

Demand Generation with Stronger Messaging using CustomerSensing™ Skills Part II

HOW and When tips and tactics?

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We introduced the concept of market and CustomerSensing™ in [part 1](#) to create a short list of usage scenarios which have the potential to produce the highest value for our customers as they “use” our products/services. Using a short list of your unique usage scenarios prepared by an aligned sales and marketing team, let’s review the “how” and “when” tactics around demand generation.

During tough times, many companies are trying to maximize their marketing dollars while still maintaining sufficient high quality lead generation. We think it’s important to remember the saying, “half a marketing campaign does not produce half the results”. In these tough times, be careful of a flat % decrease across the board.

It is easy to say spend less and produce more. Here are some tips and tactics as you consider your options.

How: Consider focusing the bulk of your marketing \$’s in these tough times on those products and/or services which drive 80% of the profit and/or revenue growth aligned by your companies’ strategies. The 80/20 rule of thumb holds true in most companies, meaning 80% of your revenue/profit is derived by 20% of your products/services/customers, depending how you slice and dice your sales/marketing reporting.

When: The biggest bang for the buck to drive demand generation, is likely going to occur in 2 different areas;

- pre-product launch and
- the growth phase of a product as new markets/applications are opening up.

Use a critical eye when reviewing which areas to protect and/or grow within your sweet spot, (80/20 rule of thumb), especially during economic down turns.

One of the next critical questions to ask is how possible is it for sales personnel to access the individual who will make the buying decision, and if not the ultimate decision maker, those who influence the decision maker directly? Consider going as high in the organization as possible with both market messages and sales calls to positively impact shortening the sell cycles (This was discussed in the April 2009 newsletter).

How: Using the title/role of individuals your sales process can access, review your marketing campaigns with these titles in mind, aimed at creating awareness of how your products and/or services can be used at the highest levels of potential customers.

When: In terms of where the buyer is in their buying cycle, our objective is to try to find the highest % that are not actively looking today. They are likely unaware of your unique solutions to help them achieve goals, solve problems, and satisfy needs. Thinking along these lines, which types of demand generation activities are more likely to find the buyer at this point?

In terms of continuous improvement around your demand generation activities, consider auditing existing collateral used by sales/marketing and use a technique tied to the short list of unique usage scenarios discussed in part 1. Recall, we recommend focusing on the 80/20 rule in terms of your identified sweet spots to maximize return of invested time.

How & When – Tactics Part II

How: Take existing success stories, web page, press releases, mailing and/or ad's your company uses and see if you can visualize the following outcomes of their messages:

- What title in the targeted market or prospective company is this marketing piece directed to? If you can't easily determine that, then consider altering the piece.
- Can you visualize, as that title, a call to action? Is there a compelling reason by this title to begin an investigation of the products or services this message is targeted to? If not, then alter the message to create urgency.
- Does the marketing piece correctly address the responsibilities or needs of the specific title? If it doesn't then consider changing the message or be aware of the title it is directed to.
- Is the unique or high valued differentiating message(s) clear?

When: This should be done during the creation of new collateral for demand generation programs as well as when auditing existing pieces that may be used in campaigns.

In summary during these economic times:

- Consider focusing your marketing programs using the 80/20 rule. Focus on

programs where you get the most revenue/profitability.

- Review your market messages to ensure they are targeted at the highest titles within your prospect target market. This should include demand generation programs and sales conversations.
- Review your market messages to ensure that your unique and high value capabilities & solutions are highlighted.
- Review your existing success stories, web page(s), press releases, and ad's to ensure they are targeted correctly at key executives that can start a sell/buy cycle with your company.
- Specifically focus demand generation programs on:
 - New Products
 - Products that are in their 'growth phase'

Look for more Tips and Tactics on Demand Generation in future newsletters.

Feel free to [contact us](#) to discuss any of the tips and tactics discussed above.

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Reference material

- [Demand generation](#), From Wikipedia, the free encyclopedia