DEMAND GENERATION GROUNDHOG DAY:
RECURRING NIGHTMARE OR DREAM COME TRUE?

You know the drill. Once again, marketing has run yet another seemingly successful campaign. And yet all you get are complaints from sales that they now have an avalanche of unqualified prospects with no place to start. You find yourself repeatedly debating the value of leads, sales follow-up, and the return on your marketing dollars. It's Marketing Groundhog Day, and tomorrow's campaign doesn't hold much hope of breaking this recurring nightmare.

Sound familiar?

If so, it's time to move beyond email blast applications and on-off campaigns. Adoption of a true demand generation process can align sales and marketing to focus on who's important and drive more sales. Break the cycle of fielding the same unqualified leads. It's time to turn Groundhog Day into a recurring demand generation dream come true.

Marketing Needs a Fresh Approach

New strategies and solutions are required to address the buying behavior of the post-internet revolution. B2B sales cycles are getting longer, there are more decision makers involved, and the internet is playing an integral role in the buying process. According to MarketingSherpa, 98% of B2B buyers said they would use a search engine at some point during their buying decision, and the most influential source of information is a vendor's web site. Do you know who has been researching a buying decision on your web site? How long they

have been there? What content they have visited or downloaded? If not, your current approach is missing out on one of the most important phases of the buying process.

Just as sales organizations use Customer Relationship Management (CRM) systems to manage the "Sales Funnel" to track and improve how they turn qualified prospects into customers, marketing needs to automate their "Prospect Relationship Management" process. It's now marketing's turn to apply the same systematic approach to track prospects early in the sales cycle as they grow into actionable qualified leads – before they are sent to sales. "Intelligent Demand Generation" requires a measurable approach to capture information about every contact, every time they connect with your emails, web site, or marketing content and a measurable response.

Track More than Behaviors & Responses

Marketing programs often cast a wide net soliciting a large number of contacts who may not be ready to buy "right now." It's easy to target the prospects who raise their hand, but how do you get those uninterested prospects to tell you when they are researching your solution and getting close to making a purchase? The answer is an intelligent demand generation system that first identifies who's hot and then nurtures the "potential customers" with multiple exposures to your product or service until they DEMONSTRATE they are ready. Setting behavior criteria established by both sales and marketing in order for a prospect to hit your sales team's radar will ensure:

- Sales will follow-up with the lead when it elevates to their attention
- The lead is warmed up to a sales call based on their demonstrated behavior

It is estimated that B2B companies lose as much as two-thirds of new business opportunities by failing to cultivate "not-yet-ready-to-buy" contacts. Efficiently nurturing these contacts into interested prospects is a function of your demand generation system and how you manage your marketing programs. A well-implemented lead nurturing and development system will help you to stay in touch with prospects – so when they're ready to buy, you're ready to respond.

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A Complete 7-Step Checklist for "Intelligent Demand Generation"

Flowchart courtesy of eTrigue

You're faced with the challenge of changing your marketing behavior to:

- Track prospect behavior
- Begin to better nurture your "unqualified" prospects
- Prove to your sales team that a lead served up to them is truly "qualified"

The process begins with a demand generation system that automatically tracks, nurtures, and identifies interested prospects over time, providing you and your sales team tracking information for each interested prospect. If you already have a simple blast system with limited contact development and tracking capabilities, it's time to get the most out of your marketing campaigns with a demand generation system that provides the following:

1. Outbound Email Automation &Lead Management

Does it include:
- ☐ Outbound email engine
- ☐ CAN-SPAM compliancy check
- ☐ Lead capture
- ☐ List management

2. More than Lead Tracking

Does it include:
- ☐ Tracking web site visits by a named individual by page, time per page, total session time and content viewed over the life of the prospect/customer
- ☐ Promoting and encouraging individual registration once; visitors shouldn't be bothered with multiple registrations each time they select new content – thus preventing duplication in your CRM or SFA system
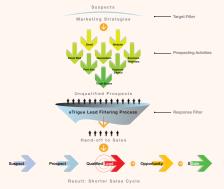
3. Real-time Lead Alerts

Does it include:
- ☐ Notifying sales team via automatic real-time emails with detailed statistics about a prospect whose behavior qualifies them as interested
- ☐ Routing lead alerts to multiple contacts within the sales and marketing organization for appropriate follow up and reporting

4. Marketing Campaign Management & Lead Nurturing

Does it include:
- ☐ Marketing to prospects over time, serving content based on interests
- ☐ Tracking and reporting by individual message or campaign (email, landing pages, organic and paid searches)
- ☐ Retooling messages to prospects based on demonstrated behavior/interests

5. Full CRM & SFA Integration

Does it include:
- ☐ Bi-directional with leading CRM and SFA systems
- ☐ Separation of "prospects", leads and contacts with flexible integration and viewing
- ☐ Easy to use without need for IT or dedicated support
- ☐ Comprehensive reporting adaptable as needs and buying patterns change

6. Robust Analytics & Reporting

Does it include:
- ☐ Detailed analysis and reporting tools to strengthen your marketing initiatives
- ☐ Search-like ability for flexible reporting

7. Flexible 3-Dimensional Lead Scoring & Routing

Does it include:
- ☐ Scoring, profiling, and prioritizing of prospects
- ☐ Flexible scoring criteria based on changing needs, not limited to response, activity and behavior
- ☐ Multiple score capability, not one-size-fits-all

Turn Groundhog Day Into Your Marketing Dream Come True

It's time for sales and marketing to come into alignment. Using an intelligent demand generation program will put to rest the dispute between sales and marketing over who's hot and who's not.

When both sales and marketing have established agreed-upon criteria, and your demand generation system is tracking behavior and alerting sales when a prospect has demonstrated the targeted behavior, there's nothing to argue about at the end of the day other than who's going to field all the leads in the hopper.

There's nothing wrong with repetition when it delivers the positive results you're looking for. It's time to turn Groundhog Day into a dream come true for both sales and marketing.

For more information on Intelligent Demand Generation, please contact us at 408.293.3233, or AE@3marketeers.com

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