

Rebuilding a Demand Generation Engine to Generate Revenue

Background

Anna-Claire was brought into a company to rebuild and expand its demand generation program. The rebuild involved evaluating and developing personas, content strategy, engagement channel strategy, website user experience, email nurture flows, tech stack architecture, lead management processes, sales and marketing alignment, and ROI reporting structure. Anna-Claire managed the entire project and worked cross-functionally with executive leadership, sales, tech, and data science teams. The project took one year and resulted in new logos sourced and revenue generated from the marketing program for the first time in company history.

Challenge

The company knew that its demand generation engine had the potential to generate revenue, but was frustrated that it wasn't seeing results. The existing engine was built haphazardly and the user journey wasn't connected end-to-end. Content was vague and outdated, the website wasn't converting, engagement channels were set and forgotten, and leadership wasn't convinced that the right ICPs were being targeted.

The issue was compounded by dirty data and lack of focus. Fixing the demand generation engine wasn't a priority across the organization and so the program was a cost center as opposed to a revenue generator. Resources were spread thinly and there was no centralized leader to bring the vision to life.

Solution

Over a one year period the entire program was scrapped and rebuilt.

User research was conducted to adjust target personas and understand buyers' motivations and needs. From there, a content strategy was developed to target buyers at every stage in the buying cycle including early interest to open opportunity. The result of this content strategy was that more than 100 pieces of net-new content were created within several months. The content ranged from short blog posts and webinars to academic white papers and research studies.

Armed with an effective content strategy, Anna-Claire then rebuilt the email nurture programs and lead capture processes including progressive profiling and personalization strategies. Lead scoring was updated and implemented within Marketo's RCM and adjustments were made to the email triggers within Marketo. Hundreds of new emails were designed and written to help move buyers through the funnel more efficiently.

Next, Anna-Claire built a robust engagement channel strategy. The most effective channel for this client was LinkedIn advertising. Google Ads, retargeting, display, and channel partnerships with bigger players including Adobe were also implemented. Additionally, the website was redesigned, rewritten, and rebuilt using WordPress to create a cohesive user experience and serve as a primary channel for lead capture and nurture.

Finally, the reporting and data structure was addressed. Anna-Claire worked with the data science team to understand what data was being pulled and how it could be better structured to visually represent trends and patterns. This pivotal piece of the puzzle gave the company the power to adjust levers in the program and make changes based off of the desired result. She instituted quarterly data reviews and was able to consistently present findings to the leadership team.

Results

Within one year the demand generation program was generating revenue for the first time in company history.

The total number of qualified leads increased by 76% within one year, dozens of new logos were sourced, up to 50% of the total sales pipeline was generated by the demand generation program, and a \$5m TLV client was sourced from a single campaign (for reference, the client was operating at about \$4m ARR at the time).

When building this program, the goal was to create a solution that can easily scale. 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.