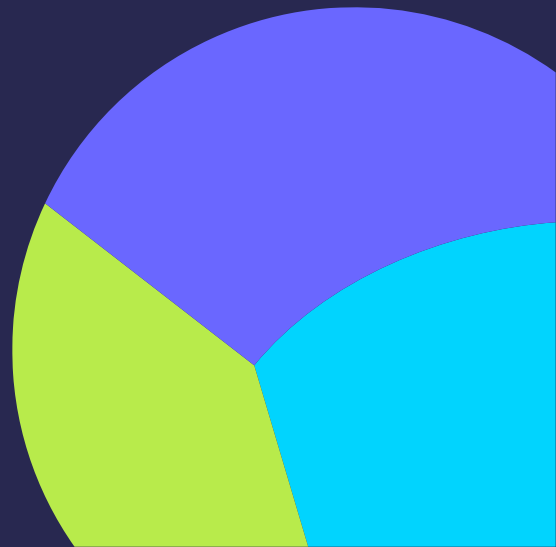




Create demand

Lesson 1



Coming up

Over the next three lessons, we're going to be taking a look at:

- Create demand
- Capture demand
- And the media machine

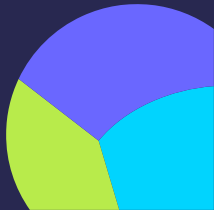
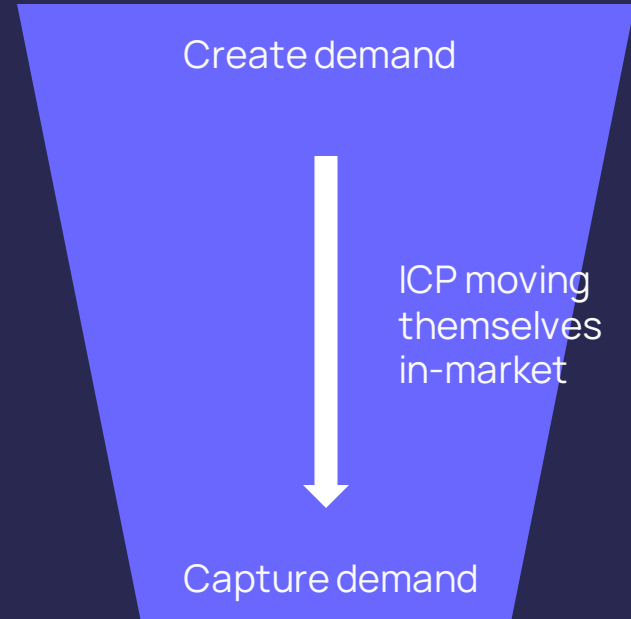
In this lesson:

- What is create demand?
- Why is it important?
- How do you do it?
- How do you measure it?

What is create demand?

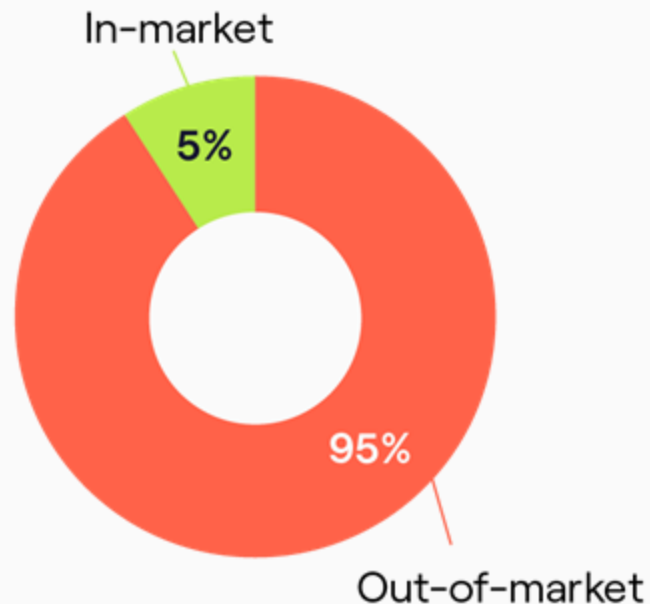
Create demand is the process of educating your target market about a product, service or brand using a variety of marketing techniques.

- Educating and entertaining your ICP
- Creating bonds and associations that allow them to connect with your brand and product offering
- Developing a desire or need for what you provide



Why is demand creation important?

- Demand creation can help you attract high intent, in-market buyers. But it's about more than just that
- Demand creation is all about reaching and influencing out-of-market buyers
- 95% of your potential buyers are not in-market to buy right now
- If your marketing only targets the 5% of buyers who are ready to buy, how much money are you leaving on the table?
- By neglecting demand creation, you're likely allowing your competition to get there first.



So how do you create demand?

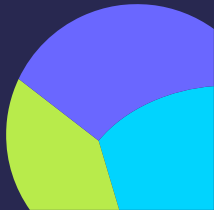
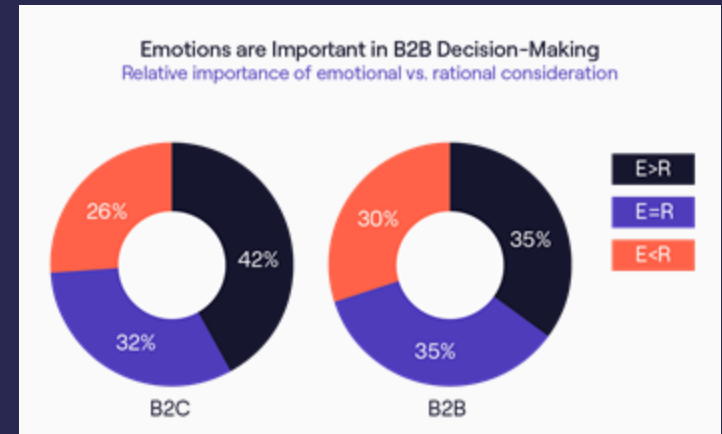
With a blend of strong product marketing and brand marketing. The aim is, when your prospects are ready to buy, your company has already jumped into the forefront of their mind.

Good product marketing:

- Educates your customers about the unique value your product offers them
- Give intelligence and context for how it impacts their day-to-day and makes them more successful in future
- Helps customers understand why your product is different or more effective than competitors and competitive alternatives

Good brand marketing:

- Delivers a universal message that resonates even when the person isn't actively buying
- Is memorable and helps build memory structures connecting your brand and customers
- Sparks emotion and increases the likelihood of your brand being remembered in buying situations



Product marketing and product education



Examples include:

- A slick website which clearly explains the use cases and value you provide for each persona you serve
- Product tours, explainer videos and other BOFU content which help explain the unique value of your product
- Lots of social proof, proving you have lots of happy, satisfied customers getting the results your customers want



Brand marketing

Cognism's value loops

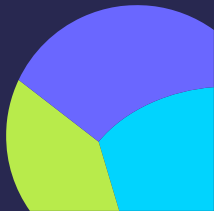
Our aim: Increase the number of people who are a part of our 'value loops'.

Examples of this are:

- Our newsletters
- LinkedIn company and subject matter expert pages
- Live events
- Blogs
- Podcasts

Where our audience can get immediate access to our content and then have repeatable value delivered over and over again.

Plus, we are regularly ideating on 'big swing' brand campaigns that run alongside our always on value loops. E.g. The Diary of a First Time CMO.



How do you measure demand creation?

There are several indicators you can keep an eye on that prove your demand creation is on the right track, such as:

- Engagement rate on paid social ads
- Comments and qualitative feedback
- Increase in brand name search volume
- Increase in direct traffic or referral traffic
- Self-reported attribution (forms on your conversion pages asking the user where they first encountered your brand)

Most importantly:

- Growth in inbound demo requests.





Coming up next:
Lesson 2 -
Capture demand

