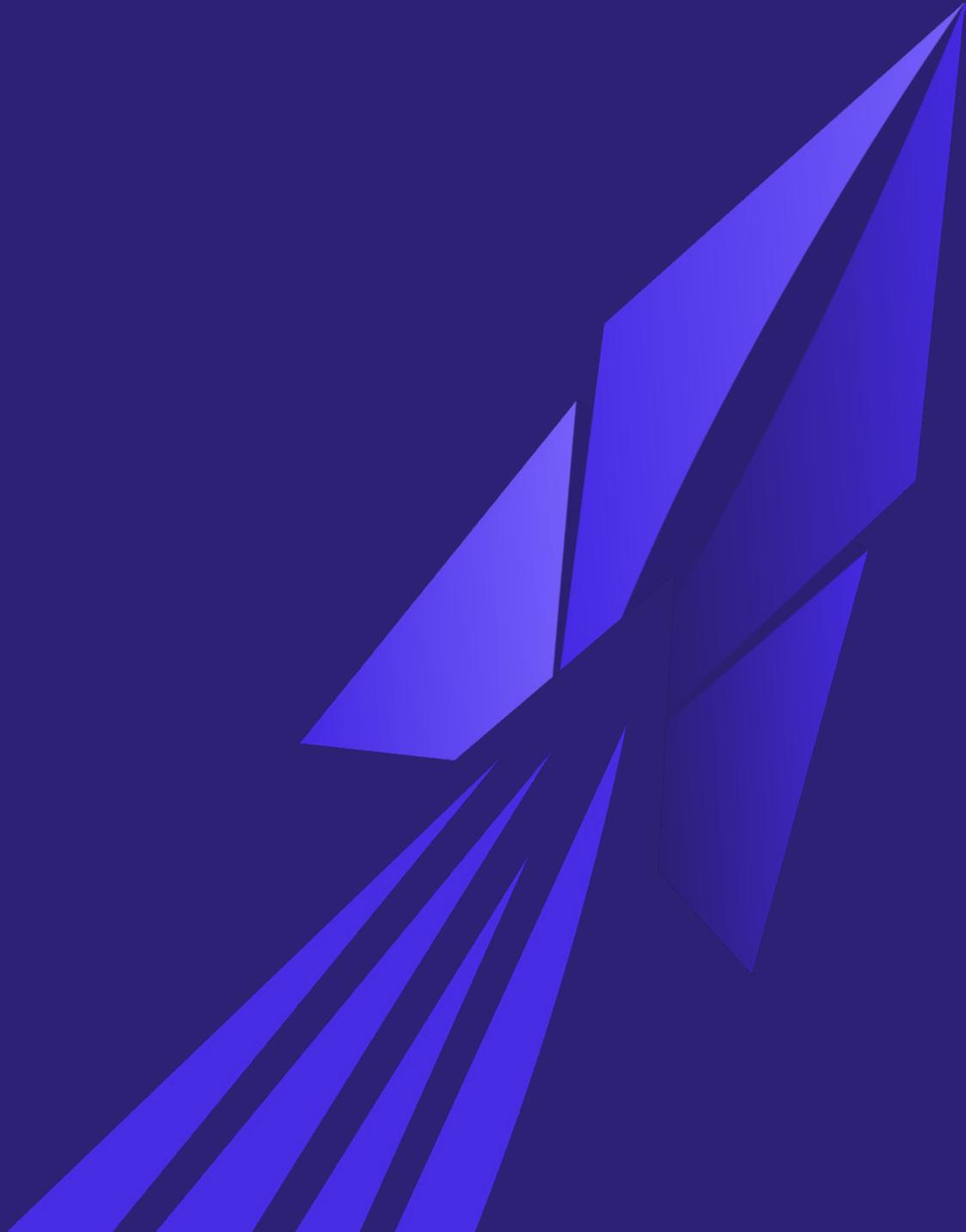




Demand Generation Services



Buyers today are more educated than ever.

A major theme of the digital revolution in Business to Business (B2B) marketing and sales has been the emergence of empowered and knowledgeable buyers. More than ever, buyers are using the Internet to educate themselves about potential purchases.

Today a typical B2B buyer is nearly 60 percent through the purchasing process before they engage with a sales rep. Only when a business challenge is new and unfamiliar, or perceived as risky, does early engagement with sales occur.

Quality beats quantity.

We're not like most lead generation companies – we focus on quality over quantity

Rather than fixate on the sheer volume of leads generated from mass cold calling, blanket email marketing, and other blunt methods, we use only the most targeted tactics to generate high quality leads.

Marketing alignment is a force multiplier.

Demand generation is more than simply generating interest in your products or services. The ultimate aim is always to generate high-quality sales qualified leads (SQLs).

If your strategy is not delivering marketing qualified leads (MQLs) or helping to accelerate the journey to SQL, then you are leaving money on the table. This is where our Demand Generation Services come into play.

We cover the entire process, from MQL to SQL. We creatively apply a combination of targeted marketing and B2B sales tactics to achieve meaningful outcomes for your business.

Addicted to process.

Simply creating assets and executing on tactics is no longer enough. You need to optimize the web-to-lead process, so that information about your website's visitors is automatically stored, scored, and routed to sales reps.

We start with a two hour Strategy Workshop to identify opportunities and gaps in the context of your goals and objectives. Then we build a Demand Generation Services plan to meet your needs and your budget.

Once in place, you are on your way to converting website visitors into new leads for your marketing and sales teams to work and convert into revenue for your business.

