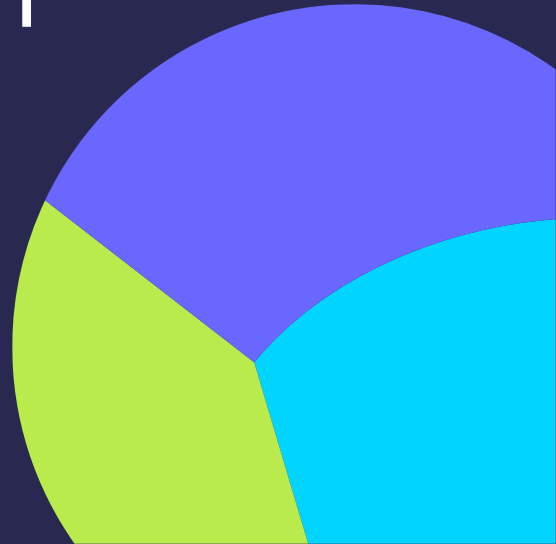




Switching from lead gen to demand gen.

Lesson 1: Getting started



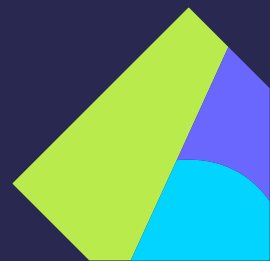
What will we cover in this lesson?

- Things you can do right away to start creating demand
- Developing a hypothesis and timeline for CEO buy-in
- Securing a testing budget to prove out your hypothesis

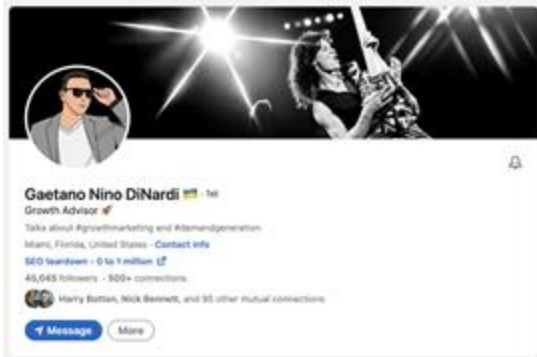
Things you can do right away to start creating demand



For those who can't just radically pivot everything you're doing. There are a ton of steps you can do to start creating demand - before you mess with your MQL model or shake things up internally.



Utilise subject matter experts



SMEs provide:

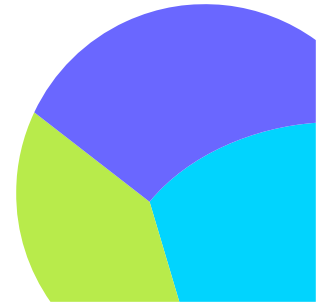
- Authority to your content
- A unique POV
- Deliver content in easy, consumable formats to your ICP
- Interact with an engaged audience or community
- Provide a “human” face to your brand
- Act as a catalyst for dark social

Use them to:

- Fuel the content you need to operate like a 'media company'

Results we've seen:

- 421% increase in podcast subscribers
- 295% increase in newsletter subscribers
- 2x attendance rate to online event to 46%



Optimise the content on your LinkedIn Company profile

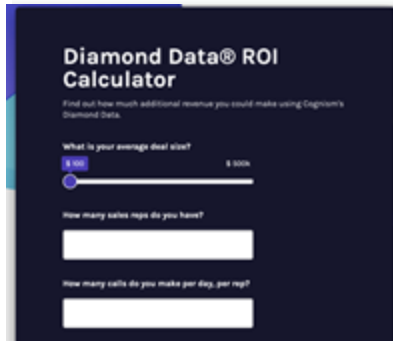


- LinkedIn should be purely value-led – NOT PROMOTIONAL!
- It's an organic channel designed to help educate your audience and build awareness.
- The posts should include actionable takeaways, or something new and interesting for your audience to consider
- They should also help your audience recognise and solve common pain points

Here's the best way to think about it:

“If I was scrolling through my feed, is my post valuable enough that I’m going to consume the content of it - in feed at that moment.”

Up your game on BOFU/product content



If your audience doesn't understand what your product does or the value it brings them - you're unlikely to create much demand.

Always over-index on product/BOFU content, beyond just testimonials:

- Interactive product tours
- ROI calculators
- 'Wow moments' from live demo calls
- Video case studies
- Case study walkthroughs from your CS team
- Ungated video product tours

Get creative!

Start building a media machine and subscription channels



Building a media machine is fundamental to demand gen.

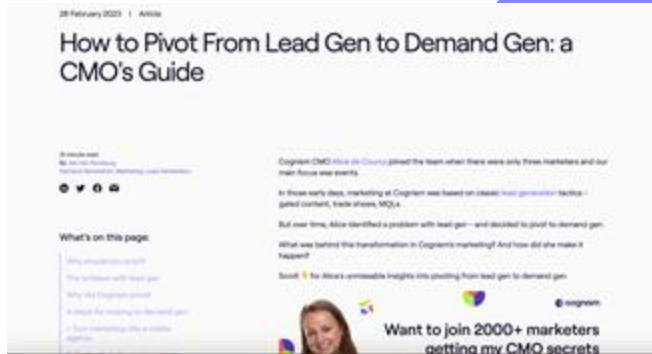
It's about building an audience with key subscriber channels.

So you can stay front of mind with your audience. 24/7. Always on. Serving quality ungated content aiming to be consumed.

The three key components to keep in mind:

- Quality
- Consistency
- Point of view

Change the way you think about the blog



- The blog should NOT be where content goes to die. Shared once on LinkedIn and forgotten
- It should be the searchable hub for your entire media machine
- No months of forwarding planning and blog title ideation based on gut
- It should be written by dedicated content writers that act more like journalists and become complete subject matter experts.
- It needs to be expert-led: SME or other influencers

The next step: Hypothesis, timeline and testing budget

Like anything that is new and untested, you need to prove out the idea first.

To do this you'll need a:

- Hypothesis
- Timeline
- Testing Budget

At Cognism we requested \$5k per month.

Our hypothesis that we included in a proposal to the exec team was:

“We will run a three month experiment, ungating our top performing content assets and optimise for consumption, not conversion. Our hypothesis is we will see an increase in inbound demo leads in line with this additional spend”

We did this and saw and 47% increase in inbound demo requests.





Your next lesson: Split the funnel

