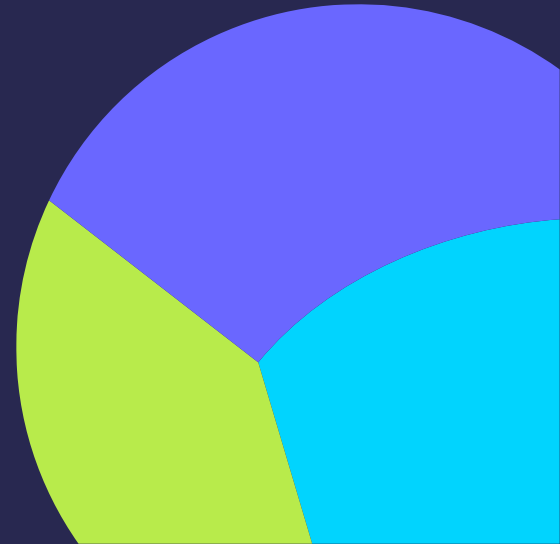




Introduction to the Demand Gen Playbook

Lesson 1



Switching to demand gen helped us to:

- Accelerate towards \$50m+ ARR.
- Consistently deliver at least 50% of our revenue target from the marketing function - often exceeding that 50%.
- Cultivating a team of forward-thinking marketers who are able to push boundaries.

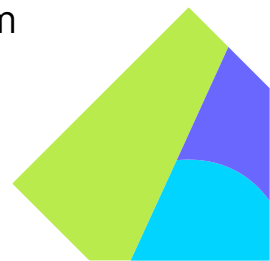
We are going to cover a lot in this course, including:

- Demand gen principles and philosophies.
- How to manage content through a demand gen lens.
- What a demand gen paid ads strategy looks like.
- How to manage demand gen reporting.

And so much more!!



Alice de Courcy, Global CMO
@ Cognism



Meet your other DG course leaders!



Liam Bartholomew,
VP of Marketing
@Cognism



Fran Langham,
Global Head of Demand Gen
@Cognism



Canberk Beker,
Global Head of Paid
@Cognism

What's coming up?

DG Philosophy

- Introduction to the Demand Gen playbook
- Why DG?
- What is the goal?

Key Principles

- Create Demand
- Capture Demand
- Media Machine



Going from Lead Gen to Demand Gen

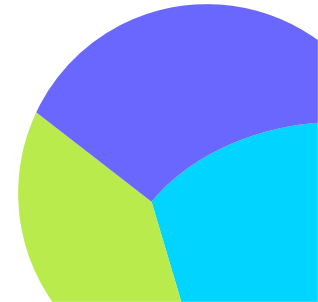
- Getting started
- Splitting the funnel
- Taking reporting a step further and making the switch

DG content strategy

- Intro to EasyMode
- Content segmentation
- Realm of relevancy and ideation
- SEO (Money keywords)

DG Media Machine

- What is a media machine?
- 'Value loop' marketing
- Building a media machine
- Online events
- Podcast
- Organic social
- Newsletter & Email
- In-person events
- SMEs and Influencers



What's coming up? Cont.

Paid strategy

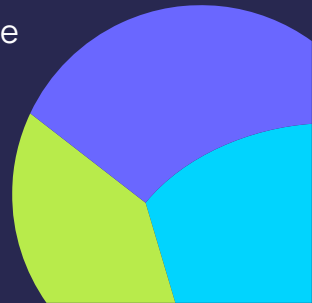
- Overview
- Account structure
- Budget Allocation
- Channels
- Create demand paid: LinkedIn
- Create demand paid: Facebook
- Create demand paid: Youtube
- Create demand paid: Reddit
- Capture demand paid: Google
- Capture demand paid: Bing

DG Reporting & Benchmarks

- What does reporting look like in a DG world?
- Measuring create demand
- Measure capture demand
- Marketing ops reporting
- Easymode content reporting
- Paid social reporting
- Building reports and dashboards
- Using data for decision making

DG tools:

- What a tech stack should and shouldn't be
- Our favourite tools





Your next lesson: Why DG?

