

# Designing Your Demand Generation Program

## Building successful, repeatable campaigns that generate workable leads

All marketing programs are not created equal, and you'll find that certain programs and campaigns can perform differently depending on your business, customers and activity type. Understanding what works for your organization is critical in saving time, money and internal resources. Planning, tracking and analyzing each activity will help you pivot faster and generate workable leads for your sales and marketing teams.

Below is a guide to help you determine the right demand generation program/campaign for your business:

### Program Examples

- **Partner or 3rd Party Events:** Independent seminars, lunch and learns, VIP or executive dinners, industry or trade show events.
- **Telemarketing:** Includes program recruitment, internal call blitz day and a nurture program or follow-up support.
- **Digital or Print Campaign:** Social media, digital assets, gated content, webinars and online training. Also includes printed content, giveaways, flyers and direct mailers.
- **Advertising:** Online or printed, including paid social campaigns, radio spots, TV or printed advertisements.

### Targeting The Right People

- Who is the audience?
  - Prospects
  - Customers
  - Both
- What is the goal of the program/activity?
  - Recruit new customers
  - Up-sell current customers
  - Education, awareness and enablement
- Have you already proven that this activity/program works for your business?
- How are you targeting?
  - Geo
  - Customer Size
  - Customer Type
  - Vertical / Industry / Field
  - Other
- Do you have a database or list to recruit from?
  - Where do the bulk of your contacts live? Does this matter?
  - Are there important characteristics or segments to keep in mind?
  - Tip: When testing a new event, start in a region where the bulk of your contacts are located to help improve attendance rates.
- What is the temperature of your list?
  - Are these leads dead cold?
  - Have you communicated with these leads before?
  - Do you engage with these contacts regularly?

## Building The Right Content

- What is your Call To Action (CTA)? What are you trying to get people to do?
- What is the “value add” for these prospects/customers?
  - Are they learning something new?
  - Will they become certified or trained in something?
  - Are they winning a prize or giveaway?
  - Other
- How are you making your message and CTA unique?

## Communicating Effectively

- How are you communicating to people?
  - Email
  - Direct Mailer
  - Phone call
  - Social Media
  - Combination
- What are you using for invites? How are you confirming?
  - Tip: For events (both live and online) expect a 50-60% attendance rate. Always oversell in order to hit your “butts-in-seats” or login goal.
- What is your communication plan?
  - Pre event, day of event, and post event communications
  - What is your message?
- Will you be surveying to help collect data on how to improve? When will you be sending the survey(s)?
  - Tip: When building your survey, think about the data you are looking to collect and design questions around this in order to measure the important things. Keep surveys short, but impactful for post campaign/program analysis.

## Tracking Your Program

- How are you setting goals for your team and the program/activity?
- What are you using to measure success?
- What methods are they using for tracking?
- How do these things connect?
- When are the most effective times to analyze data? Who will be responsible for analyzing it and when should they be looking?
- What will you be doing with the data once it is received?