

The driving force behind this shift is content marketing.

According to Marketo, 87% of B2B enterprises are creating content today, but only 3% say their content is "very effective". Only 35% of enterprises say they have documented their content marketing strategy.

These numbers are driven by the lack of alignment between content and demand-gen teams. While the demand-gen team lacks creativity in content, planning and scheduling, the content team lacks insights into the buyer's journey and user persona to create strategic and timely content.

We live in an era where content creators or influencers on online platforms like YouTube and social media can make or break a product, sometimes even before the launch. Relevant, strategic content created around the value system and target audience could give marketers an edge in driving brand visibility and creating positive brand perception. This is why strategic content creation is vital for the success of demand generation.



TOFU

Having visibility across the sales funnel and effective distribution channels would help strategic teams in aligning and creating valuable content that drives business results. The infographic on the right elaborates upon content type under each sales funnel under a normal B2B, SaaS or tech product enterprise.

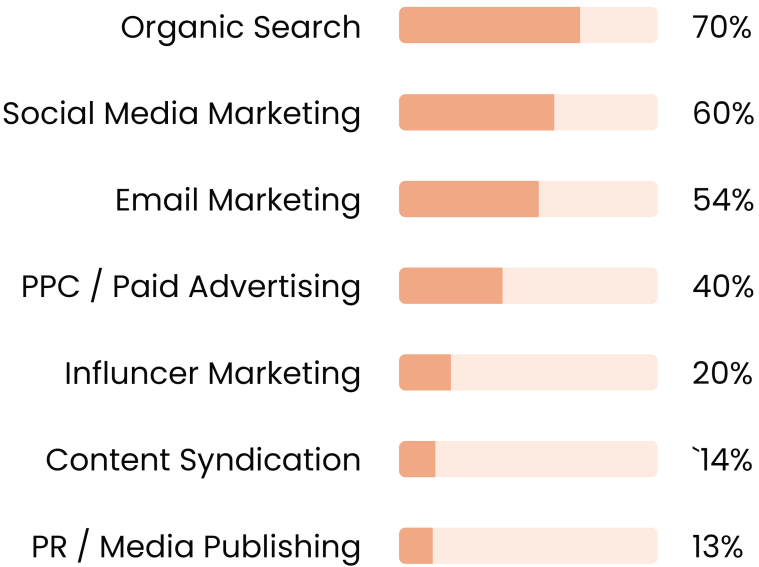
Top-of-the-Funnel (TOFU) content creates awareness among users. Usually, it is your prospect's first interaction with your online assets, so the focus should be on educating and enticing your target audience with compelling and valuable content.

Content Marketing - Top Of The Funnel (TOFU)

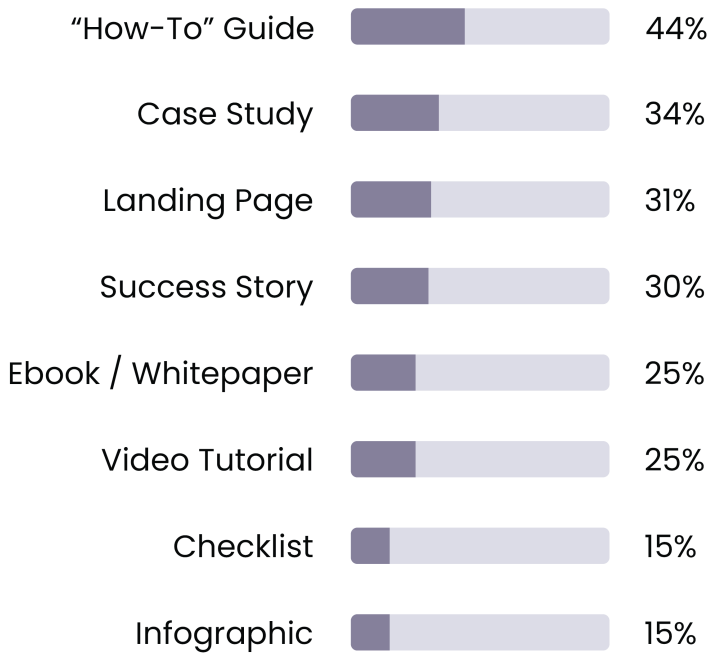
Focus should be on helping customers solve a specific problem and showing your prospects that you are an expert in the field.

Thought leadership content created by experienced Subject Matter Experts (SMEs) can also position you as an expert in the field.

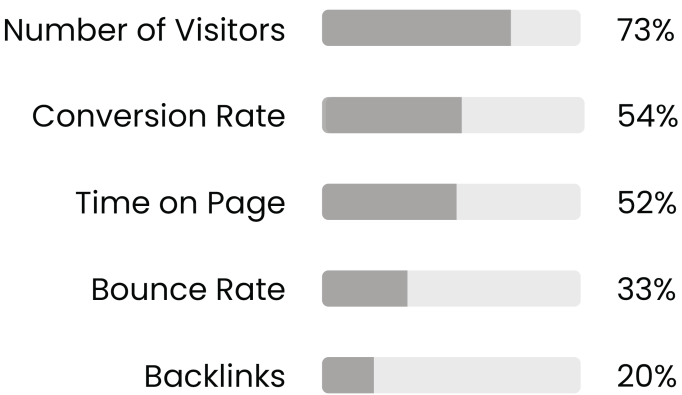
Most Efficient Channels



Types of content

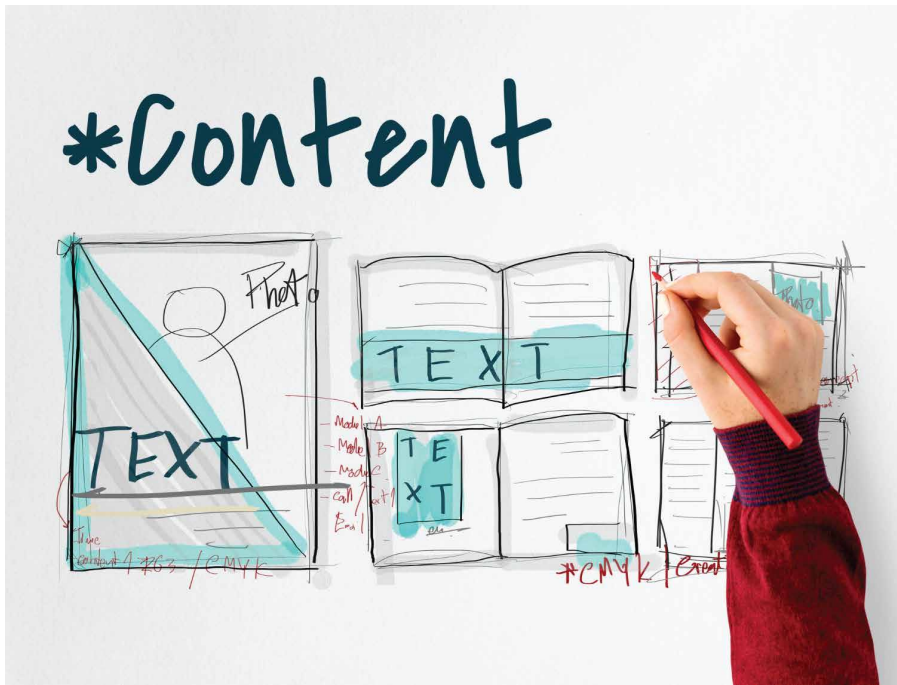


Measurement Metrics



MOFU

In the **Middle-of-the-Funnel (MOFU)** stage, the agenda of enterprises should be to provide more in-depth product information, like a proof of concept, product and credentials to customers with high awareness. The aim is to generate interest and consideration for the product/brand.

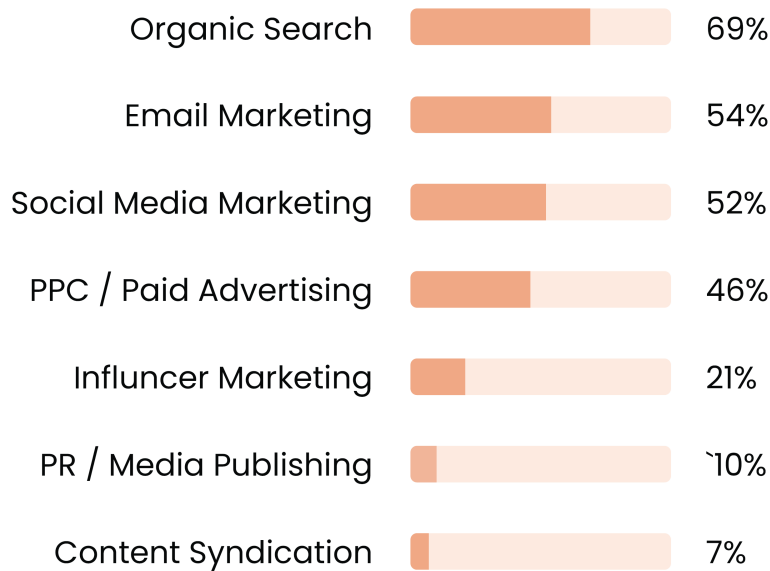


Content Marketing - Middle Of The Funnel (MOFU)

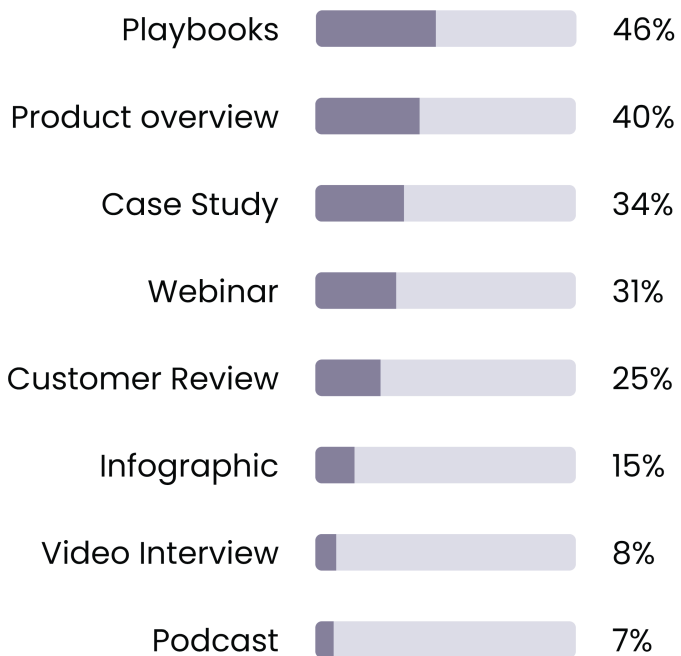
Focus should be on creating product-oriented content to help nurture prospects into seeing true benefits of your product or service

Showcase how your product has affected other customers in positive and measurable ways

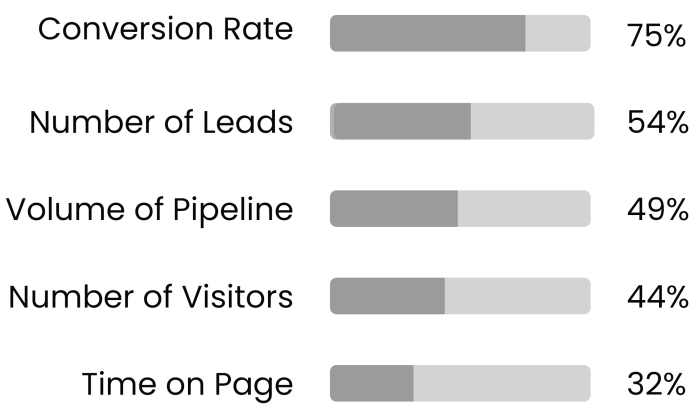
Most Efficient Channels



Types of content



Measurement Metrics



BOFU

The next stage is **the Bottom-of-the-Funnel (BOFU)**. The customer is aware of the product and intends to buy it. This is the right time to help him showcase the benefits of becoming a paid customer. The focus should be on creating valuable assets to help him evaluate your product and make a decision.

[Download the Infographic](#)

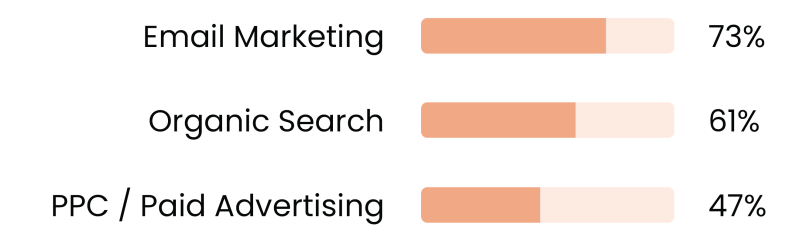
Content at any given time is the driving force behind demand generation. However, it's not enough just to create content that makes an impression and creates a presence; it must be relevant and valuable for your audience, clearly differentiating you from your competitors.

Content Marketing - Bottom Of The Funnel (BOFU)

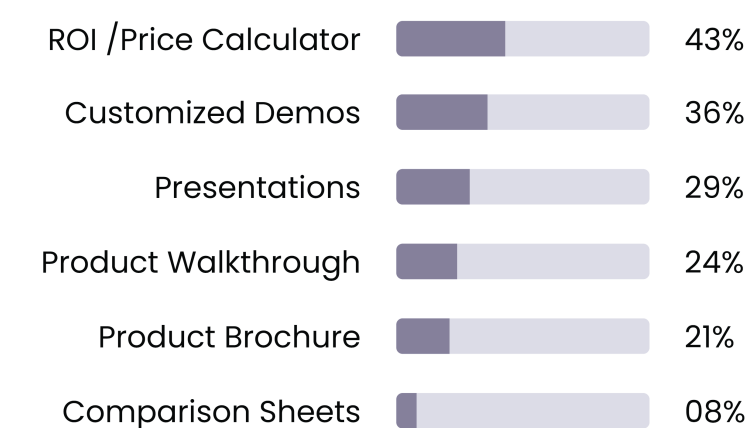
Customer-Generated and case-oriented content are some of the most effective ways to convince an audience to make a purchase

93% of customers make a buying decision based on reviews

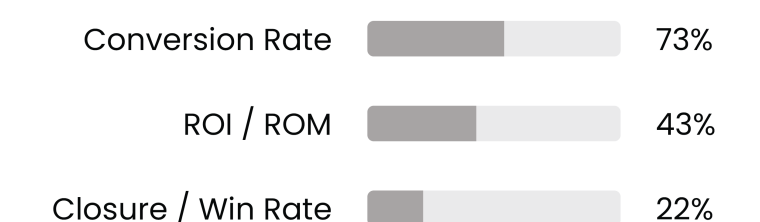
Most Efficient Channels



Types of content



Measurement Metrics



According to [Havas' Meaningful Brands Report](#), nine out of ten consumers expect brands to deliver content, but 58% think most content is meaningless and irrelevant.

Providing personalized, meaningful content that is equally valuable is the key to success. In short, demand generation and content marketing help each other reach their independent goals.

What your Success Depends on

The success of any business, from B2B tech to SaaS, depends on its capacity to turn a profit and expand.

With a proper demand creation framework, you can successfully entice your target market and lead them through the buying process.

The success of your demand generation initiatives depends on consistently bringing value to your customers' lives. Being patient and persistent are essential to ensure the success of this marketing strategy in the long run.

Kickstart your Demand Generation Engine with Blufig

[Get Started Now](#)

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