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DEMAND FACTOR

FROM DATA TO ACTION:

A ROADMAP TO AUDIENCE-CENTRIC MARKETING

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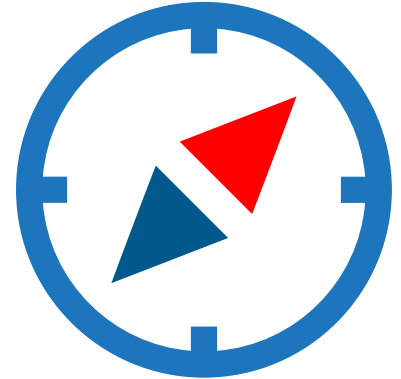
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Introduction

As the B2B landscape continues to pressure marketers to tighten their budgets, they must measure the impact of their every move to ensure they are making the most of each dollar. Approximately **75% of marketers believe personalized experiences** are the key to getting that bang for their buck, having witnessed the benefits of this approach firsthand. However, building relationships throughout the buyer's journey and then scaling them introduces fresh operational complexities.



Although **70% of marketers claim to have high-quality leads**, they still struggle to align sales and marketing. But the holy grail is still out there, and you can reach it. It is simply a more complex funnel that requires marketers to think about the person they are selling to rather than the marketing itself. To help businesses with effective lead nurturing here are seven steps focusing on sustainable growth. From creating tailored content and optimizing email campaigns to leveraging marketing automation, this whitepaper covers everything you need to know.

Decode, Segment, Succeed: Understanding Your Target Audience

But before you can nurture your audience or your business, you need to lay the groundwork. And we are not talking about increasing budgets or looking into different avenues of promotion. It all starts with a deep understanding of your target audience. A 2023 study by Thoughtful Agency claims that most marketers don't know their target audience. That translates to over **60% of businesses with no understanding** of who their customers are and why they visit or abandon their store/website.

Furthermore, most brands have multiple target audiences. That is why it is important to start segmenting your audience based on demographics, behavior, and preferences. Segmentation will allow you to tailor your messaging to a specific subgroup of the targeted demographic. Also, this will allow your content to resonate with each demographic pool, as well as address their needs and pain points. Knowing who your target audience is and how they feel will be fundamental to crafting your effective marketing strategy. Here's a concise guide to gaining valuable insights:

AUDIENCE ENGAGEMENT ROADMAP

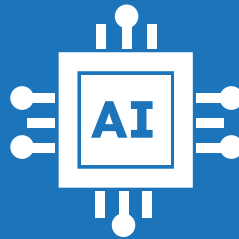
1 Do Your Due Diligence	Connect with your audience, perform surveys and interviews, and listen in on them via social media. Gather demographic and psychographic data to catch preferences and motivations in real-time.
2 Define Your Target Segment	Focus on specific groups within your audience that align with your business objectives. Tailor your messaging and allocate resources efficiently based on these segments.
3 Understand Their Needs	Identify what your audience needs and the challenges they face. Craft messages that directly address these pain points to resonate with them in a more authentic way.
4 Keep an Eye on Your Competitors	Analyze what your competitors are doing to determine what strategies resonate with your shared audience. Then, make your approach stand out in terms of how you meet the needs of your clientele.
5 Understand Your Consumer	Leverage customer data to deepen your understanding of preferences and interests. Use this insight to inform your marketing messages and content.
6 Create Target Personas	Develop target personas that will embody your typical audience members. This is a simple and effective method to customize your strategy by imagining the people you're designing your product for.
7 Map Out the Buyer's Journey	Trace the steps your audience takes before purchasing from you. Find out your weak points, then tailor new and improved marketing materials to address bounce rates and other points in the buyer's journey that need upgrading.
8 Gain Insight into Your Buyer's Online Activities	Study how your ideal consumers behave online, from what content they consume, for how many hours per day, to which platform they consume it on. Then you can effectively optimize your touchpoints based on these insights.
9 Interact with Customers	Engage regularly with your audience to gather feedback and improve your offerings. Actively seek input through surveys, polls, and direct communication.

RE: Email – Adapting to New Realities and Embracing AI

Email marketing will not go away any time soon. It is a tried and tested strategy, but it is also evolving. In fact, email marketing still tops the charts for the highest return on investment, sharing the second spot with paid social media content, which is no small feat. According to industry surveys, one in three marketers use email to reach their ROI goals. And a staggering **87% plan to maintain or increase their investment** in this type of promotion by 2024.

However, despite the positive statistics and forecasts, marketers must be prepared to adapt to the evolving email marketing arena. HubSpot reports that the most prominent adverbs in the email marketing landscape have included some form of AI automation. Most AI tools were used to create more personalized experiences and speed up response times to unexpected events. Consequently, email marketing teams should jump on the AI bandwagon quickly, as it will allow email personalization on a larger scale, superior campaign testing, new inbox regulations, and so much more.

49% of marketers use AI to successfully generate email content, according to HubSpot.



Timing Your Touchpoints for Maximum Impact

Successful email marketing tactics have been shown to drive ROI by as high as 4400% (Campaign Monitor). However, since the typical business person gets 121 emails daily, achieving desired results is a massive challenge without personalization.

Moreover, **91% of consumers are more likely to shop with brands** who put in the time and effort to customize their offer and communication models, as Accenture reported in 2022. Adapting email campaigns to provide helpful information instead of solely promoting products will help you maintain good relationships with your leads.

However, sending messages just to check in significantly reduces its chances of being read. An email devoid of value could trigger an adverse reaction from your prospects, since they could perceive you as a typical salesperson. So, to summarize, we offer you four steps toward strategizing how to engage potential customers and drive sales:



STRATEGY



VALUE



EXAMPLE

<p>Reinforce the Key Value Propositions of Your Business</p>	<p>Highlight the specific benefits and value your product or service brings to customers. Use real examples to demonstrate success.</p>	<p>“LinkedIn used our service last year and was operational within two weeks. They reduced their maintenance costs by 65%. I would be happy to connect you with them if you want to learn more.”</p>
<p>Offer Ideas and Valuable Insights</p>	<p>Establish a connection with the lead by introducing yourself as a trusted advisor. Offer tailored solutions demonstrating how your offering can save or earn money for the prospect.</p>	<p>“John, let’s talk about increasing your sales. We have a new feature that can pinpoint customers most likely to revisit your store. I would love to show you how it works. Could we meet next Tuesday?”</p>
<p>Keep Educating the Prospect While Building a Relationship</p>	<p>Be generous with your leads, and give them valuable insights, professional tips, case studies, or whitepapers to help them in their endeavors. Educating prospects assists in their decision-making process.</p>	<p>“Hello, John. Here is the case study I mentioned. This is a similar customer who increased sales by 28%. Take a look and let me know if you want to know more about our new feature.”</p>
<p>Create a Compelling Event</p>	<p>Mention a time-sensitive offer or a discounted solution to create urgency without pushing the prospect. Feeling like they are in a time crunch encourages prospects to make the final step and buy your product/service.</p>	<p>Offer a 20% discount on a feature that a potential customer was previously interested in that is only available as part of the end-of-the-year package.</p>

Develop a Content Map

Content mapping serves your content production strategy by ensuring that every piece of collateral created for your company serves a clear purpose. You don't want to face a potential lead with "Allow us to convince you" or "We can sway you..." as soon as they open your website. There are specific types of content that serve specific parts of the sales funnel. Content mapping helps eliminate material that doesn't contribute to those stages or downright sabotages sales. By setting up a solid content mapping process, you can make sure that:

- Your content guides readers down the sales funnel, ultimately preparing them to purchase your product or service in the final stage.
- Each piece of content you pay for, produce, and invest in serves a meaningful purpose and is fully optimized to fulfill that purpose.

In fact, 50% of marketers state that guiding users or encouraging them to move through the funnel is one of the most challenging parts of building the three stages of the sales funnel strategy: TOFU (Awareness), MOFU (Consideration), and BOFU (Decision).

- **TOFU**—It is the moment a customer becomes aware of a vendor/service provider. You need to know how to grab the attention of the ideal client by researching them and then providing them with relevant solutions to their pain points.
- **MOFU**—In the next stage, your lead starts to consider your service/product. Make sure you share high-quality, product-oriented content for readers who are actively looking for a solution.
- **BOFU**—Here is where you make or break your funnel. Either you can prove that you can meet client's needs, or they will leave your call, website, or store unconvinced.

Each stage will require a different type of content, which is why content mapping is so valuable. During TOFU, "how-to" guides may attract the most attention, closely followed by infographics, checklists, and eBooks. Throughout MOFU, a vast array of product-related content usually works well. Finally, BOFU is the crucial moment when customer-generated and case-oriented content has the most impact. It is also the most challenging stage because it determines whether a buyer sticks with your product or abandons the cart mid-purchase.

Multi-Channel Distribution and SEO Integration

If you have the resources, investing in multi-channel lead nurturing campaigns is the best route for your business. Personalized campaigns that employ diverse touchpoints and tools are more effective than relying solely on email. Customized content explicitly designed with each platform in mind will appeal to your target audience and boost engagement. Another great way to nurture more leads is through content syndication. Again, it is mandatory to personalize each piece of content your prospects receive. In 2024, when people see the same message across multiple channels, they consider it lazy, and most algorithms flag it as spam.

Multi-channel distribution will serve your business well at all funnel stages but will be most influential in encouraging top-of-funnel engagement. But how will anyone find your well-written, carefully crafted collateral if you are invisible? SEO is still essential for businesses, though long-form keywords and voice searches are gaining traction. In today’s competitive digital environment, you cannot have too many tools and tricks. As almost 70% of online experiences begin with a query on search engines like Google, you need to adjust your website for search engine optimization as you adapt it for multi-channel distribution. Here are some of the main benefits of having your web pages appear on the top search results:

BENEFITS OF AN SEO-FRIENDLY WEBSITE

More Visibility	If you want to rank higher in search results and boost your chances of guiding your leads through the sales funnel, you need to optimize your website for search engines. Hire an SEO specialist proficient in long-form and conversational keywords.
Enhanced User Experience	SEO is nothing without good site speed. Most users abandon websites that take over 5 seconds to load. Next, they look at how the content is organized. If it isn’t easy to skim through, they won’t even start reading it. Finally, most users nowadays search through their phones, so mobile friendliness is no longer optional in 2024.
Targeted Traffic	Local keywords have proven to be tremendous tools for most businesses. However, that won’t work for international enterprises. They prioritize optimizing content towards the most popular keywords from Google, social media, and other shopping platforms, for example: “black running shoes” instead of “sports goods near me.” By targeting keywords specific to your niche and industry, you attract more high-quality leads who are more likely to convert into clients.
Competitive Advantage	An SEO-friendly website will put you months ahead of your competitors if you show up above them on search engines. Sales is not just about the best product. It is about ease of use, quick discoverability, and saving people’s time.

Align Your Sales and Marketing Teams to Score Leads

When sales and marketing teams collaborate effectively, it can lead to shorter sales cycles, improved conversion rates, and more precise predictive analysis. Seamless sales and marketing alignment, or “smarketing,” as coined by HUBSPOT, is challenging to achieve. However, even striving for smoother integration will yield good results. Start by establishing a shared framework of strategies and goals for these two departments.

Aligning marketing and sales can help achieve shared goals of attracting customers, generating revenue, and achieving profitability. This enhances collaboration, workflow, understanding of the target customer, customer journey, and satisfaction and accelerates the sales cycle. Research shows that aligned sales and marketing organizations enjoy 38% higher win rates and 36% higher customer retention rates. Misalignment can lead to at least a 10% reduction in annual revenue.

According to LinkedIn’s Moments of Trust report, 87% of sales and marketing leaders believe that collaboration between both teams is crucial for business growth. Additionally, **85% of them stated** that this is the most significant opportunity for companies looking to enhance their performance.

Furthermore,
90% of the respondents
believe aligning sales
and marketing strategies
can lead to better results.



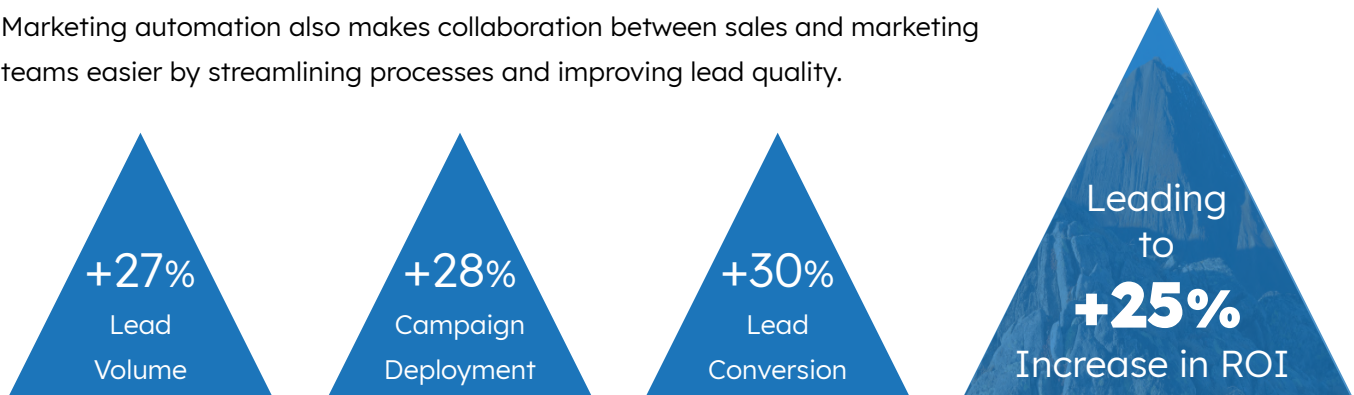
Get On Board with Marketing Automation

A study by Nucleus Research has discovered that marketing automation improves sales productivity by 14.5% and reduces marketing overheads by 12.2%. Furthermore, Annuitas group has found that companies that have mastered marketing automation to nurture leads have reported a 451% increase in lead conversion. What's more important is that search-qualified leads make purchases that are 47% more expensive than non-nurtured visitors.

As you can see, marketing automation guarantees increased ROI and overall growth for your company. Besides the satisfying results, you can use automation to gain insights into your ideal customer through behavioral tracking, which, using AI, will help you create more personalized follow-ups and targeted campaigns.

Overall, automation makes nurturing leads more manageable, facilitating improved data collection and analysis and precise campaign measurement. Ultimately, even automated personalized content will lead potential customers through your buyer's journey, which is essentially marketing's goal.

Marketing automation also makes collaboration between sales and marketing teams easier by streamlining processes and improving lead quality.



Final Thoughts

In today's fast-paced marketing reality, where every dollar counts, understanding your audience is paramount to building a long-lasting brand that increases ROI year-to-year. It requires dedication, creativity, and informed decision-making. Ultimately, your success lies in your ability to decode what your audience likes and dislikes, and authentically engage them across multiple channels. However, once a connection is established, it is still a delicate system that depends on how smoothly your sales and marketing teams can cooperate. Refining your strategy based on continuous ad data collection is crucial. By following these seven steps, you are embarking on a journey towards a more holistic approach to marketing, where you navigate the complexities of today's market with confidence and sustainable growth.



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DemandFactor is revolutionizing performance marketing and demand generation by adding in the missing piece:

We align our success to the success of our leads and our clients.

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