



Demand Generation

March 2013

Marketing. Communications. Results.



Agenda

What is Demand Generation?

Outcomes of a Successful Demand Generation Program

Components and Tools

What Symmetri Can Do



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What is Demand Generation?

“...a system of record for planning, executing and measuring multi-channel campaigns. With this solution, marketers are not just communicating to prospects. They are closely monitoring and reacting to the implicit buying signals in a prospect’s response to marketing messages — like web site visits, event registrations or content downloads — to systematically drive the sales cycle.”

Eloqua Research Report, “The Business Case for Integrated Demand Marketing”



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What the Marketplace Says About Demand Gen

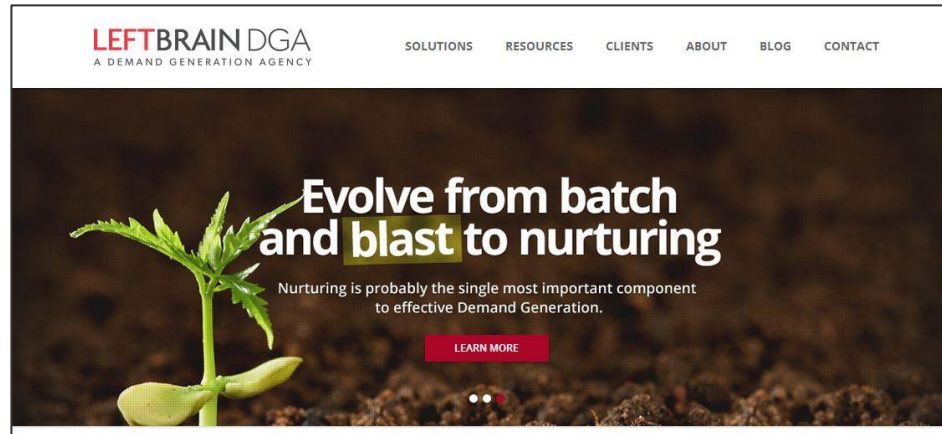
“What most B2B marketers overlook is that the experience the Buyer wants as a customer is as important in the purchase decision as the capabilities of the product or service. If CMOs want to drive growth, they need to engage with the Buyer on their terms...solving the riddle requires a new mindset, one that is rooted in aligning to the Buyers’ Journey.”

--Christine Crandall, Forbes



What is a Demand Generation Agency?

“Legacy marketing agencies place interruptive, mass marketing at the core of their tactics. In the Web 2.0 era, where B2B buyers prefer a web-based self-selection, educational and peer-communication approach, that strategy doesn’t work. Why? Because buyers want to control how they consume information, getting answers from sources they trust. Today’s buyer requires a new marketing approach that leverages a different set of tools. And this means you need a new type of agency.” – Left Brain DGA



What Other Agencies Say



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**There are branding agencies.
There are demand-generation agencies.
And then there's Slack and Company.**

We've been bringing clients the very best of both worlds since 1988. Building strong brands. Generating profitable demand. And bringing it all together with smart, strategic integrated marketing communications.

So check out our work. Meet our people. Peruse our capabilities. And start imagining how far you can go with a whole different breed of b-to-b agency.

starshot

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Together We Shine

Starshot is a marketing agency focused on the customer experience. We specialize in event marketing, demand generation and digital marketing programs for some of the world's most successful brands.

Starshot
Fighting Bureaucracy Since 1999

Event Marketing | Demand Generation | Digital Marketing

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Outcomes

Demand Generation Eco-System

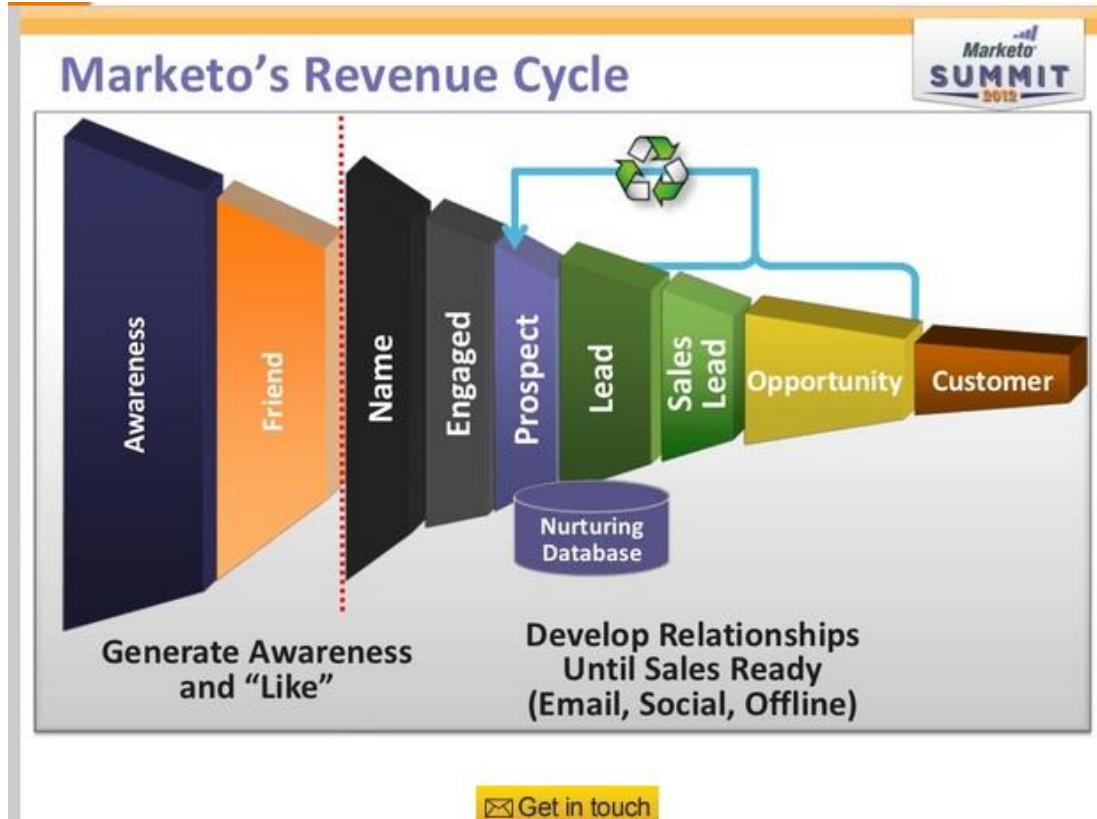


- Lead generation
- Customer/prospect nurturing
- Brand building
- Thought leadership
- \$\$\$: New Customer Sales, increased Market Share, increased Same-Customer Sales, Cross-selling, ROI

Elements of Demand Generation Program



Stages of the Target Audience



Components

- Email
- Search Marketing
- Website
- Social Media
- Mobile Marketing
- Mobile Applications
- Analytics
- Feedback



Through the use of multi-channel lead nurturing and behavior based lead intelligence, demand generation for products and services will occur over time and help brands identify *who believes what they believe*.

--Chad Pollitt, Slingshot SEO



Tools

Marketing automation



Lead/contact management/CRM



Email Service Providers



Tools

Social Media Management Systems

BUDDY  **MEDIA**

 **SPROUT SOCIAL**

 **Spredfast**

Analytics

Google Analytics

webtrends™ **OMNITURE**®

Website Content Management Systems

Drupal™

 **Joomla!**



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What Symmetri Can Do

Symmetri Strengths

- Understanding the target
- Identifying touchpoints
- Brand definition
- Market positioning
- Crafting touchpoint interactions
- Creative execution
- Program management



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What Symmetri Can Do: Build DG Programs



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Help define brand and customer relationship and market position

Understand customer goals and objectives, strengths and weaknesses, opportunity and challenges

Identify the path to purchase and map a program that aligns target, touchpoints, goals, and realities to best achieve success

Understand existing client technology and initiatives; analyze gaps and assess necessary components/technology to fill

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What Symmetri Can Do

Develop integrated, flexible program that connects with customers at the right times via the right channels and provides reactive connections based on customer action

Create exciting, effective, and innovative creative executions

Deploy technology, manage program, provide reports and analysis



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