



# Demandism Episode 8

How to build a demand gen machine from the ground up

# Structure and Key Hires

# Where To Begin: work to be done framework

## Content

### Must haves:

- Subject matter expertise or ability to frequently engage with one
- Understanding of content in all it's formats
- Ability to think beyond a blog post and create a content curation and production process that scales for multiple channels
- Journalistic
- A great writer and storyteller

## Capture demand

### Must haves:

- A Google Ads philosophy that is tied to revenue, not in-platform metrics or MQL's
- A clear understanding of the difference between create & capture
- *Can apply paid approach to organic - understanding how to capitalise on BOFU organic SEO opportunities*
- Budget management/pacing
- Optimisation and experimentation frameworks

## Create demand

### Must haves:

- Understanding of how to build a media machine and power an 'always on' create demand engine
- Action biased, this is the person who gets a lot of things done, out in the world, adding value
- Curation, ideation and process superstar. Can take something from concept to live and build scalable processes around this
- Ability to run create demand activities on paid social/key channels

## Product marketing/messaging/positioning

### Must haves:

- This is your link to the product, they can take the product and articulate it into key assets, messages and positioning that can be rolled out in multiple formats: video, web copy, person docs, demo tours
- They power the website and your product and social proof buckets, as well as providing content for BOFU pages run on capture demand

# How to hire

## The Role:

As we embark on an exciting new phase of our growth journey, this is a great opportunity for an exceptional candidate with experience in B2B marketing, who enjoys the challenge of a fast-paced environment, to join our incredible marketing team. At Cognism we run a demand generation first approach to marketing, we own a revenue number, and we are looking for people to join our team who live and breathe this philosophy as well. This means the dark funnel and dark social will all be a part of your vocabulary and you understand the difference between creating and converting demand.

## Demand Generation Manager Task

Please create a campaign plan for Q3 2022 that aims at driving demand from sales leaders across UK&I in the commercial segment (up to 500 employees).

The campaign plan should identify the channels, tactics, resources and content that will be required to execute the campaign.

As a target this campaign will need to help contribute a significant proportion of the 156 SQO\* target for this segment in Q3 2022.

Please work on the basis of having \$160K in budget to spend.

*\*Cognism define a SQO as a qualified opportunity in pipeline that has a 25%+ chance of closing*

In this role you will be responsible for owning and accelerating content in the demand generation pod, specifically focused on our marketing persona.

**B2B Marketing doesn't have to be boring** is a spotlight campaign that the marketing pod are currently running.

Please present a plan on how you would approach **top-of-the-funnel** content for this campaign:

- Key topics you would speak to
- Content formats you would use - *A key part of the role will be to provide value to our audience where they actually hang out. For this it is really important we are using the most engaging formats that will resonate with them.*
- How you would measure success

**The goal of this content should be to educate marketers on better ways to do B2B marketing in 2022. As well as the pitfalls of outdated tactics/strategy.**

In addition to this plan please take one of your chosen topics and write a 500 word blog piece that can be used as part of the campaign.

# What KPIs you should track

# KPI's: start with inputs, transition to outputs

| Top level core metrics                      |
|---|
| Marketing revenue generated (\$)            |
| Number of deals                             |
| SQO's                                       |
| High intent leads (demo request on website) |
| Total Paid spend to acquire these           |
| Paid CAC                                    |
| ACV   |
| Paid cost payback period                    |

|                                  |                         |
|----------------------------------|-------------------------|
| <b>Scale</b>                     | Spend                   |
|                                  | Reach                   |
|                                  | Impressions             |
|                                  | Clicks                  |
|                                  | Frequency               |
| <b>Ad Engagement</b>             | CTR                     |
|                                  | Clicks/User             |
|                                  | Net Engagement Rate     |
| <b>Video In-Feed Consumption</b> | Thumbstop Ratio         |
|                                  | 75% Views/User          |
| <b>Distribution Cost</b>         | CPC                     |
|                                  | CPM                     |
|                                  | CPR                     |
| <b>Website Engagement</b>        | Pages/Session           |
|                                  | Bounce Rate             |
|                                  | Avg. Session Duration   |
| <b>Conversions</b>               | Conversions (Analytics) |
|                                  | Cost/Conversion         |
|                                  | Conversions (Platform)  |
|                                  | View Thru Conversions   |
|                                  | Assisted Conversions    |
| <b>Pipeline (Salesforce)</b>     | Salesforce Leads        |
|                                  | Cost / Lead             |
|                                  | SQOs                    |

| Split Funnel reporting: MQL vs High Intent |            |                  |            |                  |            |
|--|------------|------------------|------------|------------------|------------|
| Low intent                                 |            | High intent      |            | Blended          |            |
| avg acv                                    | \$1,509.00 | avg acv          | \$1,678.38 | avg acv          | \$1,637.92 |
| lead:mb                                    | 7%         | lead:mb          | 39%        | lead:mb          | 13%        |
| lead:ma                                    | 4%         | lead:ma          | 34%        | lead:ma          | 10%        |
| mb:ma                                      | 63%        | mb:ma            | 86%        | mb:ma            | 76%        |
| ma:sqo                                     | 46%        | ma:sqo           | 59%        | ma:sqo           | 54%        |
| sqo:cw                                     | 12%        | sqo:cw           | 20%        | sqo:cw           | 17%        |
| lead:cw                                    | 0.2%       | lead:cw          | 4%         | lead:cw          | 0.9%       |
| lead:sqo                                   | 0.8%       | lead:sqo         | 17%        | lead:sqo         | 5%         |
| leads for 1 deal                           | 500        | leads for 1 deal | 25         | leads for 1 deal | 111        |

# KPI's: start with inputs, transition to outputs

| <b>Paid Platform Top Level Analysis</b> |
|---|
| Platform spend                          |
| Leads - in CRM from this source         |
| Opps created - in CRM from this source  |
| Cost per qualified opp from this source |
| Deals won (from this source)            |
| ARR (from this source)                  |
| MRR (from this source)                  |
| CAC (from this source)                  |
| CAC Payback Period (from this source)   |

**Website traffic growth: new users** - is this growing?

**A view of which pages are driving the most conversions on your website** - do you have website pages that are driving conversions and very high intent, both on main website and from an SEO perspective

**Conversions rates of key pages** - how are they performing?

**Blog/or equivalent unique page views growth** - are writing content your audience is interested in?

**Time on page on your blog** - are people reading the content

**Bounce rate on your blog** - are people reading the content

**Page Load Time** - is it under 4S on both desktop and mobile

**Organic traffic value** - how valuable is the traffic that you are bringing in, has it got comercial value

**Organic traffic value vs competition** - how valuable is the traffic that you are bringing in, has it got comercial value and how does this rate against competition

**Organic keywords that are ranking** - how well are you doing at your SEO strategy, if you have one

**Branded traffic volumes** - how much awareness is there for your brand, is it growing?

# Long term efforts vs short term focus



# Long term vs short term

## Short term, low hanging fruit to prioritise

- **SEO:** competitor + high commercial intent words
- **Capture demand:** competitor, brand and high intent phrases around core offerings
- **Create demand:** Product and Social Proof buckets live
- **Media Machine:** Get a regular live event up and running - like Demandism
- **Message testing** high intent/high volume website pages

## Long term, compounding impact

- **SEO:** add higher difficulty keywords with larger volumes, defend and maintain existing rankings
- **Capture demand:** Optimisations and testing - build a process and framework and continue to execute it
- **Create demand:** add Content and Thought Leadership buckets to Product and Social Proof
- **Organic LinkedIn Company** page value-led approach
- **SME** activation
- **Journalistic** content creation
- **Message testing** 'second wave' website pages
- **Campaign** activation - 6 weekly cycles

# Philosophies/mind-set

- MVP Marketing: create the demand first and then scale it
- Idea execution and prioritisation
- Build repeatable, curatable content: live event or long form pillar page content from multiple blogs etc etc

The Trello board is organized into six columns, each representing a different marketing strategy:

- START HERE!**: Includes a 'Start Here' card with a video thumbnail and a 'GETTING STARTED VIDEO!' card.
- Content Ads**: Features a card titled '9 steps to revive your cold calling strategy' with a circular diagram and a card titled 'B2B experiences don't include gated content' with a speech bubble.
- Thought Leadership Ads**: Includes a video card 'How to handle cold calling objections in 2022' and a card 'Lead Gen vs Demand Marketing' with a flowchart.
- Product Ads**: Features a card 'Leads that convert' with a large red graphic and a card 'Climb the sales leaderboard' with a circular diagram.
- Social Proof Ads**: Includes a card 'Social-Proof Ads' with a quote from George McKenna and a card 'Creating an ABM strategy with Cognism' with a bar chart.
- Retargeting Ads**: Features a video card 'B2B Marketers, your Cognism questions answered.' and a card 'Quick maths' with a bar chart showing performance metrics.

The Facebook group page for 'Demandism' is a private group with 5 members. The page includes:

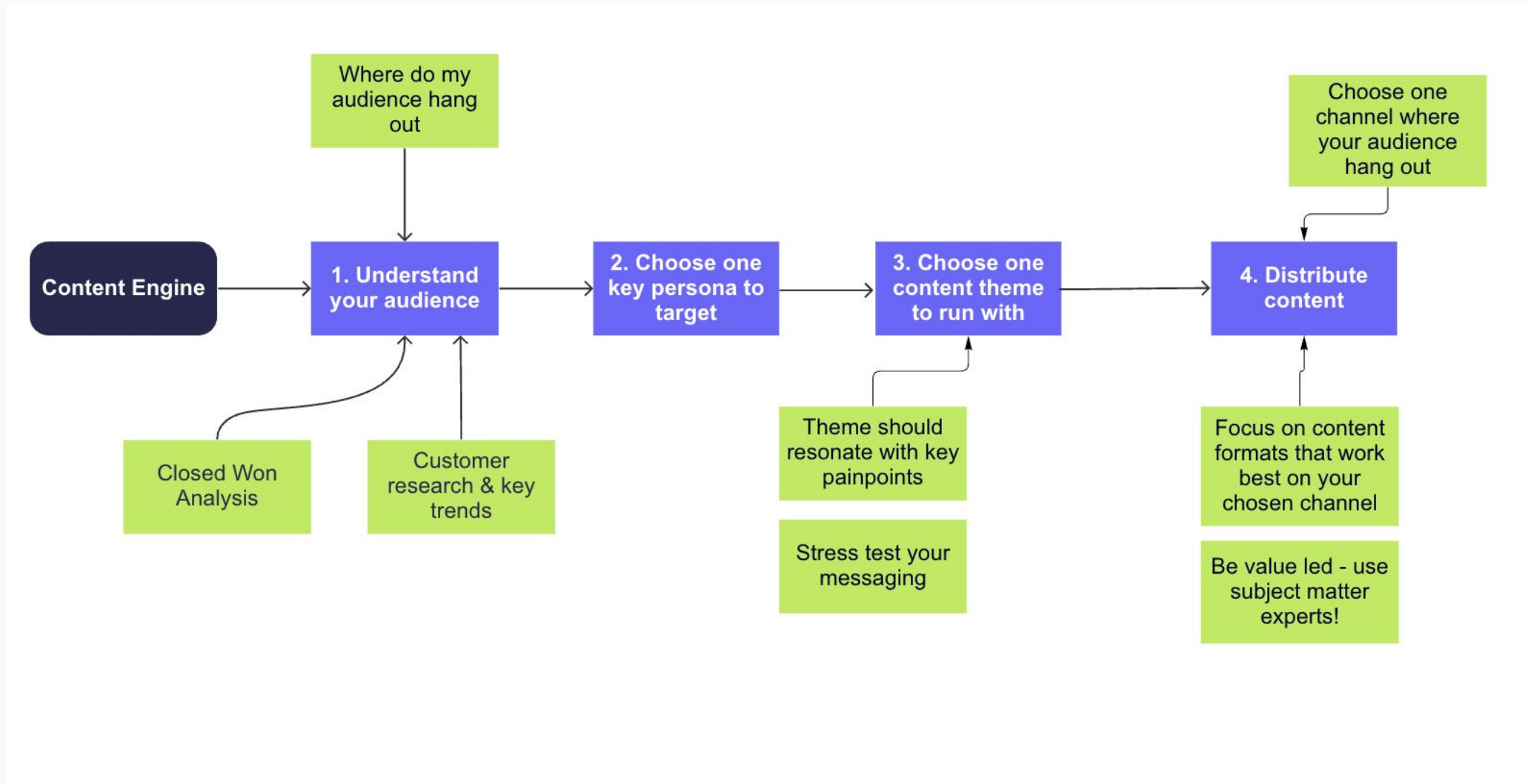
- Group Header**: Group name 'Demandism', a 'Write something...' text box, and options for Reel, Photo/video, and Room.
- Featured Post**: A post by Naim Ahmed from September 29 at 3:33 PM, welcoming everyone to the group and sharing a link to a video: <https://www.cognism.live>.
- Group Settings**: Options for 'Private' (only members can see who's in the group) and 'Visible' (anyone can find this group).
- Popular Topics**: A topic '#demandism' with 1 post.
- Recent Files**: A file named 'Demandism-ep7-slides.pdf' uploaded on Thursday.

# Content engine overview

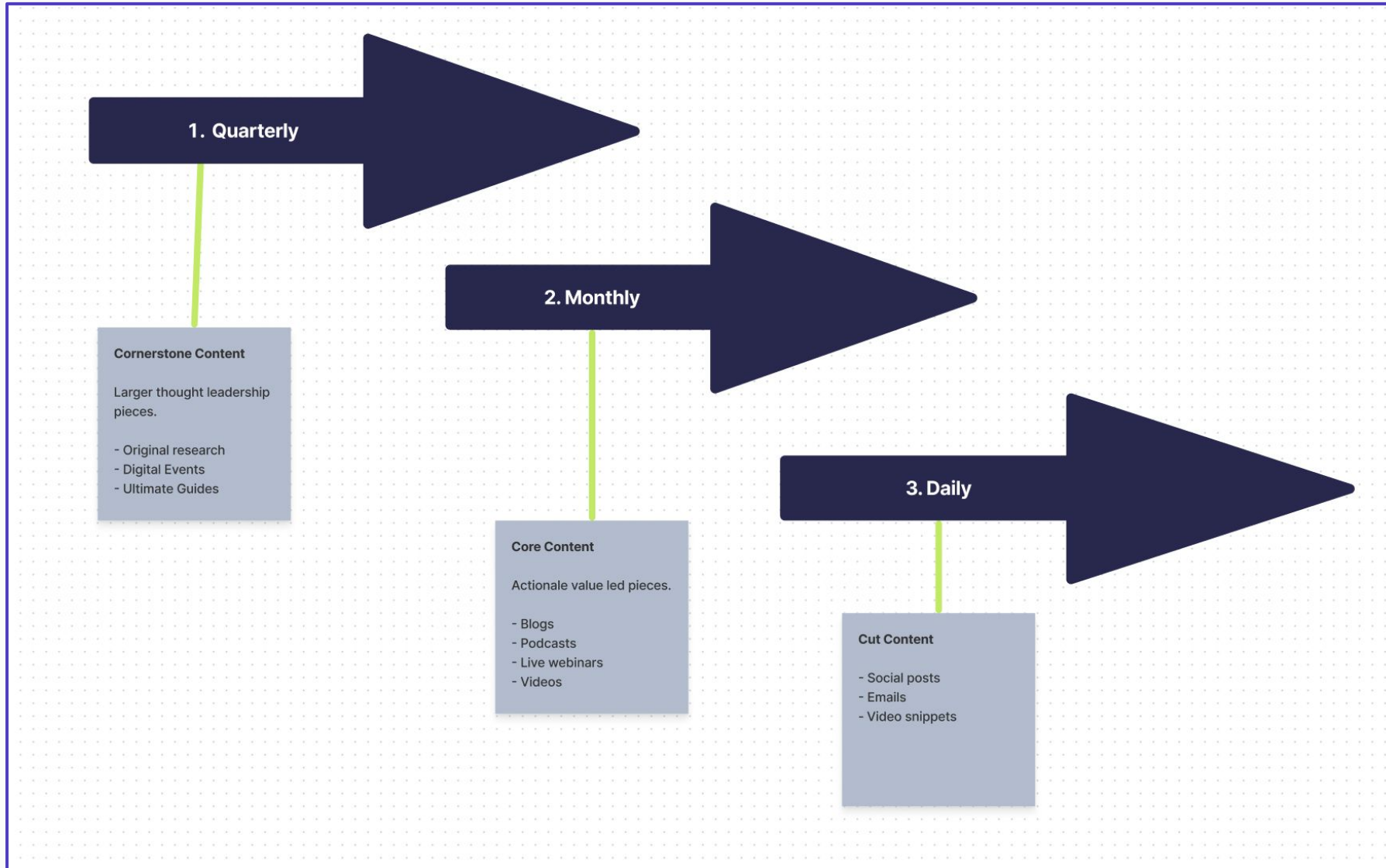
## Our Main Goal:

'To provide the most value for our audience in places where they actually hang out'

# Planning:



# The 3C Content Method:



# How to get started

# How to get started (based on a team of 3)

## Team members:

- Demand Gen Manager
- Demand Gen Executive
- Content and SEO Exec

## Step 1: Understanding you ICP

- Closed won analysis. Identify trends in regards to job title, industry. Also interesting to look at churn rate - what do your more "sticky customers" have in common?
- Sync with sales and listen to prospect calls. What are the common pain points that are coming up? Also take note when prospects are engaged with a particular feat. The "wow" moment.
- Based on the above results define your most valuable ICP

*\*Note all three members should have an input on this*



# How to get started (based on a team of 3)

## Team members:

- Demand Gen Manager
- Demand Gen Executive
- Content and SEO Exec

## Step 2: Test, test, test!

- Map out 3-4 core messages and see if these resonate. For message testing there are a number of ways:
  1. Speak with existing customers
  2. Reach out to prospects
  3. Engage with subject matter experts in your space
  4. Use a tool such as Wynter
  5. Adapt high intent website pages and measure results. E.g homepage / pricing page
- **Content:** Start to map out high intent SEO wins, map out your content plan using the 3 C's approach. Here content can be anything from a blog post to a short video clip.
- **DG:** Identify where your ICP hang out, what is the focus channel that works the best for you? Start to run small paid ads experiments and see what resonates. Here I'd start with your product focused ads.

### Step 3: It's all about the value

By now you have identified your ICP, started to message test and have chosen your focus channel.

#### What now?

#### Create Demand Focus:

**DG:** Set social proof and product buckets live.

#### Quick wins:

#### Social Proof:

- Case studies with quotes
- Create ads based on G2 reviews
- Wow moments videos

#### Product:

- Ungated product tour. Record on zoom, reach out to a freelancer on upwork to edit. Create snippets for social.
- Lead with value, optimise for in-feed consumption and really educate your audience on what your product can do.

#### Capture Demand Focus:

#### Quick wins:

**Brand keywords:** start here, if no one is searching for you you won't pay here anyway.

**Competitor Keywords:** not only you can capture the demand they are creating, but even if you can't close the deal your sales team will get insights during the sales process

**High intent phrases:** be laser focused. And pay attention to negative keywords.

#### SEO:

- Work with content on high intent competitor pages

## Create Demand Focus Cont...

**Content:** secure interview with subject matter expert in your space, maybe you already have one internally? Based on your plan record an interview on one of your core topics. Write up an interview but also snippet up the video for content that the DG team can distribute. .

**DG:** Start to work on a regular live event, podcast, series of lives where you can start to build up a following. Ensure this content is value led. The objective here is not to collect leads or necessarily start a full blown community. Here we look to **resonate, educate and provide memorable experiences.**

### Top tips:

- Live events are all about consistency, don't over promise from the get go
- When running live events take the most commonly asked questions and create content around this
- Content from live events can be repurposed - blog write ups, video content, feed into longer form pieces of content
- Create a hub / place where all your live event content can be easily consumed

**BOFU content is  
key!**

# Over index on bottom of funnel

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COGNISM WORKFLOWS

## Scenario

**"I want to find and connect with my ideal buyer in assigned verticals faster."**

You are a Sales/Business Development Rep who:

- Prospects within a given vertical
- Needs an easy way to find accounts that match the criteria you're given
- Needs actionable contact data for decision-makers in ideal-fit accounts
- Doesn't use Sales Navigator

## The Solution

- [Cognism Prospector \(ICP-criteria search\)](#)

Get quick access to thousands of companies and millions of prospects that match your ideal customer profile using our search engine and ICP builder Prospector.

Use Cognism's contact-level, firmographic and technographic filters to find the right decision maker in the right market and region. The records you generate are enriched with high quality contact data (mobile, direct dial, email) so you can start a conversation straight away. Once happy with your lead list, operationalise the intelligence you've collected with a click of a button. The lists export immediately, saving you time and speeding up your prospecting.

## Workflow

- Use the Cognism Web App to generate lead and account lists in target verticals
- Push data to your CRM or Sales Engagement Platform
- Work through contacts to start a conversation

**Prospector** Lists Intent Enhance

Search

Contact Company

Filters Load Save

Contact

Job Title & Seniority

Location

Details

Phones

Emails

Company

General information

Location

Industries

Technologies

Your saved searches

job job  
Last updated 1 month ago

NAM 201-1000 software sales  
Last updated 1 month ago

**Learn how to use Prospector**  
Click on the first checkbox below to start the Prospector product tour.

- Generate a list of accounts  
Find accounts that match your criteria.
- Generate a list of prospects  
Find entries in your target accounts.

**Cognism**  
32,457 followers  
Promoted

Generate revenue and save time all at once? B2B Marketers, you're going to want to hear this 🙌

## How QA generated 81k in pipeline in just 2 weeks

one of our fantastic

**81k pipeline in just two weeks! Case study right here** 🙌 [Learn more](#)

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## Lusha vs. ZoomInfo vs. Cognism

Are you here because you're evaluating Lusha vs. ZoomInfo vs. Cognism?

If you need:

- MORE mobiles so your sales team can generate MORE pipeline
- More coverage as you expand into a new vertical, region or are moving upmarket
- Contextual data points that help you focus your sales and marketing efforts

... then you're in the right place. Read on to see how ZoomInfo, Lusha and Cognism compare. 🙌

Or, if you'd like to skip all the reading and see a tailored demo of Cognism, fill in the form and our team will be in touch.

You'd like to see Cognism first hand? No problem - fill in the form and we'll give you a customised tour.

I'd like to receive emails with great content and updates.

[Request Demo](#)

### Three's a crowd... pleaser

ZoomInfo, Lusha, Cognism are three names that pop up on any tech evaluation list when B2B companies are looking for lead generation and data enrichment tools.

Things we have in common:

- We offer B2B contact and account information.
- We've helped a ton of companies grow their revenue.

But we're not identical. The details are further down the page, but the biggest difference between us?

Cognism is in this with you - if you win, we win.

P.S. We know that a cheerleader's nice and all but you probably need more to make a decision.

So...

### Why do brands like these choose Cognism?

**bombora** **freshworks** **COMPLY ADVANTAGE** **SEISMIC**

**Kelly** **zscaler** **LEAD FORENSICS** **mazars**

# Over index on bottom of funnel

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**Diamond Data®**

## More results from fewer calls

Break performance records with Cognism's phone-verified data for 7x connect rates and complete GDPR compliance.

Diamond Data® ensures your team connect with the right people, in their current role, at the correct company.

[See it in action →](#)

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**ROI Calculator**  
Calculate your ROI with Cognism's Diamond Data - and see what opportunities you're missing

The Diamond Data ROI Calculator®  
What you need to know

[Calculate ROI ↓](#)

### Diamond Data® ROI Calculator

Find out how much additional revenue you could make using Cognism's Diamond Data.

What is your average deal size?

How many sales reps do you have?

How many calls do you make per day, per rep?

What is your call-to-connect rate?  
Of the people you call, how many do you actually have a conversation with? The industry standard is 3%.

What's your average win rate?  
How many of your qualified opportunities close? The average win rate across industries is ~20%.

[Calculate](#)

**Cognism**  
32,457 followers  
Promoted

Goodbye e-book campaigns, hello marketing that matters 🌟  
See how Cognism takes outdated lead gen off your to-do list.

## Cognism for marketers

to power up

Marketers: Take an ungated product tour to see how it works [Learn more](#)

**Cognism**  
32,457 followers  
Promoted

Can you put a price on smooth lead hand-off?  
Make it a breeze by giving sales 98% accurate mobile numbers 🌟

**cognism**

## Precious as diamonds

PRICELESS FOR MARKETERS

[Diamond Data®: Mobile numbers sales will crave →](#)

More results from fewer calls [Learn more](#)  
info.cognism.com

# How to measure success

# How to measure success?

## What we track:

### Reach & Engagement:

- Impressions, reach, video views, frequency
- CTR, engagement rate, likes, comments
- Qualitative feedback/shares
- Traffic, time on page, bounce rate

### Conversion:

- Leads, anonymous conversions, goal completions, pipeline
- First and last touch attribution model - we value first touch the same as last

## Key Learnings:

- Conversions won't happen overnight - it is important to look at reach and engagement as leading indicators when starting out.
- Include engagement metrics in your weekly reporting. Getting continued buy in from leadership is more effective if you are reporting engagement alongside conversion metrics.
- It's important to measure campaigns against the right metrics. It may be tempting to measure all ads against a CTR. However, if your objective is reach or video views, you'll be measuring against the wrong objective.



Questions?