

Precision Demand Generation

Create Meaningful Connections
With Your Buyer



The Path To Marketing Nirvana



Marketers Are Disconnected From Their Buyers

As B2B buyers grow savvier, relying on more channels and experiences to guide and shape their purchasing decisions, oversaturated engagement tactics and siloed demand approaches fuel a growing divide between marketers and their audiences, rendering it harder to hit targets, expand accounts, and deliver the meaningful experiences buyers crave. Today, 70% of B2B buyers are strongly considering ditching their preferred vendors for a competitor, with 1 in 3 terminating contracts, increasingly dissatisfied with the quality of their digital interactions.



All Business Is Digital

B2B organizations are in the throes of a digital awakening. All business is digital, and the pressure is mounting for B2B buyers to either do more with less or do something differently now. The proliferation of digital channels, or more specifically the experience happening within those channels, is the determining factor currently guiding B2B buying decisions, today.



Connect Through Orchestration

Orchestrated journeys drive rich connections with targeted audiences, enabling B2B marketers to deliver “empathetic” and “highly-tailored” digital experiences buyers trust as the determinant in their purchasing decisions. A unified revenue effort and orchestrated plays, optimized for demand precision, accelerate buyer engagement and boost decision-confidence, marking the difference between surviving and thriving in a B2B world.



Move To Precision

The reality for thousands of marketers is that we find ourselves somewhere within a maturity continuum of push and pull, oscillating between the need to show value in our work and the need to connect with our ideal customer profiles and accounts. The further we move our teams along the spectrum, away from ad hoc marketing tactics and towards demand precision, the easier it becomes to execute intelligent buyer — and account-based journeys that deepen connections with B2B buyers, elevate marketing’s value within the organization, and generate bottom-line gains.



What is Precision Demand Generation?

Commonly referred to as “marketing nirvana,” Precision Demand Generation (PDG) is the highest maturation level for revenue marketing teams, whereby demand activities are intelligently orchestrated across an omni-channel digital approach that is responsive to B2B buyers’ needs yet measured for their desired level of readiness. Here, marketers create transformational experiences for B2B audiences through harmonized, digital engagements that deliver reciprocal value, boost buyer trust and confidence, and accelerate revenue generation.

Five Steps To An Intelligent Customer Journey

Data-powered, digital-led experiences are the way forward. And when done right, with precision, they deliver 3 times the returns — even amid uncertainty, transporting revenue teams from the depths of data oceans to shallow, clear waters of the oxbow, where meaningful connections are created. Below are 5 steps for getting your team started:

1

Connect Your Data

In Marketing, data isn't the end, it's the beginning because that's where buyer and account connections start. But disparate, unmanaged, and siloed data remains the biggest obstacle to success. Aside from sheer complexity, invalid, incomplete and disconnected prospect and performance data costs marketers in a major way – their credibility, budget, time, resources and revenue. Eliminating data silos by centralizing all demand data sources and governing all lead data is an essential first step towards creating meaningful connections with buyers.

2

Integrate All Demand Channels

Conventional wisdom tells marketers to stay in their lanes, remain focused on targets, and hit pipeline goals. This approach, however, keeps marketing teams divided and channels disconnected, leaving buyers oversaturated from a barrage of haphazard, digital interactions. Orchestrating experiences only happens when all marketing functions and demand channels are integrated, strengthening the connective tissue across marketing's collective effort and deepening connections with buyers.

3

Add Intelligence

Influencing buyer behavior to drive sustainable pipeline and accelerated conversions can only happen when Marketing, Sales and SDRs are aligned along the buyer's journey, equipped with coordinated sales sequences and harmonized interactions. The majority of B2B marketing teams are not doing this today, failing in their attempts to accurately gauge buyer readiness and to appropriately respond with the proper messaging. When marketers only map intent data to accounts, thereby misappropriating data intelligence, the timing between outreach and engagement gets confused and results in an immediate breakdown with buyers.

4

Link CRM, Marketing Automation and CDP

Because buyers increasingly leverage both marketing and sales-led channels as part of their decision-making process, channel misalignment and ill-defined processes risk irreconcilable disruption to the entire experience. Hence, a seamless experience is not assured unless existing, core systems of records are incorporated into the fold. Connecting your demand investment and effort with downstream systems like Marketing Automation (MA), Customer Relationship Management (CRMs) and Customer Data Platforms (CDPs) are critical components that support a holistic, multi-channel approach for driving precision demand.

5

Optimize and Scale The Journey

Connecting with buyers through an orchestrated, multi-channel experience isn't a one-and-done event. Marketers must continually track and measure their performance leveraging analytics and insights garnered along the way to grow and refine their connections, maximize their demand investment, and build sustainable pipeline. When these essential elements are connected and orchestrated with precision, Marketing teams get unobstructed visibility, accurate measurement, and deeper insights to BOTH defend their spend and optimize performance and results.

We've made creating
the perfect customer
journey easier.

The Integrate Demand Cloud is a centralized, customizable cloud platform that provides the connectivity, high quality and scale to meet the challenge of building meaningful experiences for buyers. By connecting the components you use to generate demand: your channels; your media, event and data providers; your processes and workflow; and the existing and future technology investments, the Integrate Demand Cloud creates an efficient, effective demand engine. This includes integration and orchestrated workflows with your marketing automation, CRM and analytics systems to deliver increased visibility and insights.

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