



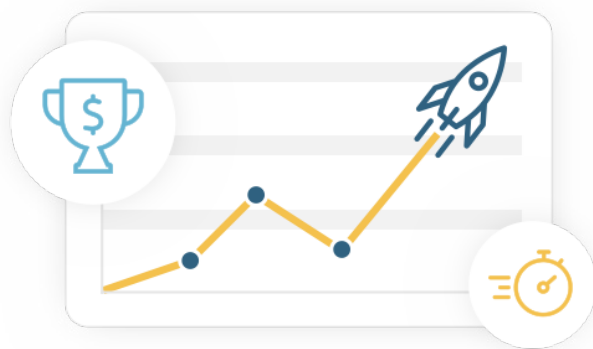
B2B Media
Group

WHITEPAPER

Increase Demand Gen Results With These 5 Tactics

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Demand Generation within B2B organisations has progressed in recent years, both innovatively and intuitively. Whether it's embracing and adopting maturing predictive technologies and ABM methodologies or macro factors, including Covid, that forced a complete focus on digital engagement, marketers have had to respond instantaneously, researching, and activating digital approaches that ensure demand generation continuity and growth. Digital advertising, content downloads and webinars played a crucial role in keeping demand gen momentum throughout the pandemic. Many vendors offered predictive intent data solutions that would almost guarantee new leads and revenue but seldom came to fruition. The challenges were exhaustive. From lack of relevant intent data, audience volumes, lack of persona mapping & personalisation, lead qualification and routing.



Content Syndication exploded during the pandemic with many vendors offering highly engaged leads, only for Marketers using these services to have to re-qualify or nurture further before passing to sales. In the haze of the pandemic and reaction to digital-only solutions, demand gen and lead gen got mixed up by vendors, along with their capabilities. During this demand gen goldrush, strategy and planning took a back seat whilst content was thrown at target personas with the reassurance that vendors had intent data to drive more demand-to-sales leads faster. For many B2B Marketers, vendor advice was well-intentioned, although the ROI impact did not quite align with the solutions offered.

While intent data and ABM will continue to be key drivers in both demand gen and lead gen - the strategic planning and execution will drive further impact and ROI for Marketers. Below, we list our five tactical tips that will help you drive increased ROI in your demand gen efforts during 2022 and beyond.

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TACTIC 1

ABM To ABX – Define Target Personas And Personalise

B2B buyer audiences seek more personalised content that offers value to them. Generic case studies, articles, or webinar invites to decision-maker job titles will not encourage and attract a conversion event as effectively. Well-defined personas and content offering specific solutions or useful educational topics to those decision-makers within each business unit drive greater interactions and conversion.

When mapping content to personas, each buyer persona definition should include:

- **Persona summary:** Details about your ideal customer, their company, and a summary of characteristics
- **Job Details:** Responsibilities including benefits and challenges of the job
- **Role:** What is their function within the buying group? – are they an influencer, a decision-maker, or budget owners?
- **Objectives:** What are their goals?
- **Challenge:** What challenges do they face? How does this make them feel?
- **Content Formats:** How your persona likes to consume content
- **Objections:** What might prevent them from receiving a sales call, purchasing your product/solution and how best to handle these objections.

You want to learn more about Account Based Marketing?

Then our free whitepaper „4 Steps To Deliver A Successful ABM Campaign“ will help you.



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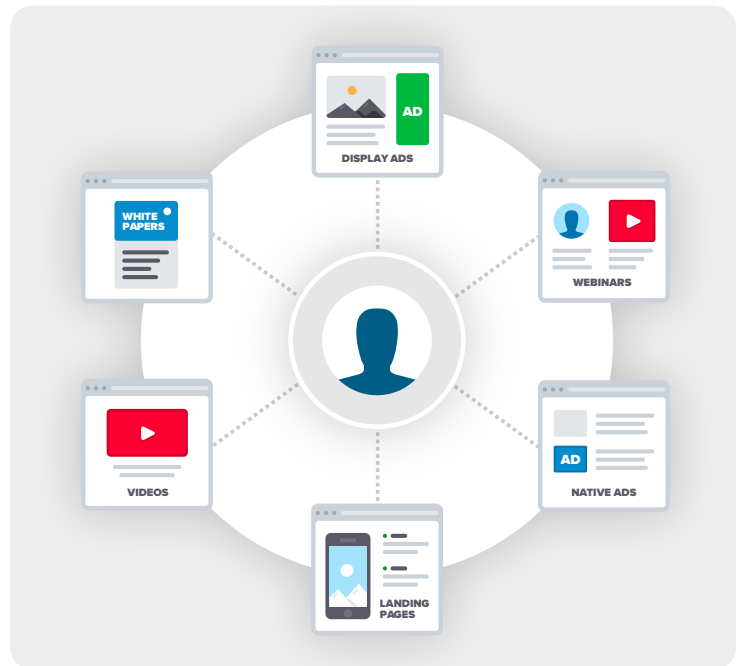


TACTIC 2

Use The Right Mix Of Content And Formats

Getting the right content to your audience is key when driving further engagement and conversion. According to the 2022 Content Preference Survey Report conducted by Demand Gen Report, most buyers see research/survey reports as the most valuable (43%) content format, followed by case studies (40%) and webinars (40%). B2B Media publications/news follows (37%), whitepapers (34%) and e-books (34%).

Interestingly, when the same participants responded to the types of content consumed over the last year, a majority responded with webinars (67%), eBooks (56%), research/survey reports (55%), blog posts (54%), whitepapers (52%) and case studies (49%).



Breaking down the formats further into each stage of the buyer journey, the most popular content formats across each include:

Early Stage:

Infographics (62%)

Blogs (58%)

Podcasts (56%)

Mid Stage:

Assessments (49%)

Webinars (48%)

Case studies (44%)

Late Stage:

User Reviews (29%)

Third-Party analyst reports (29%)

ROI calculators (26%)

When it comes to the duration of content consumption, on average, 62% of those researching a B2B purchase will typically spend 5-30 minutes reviewing content in the above formats. Ensuring concise, digestible, shareable content is as important as the format itself.



TACTIC 3

Shareability – Turn Your Audience Into Advocates

Generating greater awareness at an early stage within a buying group can become more effective when content is highly shareable. According to the same report, when asked about drivers that encourage content sharing, relevant/shareable links that can be shared immediately (48%) were the most popular decision.

Followed by:

- Shareable stats & quick-hitting insights (42%)
- Telling a compelling story that resonates with the buying committee (41%)
- Ungated and easy to share with colleagues (37%)
- Will influence peers/other internal stakeholders on the buying team (34%)

LinkedIn ranks as the most popular platform for sharing relevant content to colleagues or members of the buying group, followed by email and then internal collaboration platforms (Slack, Microsoft Teams, etc.).





TACTIC 4

Nurture Further And Convert More

MQLs, when generated and nurtured correctly, are highly valuable leads for sales to follow up on and drive increased conversions. However, when the lead nurture and qualification process cuts corners, lacks end-to-end delivery, or sales enablement, MQL opportunities can fizzle out. Only 35% of B2B Marketers have established an effective lead nurturing strategy. And according to Marketo, on average, 50% of marketing leads in any system are not yet ready to buy. With almost 80% of new leads never becoming sales. (<https://uk.marketo.com/lead-nurturing/>). Nurturing MQLs further doesn't necessarily need to be a long, drawn-out process. Having patience and the correct nurture structures in place can uncover true interest and help marketing zero in on those hot opportunities to progress to sales.

- Persona and content mapping
- Utilising the correct format
- Qualify interest with in-webinar surveys, content download profiling, engagement frequency and progression
- Nurture further with relevant content
- Score leads based on their intent and engagement
- Automated Lead Routing & sales enablement
 - Measure further engagement, collate and forward to sales for outreach activity.

Support sales with additional layers of insight from account behaviour, engagements and intel gathered during the nurturing process.



TACTIC 5

Avoid Programmatic Pitfalls

In 2020, the global programmatic industry spend was estimated to be worth almost \$130 Billion (USD). Estimates suggest that it will reach \$170 Billion by the end of 2022. Given the enhanced targeting and purchasing ability to reach target audiences across more places online, programmatic is forming a core piece of B2B Marketers' demand generation efforts in driving awareness

and key demand gen conversions from downloads to webinar registrations. If programmatic is new to you (or not providing much impact), consider using a vendor with a DSP. They will typically have access to OMPs and PMPs to ensure your message reaches more of your target audience and where they are online. Not just 40% of your ABM list or 30% of the total offered inventory placements.

Ensure:

- Creative ad copy resonates with your target audience.
- Clear CTA
- Optimised landing pages to drive conversion events: download, view, contact form fill.
- Cookie enabled for display retargeting (and relevant copy for your retargeting ads)
- Ensure your site map (including key product/solution pages) can track visitors, understand which company accounts match those visiting Landing Pages, further score, and qualify their interest, gather additional intel, personalise further and progress to sales.

If using a vendor:

- Ask for account match rates when running ABM or audience forecasts when using target taxonomies.
- Discuss frequency caps on each account with your vendor. This will ensure your budget serves impressions across most (if not all) of your target audience/accounts.
- Higher impression levels across a particular subset of data or 20% of your target accounts will not necessarily show higher levels of intent. Simply more of your budget has been used up on those matched accounts they can target.
- Your budget spending must be efficient when delivering your message to as many accounts as possible. Ensure there is a strong mix of B2B and B2C sites that your ads can appear on along with an exclusion list of inappropriate sites that you do not want your brand to appear on.

Programmatic can reach more of your target audience with relevant messaging. It also ensures that an ongoing nurturing strategy delivers more for you alongside your other tactics whether it's email, webinar, social, events, website or blog.

Key Takeaways:

- 1 B2B buyers seek more personalised content. Create content that educates, informs, resonates, and delights the persona.
- 2 Build persona summaries for each persona in the buying committee you intend on targeting.
- 3 Use the correct content format, depending on the buyer's journey.
 - Early-stage: Infographics, blogs, podcasts
 - Mid-stage: Assessments/surveys, webinars, case studies
 - Late-stage: User reviews, third-party analyst reports, tools/calculators (ROI, TCO, etc.)
- 4 Nurture, nurture, nurture. 50% of leads in any given CRM are not yet ready to buy. Nurture with more relevant content, using the correct format, personalised to specific personas. Build nurture flows to measure the intent, engagement and qualify further before passing to sales. Ensure sales are enabled with access to support materials, one-pagers, battle cards, account intel, and case studies to help support them during their outreach.
- 5 Programmatic needs to be included as part of your demand gen efforts - ensure you can (or your vendor) access both open and private marketplaces and ensure the best placement and engagement across your ABM list or target taxonomy. Ensure you ask your programmatic vendor key questions when setting up your campaign, match rates, overall reach, frequency caps and exclusion lists.

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