

An **8-Step** **Checklist** for Intelligent Demand Generation



Intelligent Demand Generation™



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It is estimated that B2B companies lose as much as two-thirds of new business opportunities by failing to nurture “not-yet-ready-to-buy” contacts. Efficiently nurturing these contacts into interested prospects is a function of your demand generation system and how you manage your marketing programs. A well-implemented lead nurturing and development system will help you to stay in touch with prospects—so when they’re ready to buy, you’re ready to respond.

Demand Generation Essentials

You’re faced with the challenge of changing your marketing behavior to:

- Track prospect behavior
- Better nurture your “unqualified” prospects
- Prove to your sales team that a lead served up to them is truly “qualified”

The process begins with a demand generation system that automatically and efficiently tracks, nurtures, and identifies interested prospects over time, providing you and your sales team tracking information to determine the level engagement. If you already have a simple email blast system with limited contact development and tracking capabilities, it’s time to get the most out of your marketing campaigns with a demand generation system that provides the following:



1. Email Marketing Automation

Does it include:

- Outbound email engine
- Capabilities to manage multi-step campaigns tailored for your market
- CAN-SPAM compliancy and opt-out quarantine
- Effective email deliverability technology
- Tracking email opens and clicks



2. Prospect Activity Tracking

Does it include:

- Revealing prospect interests by tracking behavior from web and landing pages, forms, and email
- Tracking prospect web site visits by page, time per page, total session time and total prospect history of content viewed
- One-time registration that tracks each subsequent visit and encourages multiple content downloads without annoying re-registration
- Ability to see where prospects originate and what keywords they use
- Alerting sales in real-time to all or any specific type of prospect activity



3. Real-time Lead Alerts

Does it include:

- Notifying sales team via automatic email with detailed statistics about a prospect whose behavior qualifies them as interested
- Routing lead alerts to multiple contacts within the sales and marketing organization for appropriate and timely follow up and reporting
- Ability to set flexible triggers on activity, score, timing, or demographics



4. Prospect Management

Does it include:

- Ability to search prospects based on any combination of who, what and when
- Easy list segmentation for reuse in other campaigns with "Search and save" list definition
- Accurate prospect targeting and tracking regardless of database quality with multi-parameter database de-duplication
- Dynamic lists that automatically update themselves based on prospect profile or timing
- "CRM clutter" management by retaining non-sales qualified leads for further nurturin
- Pushing prospects to or from your CRM system based on criteria you set



5. Prospect Nurturing

Does it include:

- Relationship nurturing to mature prospects through multi-step campaigns
- Triggered delivery of relevant information based on prospect behaviors
- Automated campaigns that require minimal use of in-house marketing resources
- Alignment of marketing campaigns with prospect need and readiness



6. Full CRM Integration

Does it include:

- Bi-directional synchronization with leading CRM systems, such as salesforce.com
- Separation of “prospects”, leads, and contacts to keep CRM uncluttered
- Ease of use without need for IT or dedicated support
- Comprehensive dashboard reporting within CRM environment based on adaptable data of demand generation system



7. Robust Analytics & Reporting

Does it include:

- Detailed analysis and reporting on campaign or individual outbound effectiveness-to strengthen your marketing initiatives
- Quick response to any request with automated reports delivered via email
- Immediate prospect profiling with search-based analysis
- Progress summaries at a glance with detailed dashboards



8. Flexible 3-D Lead Scoring

Does it include:

- Scoring, profiling, and prioritizing of prospects
- Prospect evaluation by demographic and activity measures as well as frequency and time of activity
- Flexible customized scoring capabilities you can define based on changing needs of your business
- Ability to view scores and activity history in leading CRM solutions
- Score-triggered lead-alerts that enable immediate reaction by sales

When considering a demand generation system for your company, make sure it contains these critical features and is based on a pricing structure that doesn't contain surprises, like per-user fees that can add up fast. You need results fast, so choose a solution that can be up and running and driving sales within days, not months. And without dedicated resources to operate, or IT support to tailor the system to the needs of your business. Sound like a tall order to fill? eTrigue's "Intelligent Demand Generation" solution was designed by marketers to drive sales fast. For more information on how Intelligent Demand Generation can help your company, contact: sales@etriguecorp.com



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