

THE BUSINESS CASE FOR A DEMAND CENTER

HOW DOES IT SUPERCHARGE
SALES AND MARKETING?



WHAT IS A DEMAND CENTER?



A Demand Center can be centralised, decentralised (regional) or virtual. A Demand Center follows the principles of a marketing center of excellence to support local, regional or global programme delivery.

Demand Centers enable large enterprises as well as SMEs to adopt a disciplined, orchestrated approach to demand creation.

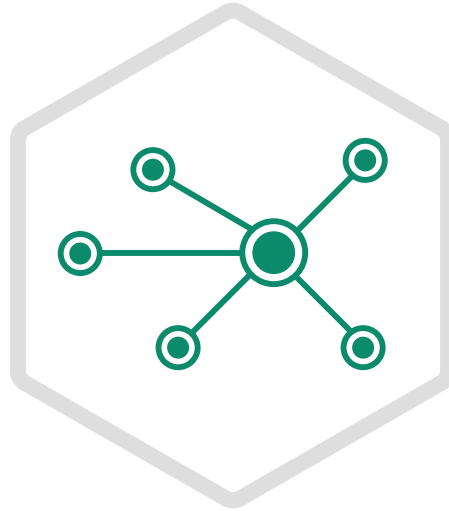


Demand Centers are centers of excellence

...enabling organisations to leverage a rich talent pool of specialist marketing skills and resources for the effective delivery of demand creation programmes on a mass or acute scale.



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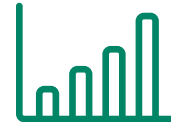


“a central or regional hub of shared marketing services, infrastructure and processes that enables organisations to efficiently bring programmes to market by leveraging key corporate assets and best practices”.



Demand Centers...

encourage sales and marketing teams
to align on standardised metrics, to
measure true performance.



The background image shows two men in business suits sitting at a desk, looking at a laptop. The image is overlaid with a teal/green tint. The text 'HOW CAN A DEMAND CENTER SUPERCHARGE YOUR SALES AND MARKETING?' is written in large, white, bold, sans-serif capital letters across the lower half of the image.

HOW CAN A DEMAND CENTER SUPERCHARGE YOUR SALES AND MARKETING?



**Let Demand Centers supercharge
your sales and marketing by...**



enabling close alignment between marketing and sales teams;



promoting marketing agility, with the ability to amend and alter demand creation programmes based on sales objectives;



empowering field sales and teleprospecting teams with prospect and customer intelligence derived from marketing activity.

Demand Centers allow you to...



Orchestrate consistent demand creation activities across multiple geographies and business units;



Easily repeat demand generation activities;



Rapidly scale-up to serve field marketing and channel demand activities.

Demand Centers give your sales and marketing teams the ability to...

respond to the increasingly complex, multi-touch, B2B buyer's journey by orchestrating complex engagement programmes;



leverage modern marketing and sales technology;

AND...



**...continually improve, through
accurate and standardised
reporting methods.**

A photograph of three business professionals in a meeting, overlaid with a green tint. A man in a suit and glasses is seated at a desk, looking at a laptop. Two women are standing around him, one holding a pen and a piece of paper, and the other leaning over his shoulder, pointing at the laptop screen. They appear to be in a collaborative work environment.

WHAT IS A DEMAND CENTER COMPOSED OF?



A Demand Center is made up of the following core services:





INFRASTRUCTURE



MARKETING SERVICES



TELESERVICES

INFRASTRUCTURE

The infrastructure at the heart of a Demand Center typically encompasses:



Marketing automation
platforms



Targeting, optimising and
personalisation platforms



Data management
platforms



Reporting and
analytics platforms



Web content
management
platforms



**More important than the
composition of the infrastructure
is how it can be deployed.**



A common marketing infrastructure that can be deployed and accessed to provide the expertise and tools for a region or country, alongside best practices advocacy.



MARKETING SERVICES

Marketing services cover two broad categories:

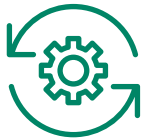


1) Specialisation



2) Best practice advice/
implementation

The Demand Center will include highly specialised marketing roles and skills available at a local, regional or global level. Specialisations such as:



Marketing automation
power users



Reporting and
analytical gurus



Data management experts



Web anthropologists



These specialists often handle the assembly and execution of campaigns.

They provide local marketers with a center of excellence, a knowledge base honed in the art of effective programme development, asset creation and best practice advocacy – essential ingredients to optimise performance.



Teleservices

Demand Centers can cover a whole range of teleservices – teleprospecting, response management, inside sales and account profiling.

The rich vein of intelligence and prospect/customer insight garnered by marketing, coupled with a strong teleservices team is a sure-fire way to supercharge sales performance.

The Demand Center model enables marketing to maximise its effectiveness and production efficiency and to operate locally, regionally and globally. Through vital sales alignment, performance can be supercharged.

**CONTACT CRMT, THE
MARKETING OPERATIONS
EXPERTS, TO DISCOVER HOW
WE CAN HELP YOU STRATEGISE,
EXECUTE AND TRANSFORM
YOUR MARKETING ACTIVITIES.**

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TAKEAWAYS

- Demand Centers enable consistency across local and centralised marketing.
- Demand Centers enable you to increase the scalability of your marketing and sales operations.
- Demand Centers enable you to achieve continual improvement through standardisation of metrics.



Take the first steps in
creating your Demand Center

DOWNLOAD DEVELOPING A DEMAND CENTER: ESSENTIAL CONSIDERATIONS AND KEY BENEFITS TO DISCOVER HOW.

DOWNLOAD NOW

DEVELOPING A DEMAND CENTRE: ESSENTIAL CONSIDERATIONS AND KEY BENEFITS