

# Introducing Demand Generation to a Global High-Tech Firm

## Background

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

## Challenge

This firm sold a highly considered purchase to a technical audience, so quickly demonstrating the value prop to a group with a shorter attention span than what the company was used to was a challenge. While the organization dominated its home country, it was faced with a sea of competition in the U.S. Coupled with aggressive growth targets for the market, it was clear that demand generation was the only way to fill the pipeline.

## Solution

Over a one year period Anna-Claire built a self-sufficient demand generation program from the ground up.

Immediately, Anna-Claire crafted and executed a content strategy. The considered nature and long buying cycle of this firm's solution meant that content was key to communicating the value prop throughout the buyer's lifecycle. The content so far had been highly technical, but Anna-Claire added in pieces to address the needs of the entire buying committee and help break down complex topics for non-technical stakeholders. Content ranged from webinars to ebooks and case studies.

From there, Anna-Claire built a nurture program using Pardot (pre-Salesforce acquisition). A series of emails and triggers flowed over several months to continue nurturing prospects throughout their journey. Additionally, these triggers were tied into Salesforce, where Anna-Claire built dozens of sales outreach templates for automated follow-up.

Next, Anna-Claire built a robust engagement channel strategy. The most effective channel for this client was account-based marketing managed through LinkedIn outreach and Demandbase. Google Ads, retargeting, display, list buys, and channel partnerships were also implemented.

## Results

Within one year the company went from having no demand generation presence to having a fully functioning program that was bringing in new logos for the U.S.

In that year, the program increased the number of MQL leads from 0 to 400. Over those 12 months the program progressively decreased the amount of time it took for a lead to move from prospect to MQL by 51%.

Upon the successful build of the U.S. program the company asked that similar programs be executed for the three other global regions: U.K., DACH, and Nordics. Anna-Claire worked with the global teams to institute similar solutions for each region, making adjustments as necessary based on the respective markets.

When building this demand generation engine, the goal was to create a solution that could target ideal prospects within the U.S. The program can now be repeated and expanded with only a few manual inputs. This allows the client not only to realize results fast, but to realize them consistently over time as well.