

Generating and Nurturing Leads to Create Demand

Contents

- 01** Methodology
- 02** Generating and Nurturing Leads to Create Demand
- 03** Survey Respondents
- 04** Demand Creation Success
- 05** Demand Creation Situation
- 06** Lead Generation Priorities
- 07** Lead Generation Tactics
- 08** Lead Nurturing Priorities
- 09** Lead Nurturing Tactics
- 10** Generating Versus Nurturing Leads
- 11** Changes in Tactical Effectiveness
- 12** Demand Creation Resources Used
- 13** About the Research Partners





Methodology

Ascend2 benchmarks the performance of popular digital marketing strategies and tactics using a standardized questionnaire and a proprietary 3-Minute Survey format.

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



Generating and Nurturing Leads to Create Demand

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

But how are mid-size companies creating new demand?

To find out, Vidyard and Ascend2 fielded the Generating and Nurturing Leads to Create Demand survey.

The data in this edition of the study, titled *How Mid-Size Companies Generate and Nurture Leads to Create Demand*, exclusively benchmarks the opinions of the 91 mid-size companies with 50 to 500 employees

participating in the survey. We thank these busy marketers for sharing their valuable insights with us, and you.

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.

Enjoy!



Survey Respondents

N=91 Mid-Size Companies

Role in the Company

Owner/Partner/CXO	24%
Vice President/Director/Mgr.	69%
Non-Management Pro	7%

Primary Marketing Channel

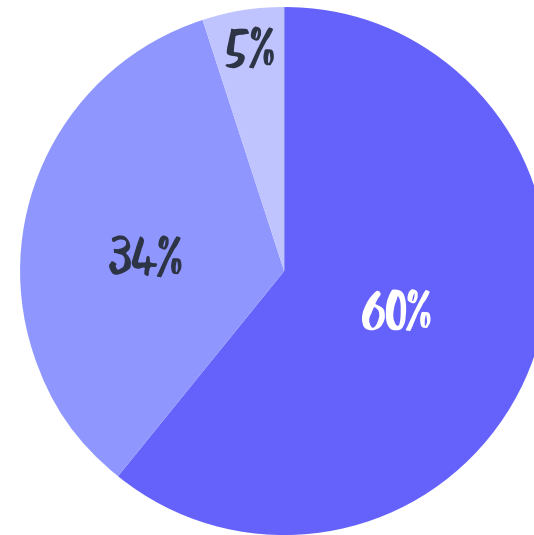
B2B (Business-to-Business)	45%
B2C (Business-to-Consumer)	35%
B2B and B2C Equally	20%



Demand Creation Success

A 60% majority of mid-size companies describe the success of a demand creation strategy as very successful, or best-in-class compared to competitors. Only 5% describe a strategy for creating demand as not successful.

Which best describes the **success** of a strategy for **creating demand**?



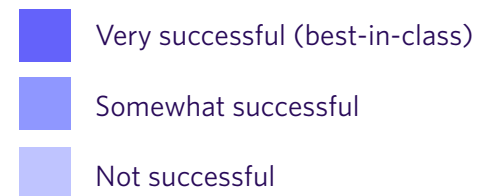
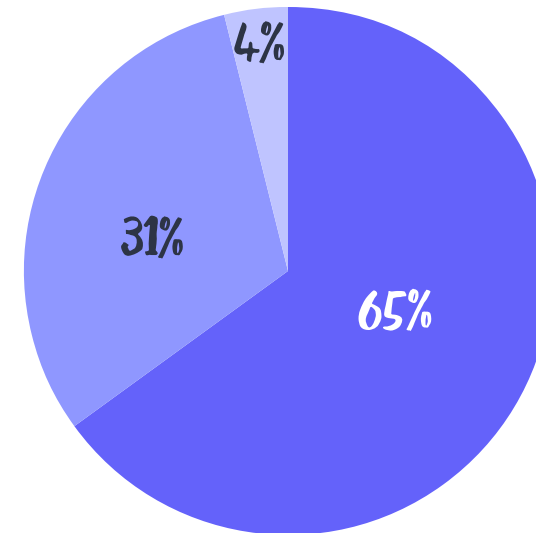
- Very successful (best-in-class)
- Somewhat successful
- Not successful



Demand Creation Situation

Nearly two-thirds (65%) of mid-size companies say that, when it comes to creating demand, they are acting on it now. 31% are just talking about it, while a mere 4% are doing nothing about it at all.

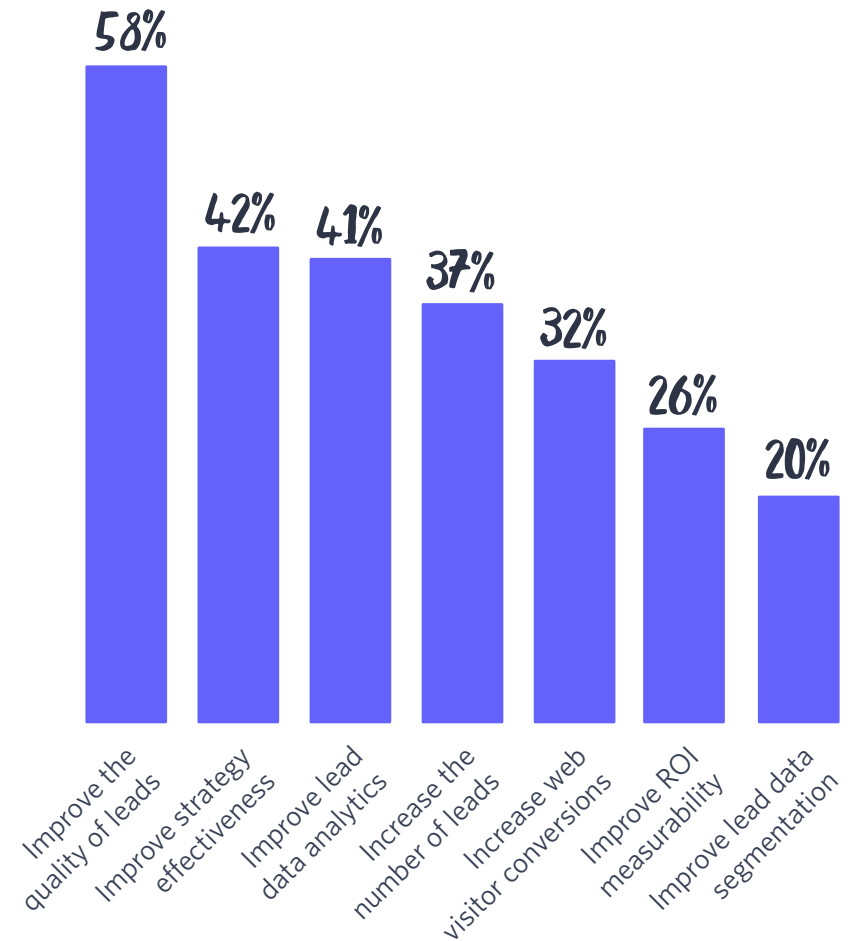
Which best describes the **current situation** as it applies to **creating demand**?



Lead Generation Priorities

Improving the quality of leads is a top lead generation priority for a 58% majority of mid-size companies. Improving the effectiveness of a lead generation strategy and improving the way lead data is analyzed are also top priorities for 42% and 41% respectively.

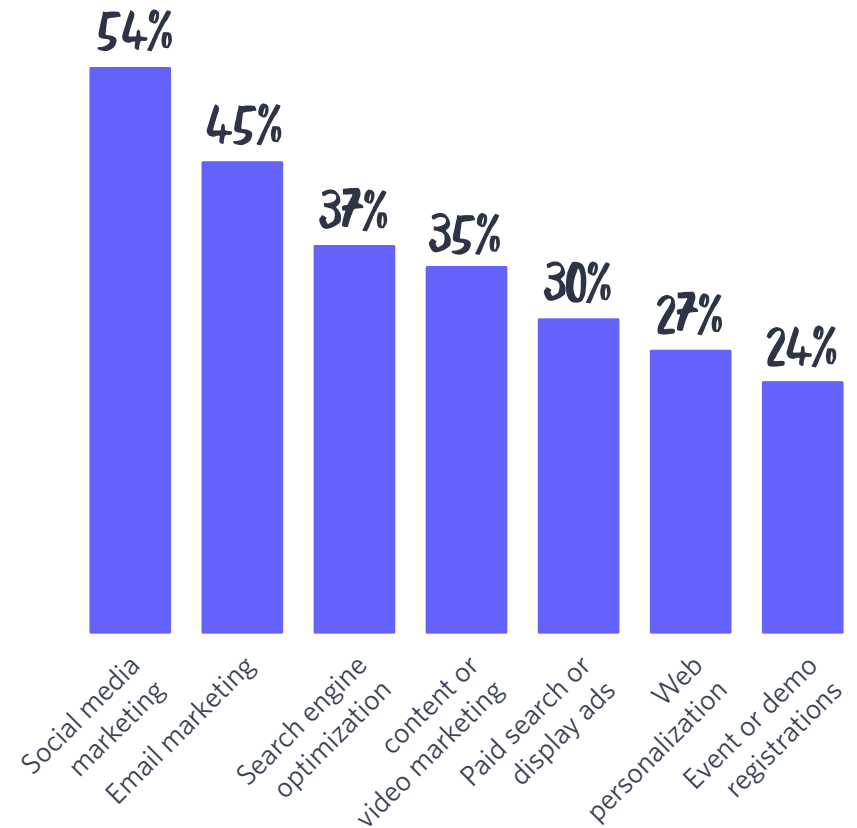
What are the **top priorities** for a **lead generation** strategy to achieve?



Lead Generation Tactics

According to 54% and 45% of mid-size companies social media marketing and email marketing are effective tactics for achieving the top lead generation priorities. Search Engine Optimization (SEO) (37%) and content or video marketing (35%) are also effective lead generation tactics.

What are the most **effective tactics** used to achieve **lead generation** priorities?



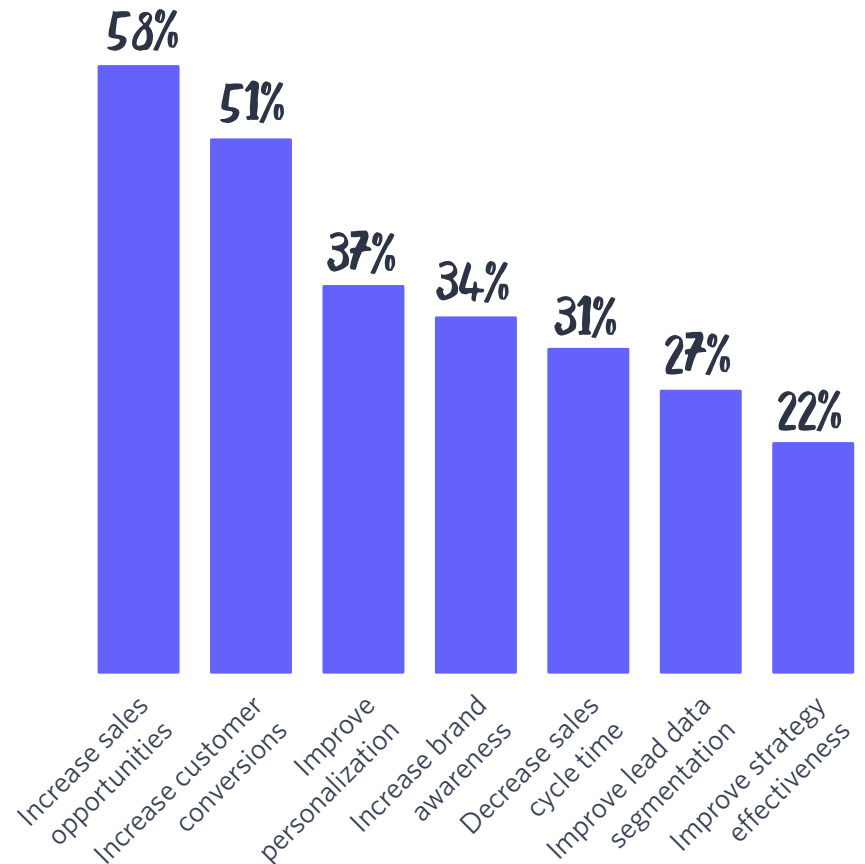
Generating and Nurturing Leads to Create Demand Survey. Ascend2 in Partnership With Vidyard. Published September, 2018.



Lead Nurturing Priorities

Lead nurturing is all about driving prospects further through the funnel towards sales revenue. Increasing sales opportunities (58%) and increasing customer conversions (51%) are top priorities for a lead nurturing strategy to achieve, say mid-size companies.

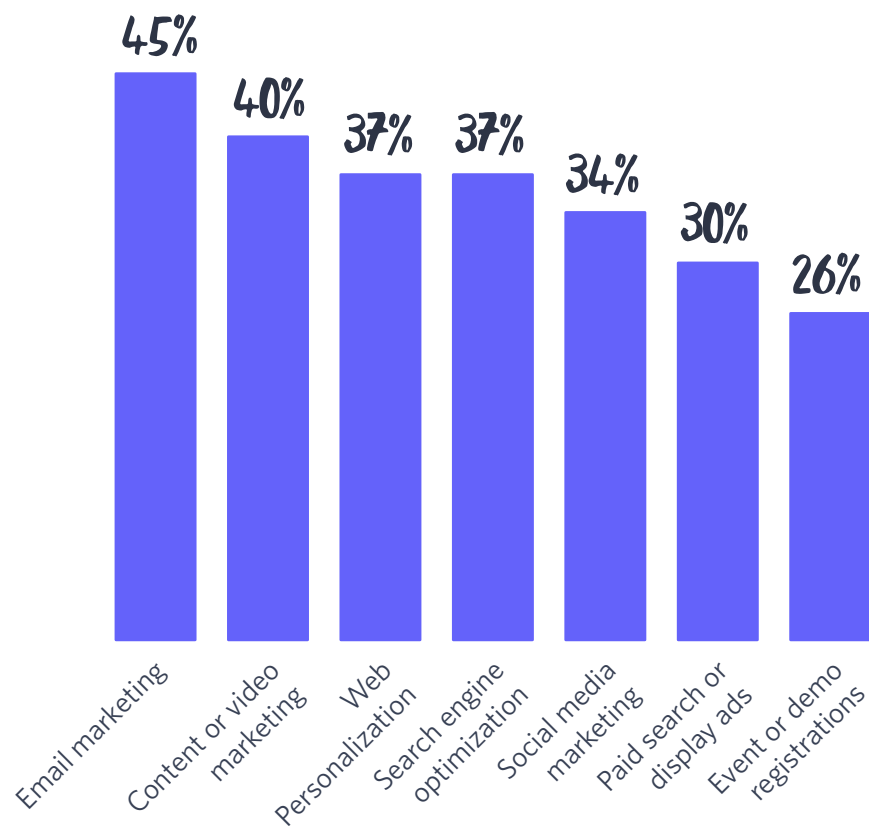
What are the **top priorities** for a **lead nurturing** strategy to achieve?



Lead Nurturing Tactics

Next to email marketing, content or video marketing is a most effective tactic used to achieve the top lead nurturing priorities for 40% of mid-size companies surveyed.

What are the most **effective tactics** used to achieve **lead nurturing** priorities?



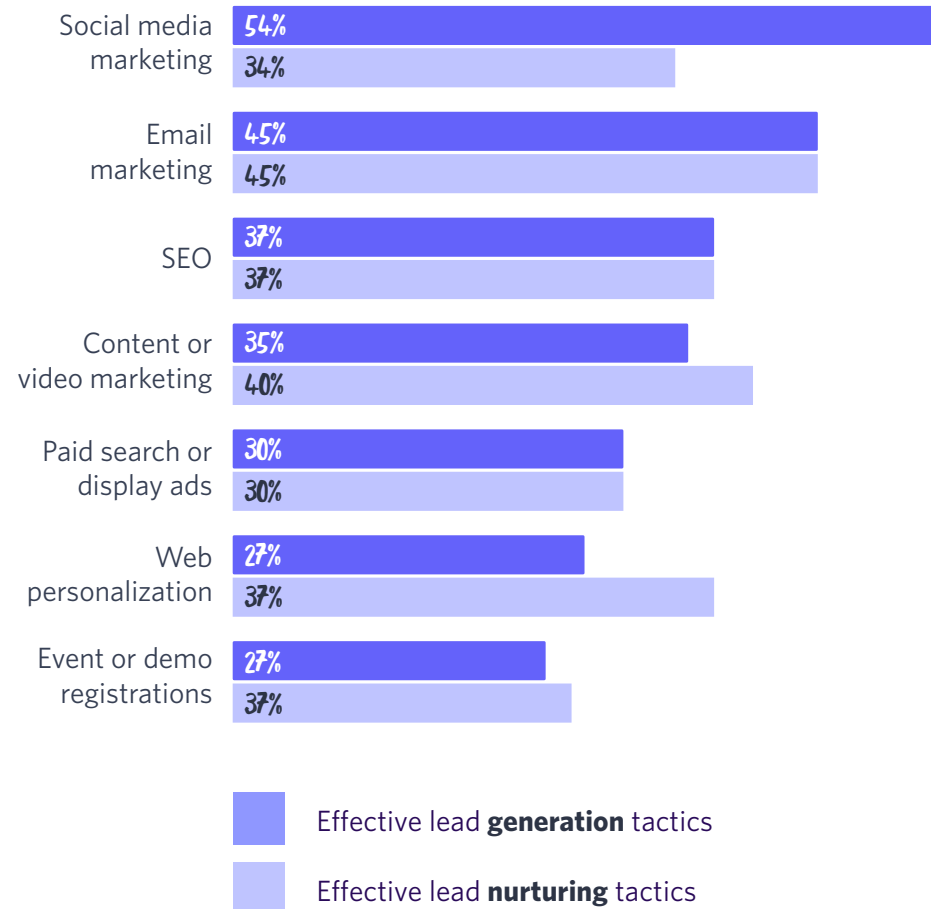
Generating and Nurturing Leads to Create Demand Survey.
Ascend2 in Partnership With Vidyard. Published September, 2018.



Generating Versus Nurturing Leads

Combining lead generation and lead nurturing into a sound overall demand creation strategy requires a close look at not only what priorities to achieve, but also the effectiveness of the tactics to achieve them.

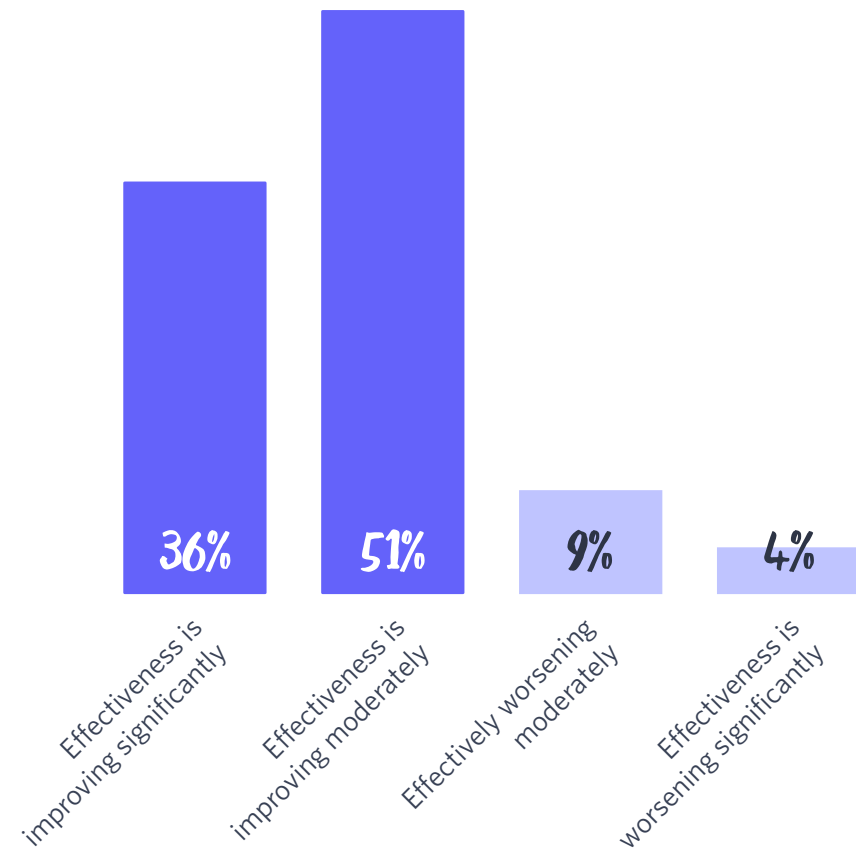
Comparing **lead generation** and **lead nurturing** tactical effectiveness.



Changes in Tactical Effectiveness

The trend in the effectiveness of digital demand creation tactics is changing for the better for a total of 87% of mid-size companies, with 36% describing the change in effectiveness as improving significantly.

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



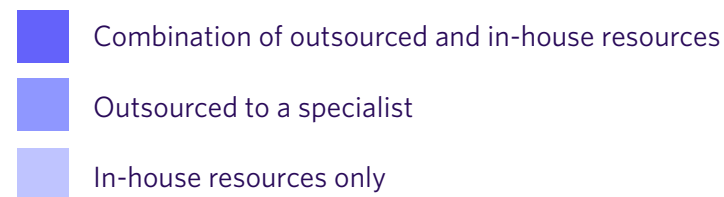
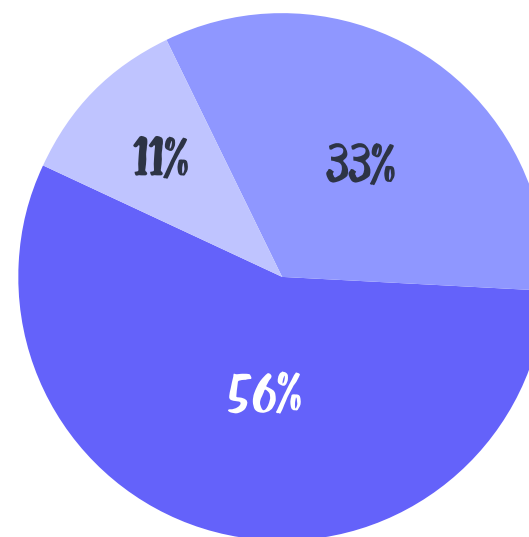
Generating and Nurturing Leads to Create Demand Survey.
Ascend2 in Partnership With Vidyard. Published September, 2018.



Demand Creation Resources Used

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

What is the most effective **resource used** to create new demand?



Generating and Nurturing Leads to Create Demand Survey.
Ascend2 in Partnership With Vidyard. Published September, 2018.



About the Research Partners



We Measure Your Videos Performance.

If video is part of your marketing strategy, you need a way to measure its impact on revenue. As the world's leading video marketing platform, Vidyard can show you exactly how viewers interact with your videos. This means you can continuously improve your marketing strategy based on measurable results. Along with hosting your video content, Vidyard reveals who's watching your videos, and for how long with detailed viewer analytics and engagement data you can push directly into your MAP and CRM.

Learn more about [Vidyard](#).



Marketing technology companies and digital marketing agencies partner with Ascend2 to reliably generate demand and supplement content for their firms. Our Research Partner Programs are transparent – spotlighting your brand and the interests of your market. If marketing professionals are your ideal prospects, we can help you find more of them.

Learn more about [Ascend2](#)

