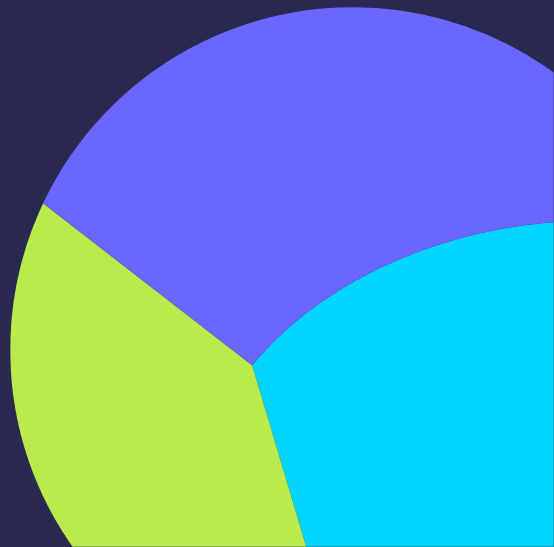# Capture demand

Lesson 2

In this lesson:

- What demand capture is

- Why it's important

- How to do it

- And how to measure it

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What is demand capture?

Demand capture is the process of attracting and converting in-market buyers, capitalising on the create demand activities successes.

Remember that 95%/5% split? This time, we are looking at the 5%!

- These buyers are actively looking for a solution

- You want to make sure they choose yours

- You must know which channels your prospects use when they're ready to buy

Why is demand capture important?

- There's no point spending all this time and effort creating demand if you're not doing a good job of capturing it when buyers come in-market.
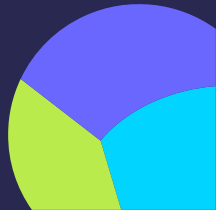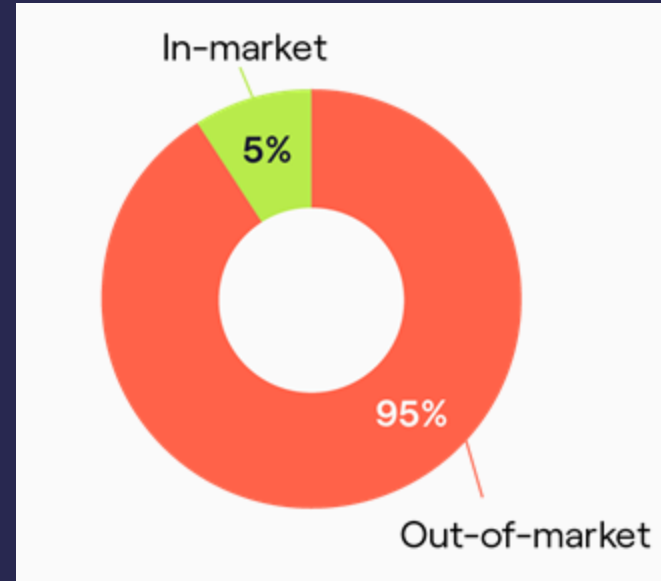
How do you capture demand?

Put yourself in the places where your ICP likely go when they're in-market.

High intent prospects commonly use search engines or similar channels to answer the questions that help them to reach a purchasing decision.

Someone searching Google for "best contact data provider", or "Cognism pricing" is likely in-market to buy - so how can you convert them?

Demand capture tactics often include:

- Search engine marketing
- Display ads
- Display retargeting
- Review sites
- Intent data
- Remarketing list for paid search ads
- And more

How we map our demand capture content:

1. Demand capture - Paid search and affiliates.

2. Demand capture - Pricing page and demo requests.

3. Demand capture - SEO strategy.

Push these in-market buyers to the parts of your website designed for demand capture, like pricing or demo request pages.

Providing them with the information that might sway their decision towards your product over another.
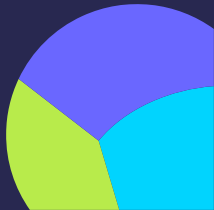
Cognism's demand capture SEO strategy

Money keywords
It's about finding keywords that balance:

1. What in-market buyers are searching for
2. The business potential of the topic

Keywords that position Cognism as a critical solution to a problem, for example:
'How to gather high-quality data to run email campaigns and fuel sales teams for outbound'.

We also look at our:
- Blog template
- Live chat messaging
- CTA placement

Things which might not impact SEO rankings but can impact that page's success, optimising for conversions.

Results we've seen so far:
- 16% improvement in conversions from the blog
- Organic traffic increased by 22.38% from January 2023 to now
- Our traffic value rose by 22.12%.

What is the business potential of a topic?

SCORE	What it means	Example
3	Our product is a critical solution to the problem	How to gather high-quality data to run email campaigns and fuel sales team for outbound • **Because it's hard to do without Cognism**
2	Our product is helpful, but not essential to solving the problem	How to enrich data for more accurate marketing campaigns • **Because Cognism can help you solve this problem**
1	Our product can only be mentioned sparingly	How to find contact data for specific decision makers for ABM • **There are a variety of ways to do this, and Cognism is certainly one option**
0	There is limited opportunity to present Cognism as the best solution	How to calculate your TAM • **It's unlikely people will purchase Cognism just to figure out their TAM**

How do you measure demand capture?

Demand capture KPIs and indicators:

- Search impression share: How much of the market are you reaching?

- High-intent website traffic: Is there an increase in traffic to high-intent website pages like product pages, promotion pages, pricing pages, or demo pages?

- SQLs to closed/won rate: Are the leads that make it to meetings closing?

- Sales cycle duration: Is your brand building and demand creation shortening deal cycles?

- Revenue: Are you generating more revenue?

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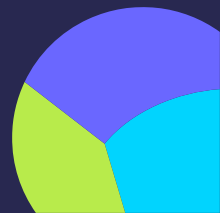
Your next lesson:
The media machine