Generating and Nurturing Leads to Create Demand
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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.
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.
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.
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.
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?

- Email marketing: 45%
- Content or video marketing: 40%
- Web personalization: 37%
- Search engine optimization: 37%
- Social media marketing: 34%
- Paid search or display ads: 30%
- Event or demo registrations: 26%
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.

- Social media marketing: 54% lead generation, 34% lead nurturing
- Email marketing: 45% lead generation, 45% lead nurturing
- SEO: 37% lead generation, 37% lead nurturing
- Content or video marketing: 35% lead generation, 40% lead nurturing
- Paid search or display ads: 30% lead generation, 30% lead nurturing
- Web personalization: 27% lead generation, 37% lead nurturing
- Event or demo registrations: 27% lead generation, 37% lead nurturing

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

- Effectiveness is improving significantly: 36%
- Effectiveness is improving moderately: 51%
- Effectively worsening moderately: 9%
- Effectiveness is worsening significantly: 4%
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?

- 33% Outsourced to a specialist
- 11% In-house resources only
- 56% Combination of outsourced and in-house resources
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.