

Marketing made easy



THE ULTIMATE DEMAND GENERATION GUIDE

Put Your Demand Generation on Autopilot with ABM

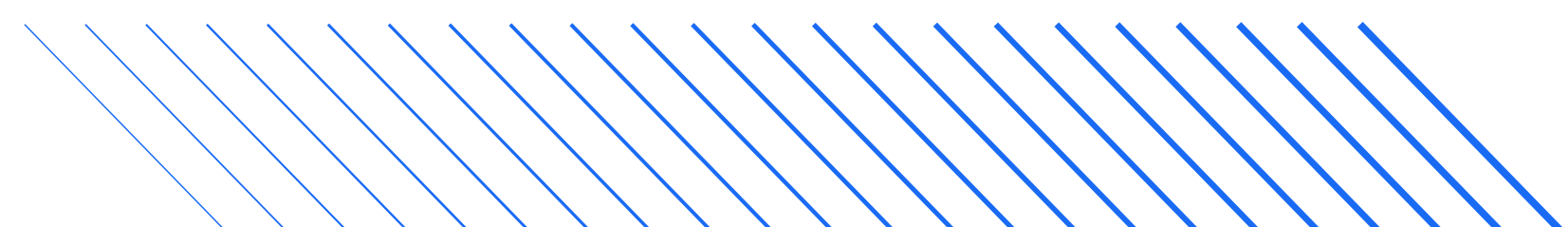
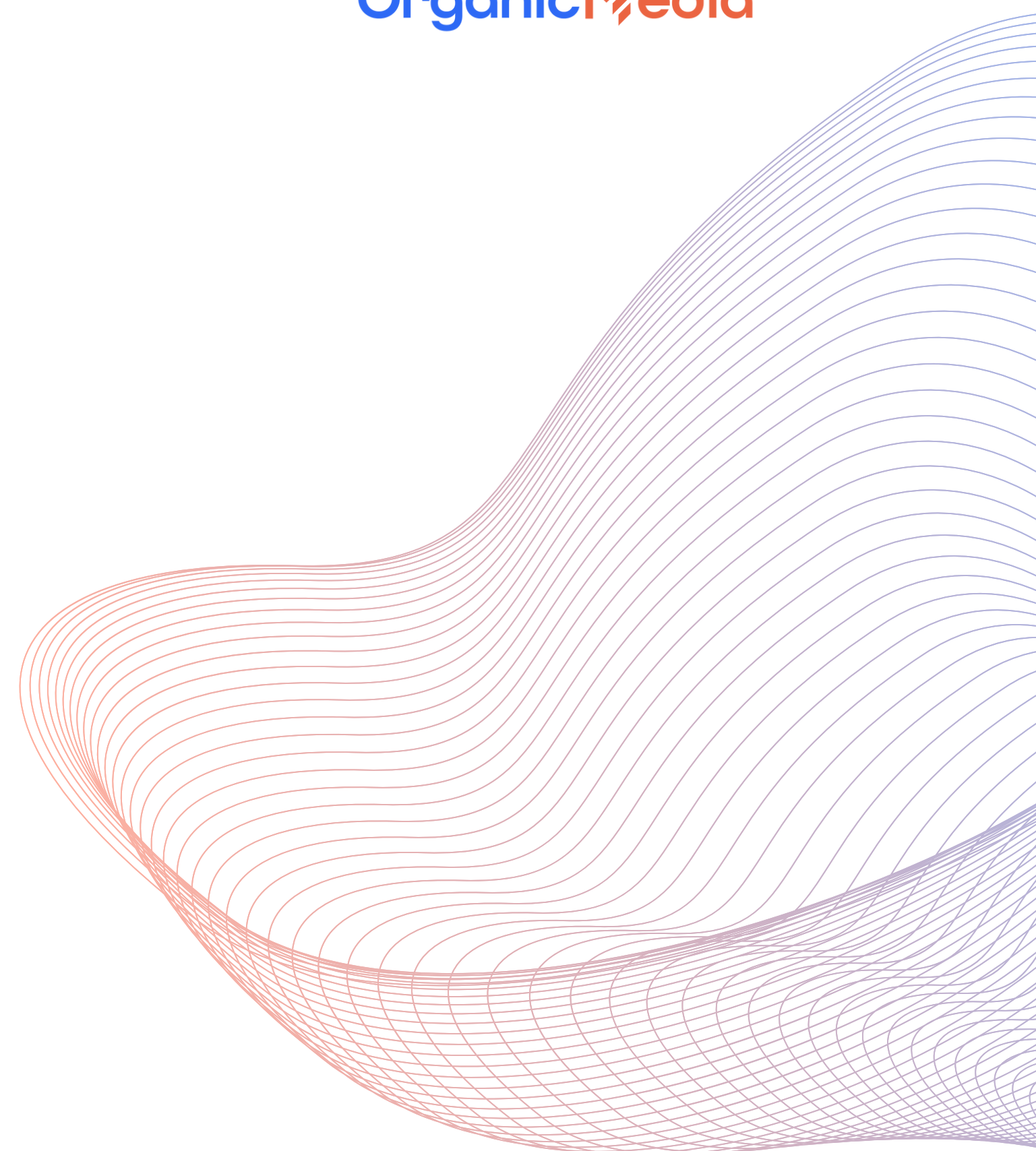


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About Us

Helping companies to scale their business through LinkedIn. Scale your leads on LinkedIn & predictably drive more revenue, 100% done-for-you.

Trusted by more than 120+ clients



.....and more



INTRODUCTION TO DEMAND GENERATION

In today's competitive B2B landscape, demand generation serves as the driving force behind sustainable growth and revenue generation. This strategic approach focuses on cultivating interest and engagement among target audiences, ultimately converting leads into loyal customers. Here's why B2B demand generation is indispensable:

- ✓ Demand generation fuels the sales pipeline, driving consistent lead flow and revenue growth.
- ✓ By aligning marketing and sales efforts, demand generation maximizes conversion rates and ROI.
- ✓ Effective demand generation strategies set businesses apart, showcasing unique Market Differentiation
- ✓ B2B demand generation optimizes marketing spend and maximizes returns.
- ✓ Demand generation ensures businesses stay ahead of market trends and preferences.
- ✓ Demand generation fosters collaboration between teams, resulting in higher closing rates.
- ✓ It lays the groundwork for sustainable business growth, nurturing lasting relationships with customers.

Understanding Account-Based Marketing (ABM)

AI-DRIVEN SEGMENTATION

Demographic
Segmentation

1

AI segments leads based on demographic information such as age, gender, income, education, and occupation.

Firmographic
Segmentation

2

AI categorizes leads based on firmographic data like company size, industry, revenue, and geographic location.

Technographic
Segmentation

3

AI segments leads according to the technology they use, such as software, platforms, and devices.

Psychographic
Segmentation

4

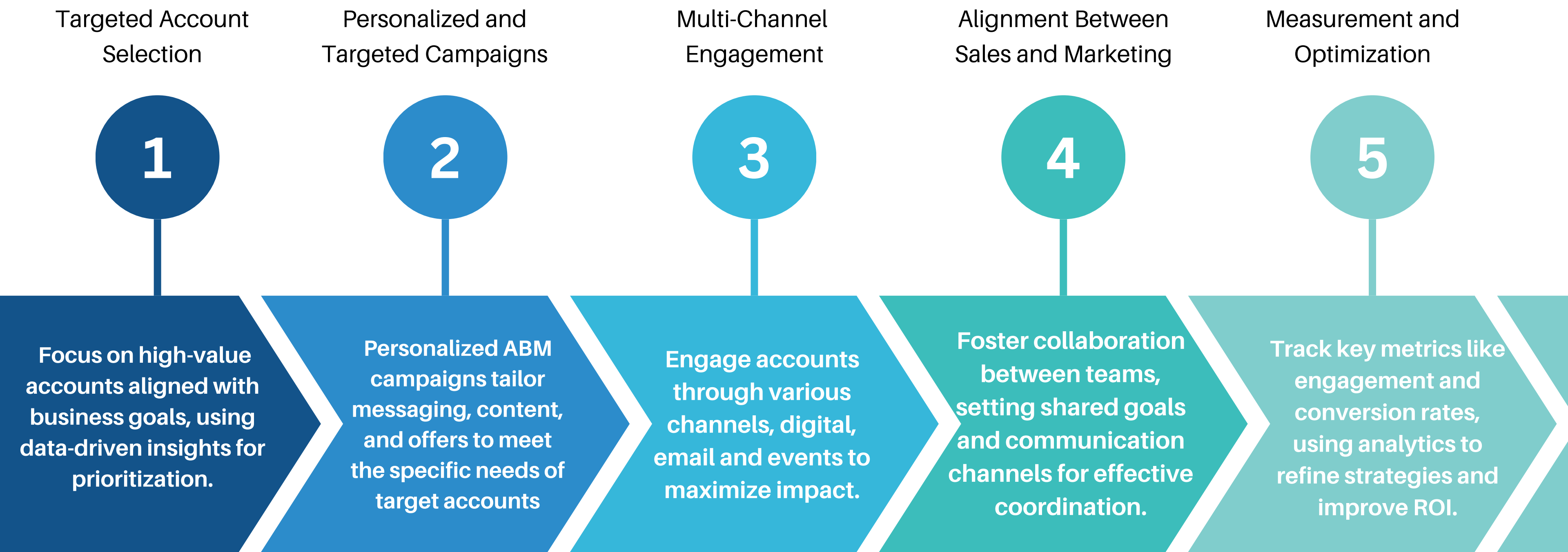
AI analyzes leads based on psychological traits, including values, attitudes, interests, and lifestyles.

Needs-Based
Segmentation

5

AI identifies and groups leads based on their specific needs, pain points, and the problems they are looking to solve.

STRATEGIC ACCOUNT-BASED MARKETING (ABM)



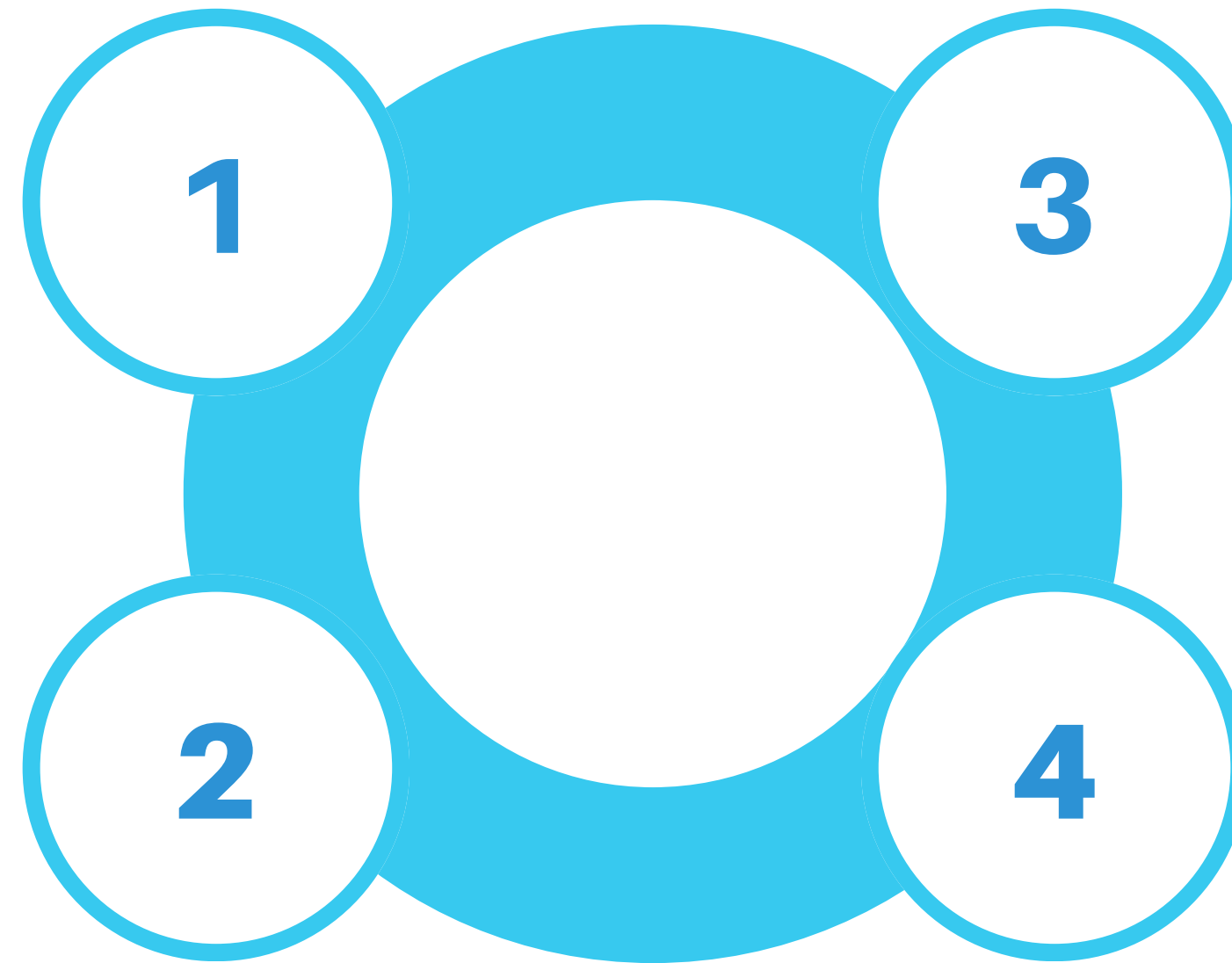
Importance of human touch in client relationship building

BUILDING TRUST AND CREDIBILITY

Businesses prefer to engage with representatives who can offer personalized insights and demonstrate a genuine understanding of their unique needs and challenges.

ENHANCED RELATIONSHIP BUILDING

Direct human engagement facilitates stronger relationships with potential leads. Face-to-face meetings, phone calls, and personalized emails help nurture these relationships



UNDERSTANDING COMPLEX NEEDS

B2B transactions often involve complex requirements and long decision-making processes. Human touch allows for detailed conversations, helping to uncover specific needs

EFFECTIVE FOLLOW-UP AND ENGAGEMENT:

Personal follow-ups and ongoing engagement are crucial in B2B lead generation. Regular, personalized communication keeps leads warm and shows commitment

Developing Personalized Content for ABM

DEVELOPING PERSONALIZED CONTENT FOR ABM

Content Personalization Strategies

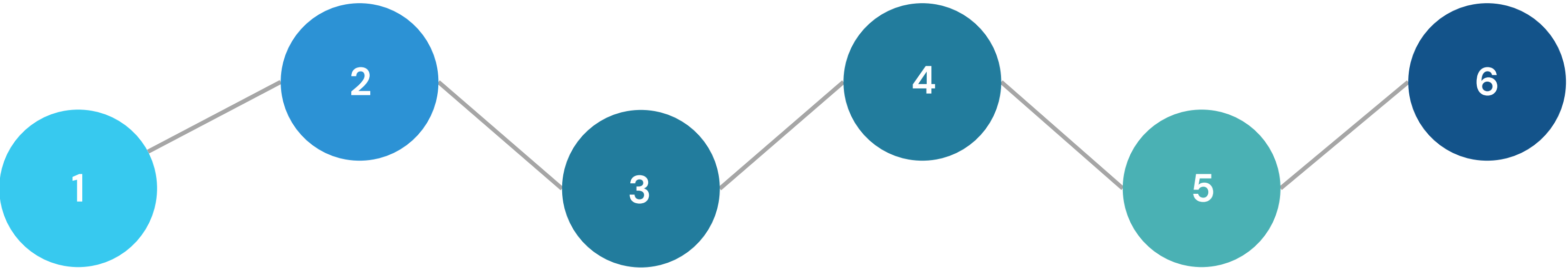
Implement dynamic content modules, account-specific landing pages, and personalized email campaigns to deliver tailored messaging that speaks directly to the unique needs and interests of each account.

Implementing Personalized Messaging

Craft personalized messaging in sales outreach and marketing communication that speaks directly to key decision-makers within target accounts, increasing engagement and driving conversions.

Content Localization for Global ABM

Explore strategies for adapting and localizing content for different regions and markets worldwide, ensuring resonance with global audiences and driving success in international ABM campaigns.



Understanding Buyer Personas

Research your target accounts thoroughly to understand their demographics, challenges, goals, and preferences, and use this data to create detailed buyer personas that inform your content strategy.

Utilizing Account Insights for Content Creation

Leverage data such as firmographics, technographics, and engagement metrics to inform content creation, identifying trends and preferences to ensure relevance and resonance with your audience.

Measuring Content Performance

Track and measure the performance of personalized content using key metrics and KPIs such as engagement rates, conversion rates, and pipeline impact, using data-driven insights to evaluate success and inform future content development.

AUTOMATE THE CONTENT PROCESS

1

Content Creation Automation

AI, like NLG, automates content creation from data or templates, saving time and ensuring consistency.

2

Content Personalization

AI-driven platforms tailor content based on user data, boosting engagement and conversions in ABM.

3

Content Performance Optimizations

AI analytics provide insights on content performance, aiding marketers in refining strategies and maximizing ROI in ABM.

Executing ABM Campaigns

MAXIMIZING FULL POTENTIAL OF SALES NAVIGATOR

Advanced Search and Filtering

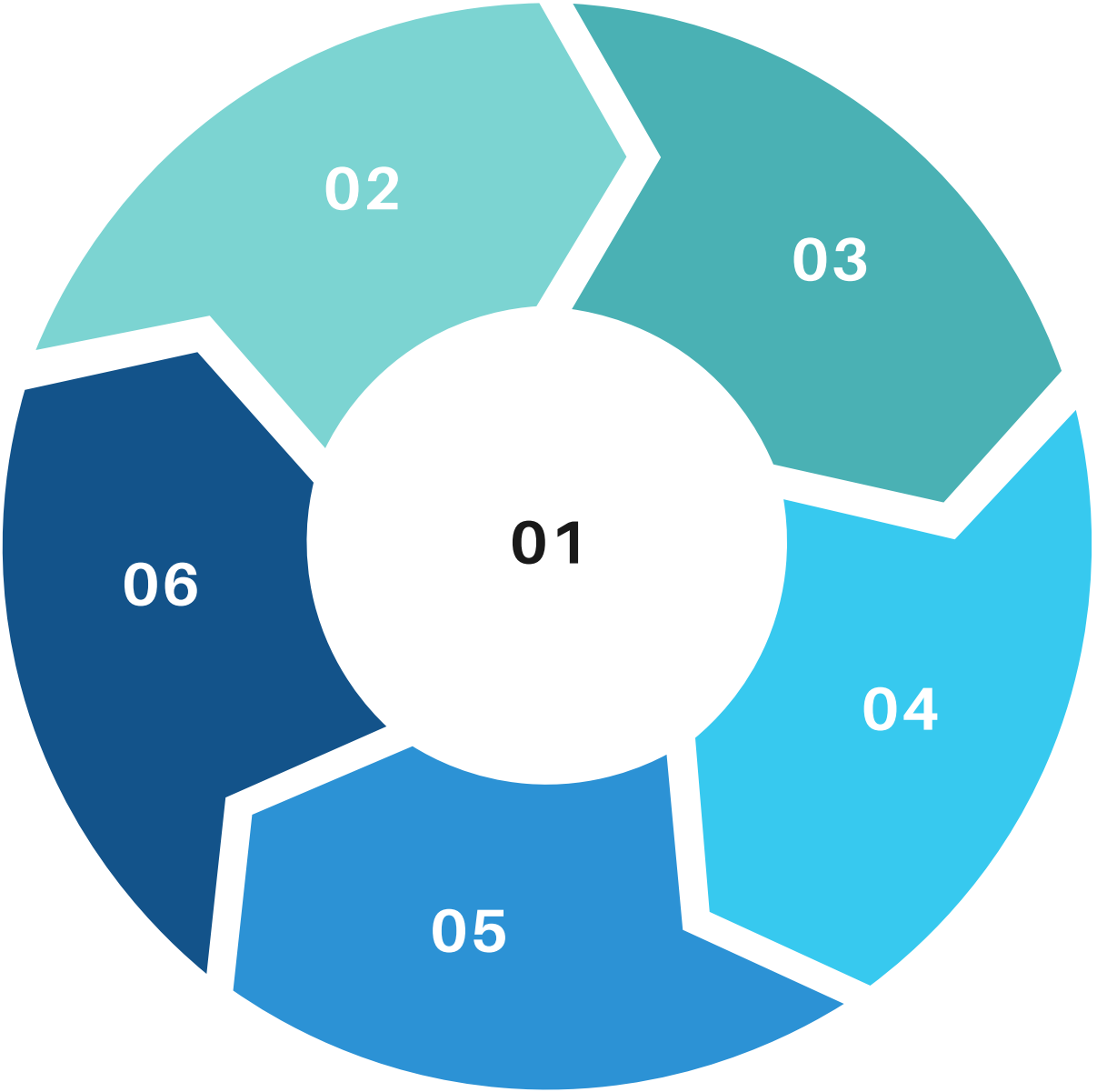
Utilize Sales Navigator's advanced search and filtering capabilities to identify highly targeted leads.

Saved Searches and Lead Recommendations

Take advantage of Sales Navigator's saved searches feature to receive automated lead recommendations based on your specified criteria.

Lead Engagement Tracking

Use Sales Navigator's lead insights to gather valuable information about your prospects, such as recent activity, job changes, and mutual connections.



Team Collaboration and Account Mapping

Collaborate with your sales team more effectively by leveraging Sales Navigator's team features. Share lead lists, insights, and notes

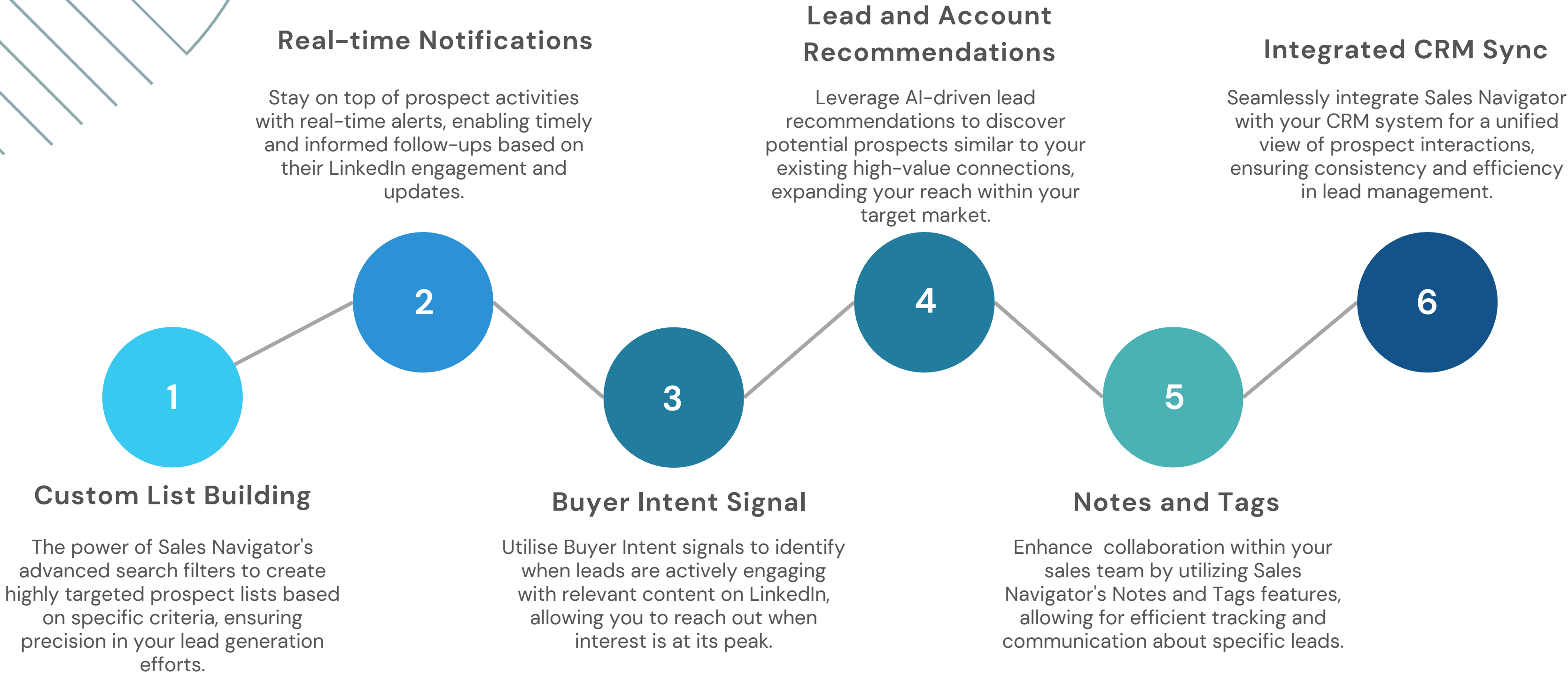
LinkedIn Connection Strategies

Implement automation for connecting with prospects on LinkedIn strategically.

Integration with CRM and Workflow Automation

Integrate Sales Navigator with your CRM system and leverage workflow automation tools to streamline your lead generation process.

AI-POWERED B2B LEAD GENERATION



WE INTEGRATE AUTOMATION TECHNOLOGIES FOR EFFICIENT OUTREACH

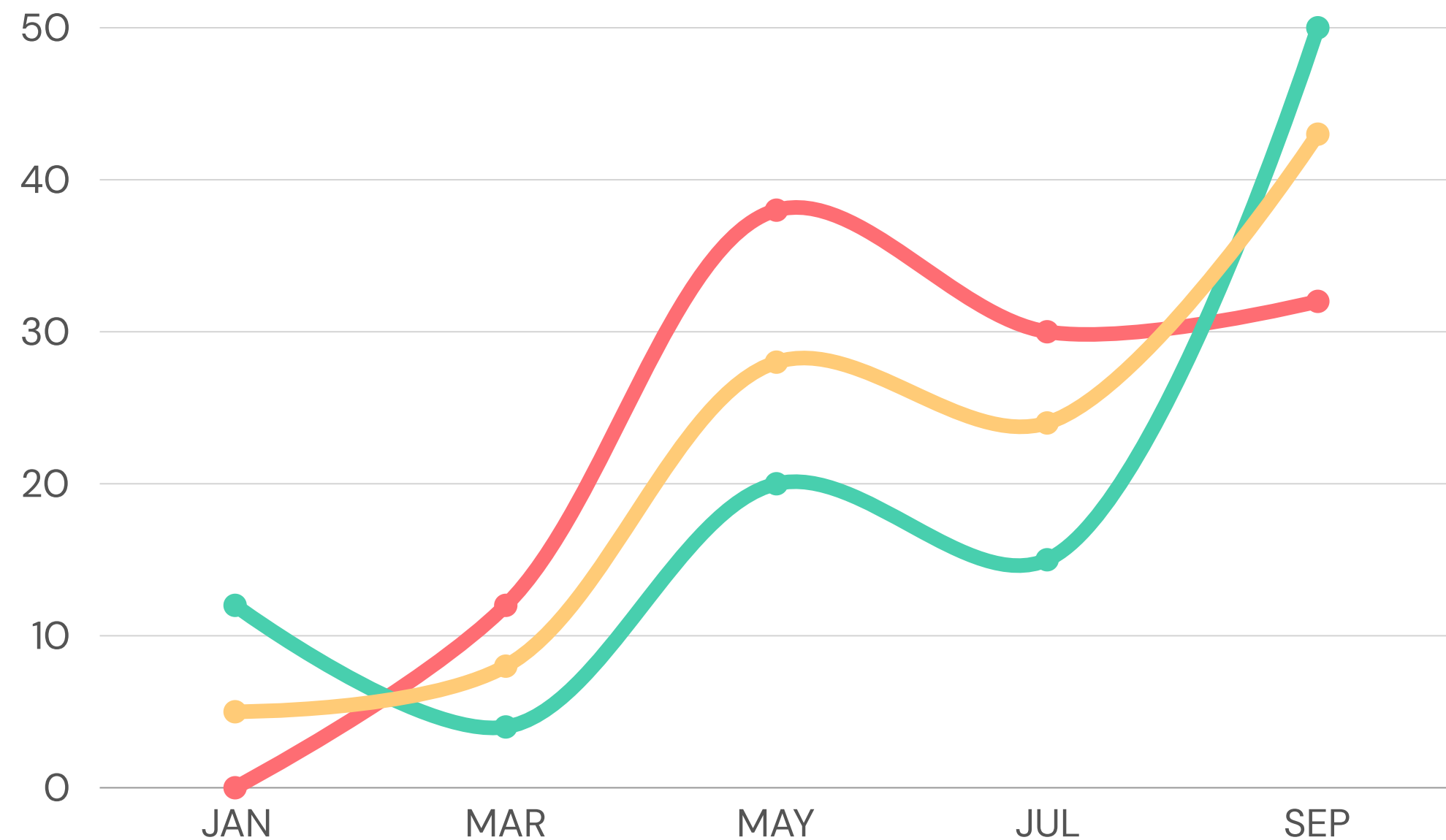


ABM Technology Stack

MAXIMIZING IMPACT: QUANTIFYING THE BENEFITS OF ABM TECHNOLOGY STACK

ABM Technology Stack: A strategic combination of tools and platforms tailored to support Account-Based Marketing initiatives.

- Increase in the number of qualified leads generated over time after implementing ABM technology stack.
- Conversion rates for target accounts after implementing the ABM technology stack.
- Improvement in marketing and sales alignment metrics, such as lead-to-opportunity conversion rates and average deal size



INCREASED QUALIFIED
LEADS

ENHANCED CONVERSION
RATES

IMPROVED ALIGNMENT
METRICS

LEVERAGING AI TOOLS FOR ADVANCED LEAD GENERATION

AI-Powered Lead Sourcing Platforms

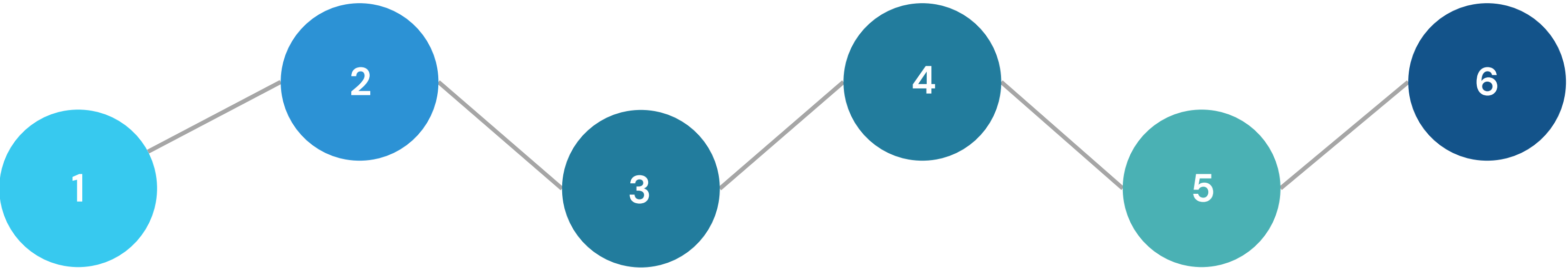
AI-driven lead sourcing platforms can automatically scan LinkedIn profiles, company pages, and other relevant sources to identify potential leads that match specific criteria.

AI-Driven Personalization Tools

AI-driven personalization tools can enhance the effectiveness of LinkedIn outreach campaigns by tailoring messages and content to the specific interests and preferences of individual leads.

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AI-Enabled CRM Systems

Advanced CRM systems equipped with AI capabilities can help streamline lead management processes on LinkedIn. These systems can automatically capture lead data from LinkedIn messages, connection requests, and interactions

AI-Powered Chatbots for Lead Qualification

Chatbots powered by AI can engage with LinkedIn prospects in real-time, asking qualifying questions and providing information about products or services.

AI-Powered Analytics Platforms

AI-powered analytics platforms can provide valuable insights into the performance of LinkedIn lead generation campaigns. By leveraging AI-driven insights, businesses can refine their LinkedIn lead generation strategies to achieve better results and maximize ROI.

Future Trends in Demand Generation and ABM

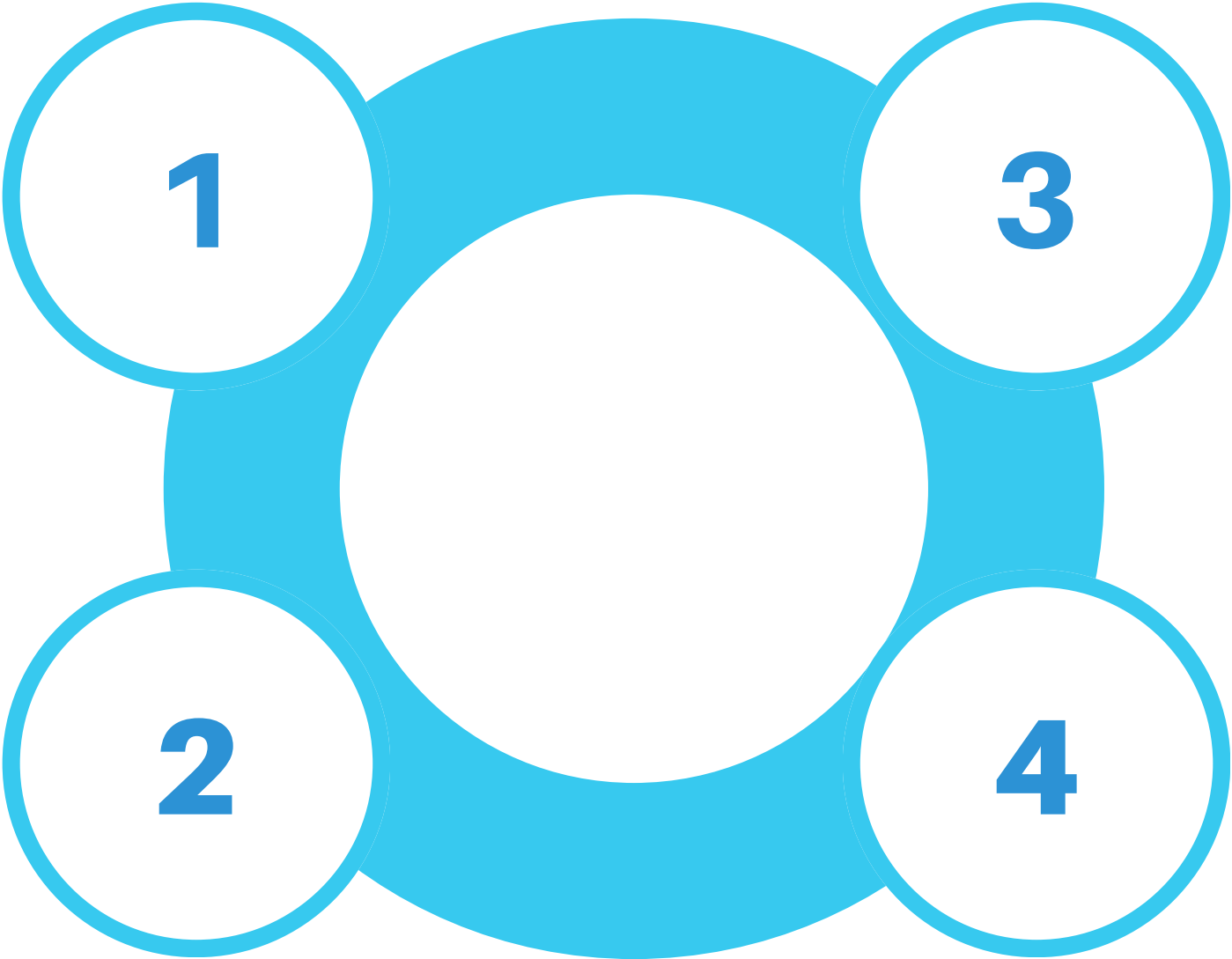
The Next Wave: Future Trends Shaping B2B Lead Generation

AI AND PREDICTIVE ANALYTICS

AI-driven tools help in understanding buyer behavior, enabling more targeted and personalized lead generation strategies.

CHATBOTS AND CONVERSATIONAL MARKETING

Increasing use of chatbots for real-time engagement on websites and Conversational marketing tools allow businesses to interact with prospects, answer queries, and qualify leads effectively.



ACCOUNT-BASED MARKETING (ABM) EVOLUTION

ABM strategies becoming more scalable and technology-driven, allowing for personalized campaigns at scale.

VIRTUAL EVENTS AND EXPERIENCES

Companies leverage virtual platforms for webinars, product launches, and networking events to reach a global audience.

INDUSTRY-SPECIFIC SECRETS TO B2B LEAD GEN SUCCESS

Healthcare Sector

Regulatory Compliance Expertise

Capture leads by emphasizing your solutions' compliance features. Offer resources that educate prospects on navigating healthcare regulations, showcasing your expertise.

Manufacturing Sector

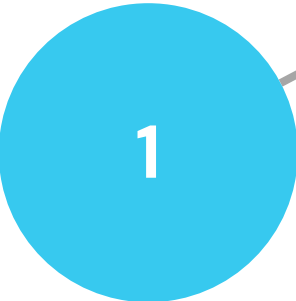
Streamlined Supply Chain Integration

Attract leads by emphasizing how your solutions optimize supply chain processes. Offer resources that demonstrate cost savings and efficiency gains.

Retail Sector

Omnichannel Integration

Capture leads by highlighting the seamless omnichannel integration of your solutions. Create targeted campaigns showcasing how your solutions enhance the overall retail customer experience.



Technology Sector

Secret: Leverage Early Adoption

Position your solutions as cutting-edge and innovative. Generate leads by showcasing how being an early adopter can give businesses a competitive advantage.



Finance Sector

Security and Trust

Build a lead pipeline by highlighting the security features of your financial solutions. Create content that addresses common security concerns in the finance industry.



Telecommunications Sector

Scalable and Flexible Solutions

Generate leads by showcasing how your scalable solutions adapt to the dynamic telecom landscape. Highlight case studies demonstrating successful implementations.



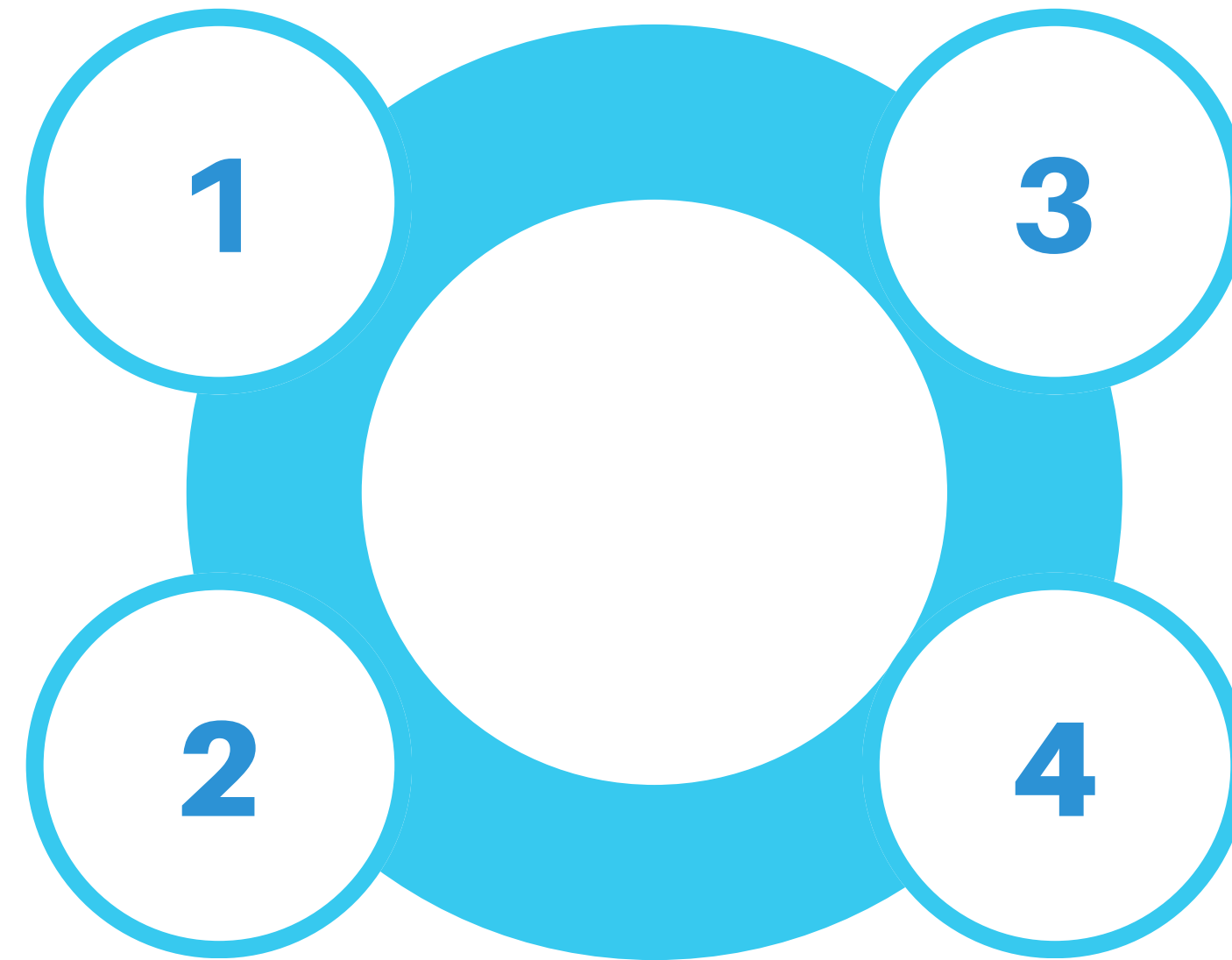
Measuring ROI and performance metrics

LEAD CONVERSION RATE:

Measures the percentage of leads that turn into actual customers.

CUSTOMER ACQUISITION COST (CAC)

Calculates the total cost of acquiring a new customer, including marketing and sales expenses.



CUSTOMER LIFETIME VALUE (CLV)

Estimates the total revenue a business can expect from a customer over the entire duration of their relationship.

MARKETING QUALIFIED LEADS (MQLS) TO SALES QUALIFIED LEADS (SQLS) RATIO

Tracks the number of MQLs that progress to SQLs.

Live Demo

IS LINKEDIN RIGHT FOR ME?

5 reasons you should be B2B marketing on LinkedIn

The numbers game and Pinpoint targeting

1

Targeted segmentation - Great for A/B testing and Product market fit

2

InMail - 10x more powerful than traditional email

3

Retargeting existing connections

4

89% of B2B marketers use LinkedIn for lead generation

5

PRICING

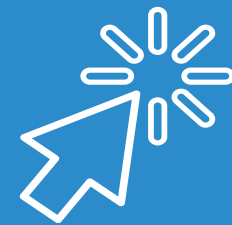
Building a great campaign is just a step away

- 5000+ Outreach Messages per month
- Increase engagement: get more connections & profile views
- A/B tested outreach messages
- Hot leads from customer interaction
- Sequential drip follow-up messaging
- On-demand performance metrics reports
- Dedicated Customer Success Manager

\$ 399



No onboarding
or setup fee



Simplified
month-to-
month billing



No long-term
contracts



Cancel anytime



First 30 days
pro-rated
REFUND

OUR SIMPLIFIED PROCESS

Lead Qualification:



Intent for discussion

- Express intent to know more about the product/service offerings and to source top of the funnel
- Provides contact information. Either an email or Phone number or meeting link
- Prospects fit into the Ideal Customer Profile definition and within the target filter



Common avoidances

- Not from the sales team trying to counter-sell their products
- Not seeking job opportunities or applying for a job
- Provides a non-business email (example @gmail)



We'd love to talk about
all things marketing.




Let's get you started !


Schedule your onboarding session now

[Schedule a Call](#)

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