

# Demand Gen Strategy

PLAN. EXECUTE. SUCCEED.

As you know, getting through the noise to get someone to engage is at the heart of every marketer's agenda. Laying out plans for who to market, with what messages, and when can be readily easy. Building a comprehensive demand gen strategy that will yield results that is a different story. It is part art and part expert.

At Leadous, we meet you where you are and help you reach your goals by creating a Demand Gen Strategy that drives leads. Engagement has to be earned and you do that strategically overtime with a planful approach.

To earn it, you will need to have all of your content, marketing, channels, sales and team members aligned. We find that most organizations have goals set around these key areas, some have a plan, but few tie it all together in a way that drives toward results. Creating a Demand Gen Strategy that uncovers potential risks, addresses challenges, and ties it together with flawless execution, is an endeavor that works best when backed by experience.

When someone else takes a look, they see things with a fresh set of eyes. The resulting transparency of knowing where you truly are and what needs to be done is the only way to build a Demand Gen Strategy that executives can get behind. Leadous takes marketers through a process that encompasses:

- Stakeholder feedback
- Data
- Process resources we lay out exactly where demand gen initiatives are at
- Identify
- Gaps
- Develop an approach that makes goals attainable

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## DEMAND GEN STRATEGY CONSULTATION

A Demand Gen Strategy is a great way to determine how to execute against goals. Your Leadous experts will look to guide you through strategic discussions that result in a clear direction and recommendations to drive you toward success.

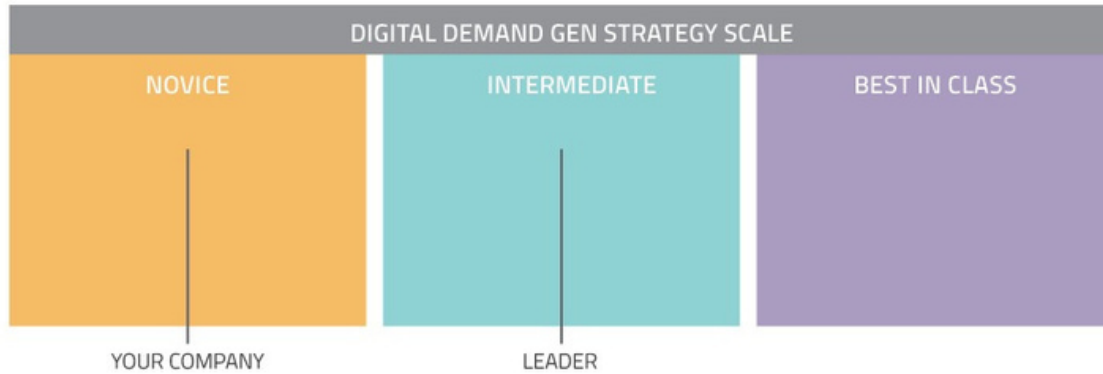


## DEMAND STRATEGY

**DESCRIPTION:** EACH CATEGORY DESCRIBED IN DETAIL

**FINDINGS:** SPECIFICS BASEDON CURRENT STATE

**BENCHMARKS:** VISUAL DEPICTION OF YOUR COMPANY AGAINST THOUGHT LEADERS



### RECOMMENDATIONS:

Leadous will give you an inside look at the most influential components of success: Procedures, Users/ Team, Processes, Data, Content, Messaging, Campaigns, Applications, Competition, Measurements/Re- sults. Each component is broken down into the description, findings, benchmark and recommendations giving you the ability to build an insight driven Demand Gen Strategy that can be measured, monitored and revised to exceed your expectations.

Deliverable: Presentation Highlighting the Current Performance, The Gaps and a detailed Action Plan with Immediate, Short, and Long Term Recommendations.

### RESULTS

The difference between success and mediocrity in marketing lies within the ability to tie goals to marketing execution. A Demand Gen Strategy should be detailed enough to not only provide an idea of what needs to happen; but why it needs to happen, when it needs to happen and most importantly how it needs to happen. Be confident in your ability to meet the metrics, a Demand Gen Strategy can ensure a successful path.

### ABOUT LEADOUS INC.

Leadous is a world-class consultancy that leverages marketing automation to deliver exceptional experiences for the 'journey makers' and the 'journey takers'. The journey between "Hello Prospect" to "Welcome Valued Client" can be difficult to navigate. From concept to conversion, Leadous utilizes technology, methodology, and certified marketing automation experts to deliver consulting services that increase demand, drive conversion, and deliver pipeline growth making the journey a well-traveled one. Our near-decade-long world-class partnerships with Adobe, Hubspot, Oracle, and Salesforce give us the capabilities to serve hundreds of clients, across industries, to obtain measurable value from their investments in customer journey solutions. Let us lead you. | [www.leadous.com](http://www.leadous.com) | 844-LEADOUS

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