



GENERATING AND NURTURING LEADS TO CREATE DEMAND

Survey Summary Report

Ascend2[™]
RESEARCH-BASED MARKETING

Research Series Conducted in Partnership with
Leading Marketing Technology Companies,
Marketing Media and Digital Marketing Agencies.

TABLE OF CONTENTS

3. Generating and Nurturing Leads to Create Demand
4. Demand Creation Success
5. Demand Creation Situation
6. Lead Generation Priorities
7. Lead Generation Tactics
8. Lead Nurturing Priorities
9. Lead Nurturing Tactics
10. Generating Versus Nurturing Leads
11. Changes in Tactical Effectiveness
12. Demand Creation Resources Used
13. About Ascend2 Research-Based Marketing
14. Ascend2 Research Partner Programs

Methodology

Ascend2 benchmarks the performance of marketing strategies, tactics and the technology that drives them with a standardized online questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing influencers and research subscribers.

GENERATING AND NURTURING LEADS TO CREATE DEMAND

Creating demand in a digital world requires a combination of effective strategies to both generate and nurture leads, with the goal of converting them to customers.

But how do you combine strategies to create new demand?

To help you answer this question, Ascend2 and our Research Partners fielded the Generating and Nurturing Leads Survey. We thank the 229 marketing influencers who responded to this survey during the week of July 23, 2018.

This Survey Summary Report, titled *Generating and Nurturing Leads to Create Demand*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.



Survey Market Segments

Number of Employees

More than 500	32%
50 to 500	42%
Fewer than 50	26%

Role in the Company

Owner / Partner / CXO	42%
VP / Director / Manager	50%
Non-Mgmt Professional	8%

Primary Marketing Channel

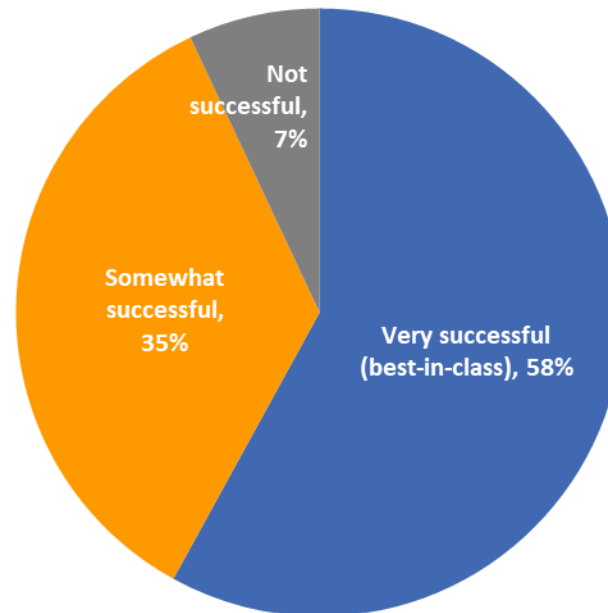
Business-to-Business	49%
Business-to-Consumer	32%
B2B and B2C Equally	19%



DEMAND CREATION SUCCESS

A 58% majority of marketing influencers describe the success of a demand creation strategy as very successful, or best-in-class compared to competitors. Only 7% describe a strategy for creating demand as not successful.

Which best describes the SUCCESS of a strategy for CREATING DEMAND?

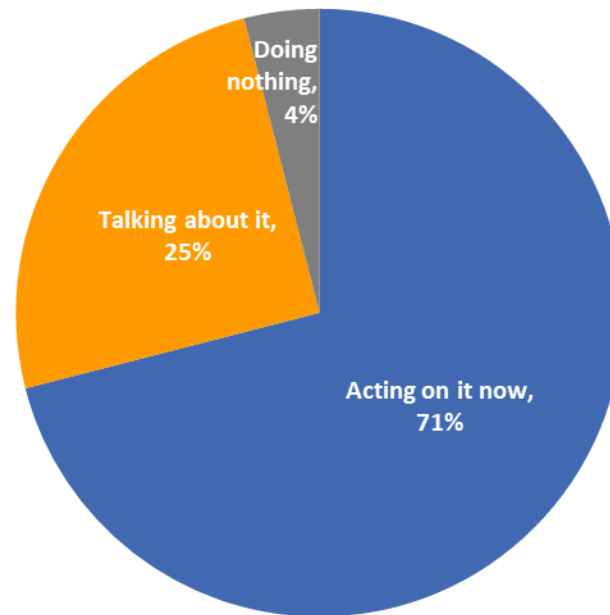




DEMAND CREATION SITUATION

More than seven-out-of-ten (71%) marketing influencers say that, when it comes to creating demand, they are acting on it now. One-quarter (25%) are just talking about it, while a very small percentage (4%) are doing nothing at all.

Which best describes the CURRENT SITUATION as it applies to CREATING DEMAND?

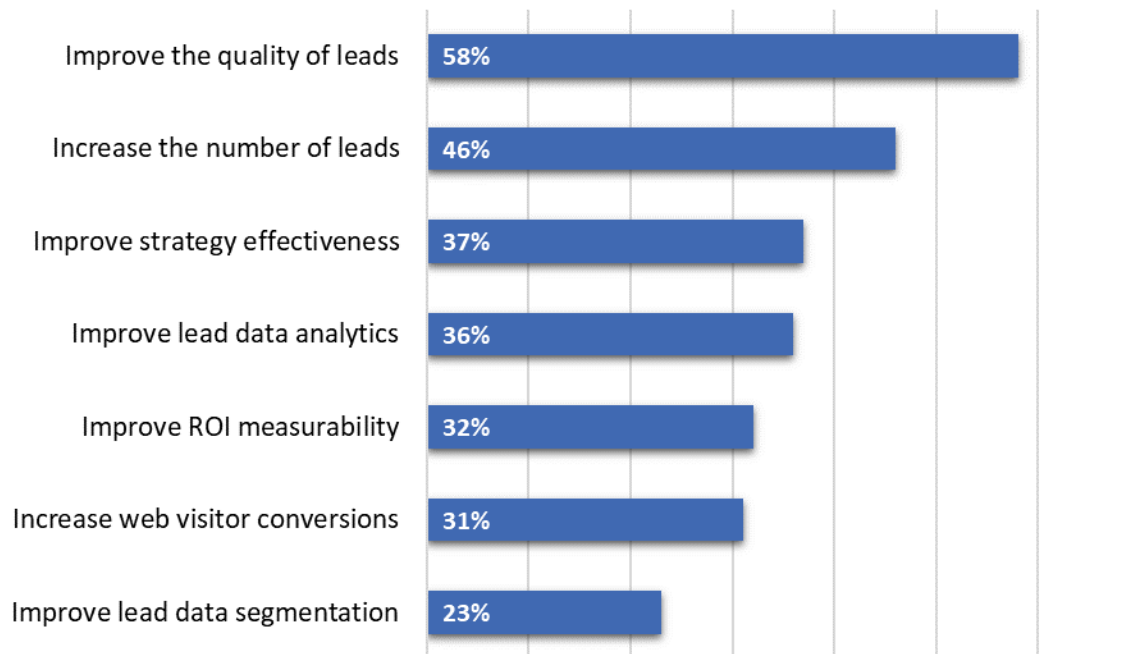




LEAD GENERATION PRIORITIES

Improving the quality of leads and increasing the number of leads are top priorities for a lead generation strategy to achieve for 58% and 46% of marketing influencers respectively.

What are the TOP PRIORITIES for a LEAD GENERATION strategy to achieve?

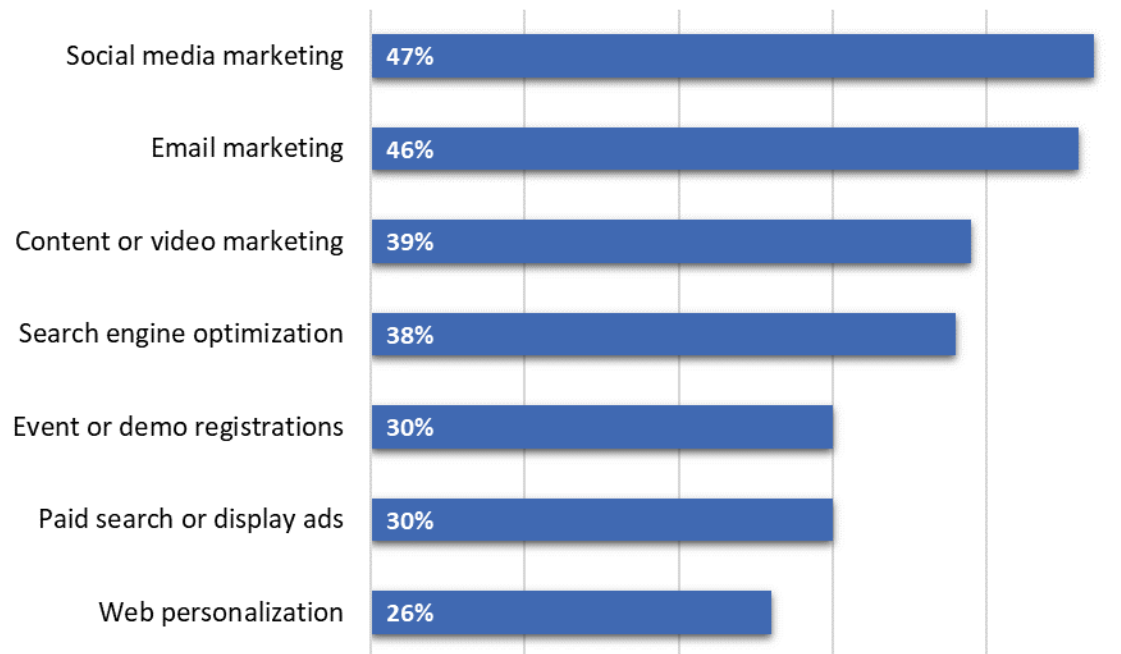




LEAD GENERATION TACTICS

According to 47% and 46% of marketing influencers respectively, social media marketing and email marketing are effective tactics for achieving the top lead generation priorities. Content or video marketing (39%) and SEO (38%) are the also effective tactics.

What are the most EFFECTIVE TACTICS used to achieve LEAD GENERATION priorities?

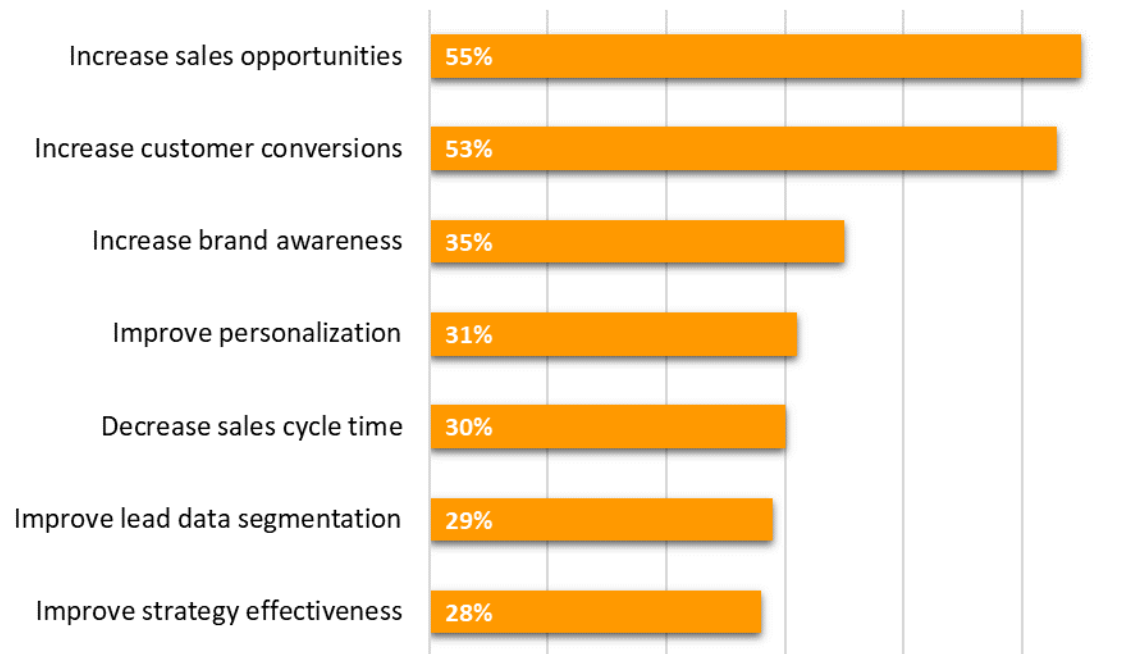




LEAD NURTURING PRIORITIES

Lead nurturing is about driving prospects further through the pipeline towards sales revenue. Increasing sales opportunities (55%) and increasing customer conversions (53%) are top priorities for a lead nurturing strategy to achieve, say marketing influencers.

What are the TOP PRIORITIES for a LEAD NURTURING strategy to achieve?

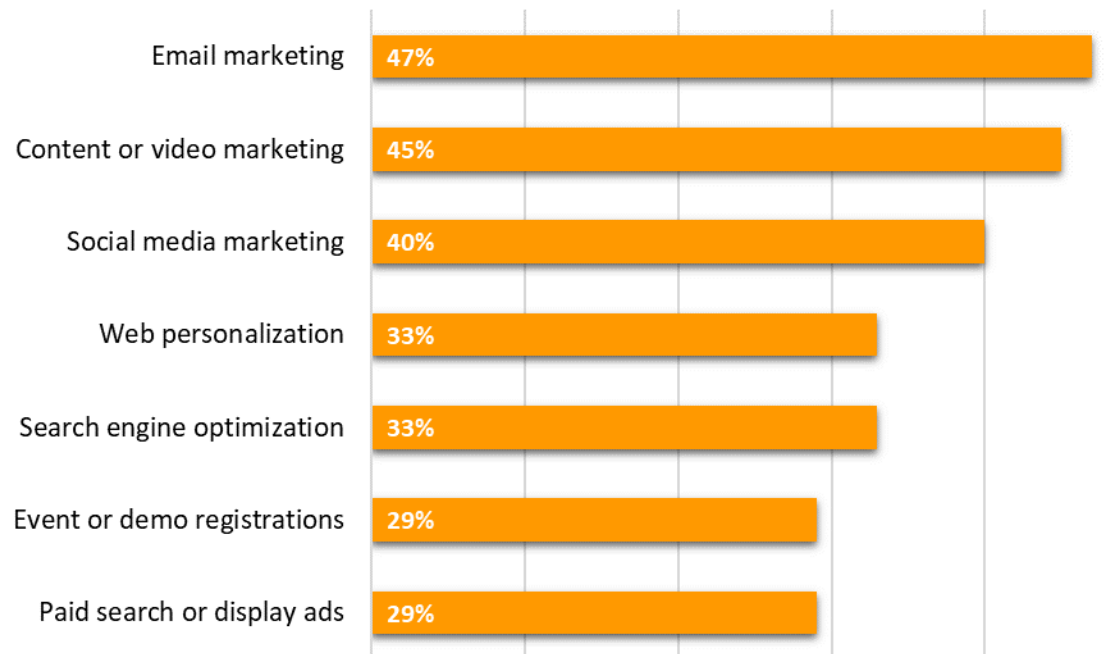




LEAD NURTURING TACTICS

Email marketing and content or video marketing are most effective tactics used to achieve the top lead nurturing priorities, according to 47% and 45% of marketing influencers respectively.

What are the most EFFECTIVE TACTICS used to achieve LEAD NURTURING priorities?

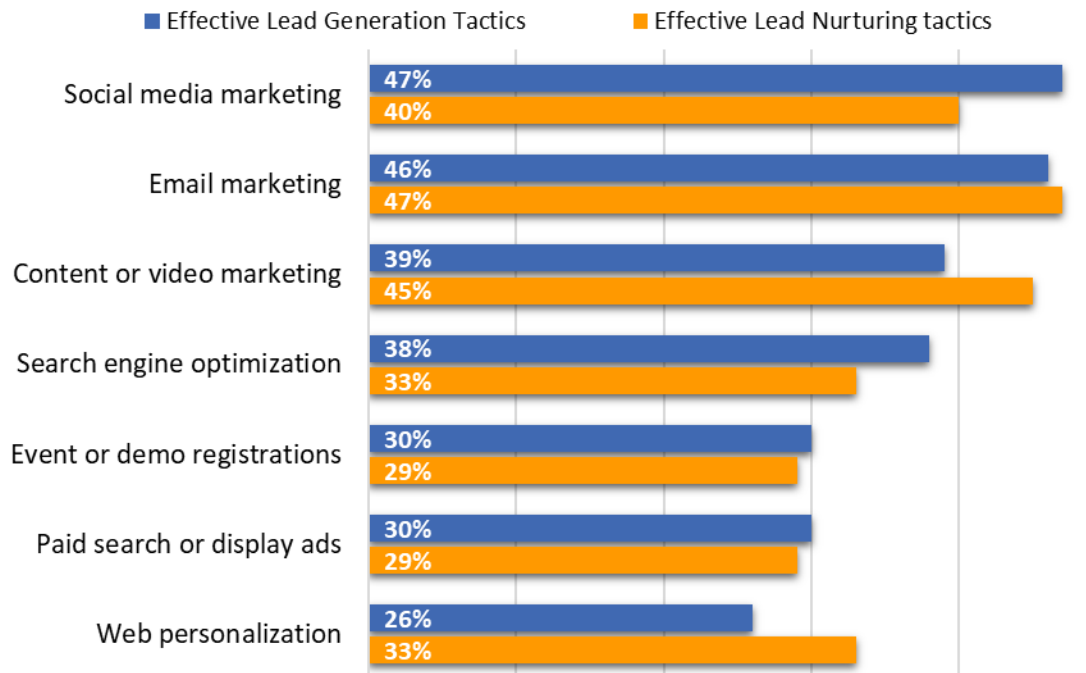




GENERATING VERSUS NURTURING LEADS

Combing lead generation and lead nurturing into a sound overall demand creation strategy requires a close look at, not only the priorities to achieve, but also the effectiveness of the tactics to be used in a plan of action to achieve them.

Comparing lead generation and lead nurturing tactical effectiveness.

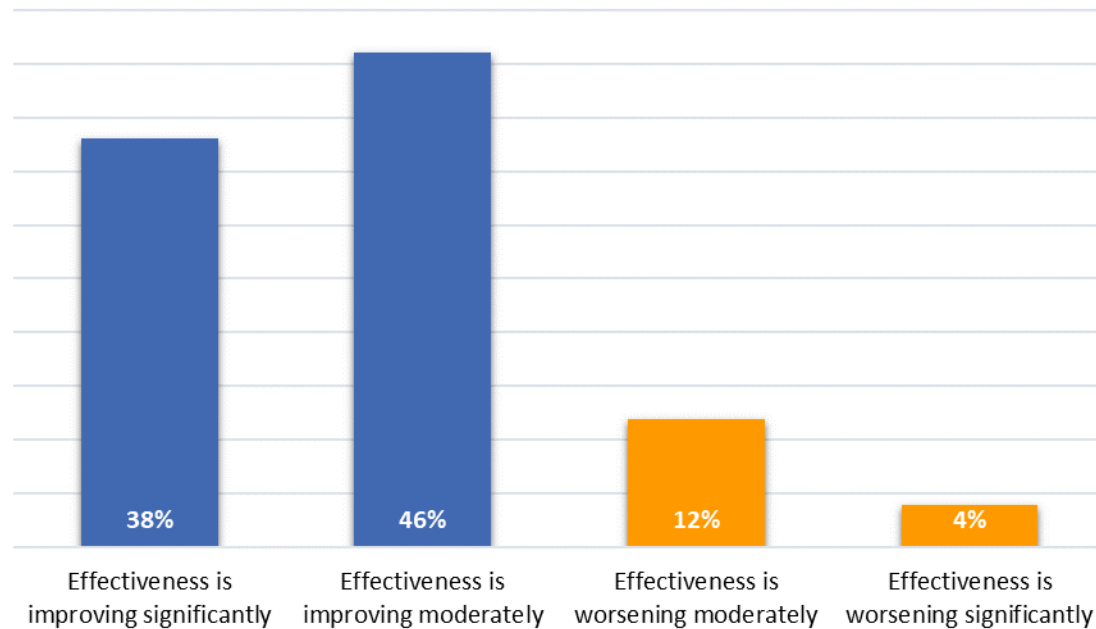




CHANGES IN TACTICAL EFFECTIVENESS

The trend in the effectiveness of digital demand creation tactics is changing for the better for a total of 84% of marketing influencers, with 38% describing the change in effectiveness as improving significantly.

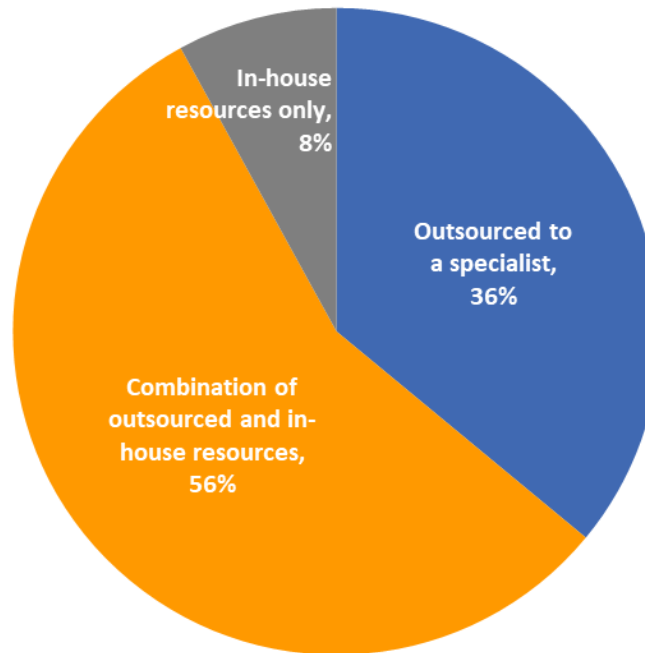
Which best describes how the effectiveness of digital demand creation tactics is CHANGING?



DEMAND CREATION RESOURCES USED

Creating demand requires a combination of effective tactics to both generate and nurture leads. A 56% majority of marketing influencers say a collaboration between outsourced and in-house resources is the best way to execute them.

Which is the most effective RESOURCE USED to create new demand?



Ascend2™

RESEARCH-BASED MARKETING

Marketing technologies, marketing media and digital marketing agencies partner with Ascend2 to supplement their marketing content, generate leads and engage prospects to drive demand through the middle of the funnel. Learn more about the research-based marketing innovations from Ascend2.com.

Below are just a few of the leading marketing solution providers that partner with us on research-based marketing programs.



As a marketing technology company, marketing media or agency, your prospective customers are marketing influencers with an interest in the facts about improving marketing performance.

Research-Based Marketing is a process we developed to generate leads using factual content of interest to your target audience, and nurture prospects to the middle of the funnel in the name of your brand.



Research Partner Programs

Research Partner Programs rapidly deliver content of interest to marketers, and a guaranteed number of leads and prospects to marketing solution providers, in these two simple steps:

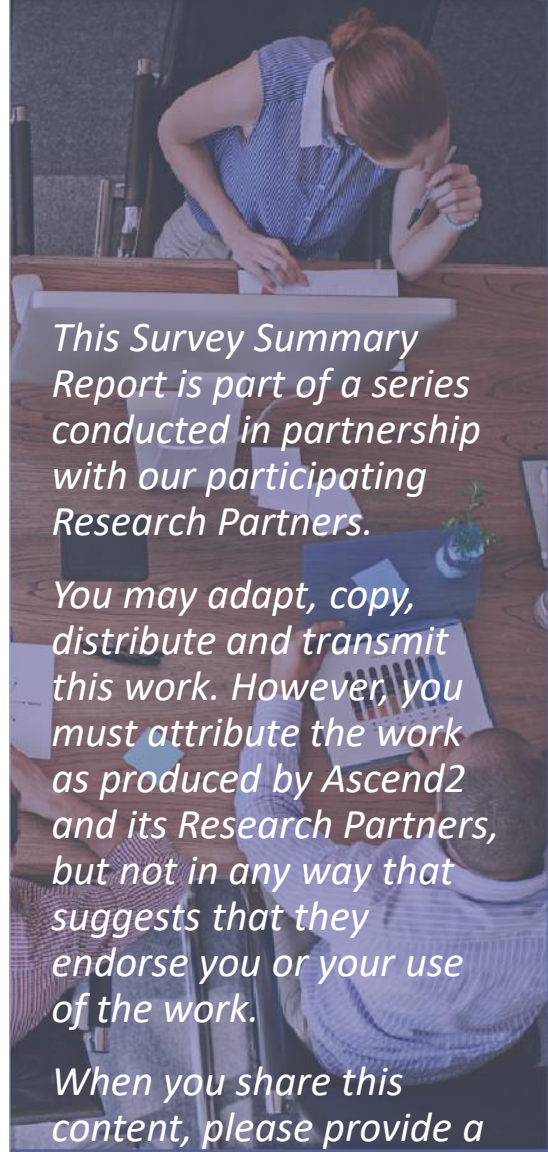
1. Choose marketing topics of interest to your audience.

- Or create a survey topic of your own

2. Choose an exclusive segment for each survey topic.

- Successful Strategy Benchmarks
- Leadership Benchmarks
- B2B Benchmarks
- B2C Benchmarks
- Enterprise Benchmarks
- SMB Benchmarks
- Agency Benchmarks
- And more!

Learn more about Ascend2 Research-Based Marketing by calling 800-762-1595 extension 703 or visit Ascend2.com.



This Survey Summary Report is part of a series conducted in partnership with our participating Research Partners.

You may adapt, copy, distribute and transmit this work. However, you must attribute the work as produced by Ascend2 and its Research Partners, but not in any way that suggests that they endorse you or your use of the work.

When you share this content, please provide a link back to <http://ascend2.com>