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# WAYS TO SUPERCHARGE YOUR DEMAND GEN STRATEGY

#1

## Content Marketing



According to Pardot, content marketing generates approximately 3x as many leads as traditional marketing.

Quality, relevant content gated on your website is a valuable tactic to generate interest, engagement and leads. If you can build-up your reputation for being the one-stop-shop for useful and timely content, your web visitors will soon become loyal consumers of your content. Content doesn't just fuel the Sales funnel, it also becomes the basis for your lead nurture campaigns.

64 percent say a [vendor's] content had a significant impact on their buying decision. (Act-on)

Your content plan should be run in tandem with SEO strategy. Don't waste time and effort producing fantastic content unless it can be found in Google search both organically and via paid search.

#2

## Seo



I'm looking for...

SEO effectiveness can affect your inbound and content marketing efforts, so it needs to be on every priority list. Using popular keywords and search terms, relevant to your business and niche to your offering will help build awareness and grow demand.

Your SEO strategy should also focus on link building – content syndication on trusted external websites to give your domain more authority. Link building even comes from social media sharing. The more your content gets shared, the more leads you could be generating.

Is your SEO strategy aligned with your content efforts? Does the web team sit within marketing and content? If not maybe it's time for a change.

#3

## Lead Scoring



Lead scoring is crucial to your demand gen machine. If you haven't got it set up, think about building a scoring model to help you identify when leads are ready and ripe to send to Sales.

Lead scoring programs use a point system accruing a score based on a person's behaviour and profile, for example filling in a form and downloading an eGuide could score your prospect higher than someone who reads a blog post.

Marketing automation tools such as Oracle Eloqua & Marketo enable you to do just this. CRMT's Marketing technology services can help you reap the benefits of lead scoring and lead nurturing.

#4

## Lead Nurturing

Lead nurture programs allow you to serve up content to your prospects during the consideration phase of the buyer journey and "coach" them over time until they're ready to talk to Sales. Marketing automation combines lead nurturing with lead scoring activities, applies rules to filter contacts effectively and offers the reporting you need to keep track of prospects in throughout their buyer journey.



#5

## Social selling

While many marketers use social media to build brand awareness and spread thought leadership content on industry specific topics, social media can also boost demand generation programs.

Integrating social media into demand generation efforts allows you to move beyond collecting batches of job titles to building up profiles of your prospects' interests, behaviours and influences – and automation tools are making this possible.

Why not turn your readers into brand ambassadors by implementing social share buttons on thank-you landing pages and auto-responder emails?



41% of Best-in-class companies have integrated social media with their lead generation. (Oracle)

#6

## Alignment



Alignment between Sales and Marketing is key to demand generation. Work together to speak the same language, agree on the same standards for lead scoring and aim towards the same measurable goals.

Among organizations that use both marketing automation and CRM as part of an integrated technology stack, 74% reported aligned sales and marketing teams. (DemandGen)

CRMT can support you when it comes to integrating marketing campaigns and driving demand. Contact us for more information.

