Agenda

While waiting for others to come in, here are some rules and reminders to keep in mind.

Number of Slide - 18
Approx time - 20 min

WORDCAMP KOLHAPUR 2025

@WPKolhapur

Talk data to me
similarweb
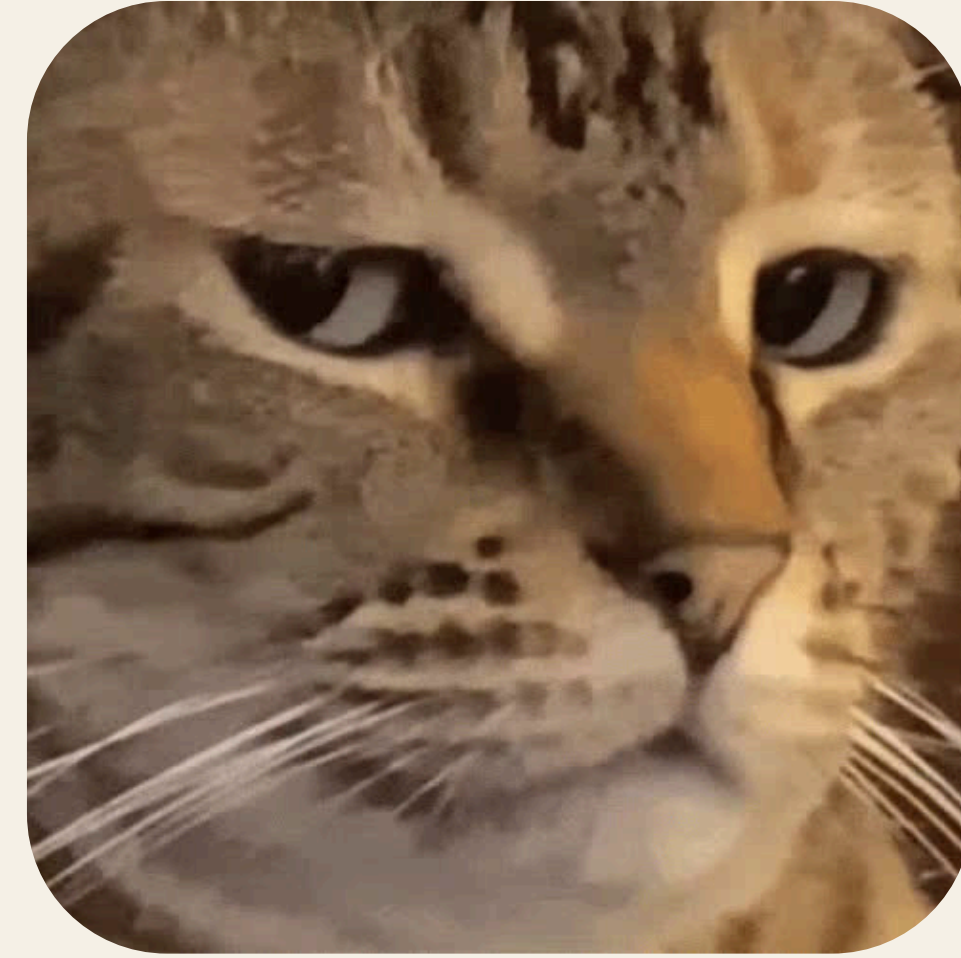
Demand Gen 2.0 is a modern approach to generating demand. It uses **advanced data** to find the right **audience**, creates **personalized** messages at **scale**, connects seamlessly across **multiple channels**, and uses **real-time analytics** to optimize campaigns. This approach helps drive more **qualified leads**, improve **conversions**, and **reduce customer acquisition costs**.

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The Evolution of Demand Generation

Demand Gen 1.0

01 Focused on generating high volumes of leads.

02 Relied on broad, often irrelevant targeting.

03 Limited personalization and follow-up processes.

Demand Gen 2.0

01 Designed for service industries where trust, expertise, and relationships are crucial.

02 Prioritizes high-value accounts and personalized engagement.

03 Seamless integration with sales teams to nurture leads effectively.

What Makes Demand Gen 2.0 Different?

Hyper-Targeted Audience Profiling

Move beyond basic demographics. Leverage advanced data analytics and intent signals to identify and engage the most qualified leads.

Personalized Messaging at Scale

Create tailored content and campaigns that resonate deeply with your audience segments, ensuring higher engagement and conversion rates.

Multi-Channel Orchestration

Integrate touchpoints across channels— email, social, search, and programmatic ads— to ensure seamless experiences throughout the buyer journey.

Actionable Insights Through Analytics

Harness predictive analytics to optimize campaigns in real-time, ensuring resources are directed where they'll have the most impact.

Building
Demand Generation

Hyper-Segmentation for Niche Markets

- Segment by industry, geography, business size, or problem areas.
- Identify high-value segments that need specialized services.

Education-Driven Content

- Offer webinars, whitepapers, case studies, and blogs to establish credibility.
- Address customer pain points rather than promoting services upfront.

Consultative Marketing

- Use free consultations, audits, or strategy calls to initiate relationships.
- Leverage these touchpoints to build trust and demonstrate expertise.

Customer Success Stories

- Highlight testimonials and results to build social proof.

Engage Through a Media Arm

- Build niche-focused newsletters, podcasts, or video series to educate and nurture prospects.

Building Demand Generation
Data-Driven Insights

Customer Data Benchmarking

- Use surveys, reviews, and case study data to understand customer priorities.
- Create detailed personas based on this data.

Predictive Analytics for Service Demand

- Identify seasonal or industry-specific trends using tools like Tableau or Power BI.

Content Effectiveness Metrics

- Track engagement metrics on blogs, case studies, and webinars to refine strategies.

Building
Demand Generation
Category Creation & Differentiation

Category Creation in Services

- Example: Introducing a "Fractional CMO" as a service for businesses needing strategic leadership without full-time costs.

Reshaping Existing Categories

- Example: Position your agency as a "Revenue Growth Partner" instead of just a "Marketing Agency."

Commit to Long-Term Differentiation

- Differentiate by process, results, or customer experience rather than just price.

Building Demand Generation

Roadmap to Demand Gen 2.0

Audit Current Processes	Assess lead generation, nurturing, and sales processes for inefficiencies.
Redefine Ideal Client Profiles (ICP)	Focus on industries and accounts that align with your strengths and value propositions.
Build a Content Ecosystem	Launch webinars, courses, or reports specific to your service niche.
Optimize for Trust Building	Offer audits, trials, or consultations as entry points for relationships.
Measure, Optimize, and Scale	Use analytics to refine campaigns and scale only proven strategies

Building
Demand Generation
Tactical Takeaways.

Invest in Performance Marketing

- Focus on channels that target high-intent decision-makers.

Simplify the Buyer Journey

- Ensure clear, fast, and consultative pathways for decision-making.

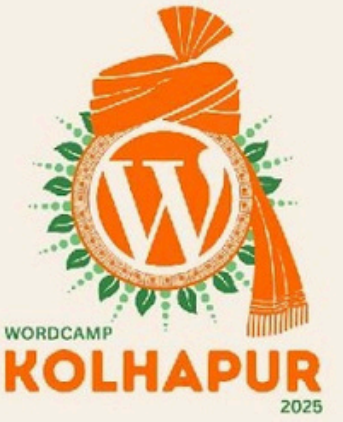## Leverage Trust and Expertise

- Use content, testimonials, and case studies to build credibility.

Align Marketing and Sales

- Create shared goals and ensure marketing efforts directly support sales outcomes.