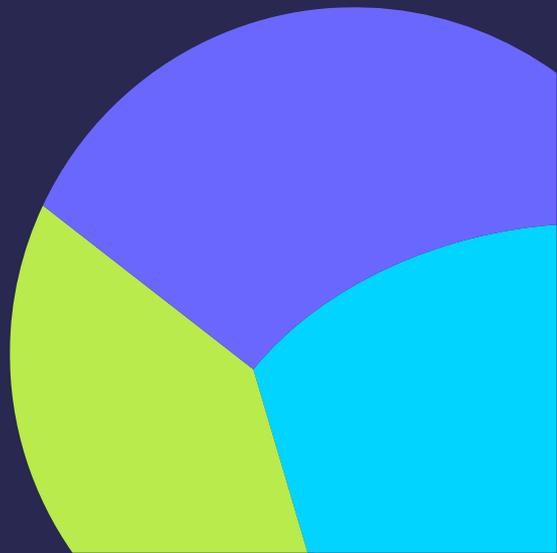


What's the goal?

Lesson 3



What will we cover in this lesson?

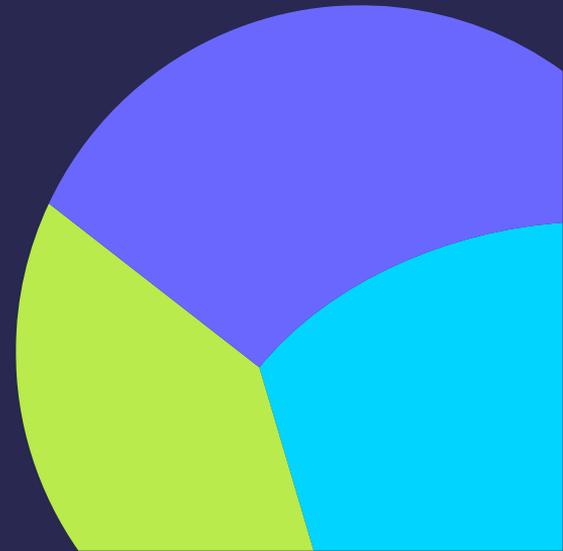
The ultimate goals you should strive for using a demand gen strategy

- Optimising for direct, declared intent and inbound requests
- Addressing the change in B2B buyer behaviour, marketing in a way that better represents the buyer journey
- Get sales and marketing working in harmony

Optimise for direct, declared demand



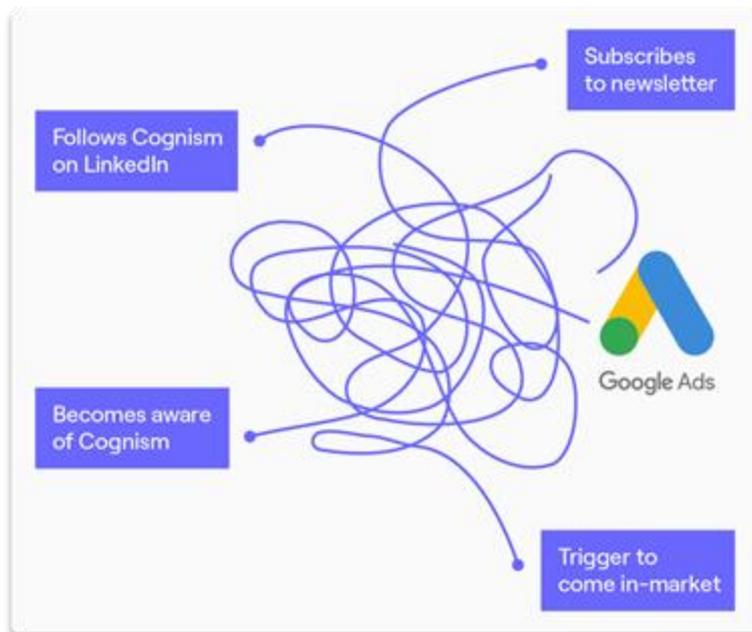
- Declared intent trumps assumed intent
- Make marketing decisions based on facts
- Producing marketing material that encourages buyers to request further information



Start marketing for the modern buyer

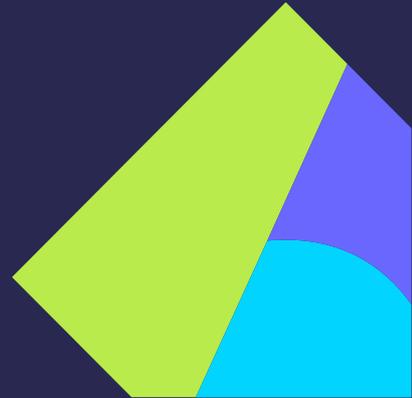


- Buyer committees are growing
- Buyers don't go through a nice neat funnel. Buyer journeys look more like the image on the right
- Demand gen helps marketers modernise
- Creating a better experience - meeting buyers where they are



Align sales and marketing with a shared goal

- Both sales and marketing are invested in the quality of the leads
- Conversion rates naturally increase through declared intent inbounds
- Friction between the two departments significantly reduce
- Both departments can demonstrate their impact on revenue





Your next module: DG Principles

