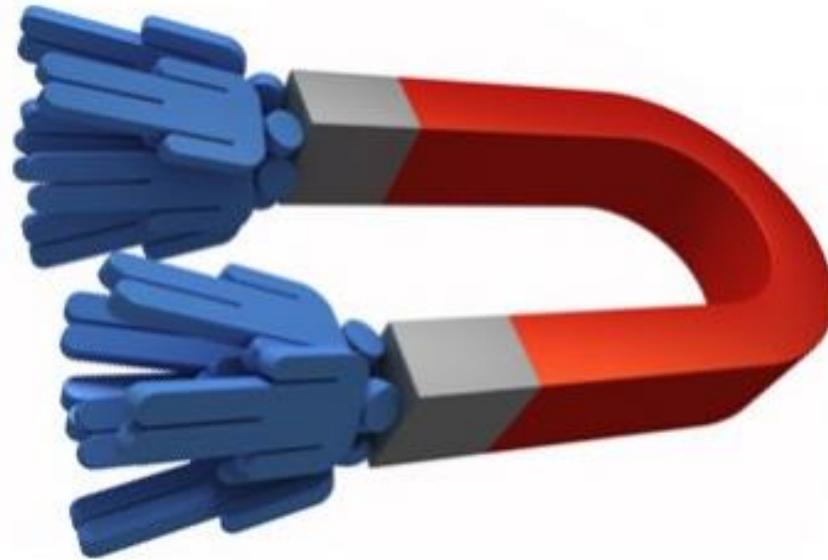




Demand gen.... What, How & Why

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Demand Gen ... What is it ?



Attracting potential customers to a brand/business/product/service through Digital Marketing activities calculated on individual Profiles, Actions and Behaviors

Demand Gen ... What is it ?



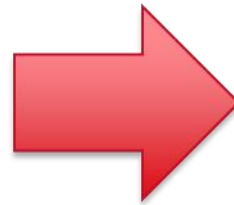
“**Demand generation** is the focus of targeted marketing programs to drive awareness and interest in a company's products and/or services. Commonly used in business to business, business to government, or longer business to consumer sales cycles, demand generation involves multiple areas of marketing and is really the marriage of marketing programs coupled with a structured sales process.”



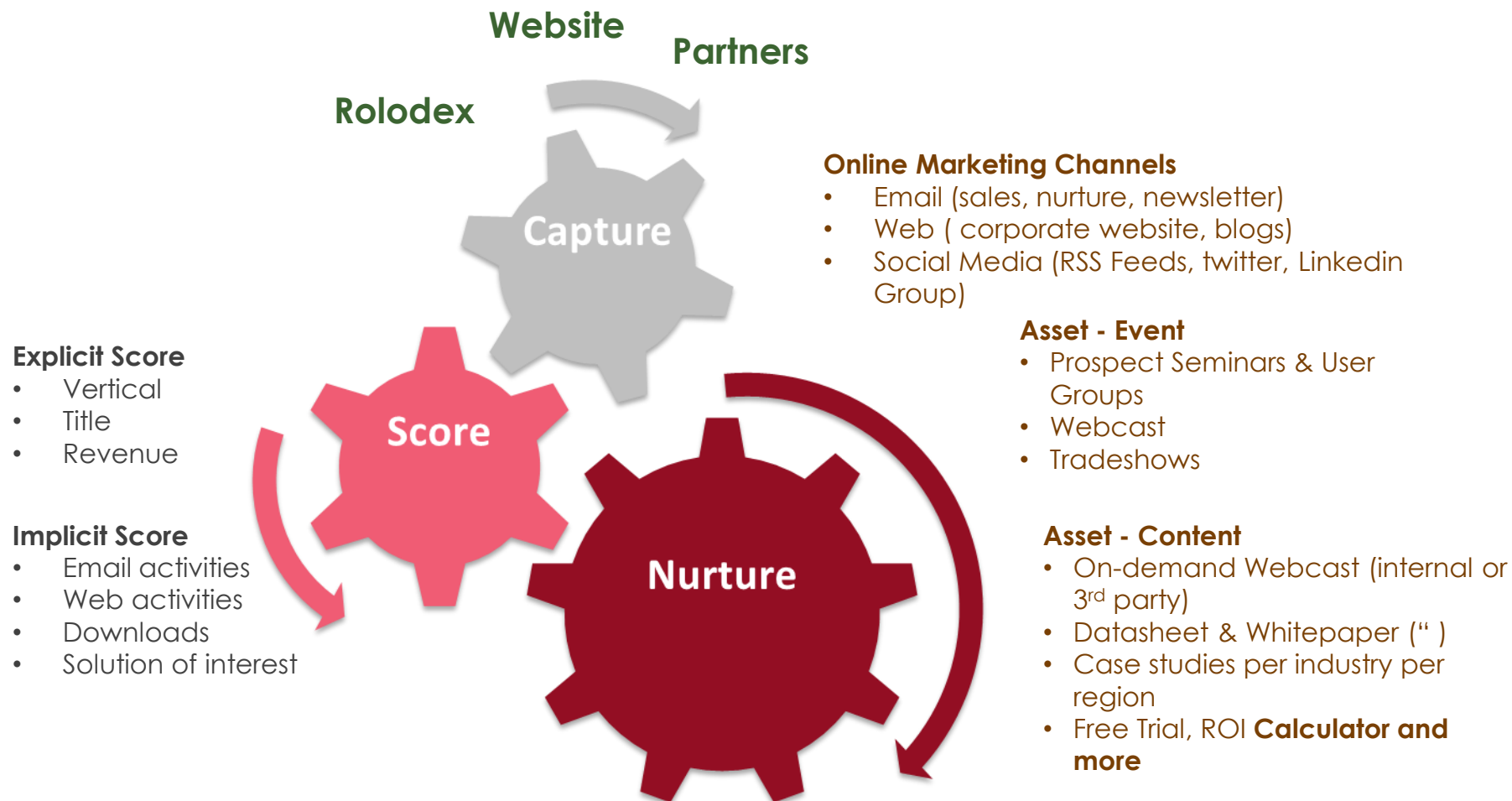
Marketing Automation... What is it ?



“The name given to software platforms designed for marketing departments and organizations to automate repetitive tasks”



Automation Assembly line



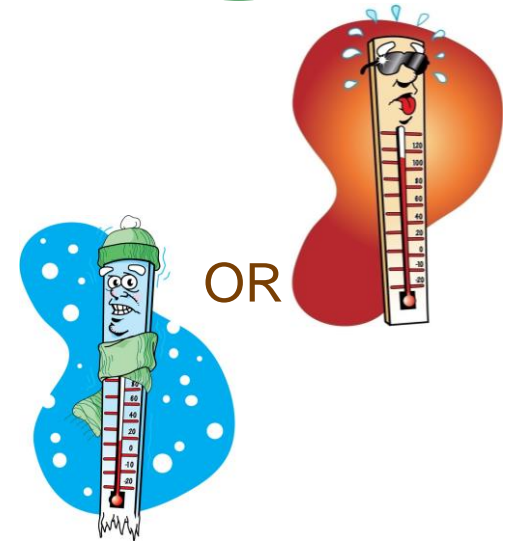
How Smart Leadscoring works...

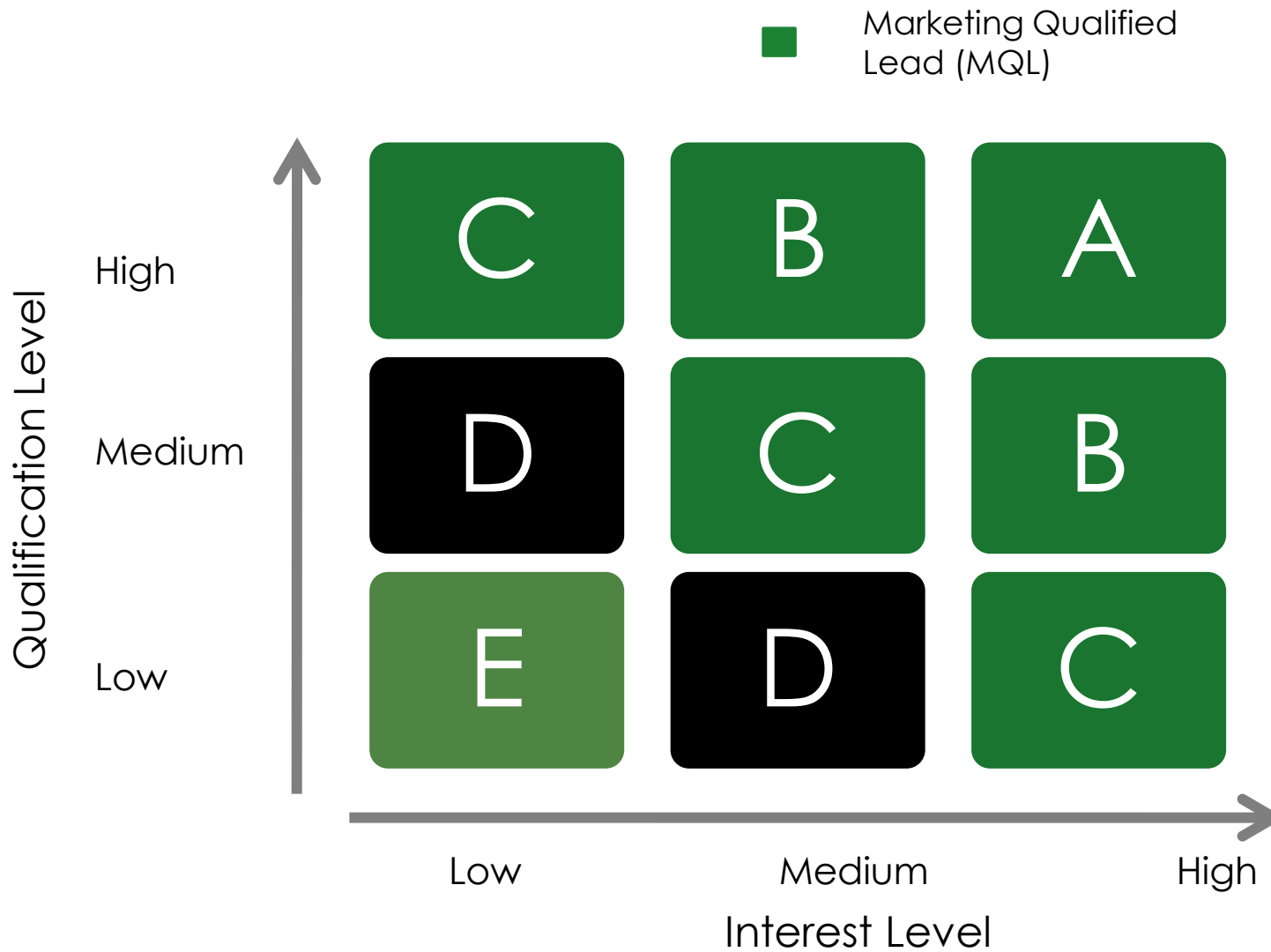


WHAT DEFINES YOUR IDEAL PROSPECT



DIGITAL BODY LANGUAGE





WHAT DOES LEAD SCORING DO FOR SALES ?

- Lead scoring help you prioritize the follow-up response time
- Lead scoring is an indicator of how much interest that a lead is SHOWING us.
- Lead scoring is a support structure to give you a better insight into a lead before qualifying.

WHAT IS LEAD SCORING NOT ?

- Lead scoring is NOT an indicator of how likely a lead is to buy a RAE product.
- Lead scoring is NOT an indicator of how fast a lead can be converted into an opportunity

What is Lead Nurture ...



Lead Nurture is an automated process to engage potential customers and nurturing them from being a cold lead to a hot lead.

Continuous scheduled campaigns with call for actions to engage, gaining intelligence and finally posting to the right sales person as a Hot lead ready for a sales call.

Lead nurture is taking data and turning into business....
ROI!

Hot Leads in CRM...

HOT Leads are possibly really good opportunities

WARM Leads could potentially be good opportunities

COLD Leads might become opportunities but they just haven't "told" us about it.

Follow up your leads within XX hours no matter how many Stars they have

