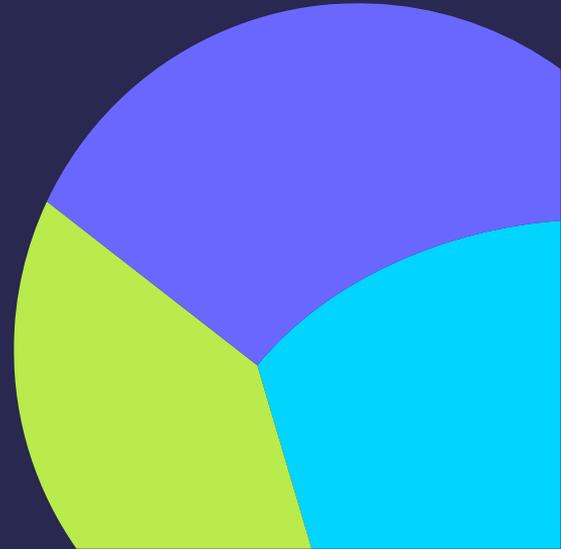




Why Demand Gen?

Lesson 2



What will we cover in this lesson?

- The impact changing B2B buyer behaviour has on marketing strategy.
- How demand gen was the key to unlocking a faster route to scale.
- How demand gen can be the answer to better aligning sales and marketing.
- Improved results and performance.

B2B buying behaviour has changed

Seller-centric ✗ Buyer-centric ✓

Marketers need new ways to influence buyer decision making, earlier in the process - before or during the buyer research phase.

Assumed intent \neq declared intent - declared intent always trumps assumed intent.

Marketers need to focus on giving buyers the information they need to make decisions on their own - friction-free!

Brands that are top of mind when buyers move in-market will succeed.



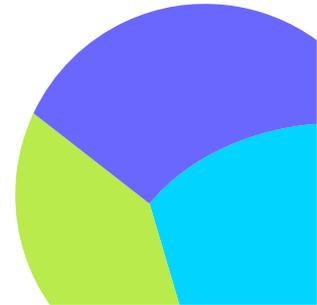
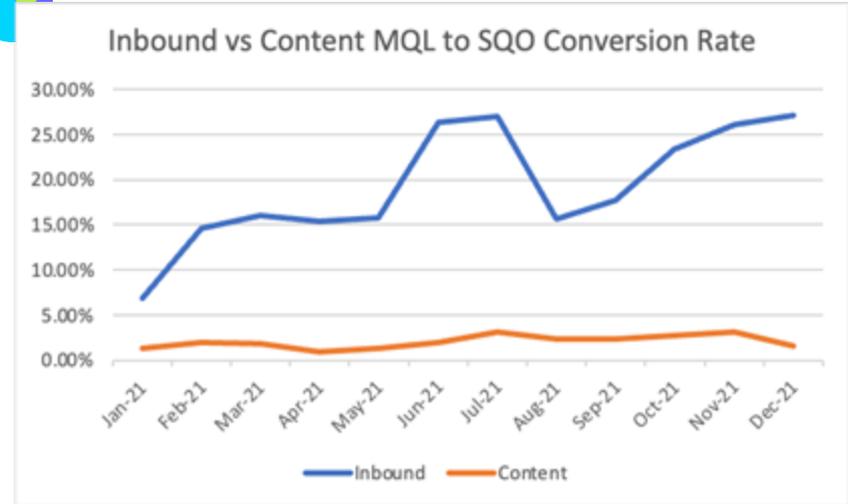
Scaling

Lead gen was less efficient versus our model for demand gen

- 25 inbounds versus 500 content MQLs to get one closed won
- Inbounds made up 85% of our closed-won revenue versus content at only 15%
- 31,562 content leads in 2021, the number of closed-won deals was 46. That's a conversion rate of 0.14%.

Why are we focusing on increasing content MQLs when they only contribute 15% of revenue?

Wouldn't it be better to switch our focus to the 85%?



Sales and marketing alignment

- Less friction over leads passed from marketing to sales - high quality, high intent.
- Sales and marketing are both pushing for the same outcomes.
- Sales can adopt the demand generation mindset
 - Build strong relationships with clients
 - Share value-led, educational content
 - Be top of mind when buyers want to speak to sales



Results and performance

Ultimately, any marketing decision is going to come down to “is it going to improve our performance?”

At Cognism, we saw our community grow, and with that, so too did engagement - and most importantly, inbound requests.



Podcast listeners:

- 421% increase in 2022

Live show attendees:

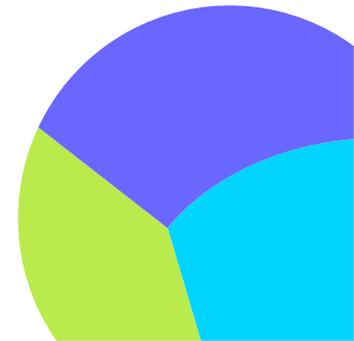
- 2x attendance rate to 46%

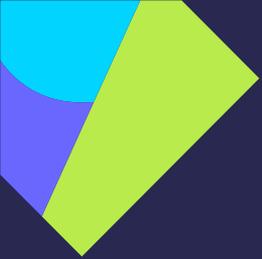
Sales Digest Newsletter Subscribers:

- 295% increase in 2022

Inbound demo requests:

- After only 3-4 months of running our new DG tactics, we saw a 30% lift in the number of inbound demo requests





Next lesson:
What's the goal?

