

# DEMAND GENERATION STRATEGY

STRATEGIES, TACTICS & TRENDS

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Research Created for Marketers



Research Series Conducted in Partnership with Leading Providers  
of Marketing Technology and Digital Marketing Agency Services.

**Ascend2**<sup>™</sup>  
RESEARCH-BASED MARKETING

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PUT THIS CONTENT  
TO GOOD USE!  
↓

## HOW TO USE THIS REPORT:

**TIP #1: ENGAGE YOUR AUDIENCE** by turning the charts and insights into your own content.

**TIP #2: DISCOVER STRATEGIES, TACTICS AND TRENDS** that are working for fellow marketers.

**TIP #3: IMPROVE YOUR OWN STRATEGY** by using data that is relevant to your business.

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

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## ➤ **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 professionals and marketing research subscribers.

## **SURVEY RESPONDENTS**

N = 407 Marketing Decision-Makers

### **Primary Marketing Channel**

B2B (Business-to-Business)	24%
B2C (Business-to-Consumer)	46%
B2B and B2C Equally	30%

### **Number of Employees**

More than 500	20%
50 to 500	27%
Fewer than 50	53%

### **Primary role in company**

Owner / Partner / C-Level	47%
Vice President / Director / Manager	36%
Non-Management Professional	17%

# DEMAND GENERATION: STRATEGY, TACTICS & TRENDS

Demand generation is the process of creating interest and awareness in a product or service to stimulate and capture potential customers' attention, ultimately driving them to take a desired action, such as making a purchase.

## **But how are marketers approaching demand generation now, and in the year ahead?**

To help answer this question, Ascend2 and our Research Partners fielded the Demand Generation survey. We thank the 407 marketers who responded to this survey during the month of November 2023.

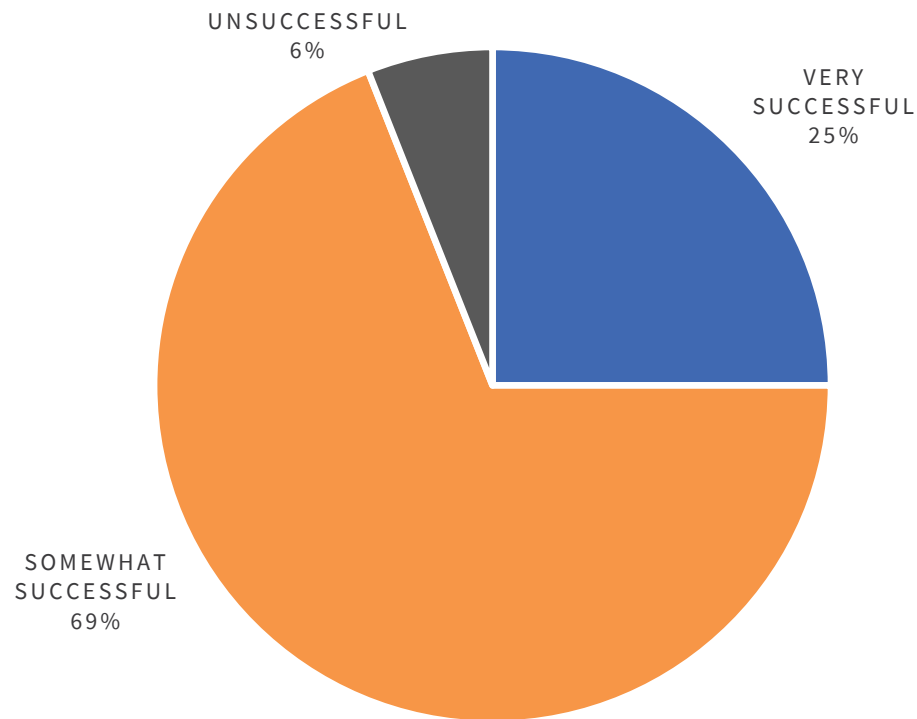
This Survey Summary Report, titled *Demand Generation: Strategy, Tactics & Trends*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

*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.*

# DEMAND GENERATION SUCCESS

According to 75% of marketing professionals who rate their demand generation strategy's overall success as somewhat successful or unsuccessful, the process of driving demand for their brand is complex and difficult to get right. Only one-quarter (25%) of marketing professionals rate their strategy as very successful.

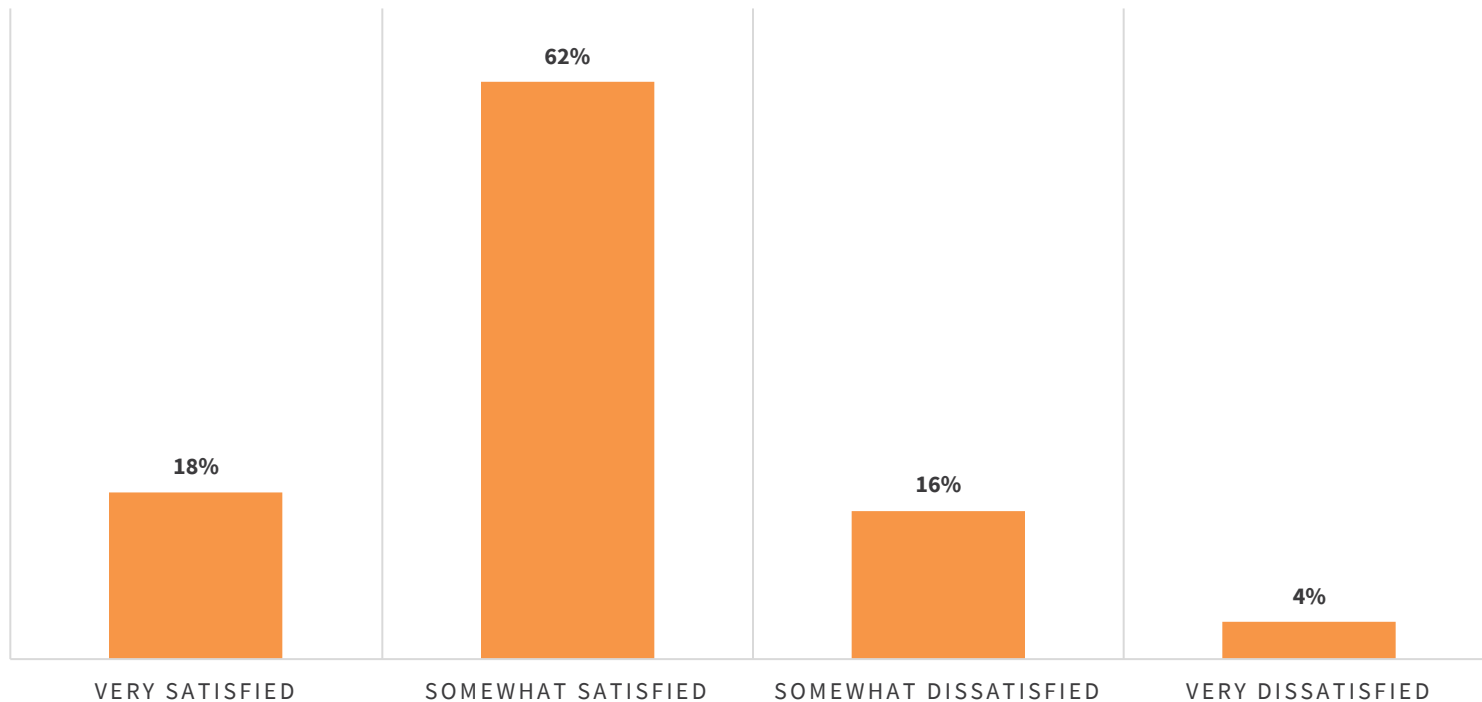
**HOW WOULD YOU RATE THE OVERALL SUCCESS OF YOUR DEMAND GENERATION STRATEGY?**



# ROI OF DEMAND GENERATION

Only 19% of marketing professionals are very satisfied with the overall ROI from their demand generation activities. The following research will provide insight into what is working in demand generation so you can adjust your strategy in the year ahead.

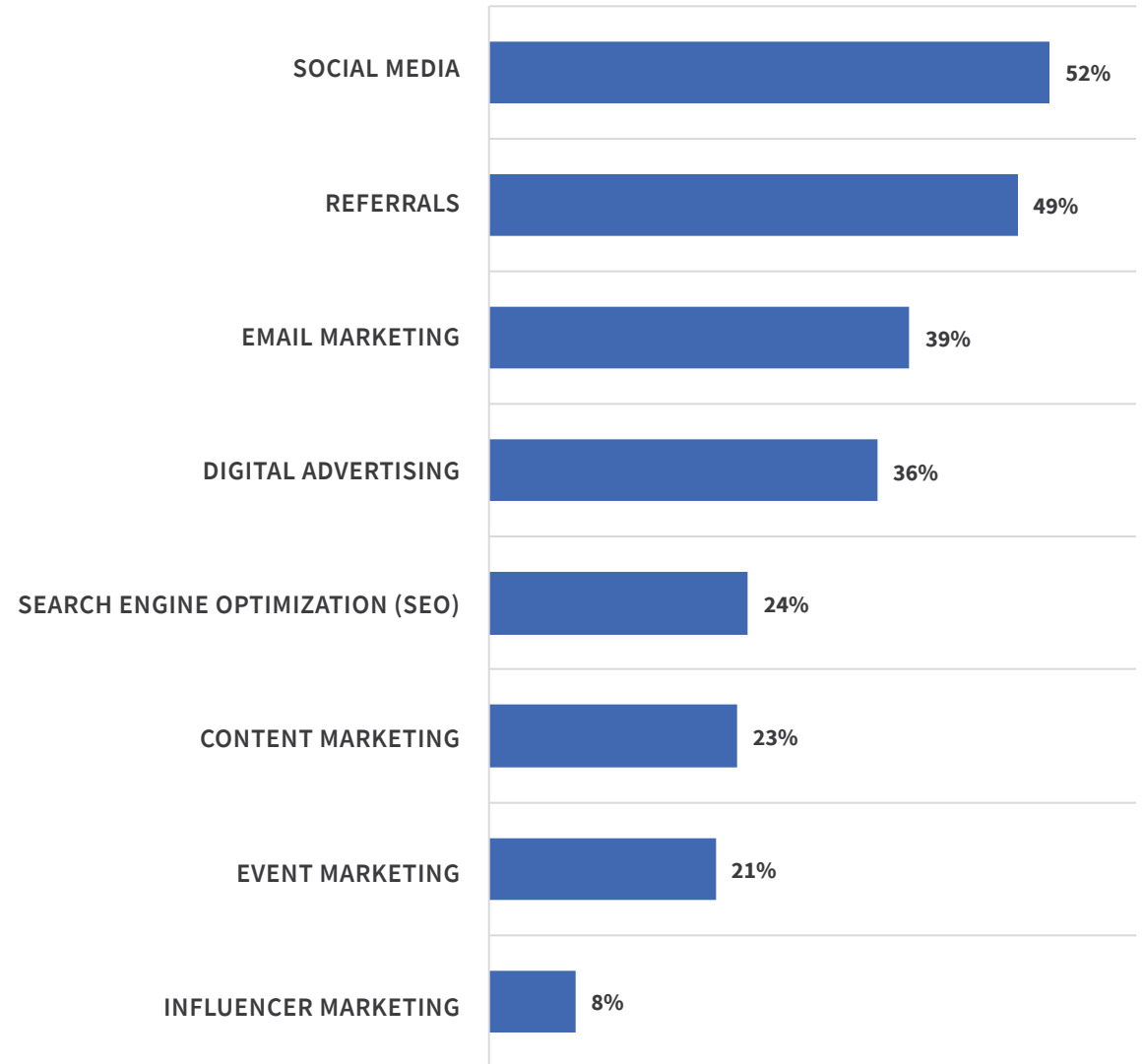
## HOW SATISFIED ARE YOU WITH THE OVERALL RETURN ON INVESTMENT (ROI) FROM YOUR DEMAND GENERATION ACTIVITIES?



# DEMAND GENERATION CHANNELS

For demand generation, the top three channels are social media (52%), referrals (49%), and email marketing (39%). A defined referral program is often underutilized, so having it rank #2 for success is a reminder to consider adding additional resources to that channel in the coming year. Referral marketing often yields high-quality leads with a higher likelihood of conversion, making it a cost-effective and powerful strategy for sustained business growth.

## WHICH CHANNELS DO YOU FIND MOST SUCCESSFUL FOR DEMAND GENERATION IN YOUR INDUSTRY?

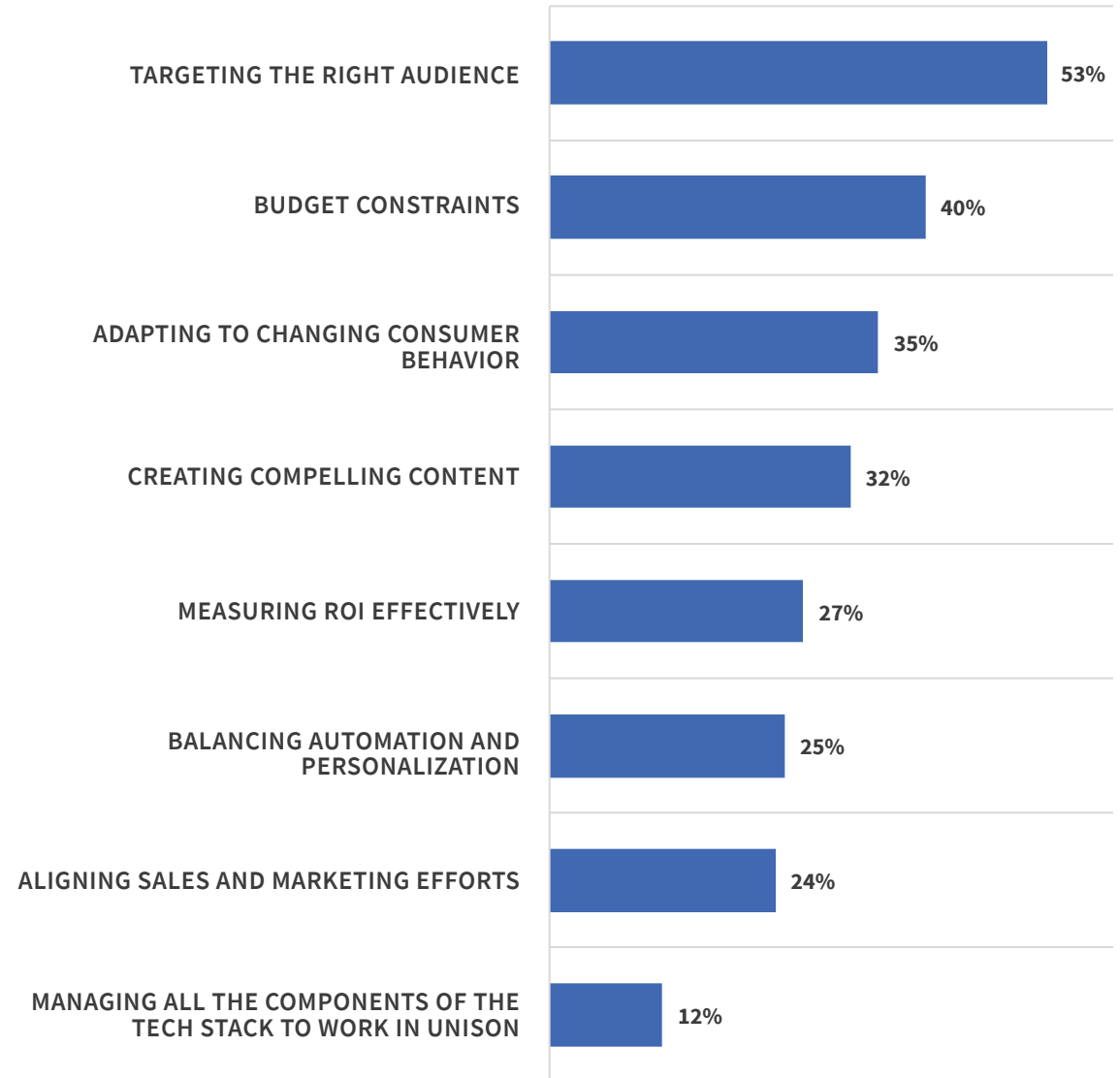


# TOP CHALLENGES

Over half (53%) of marketers identify targeting the right audience as their top challenge, followed by budget constraints (40%) and adapting to changing consumer behavior (35%).

The challenge of targeting the right audience for demand generation lies in accurately identifying and understanding potential customers' specific needs, preferences, and behaviors within a diverse and dynamic market. Failure to effectively segment and target your audience can result in wasted resources and efforts and a diminished impact on generating meaningful demand for your product or service.

## WHAT ARE THE TOP CHALLENGES WITH YOUR DEMAND GENERATION STRATEGY?

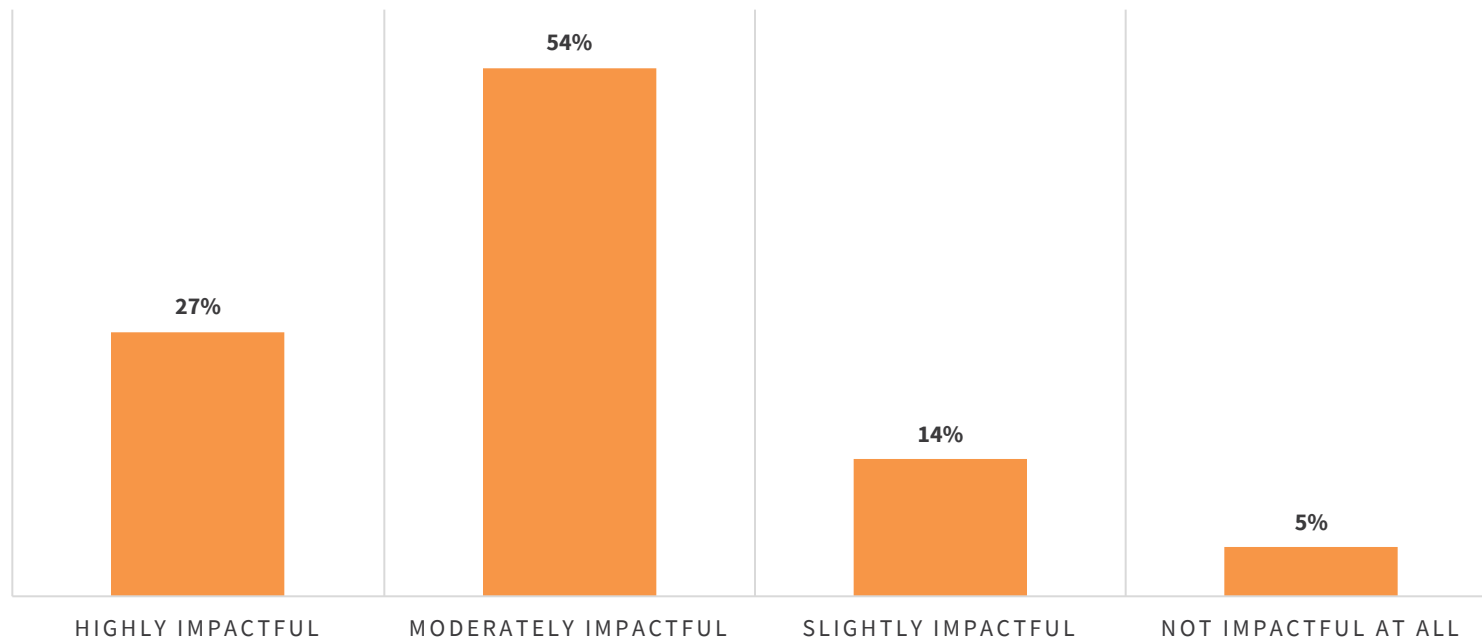




# IMPACT OF PERSONALIZATION

Creating a personalized experience for prospective customers makes a significant impact on demand generation success according to 81% of marketers who describe it as highly impactful or moderately impactful. Personalized content significantly enhances engagement by tailoring messaging to individual preferences, fostering a deeper connection between the brand and the audience. This targeted approach increases conversion rates and cultivates a more personalized and memorable customer experience, ultimately driving brand loyalty and long-term customer relationships.

## HOW WOULD YOU DESCRIBE THE IMPACT OF PERSONALIZED CONTENT IN YOUR DEMAND GENERATION PROGRAMS?

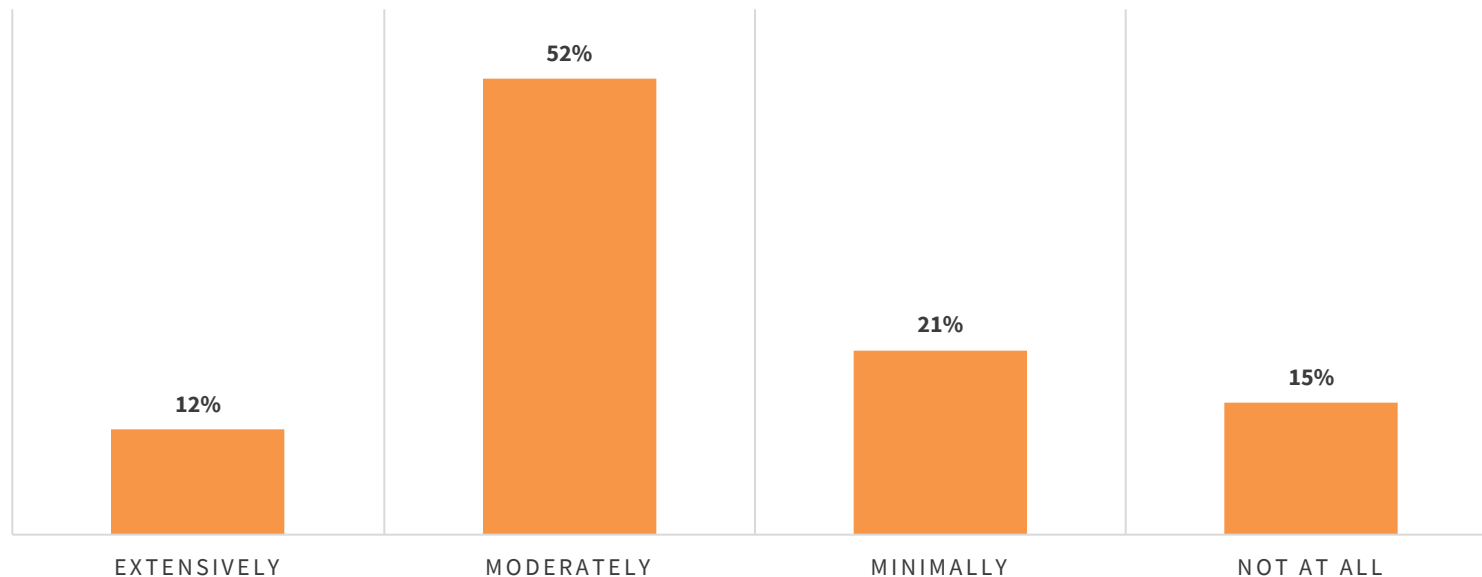


# AUTOMATION AND DEMAND GENERATION

There is still a lot of room for growth in using automation for demand generation, as only 12% of marketing professionals are extensively using automation. Automation allows for more efficient and effective personalization, improving the overall performance of demand generation strategies.

Automation can be implemented across many channels of a demand generation strategy, in targeted email campaigns, SMS/messaging, and more, to streamline the customer journey, and increase conversion rates.

## TO WHAT EXTENT DO YOU LEVERAGE MARKETING AUTOMATION TOOLS IN YOUR DEMAND GENERATION STRATEGY?

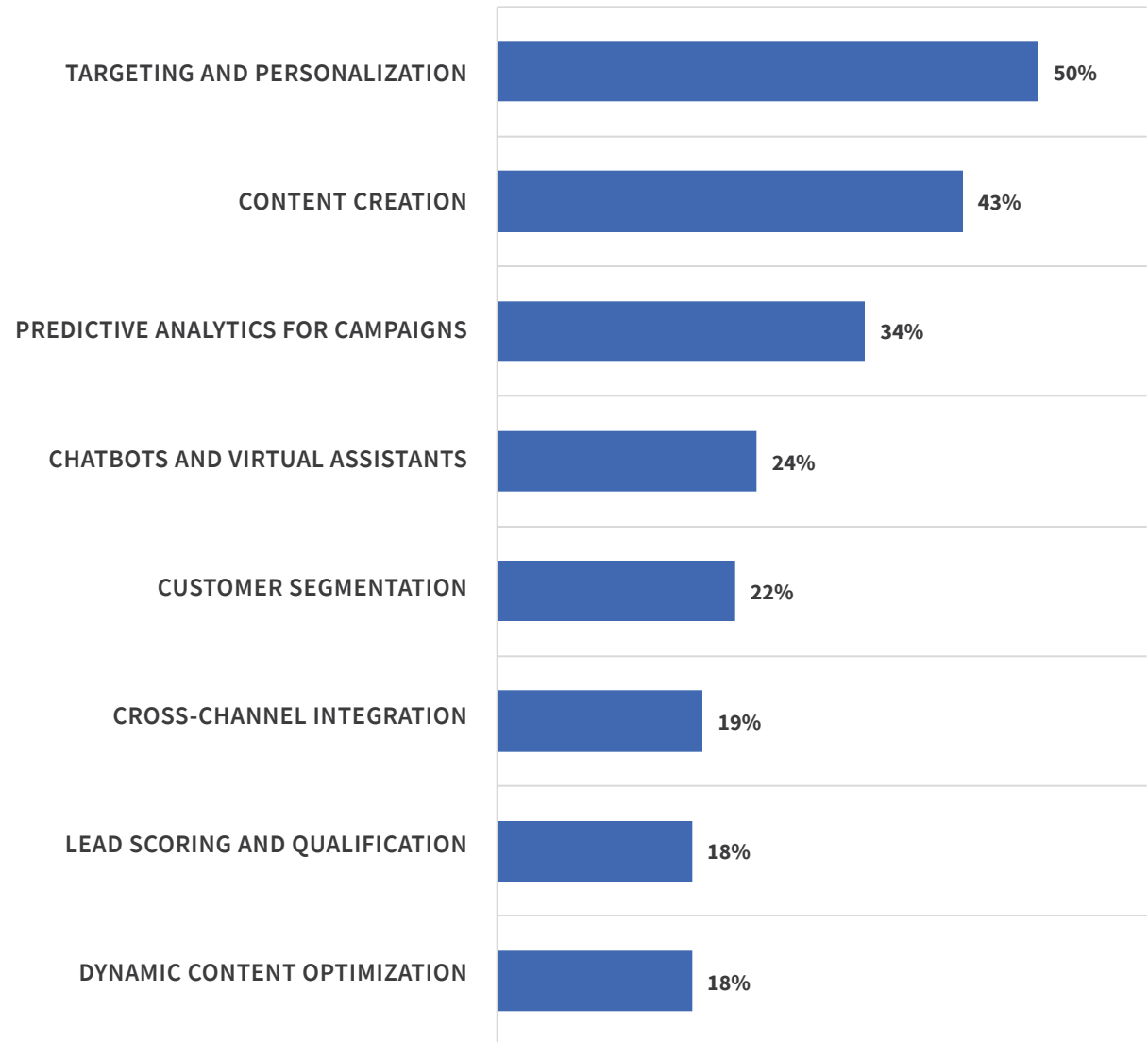


# ENHANCE DEMAND GEN WITH AI

AI continues to grow as an essential tool for marketers, and demand generation is no exception. The top three areas that are most promising are targeting and personalization (50%), content creation (43%), and predictive analytics for campaigns (34%).

While AI can enhance efficiency, balancing automation with human oversight is crucial to prevent unintended biases, inaccuracies, or content that the audience may not trust. Original content (research, case studies, interviews, etc.) is the most effective way to engage audiences, build trust, and increase conversion rates.

## IN WHAT AREAS DO YOU BELIEVE AI COULD ENHANCE YOUR DEMAND GENERATION EFFORTS?

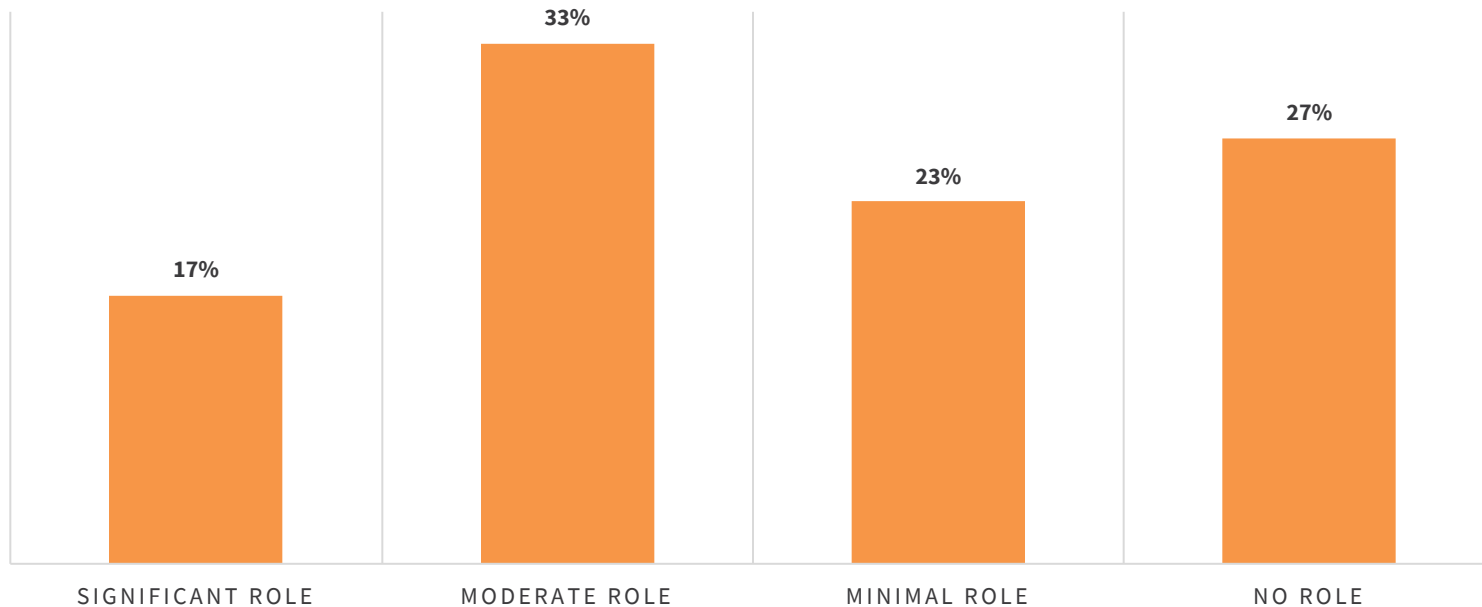


# INFLUENCER MARKETING

Influencer marketing plays a substantial role in demand generation, as 17% consider it a significant role and 33% a moderate role. A primary benefit of influencer marketing is expanding your reach to a specific audience to build brand awareness and credibility.

When selecting influencers for your program, prioritize those whose values align with your brand, whose audience closely resembles your target demographic, and who have a demonstrated authenticity that resonates with your demand generation objectives.

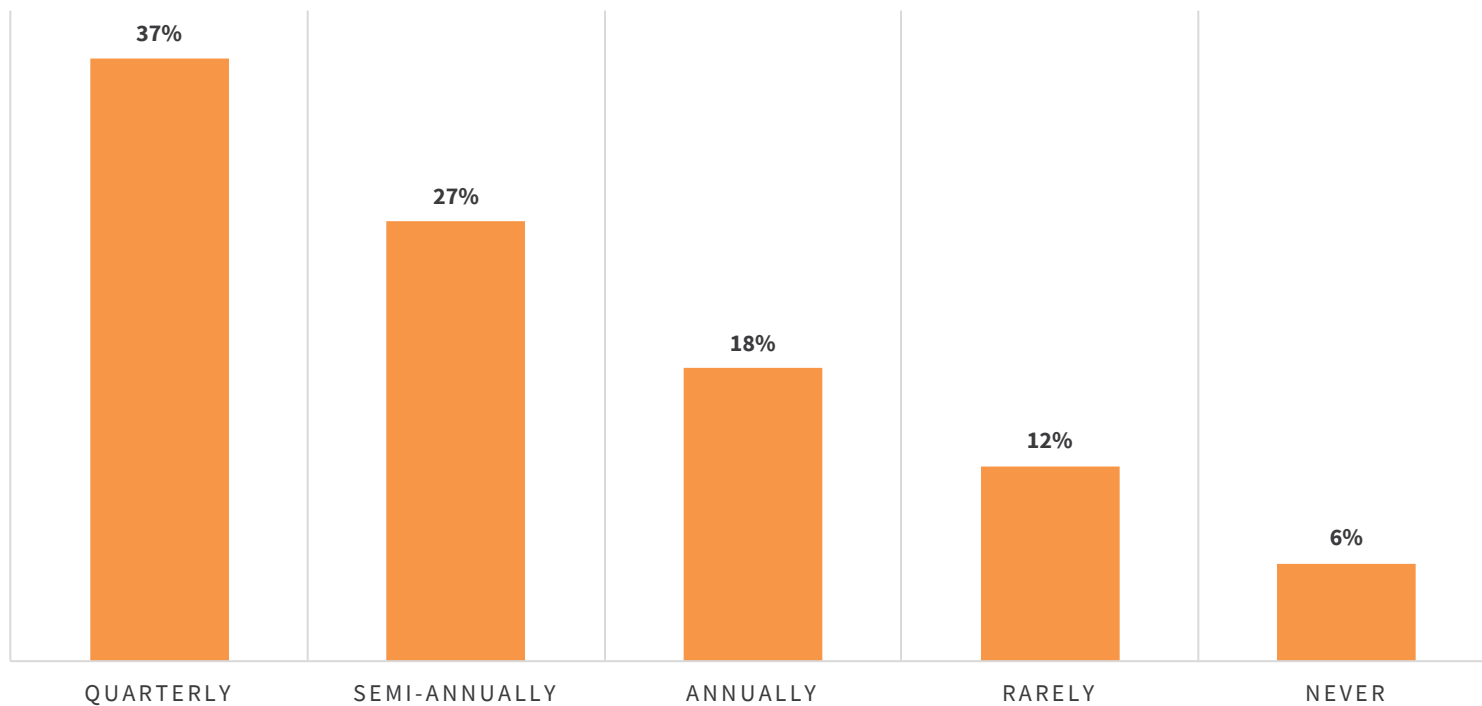
## WHAT ROLE DOES INFLUENCER MARKETING PLAY IN YOUR DEMAND GENERATION EFFORTS?



# OPTIMIZING DEMAND GENERATION

Don't wait to make adjustments to your demand generation program. 37% of marketing professionals adjust quarterly, and 27% adjust semi-annually. As automation and technology advance in dashboards and metrics (especially funnel analysis), you can expect that markets and executive teams will require more frequent analysis and adjustments of demand generation programs. More frequent adjustments will be needed when budgets are tight and spending is scrutinized.

## HOW OFTEN DO YOU REASSESS AND ADJUST YOUR DEMAND GENERATION STRATEGIES BASED ON PERFORMANCE METRICS AND FEEDBACK?



# CUSTOMIZED B2B RESEARCH

*delivered to you with a plan to use it.*

We find the right audience, ask the right questions, and gather insightful data to create useful and affordable research that will help you generate demand and increase engagement.

Join the industry powerhouses that use Ascend2 to create compelling research content that speaks to their audience.

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## **Don't just take it from us...** Here's what some of our customers say.

“Ascend2 had the requisite knowledge, skills, and resources to achieve our weighty objectives. Further, the program was affordable (even for an early-stage startup), and the results to date are **already surpassing our ROI goals.**”

*-David Crane, VP Marketing, Intentsify*

“Ascend2 was a pleasure to work with and helped us to design a thoughtful survey that uncovered **truly actionable and noteworthy findings.** They work smart and fast and even helped to promote and place the research results at launch. Ascend2 is at the top of our list for future projects.”

*-Nick Olsson, CEO, Olsson Communications*

**"The firm truly embeds itself into the research and data needs of your organization...**

The team is communicative, easy to work with, and willing to partner in other ways to make sure the data story comes to life through content, comms, social and PR efforts.

*-Jillian Ryan, Senior Director of Content Strategy, Brightcove*

“Ascend2 research is esteemed in the marketplace, so even press contacts that you don't know will pick it up — and **Ascend2 rates allowed me to do more with my budget** (always a plus!). Adding an Ascend2 original research project is almost always part of my content strategy.”

Waynette Tubbs, Director, Content Marketing, Oracle

*-Waynette Tubbs, Director, Content Marketing, Oracle*

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