

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.

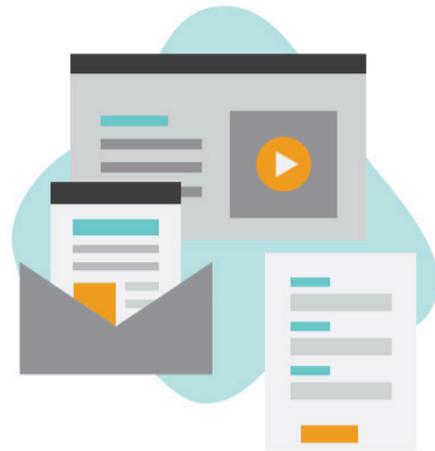
To earn it, you will need to have all of your content, marketing, channels, sales and team members aligned. We find that most organizations have goals set around these key areas, some have a plan, but few tie it all together in a way that drives toward results. Creating a Demand Gen Strategy that uncovers 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

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.

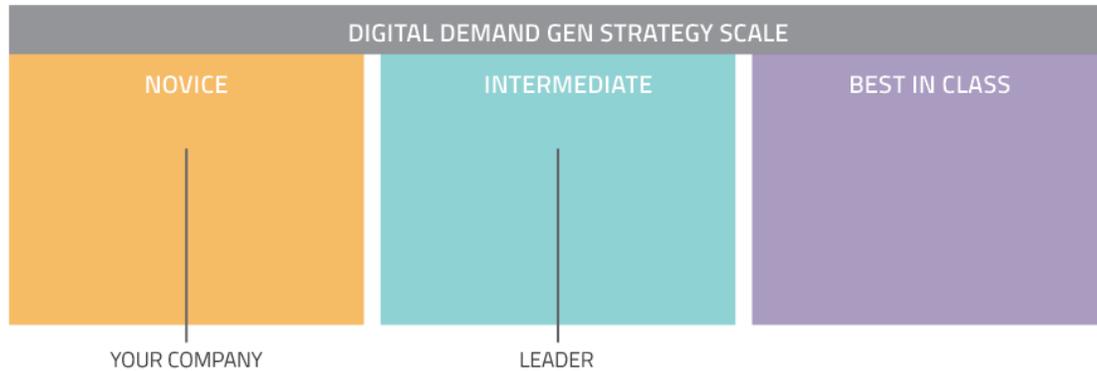


DEMAND STRATEGY

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/Results. 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.

We believe that marketing is a human experience.

Behind every email, logo and computer screen are people waiting to engage with the world around them. We connect people to your brand by enhancing your marketing strategy with purposeful automation that drives mindful digital experiences. Building a sound foundation for your team to deliver business results and create happy clients.

HAPPY CLIENTS are how we measure our success.

CONTACT US

EMAIL | info@leadous.com

CALL | 844-LEADOUS

TEXT | (215) 431-9462

Let us lead you | www.leadous.com