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!!
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?