



WHAT IS DEMAND GENERATION?

DEMAND GEN VS LEAD GEN

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Synopsis:

- The key differences between demand generation and lead generation and how they work together in B2B marketing
- The importance of demand generation in B2B marketing
- Playbooks to effectively activate demand generation and lead generation strategies

What is B2B demand generation?

Demand generation (also known as demand gen) is the process of guiding prospects along their buyer's journey with a brand and its offerings, from completely unaware to becoming a qualified lead, and finally, a client. This involves laser-focused audience targeting across multiple channels that gradually evolves into an ongoing nurturing relationship. Continuously sharing valuable materials and support on the platforms they frequent, including events keeps prospects at target accounts engaged and generates quality demand.

What is B2B lead generation?

Lead generation (commonly referred to as lead gen) is the systematic process of attracting and capturing the contact information of potential clients, typically through a variety of marketing strategies and channels tailored to specific audiences. The goal is to gather relevant lead information such as names, email addresses, and phone numbers, allowing businesses to initiate targeted communication and nurture prospects into potential sales opportunities.

Demand generation plays a crucial role in B2B strategies, particularly given the extended buying cycles from buying groups at target accounts expanding to over six months ([Voice of the Buyer, 2023](#)). In addition, B2B prospects are typically motivated by solutions that enable critical business strategies or drive optimisations, in contrast to the more impulsive nature afforded in the B2C environment.

[As B2B buyers become more discerning and expectant of personalised experiences](#), it is no surprise that strategies that prioritise customised nurturing such as demand generation are being brought to the forefront. In fact, demand generation marketing is one of the top allocations for spend going into 2024 ([INFUSE Insights, 2024](#)). In addition, 22% of marketers plan to increase their demand gen budget by 10% in 2024, while 20% indicated a rise of more than 11% ([Demand Generation Benchmark Survey, 2023](#)).

Why should organisations invest in demand generation?



The function of demand generation is to implement and optimise strategies, along with its associated content, to create interest and brand awareness. This is critical to positioning solutions in a way that engenders future opportunities. Demand generation strategies are also crucial for fostering longer-lasting, higher-value relationships with potential clients in a way that boosts a company's growth within the B2B marketplace.

Successful demand generation strategies adopt a full funnel focus that nurtures buying group members (up to 10 members) at target accounts throughout their buyer's journeys (up to 12 months) with a [personalised experience](#) supported with the right content, at the right time.

This focus can be enabled with an omnichannel demand gen approach. This is particularly apt given how the average buyer's journey has expanded to 10 or more channels ([McKinsey, 2021](#)), with 73% of buyers valuing the ability to start on one channel and pick up on another without starting over ([Zendesk CX Trends report, 2023](#)).

Businesses that prioritise demand generation are therefore well-positioned to navigate the complexities of the evolving B2B landscape to foster sustained revenue growth.

[Discover 5 key strategies for resolving common buyer pain points](#) →

B2B demand generation vs lead generation: What is the difference?



B2B demand gen and lead gen are often confused with one another due to their similarities; however, some key differences distinguish them from each other:

Demand gen vs lead gen: 4 key differences

Demand generation

Long-term:

Campaigns build and nurture brand awareness and interest by promoting content, events, and thought leadership to buying groups at target accounts (usually over 6 months).

Increase recurring revenue:

Strategies to foster brand interest and stronger relationships with prospects, which in turn, result in consistent sales and higher [CLTV](#).

Lead generation

Short-term:

Targeted campaigns focus on generating leads, that is, collecting data from prospects. Goals are typically measured per quarter, depending on the duration of campaigns.

Increase sales opportunities:

Lead scoring helps identify the best opportunities for the sales team, with the highest chance of conversion.

Nurturing, content, and partnerships:

Content can be promoted to educate and nurture prospects. Partnerships, such as content [distribution and activation](#), aim to promote the reach of your assets.

Landing pages:

With lead gen landing pages, the goal is to boost the number of prospects filling in contact forms by using a strong hook or leveraging content.

Grow a brand audience:

Develop future business opportunities by promoting your brand, its solutions, and its unique benefits.

Engage a brand audience:

Convert prospects into leads with campaigns that engage and encourage them to complete forms.

How do demand generation and lead generation work together?



When implemented correctly, both B2B demand gen and lead gen are key methods that can work harmoniously to produce impressive results.

As demand gen serves to develop organic interest and awareness in a company and its solutions, it also acts as the foundation for future B2B lead generation strategies.

Any content produced with demand generation in mind helps to establish a brand in its position in the marketplace, as well as build its reputation as an expert.

Demand gen across multiple channels provides marketers with the opportunity to field insights from early interactions with potential prospects that can be used to inform strategies that better qualify leads.

Within the buyer's journey (as illustrated in the Bow-Tie Funnel below), demand generation and lead generation are interconnected processes. At the awareness stage, demand generation expands the market through content and campaigns, while B2B lead gen captures interested parties as prospective buyers.

As the journey progresses, demand generation continues to nurture interest with targeted content, and lead generation refines its focus on qualified leads. During the initial deal, supplying sales teams qualified leads for conversion falls under lead generation, while the value proposition is reinforced by demand generation strategies.

Post-purchase, implementation is supported by demand gen with resources, and client feedback is leveraged through lead generation for strategy refinement. In subsequent stages, such as renewals, upsell, and cross-sell, both demand and lead generation maintain client loyalty and function to identify growth opportunities.

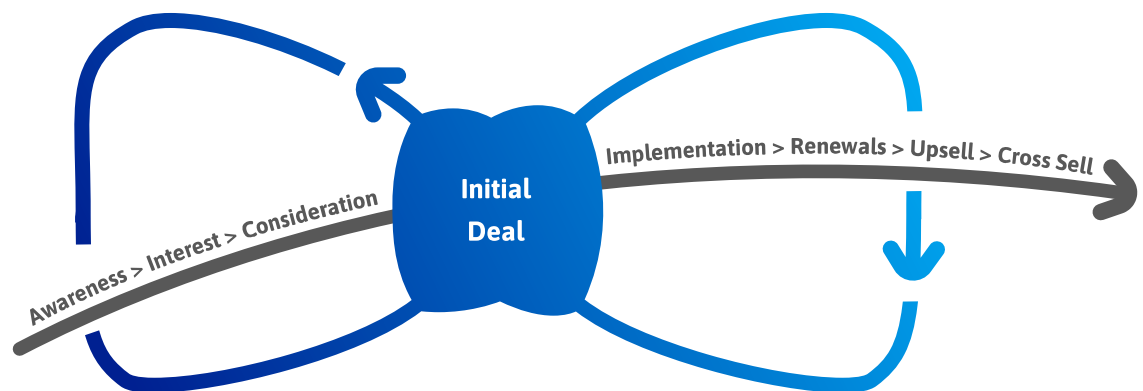
Drive growth and forge lasting connections with your audience through a customised demand generation strategy by our experts.

Reach out to our team at letstalk@infuse.com →

The Bow-Tie Funnel

The Initial Deal is Just the Beginning of the Journey

Source: [Winning By Design](#)



Discover 3 core strategies for positioning your RevOps organisation for current challenges →

Why is demand generation important?



Both the marketing and sales teams within an organisation can see incredible results from an effective demand generation strategy, including expanding audiences and supporting revenue growth.

Below are five key benefits and reasons why demand generation is important.

1 Increases brand awareness and recognition

Effective demand generation keeps your brand consistently top of mind via various techniques such as content marketing and distribution, free tools, events, email marketing, social media, paid media, and more.

This helps solidify trust in your brand and its identity through the content and expertise you provide, as well as the solutions you offer.

Not only do demand gen campaigns increase traffic, but they also encourage a ripple effect that boosts brand awareness and results in businesses realising and fulfilling a need for an organisation's solutions. In fact, [**81% of marketers believe demand generation is critical for brand awareness**](#) (HubSpot, 2022).

2 Improves lead quality

Although the primary goal of B2B demand gen is not lead generation, successful demand gen will result in a natural increase in leads. Demand generation is a lengthier process than B2B lead generation but can still effectively drive more leads at the top of the sales funnel and along their buyer's journey to conversion.

Additionally, demand generation improves lead quality as leads generated through demand generation are often more informed and engaged, showcasing a genuine interest in the offerings. This increased level of interest and awareness not only attracts a higher quantity of leads but also ensures that these leads are more likely to convert into clients. In fact, [68% of B2B marketers credit demand generation with delivering higher-quality leads than traditional methods](#) (Marketo, 2023).

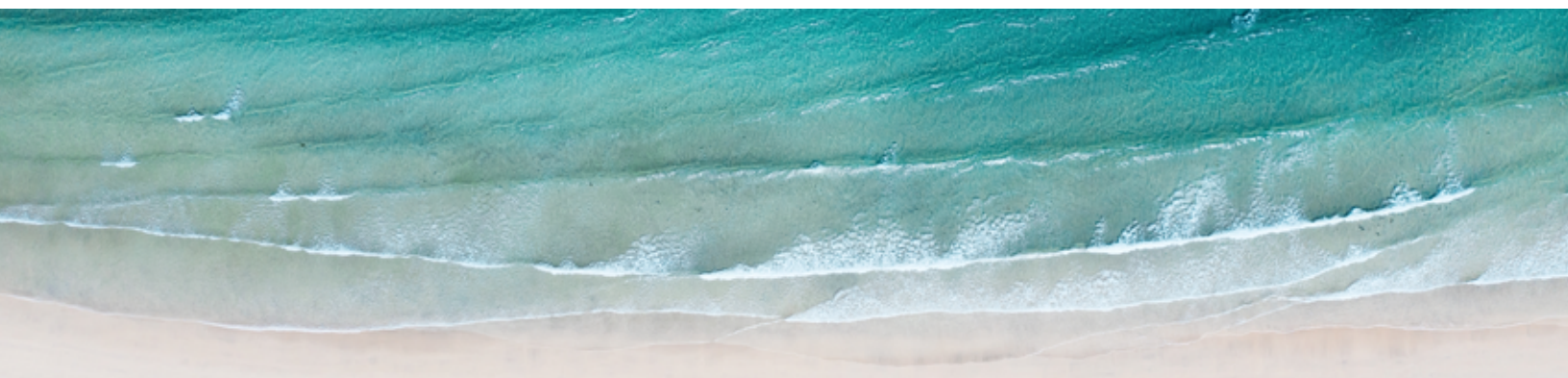
Demand gen enables businesses to focus their efforts on a more qualified and receptive audience, ultimately driving higher conversion rates and overall business success.

3 Fosters relationships with potential clients

B2B demand generation plays a crucial role in cultivating and nurturing relationships with potential clients by creating awareness, interest, and engagement. [84% of B2B marketers agree that building relationships is key to success in demand generation](#) (Marketo, 2023).

By tailoring messaging to address the specific needs and pain points of target audiences, companies can establish themselves as problem-solvers and build trust with potential clients.

Consistent and relevant communication throughout the buyer's journey, from initial awareness to the consideration and decision stages, fosters a sense of connection and reliability. This approach not only generates demand for solutions but also builds lasting relationships with clients, positioning the company as a valuable and trustworthy partner in addressing their needs.



4 Promotes data-centricity and improves targeting

By leveraging sophisticated analytics tools and client relationship management systems, demand gen efforts can collect, analyse, and interpret valuable data insights. These insights provide a deeper understanding of client behaviour, preferences, and engagement patterns.

With a data-centric approach, marketers can refine their messaging, tailor content, and optimise channels based on real-time information. This not only ensures more personalised and relevant communication but also enables precise targeting of specific audience segments.

B2B demand gen plays a pivotal role in enhancing adaptability and agility within a business ecosystem. In fact, [59% of organisations report improved agility in responding to market changes due to effective demand generation](#) (Marketo, 2023). Through fielding iterative demand generation strategies and leveraging data insights, businesses can develop a keen understanding of client preferences and better anticipate their needs.

5 Increases your revenue and ROI

B2B demand gen is both a short and long-term strategy that supports consistent revenue growth from lasting interest and relationships, as well as the quality leads generated.

Companies that implement [effective demand generation strategies see an increase of up to 35%](#) in their marketing revenue generation and returns (Alexander Group, 2023).

B2B demand gen is therefore a critical driver for increasing ROI. By strategically generating and nurturing demand for solutions, companies can create a steady flow of qualified leads that are more likely to convert into high-value clients.

As demand increases, so does revenue, leading to sustained business growth. Additionally, a well-executed demand generation strategy can enhance a company's market positioning, build a robust client base, and ultimately contribute to long-term success and profitability.

4-step guide to B2B demand generation

4

Below we have provided a 4-step guide to help businesses navigate the intricacies of B2B demand generation, offering strategic insights and actionable steps to fuel client interest and drive conversions.

1 Data-driven targeting and ABM

Leveraging [data-driven targeting for demand generation](#) is a strategic imperative that begins with the meticulous collection and analysis of relevant data. By harnessing insights from both internal and external sources, such as client databases and social media analytics, businesses gain a profound understanding of their target audience's behaviour and preferences.

This data-driven approach enables precise segmentation based on shared characteristics, leading to the creation of distinct buyer personas that represent specific audience segments.

[Account-Based Marketing \(ABM\)](#) and [Account-Based Experience \(ABX\)](#) are popular strategies that seamlessly integrate with data-based targeting strategies. Within ABM and ABX, data plays a crucial role in identifying and prioritising high-value accounts. By capitalising on data analytics and insights, marketers can pinpoint accounts that are most likely to convert and allocate resources more efficiently.

To execute these strategies effectively, follow the five steps below:

1. Data collection and integration:

Initiate the process by [collecting data from various sources](#), including client databases, website analytics, and social media platforms. Integrate data from these sources to create a comprehensive dataset that provides a holistic view of client behaviour and preferences.

2. Analysis and segmentation:

Utilise analytical tools to gain insights from the collected data. Segment your audience or accounts based on shared characteristics such as demographics, location, and purchasing behaviour. This segmentation lays the foundation for targeted demand marketing efforts.

3. Develop detailed buyer personas:

Create detailed [buyer personas](#) for each segment, incorporating information about their preferences, challenges, and aspirations. This step humanises the data, providing a clear understanding of the different audience groups and their unique needs.

4. Predictive analytics for prospect identification:

Implement predictive analytics to identify prospects likely to convert. Analyse historical data to identify patterns and use machine learning algorithms to predict future behaviour. This helps prioritise high-value prospects and optimise resource allocation.

5. Invest in technology and training:

Invest in advanced data analytics tools and provide training for demand marketing teams to leverage these tools effectively. Staying abreast of technological advancements in data analytics ensures that businesses can make informed decisions based on real-time insights.



**Explore how to implement ABX
in your GTM model** →

2 **Nurturing and content marketing**

Lead nurturing is integral to demand gen as it fosters relationships with potential clients throughout the sales cycle and the entirety of their buyer's journeys. By delivering timely and relevant content, lead nurturing builds trust and addresses diverse buyer needs.

This strategic approach not only increases conversion rates and shortens sales cycles but also provides insights into client behaviour and preferences—helping to optimise spend. In addition, lead nurturing enables businesses to adapt to changing market conditions, fostering client loyalty and advocacy. In essence, lead nurturing is a crucial element for sustained growth in a competitive landscape.

Discover how to develop high-impact content for demand generation →



Content marketing

Successful B2B demand generation is fueled by high-quality **content marketing** that spans thought leadership, educational topics, and the latest trends. This enables prospects and clients alike to find solutions to problems and answers to frequently asked questions while engaging them with advice and solutions.



Types of effective content:

Articles:

Articles play a crucial role in demand generation strategies by serving as versatile and informative content pieces that captivate and engage target audiences. They provide a platform to showcase industry expertise, address pain points, and offer valuable insights, establishing credibility and trust with potential clients.

Guest posts or [content distribution](#):

Leveraging guest posts with strategic partners can be an effective demand gen marketing tool that can boost SEO efforts via backlinks. Activating content on third-party platforms allows marketers to take advantage of the platform's pre-established audience and reach to boost their own.

Webinars/webcasts:

Webinars are essential for demand generation as they provide businesses with a direct and interactive platform to showcase expertise and engage potential clients. By addressing specific needs through Q&A sessions and discussions, webinars build trust and credibility. The interactive format fosters a sense of community and participation. This dynamic approach not only nurtures leads but also establishes a lasting connection, positioning businesses favourably in the eyes of their target audience. On-demand versions of webinars can enable prospects to consume content on their own schedule, as well as fuel content strategies across multiple channels through repurposing webinars into smaller bitesize clips.

Videos:

Videos are rich media that can capture an audience's attention in an effective way that can help drive demand generation. Not only does the video format allow for more creative freedom but visual content is also proven to be recalled at a higher rate than text-based content. Videos can also be used to repurpose key takeaways from content like articles, research, or ebooks and can also be re-used across multiple platforms such as programmatic, display, social, and more to connect with different audiences.

eBooks and whitepapers:

eBooks and whitepapers provide in-depth information, insights, and solutions related to specific industry challenges, trends, or topics of interest. As such, these valuable content assets play a crucial role in demand generation strategies, particularly for prospective clients lower in the sales funnel.

Research and reports:

Research and reports play a pivotal role in shaping effective demand generation strategies by providing valuable insights and data-driven guidance. This offers a comprehensive understanding of target markets, buyer behaviour, and industry trends, enabling businesses to make informed decisions. This is particularly pertinent in the 2024 B2B landscape where the buying process is more complicated than ever.

Podcasts:

Podcasts have proven to be invaluable tools for demand generation strategies due to their unique ability to meet audience preferences for consuming on-demand content. As an audio medium, podcasts offer a versatile platform for delivering compelling content directly to prospects, allowing businesses to showcase expertise, share industry insights, and establish thought leadership. Podcasts are also another way for organisations to repurpose audiovisual content to reach more audience segments and increase the ROI of their content at little to no additional costs.

**Discover the most effective content pieces
for motivating conversions in our 2024
Voice of the Buyer report** →



SEO-focused content:

Effective search engine optimisation (SEO) is integral to a B2B demand generation strategy and must be regularly evaluated and adapted to ensure the best results.

The more time invested in keyword research and optimising your site and its content, the more in tune you will be with your audience's search intent and will therefore be more likely to achieve greater levels of traffic.

SEO-focused content is an excellent demand generation marketing opportunity to provide valuable information on common issues and topics that will effectively generate long-term awareness of your company. The better content ranks on search engine result pages (SERPs), the greater its reach as demand generation marketing.

Free tools

Providing your audience with a free online tool is a solid way to provide value and drive demand generation. The more useful the tool, the more likely it will be used and shared with others, extending your reach with your target audience.

Here are some examples of free tools:

- 🔧 **SiteChecker's SEO Checker:** allows you to check your website's SEO for free.
- 🔧 **Hubspot's Blog Ideas Generator:** develops free content ideas based on keywords input by users.
- 🔧 **INFUSE's Lead Quality Grader:** this tool analyses and scores leads for free, providing insights that help to avoid investing in poor quality leads.

When creating a tool, here are some best practices to keep in mind:

- 🔧 **User-friendly design:** Ensure that the tool is easy to use and has an [intuitive interface](#). Users should be able to navigate and understand the tool without extensive training.
- 🔧 **Solve real problems:** Develop a tool that addresses a real problem or need in your industry. This will make the tool more valuable and increase its adoption.
- 🔧 **Integration with other platforms:** If possible, make the tool compatible with other platforms or systems. Integration with popular tools or software can enhance its utility and reach.
- 🔧 **Scalability:** Design the tool to be scalable so that it can accommodate a growing number of users. This is important as popularity and demand for the tool increase.
- 🔧 **Promote virality:** Encourage users to share the tool with their networks by incorporating features that promote virality. This can include social sharing buttons, referral programs, or incentives for sharing.

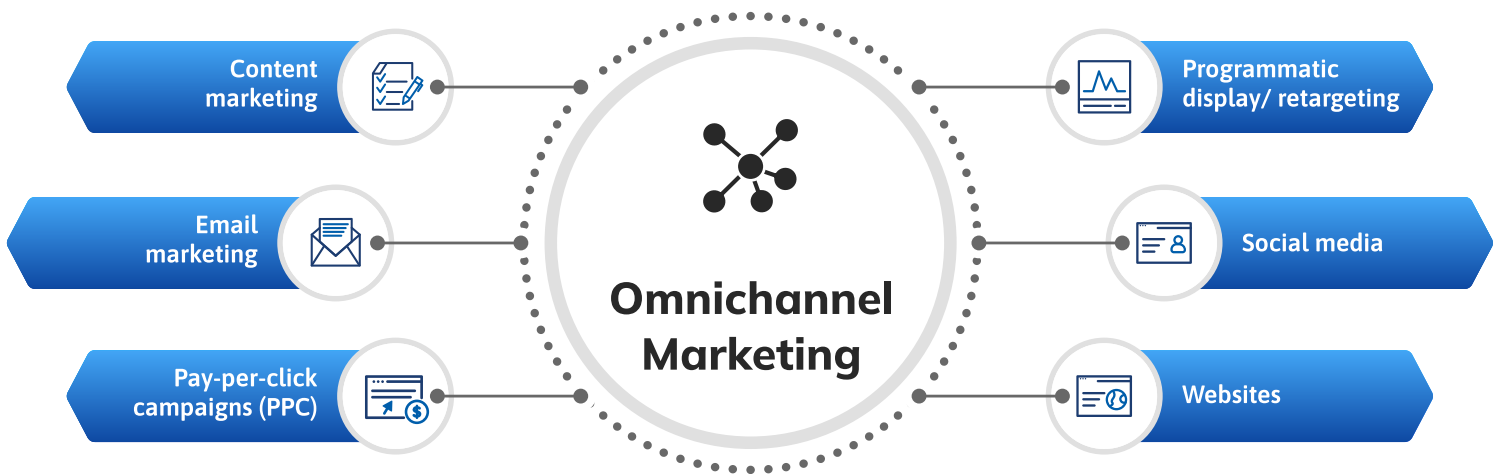
[Learn how to drive lead nurturing results through targeted engagement](#) →



3 Omnichannel marketing

Omnichannel marketing is crucial to demand generation as it seamlessly integrates multiple communication channels to create a cohesive and **personalised client journey** and experience.

B2B buyers interact with brands through a myriad of touchpoints (currently as many as 27 according to a **2021 Forrester report**). At times, this entails buyers moving both forward and backward in the sales funnel. This is a natural aspect of the buyer's journey, and as such it is crucial to allow buyers to navigate freely rather than prescribing their path.



Email:

To enhance the effectiveness of your **email marketing** strategy, it is essential to prioritise a deep understanding of your audience. Begin by segmenting your email list based on demographics and preferences, ensuring that your messages resonate with specific target groups.

Implementing automated campaigns, such as drip sequences and triggered workflows, is effective in nurturing leads and maintaining agility. Additionally, make use of analytics tools to track key metrics like open rates and conversions, allowing you to gauge the performance of your campaigns.

Discover how to build an effective omnichannel marketing strategy →



Events:

Define clear objectives for [events](#) that seamlessly align with overarching marketing goals. This includes a deep understanding of the target audience, a pivotal factor that shapes the choice of event type—such as conferences, webinars, or trade shows.

The creation of compelling content is equally important; it should not only be engaging but also add significant value while addressing the specific needs of the audience. Consider sharing exclusive data insights and reports at events. Not only will this help to establish meaningful connections with attendees, but it can also serve as a tester for how the content resonates with its intended target audience.



Social media:

[Social media](#) can offer many opportunities for demand generation marketing with a consistent and regular engagement schedule.

Identify social media platforms that your target audience frequents and create campaigns that focus on keywords related to issues that your company can resolve.

This can drive engagement with your audience by demonstrating your expertise, as well as allowing you to gain valuable reviews that will encourage quality B2B lead gen.

Some best practices to follow when utilising social media include:



Optimising your profiles for professionalism and consistency, and creating diverse, shareable content.



Leveraging and creating relevant hashtags, as well as engaging actively with your audience through comments, messages, and polls.



Consider paid social advertising for wider reach and collaborate with B2B influencers and industry leaders to boost credibility.



Monitor analytics to fine-tune your strategy, integrating social media with other channels for a cohesive approach.



Encourage user-generated content and run contests for increased participation.



Stay adaptable by keeping abreast of social media trends and refining your strategy based on performance data.



Partnerships

Pursuing [partnerships](#) with a brand appealing to a similar audience can be an effective demand generation strategy for increasing your reach.

With social and co-networking content activation, both you and your syndicate partner can benefit from boosting collaborative projects and existing content on your site and theirs in return.

Partnering to co-host events or creating joint content such as webinars are other great demand generation marketing strategies for increasing awareness in a way that benefits both parties.

Influencer outreach and partnerships can also successfully drive demand generation, by taking advantage of their network and influence.

Are your marketing strategies delivering the desired ROI?

Contact our team of demand experts at letstalk@infuse.com for high performance demand generation programs crafted to help you reach your specific needs and objectives. —>



4 Measurement and optimisation

In demand generation, precise measurement and optimisation are essential for sustained growth. Begin by establishing clear key performance indicators (KPIs) aligned with your business goals. Monitor metrics such as lead conversion rates, client acquisition cost (CAC), and return on investment (ROI) to assess the success of your efforts.

Leverage tools like Google Analytics and marketing automation platforms for insights into client behaviour and campaign performance. Regularly analyse data to identify trends and areas for improvement.

With measurement should always come optimisation as an ongoing, data-driven process. Test and iterate on different elements of your demand generation strategy, including messaging, targeting, and channel selection.

**Explore the trends shaping the future
of tech and how to drive your growth** →

5-step guide to lead generation

5

Although demand generation and lead generation may share similar tactics at times, they differ significantly in their application, roles, and desired outcomes. Below are some key guidelines for effective B2B lead generation strategies.

Content marketing

Creating a variety of content including articles, whitepapers, case studies, and infographics is key for B2B lead gen strategies.

Gated content in particular, such as comprehensive guides, industry reports, or exclusive whitepapers, serve as valuable resources for motivating lead contact form fills. When implementing gated content, it is crucial to optimise landing pages, keep forms concise, and highlight social proof to build trust.

A/B testing can help refine this approach, ensuring that the content resonates with the target audience. Additionally, employing progressive profiling for returning visitors can enhance lead profile enrichment over time.

In tandem with gated content, lead magnets play a pivotal role in attracting and capturing leads. Lead magnets are incentives offered in exchange for contact information and should align with the interests and needs of your audience.

The design and presentation of lead magnets should be visually appealing and crafted to enhance perceived value and brand image. Prominently displaying calls to action (CTAs) and creating dedicated landing pages for each lead magnet also ensures a seamless [user experience](#).

Email and social media marketing

Email marketing

Cold email is a great way of reaching out to audiences and spreading awareness of a company and its services. However, cold emails should be carefully constructed with target segments in mind to effectively encourage interaction and B2B lead generation.

Embrace a progressive profiling strategy, beginning with basic lead details and progressively seeking more information as the relationship develops over time. This approach ensures a gradual and mutually beneficial exchange of information.

Take the time to develop detailed cadences that are personalised and stand out in a crowded inbox with intriguing subject lines and content. In general, email cadences must be regularly evaluated to determine optimisations that drive performance by matching current trends or buyer preferences for communications.

Prospects who are already opted-in to an emailing list, such as for email newsletters, may already be much more aware of your company and easier to motivate to take action with email marketing.

However, in both cases, it is essential to make an appealing offer to the recipient before any requests can be made by the sender. Consider strategically incorporating exclusive offers and promotions that serve as enticing incentives, all while clearly articulating your unique value proposition (UVP). These could take the form of relevant lead magnets, such as downloadable resources or exclusive webinar access, embedded directly within your emails.

Remember to integrate interactive content, such as quizzes or surveys, to actively engage leads and leverage their responses to personalise subsequent emails and offers.



Learn how to boost your email marketing with automation →

Social media

Social media can boost B2B lead generation strategies through direct interaction with interested and engaged followers. With the right posts, followers can be guided to interact with CTAs and posts in multiple ways across different platforms.

As each social media platform may have slightly different audiences, posts and their offers can be tailored to appeal to different groups.

Executives within a company with a strong social presence, particularly on LinkedIn, can be leveraged to boost B2B lead gen by sharing and promoting content. To support optimal performance, content should be specific to each executive's job role and their unique industry expertise. Each executive can also be leveraged as a champion of specific topics, depending on their audience and experience.

To enhance your social media B2B lead generation efforts, consider implementing various strategies. Run contests and giveaways to stimulate user participation, prompting them to share, like, or comment on your posts, thereby expanding your reach. Utilise lead magnets by offering valuable resources like eBooks or whitepapers in exchange for users' contact information, effectively contributing to the growth of your email list.



Discover the role of social media in the B2B buying process →

3 Webinars and events

Webinars and events (live, virtual, and on-demand) are an efficient format for achieving both accessible and informative content.

Complex subjects can be broken down by subject experts within a company, or with a guest. Webinars can support other published content by featuring and creating interesting discussions that expand upon a topic and encourage interaction.

As the number of virtual meetings and remote workers increases, webinars can be published in an on-demand format to avoid screen fatigue and the loss of attendees.

To optimise the effectiveness of your event, it's essential to streamline the registration process, making it simple and user-friendly. While collecting necessary information, avoid overwhelming attendees with an excess of form fields. Consider implementing incentives, such as early bird discounts, to encourage prompt registration.

During the event, actively foster audience engagement. Utilise interactive tools like polls and Q&A sessions to keep participants involved and invested in the content. Engaging your audience in this way increases the likelihood that they will transition from event attendees to potential leads.

4 Lead generation campaigns and landing pages

A robust B2B lead generation campaign is a nuanced orchestration of strategies and tactics designed to captivate and engage the intended audience.

Landing pages are often an integral part of these strategies to collect lead intelligence. Before conceptualising your landing page, ensure that it is created with an audience in mind. Depending on the function and goals of a landing page, it could be ABM based or could feature multiple CTAs to appeal to a wider audience.

When considering the design of your landing page:

- ✦ Maintain a streamlined layout that steers clear of clutter and distractions.
- ✦ Formulate a compelling headline that not only grabs attention but also effectively communicates the value proposition.
- ✦ Enhance the overall user experience with captivating visuals, whether in the form of high-quality images or engaging videos that reinforce your message.

Ensure a seamless user journey by:

- ✦ Featuring a clear and prominent Call-to-Action (CTA) button, infused with action-oriented language to prompt immediate responses.
- ✦ Strike a balance in form design by optimising its length, requesting only essential information to prevent potential leads from being deterred.
- ✦ Address data security concerns by incorporating a privacy statement, establishing trust with your audience.

To fine-tune your approach:

- ✦ Engage in A/B testing across various elements like headlines and CTA buttons, gaining insights into what resonates most effectively.
- ✦ When users take action, guide them to a well-designed thank-you page that not only confirms their actions but also provides additional valuable information.

Explore how to get leads from the middle to the bottom of the sales funnel →

5 Retargeting campaigns

Retargeting for B2B lead generation is a powerful strategy that involves reconnecting with users who have previously interacted with your website, ads, or other content. This can include re-engaging leads that failed to convert, along with clients who churned or did not renew services.

To maximise the effectiveness of retargeting campaigns, it is crucial to adhere to some key guidelines:

- Segment your audience based on their behaviour on your site to create tailored retargeting ads. For example, target users who visited specific product pages but did not complete forms to contact a team member.
- Utilise compelling and personalised ad creatives that resonate with the user's previous interactions to reignite their interest.
- Leverage dynamic retargeting to automatically show users the specific solutions they viewed, enhancing relevance.
- Set specific goals for your retargeting campaign, whether it's encouraging users to fill out a form, download a resource, or make a purchase.
- Regularly analyse and optimise your campaign based on performance metrics to ensure ongoing success.
- Implement frequency capping to avoid overwhelming users with too many ads, striking a balance between staying top-of-mind and avoiding annoyance.

**Discover the role of banner ads
in driving demand generation** →

Key takeaways

- **Demand generation builds relationships through long-term strategies** such as targeted lead nurturing, while **B2B lead gen focuses on gaining contact information for direct communication and sales opportunities.**
- **Demand generation and lead generation work together** to create a balanced, personalised client journey that drives conversions.
- **Demand generation is vital for marketing and sales in the B2B landscape**, driving increased revenue through brand-building, improved lead quality, and client relationships. It fosters adaptability, enhances targeting, and boosts ROI, contributing to sustained business growth by attracting and engaging clients.
- **Leverage data-driven insights, ABM, and personalised content over multiple channels** for targeted B2B demand generation, emphasising investment in seamless and custom client journeys.
- **Enhance B2B lead generation** with diverse content creation, optimised landing pages, and lead generation campaigns, emphasising personalised engagement and outreach strategies.

OUR INFUSE DEMAND EXPERTS ARE AVAILABLE TO HELP CRAFT PERSONALISED DEMAND GENERATION STRATEGIES SPECIFIC TO YOUR TARGET AUDIENCES TO BOOST ROI AND DRIVE YOUR GROWTH.

Contact our team at letstalk@infuse.com to build an effective demand generation strategy to drive quality engagement with your buyers →





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