Case Study

Introducing demand generation to a global team.

Industry: High tech and manufacturing

Target Audience: Engineering, Product, Finance, Operations

Executive Summary

The goal of this engagement was to implement sustainable demand generation tactics to capture growth in the U.S. market. The product was highly technical, but the audience was not necessarily as in-the-weeds. The challenge was building a program that demonstrated value both internally and externally. Within one year the program generated:

↓ **51% reduction in lead conversion time.**

↑ **400% increase in number of MQL leads**

Introduction

Anna-Claire was hired to help a global high tech firm expand its presence from the E.U. to the U.S. market.

An entire marketing function sat within the Nordic headquarters, but the only presence in the U.S. belonged to technical developers, administration, and sales.

The company's central marketing function was not familiar with demand generation as a practice and relied on brand and relationship marketing to try and fill the pipeline. Unfortunately, those tactics weren't translating to the U.S. audience and growth goals were not being achieved.

Objectives

The key objectives of the project included:

1. Translate value prop from Product to Marketing materials.	2. Incorporate the preferences of U.S. based buyers.	3. Build a demand generation program.	4. Execute a strong ABM program.
Deliverable: Core catalogue of content pieces that succinctly and accurately described the product's value and features relative to each stakeholder's needs.	*Deliverable:* Built and executed the first digital acquisition channel strategies and combined with U.S. specific events to generate leads.	*Deliverable:* Full funnel program including content, channels, email nurture, and reporting built into existing tech architecture.	*Deliverable:* Collaborate with sales on account list and build custom content, targeting, and outreach processes to achieve buying committee penetration.

Unique Challenges

The biggest challenge facing this project was aligning global teams around the mindset of a U.S. based buyer. The concepts of U.S.-driven demand generation - specifically on digital platforms - were difficult to sell internally due to the GDPR privacy regulations within the E.U.

Separately, Anna-Claire was uniquely positioned as the only demand generation expert within the company. Therefore, she was responsible not only for building every part of the program, but for educating the entire Sales and Marketing functions on how the program worked.

Methodology

Time Period	12 months
Tools Used	Pardot, Wordpress, Salesforce, Demandbase
Stage One: User Research	Internal user research was conducted to identify target personas and understand the entire buying committees' motivations and needs. It was discovered that there are many non-technical buyers involved in the purchasing decision, and so a journey was created for those personas as well.
Stage Two: Content	A content strategy addressing pain points and needs based on the lead's role in the purchasing process was created and executed. Additionally, proof points and industry expertise were highlighted through case studies and testimonials.
Stage Three: Engagement Channels	The most effective channels for this client were LinkedIn and events. Channels worked best when combined with an ABM approach, utilizing precise audience targeting capabilities.

Data and Results

Within one year of building it, this demand generation program generated:

↓ 51% reduction in lead conversion time.

↑ 400% increase in number of MQL leads