



New Rules of Demand Gen for Mid-Market B2Bs

*Learn 3 Hacks to Grow
Your Pipeline in 2022*

▶ **Live Webinar**
October 14, 11:30CT



Paul Slack

Vende Digital
Chief Executive Officer

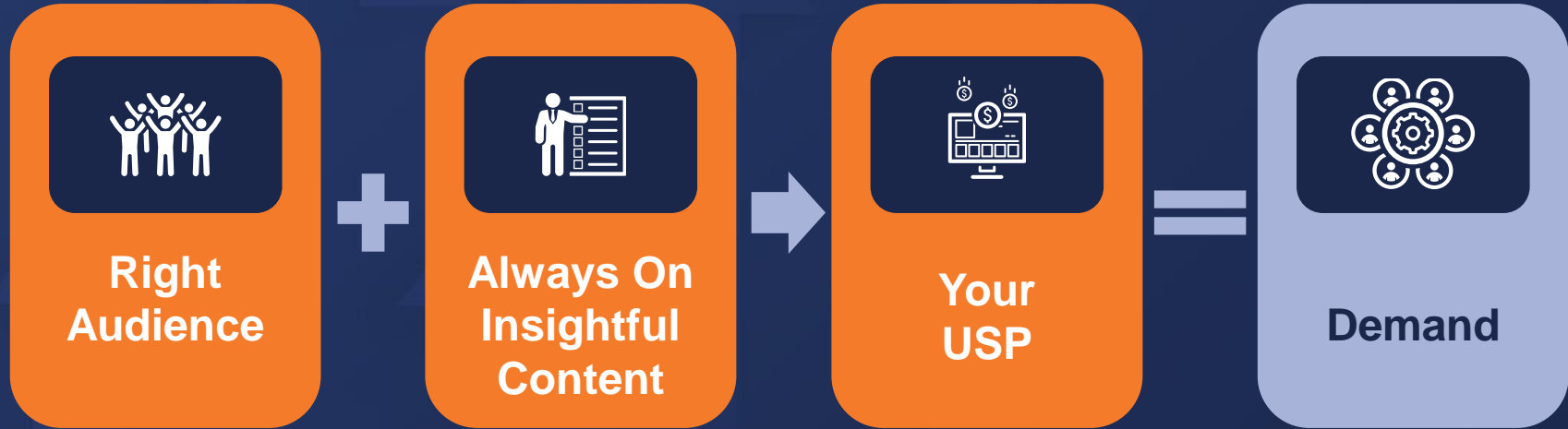


Bailey Ray

Senior Campaign Manager

1. Get Your Questions Answered By An Expert
 2. Get Copy of Slides
- VendeDigital.com/GO**

How To Generate Demand



What's In It For You

- 1 More Engagement
- 2 Higher Quality Leads
- 3 Increased Win Rates
- 4 Happier Boss

What B2B CEOs Want




- 1 Buyer Expertise
- 2 Drive Revenue Thru Demand Gen Engine
- 3 Digital First

FORRESTER®

B2B Technology Company

Jan 1, 2020 - Dec 31, 2020: ● Sessions





Dec 31, 2018 - Dec 31, 2019: ● Sessions

Sessions ?	Goal Conversion Rate ?	Goal Completions ?
12.72%  170,652 vs 151,399	289.09%  0.93% vs 0.24%	338.57%  1,592 vs 363

Industrial Equipment

Jan 1, 2021 - Sep 30, 2021: ● Sessions

Jan 1, 2020 - Sep 30, 2020: ● Sessions

Sessions ? 	Goal Conversion Rate ?	Goal Completions ?
227.57%  70,556 vs 21,539	152.96%  6.93% vs 2.74%	728.64%  4,889 vs 590

What's In It For Vende

- 1 Looking to Help Mid-Market B2Bs
- 2 Launching Community/Live Event Series



Demand Gen *Jam* Sessions

— BROUGHT TO YOU BY —



Stop



Website = Content

Gating Everything

Trying to Convert Everyone Now

Buying Lists

Writing “Fluff” Pieces

vendedigital
Generating
Demand

Start



Deliver More Value In Channels
Where Buyers Learn

Only Gate When There is Intent

Driving for Maximum Content
Consumption

Building an Audience

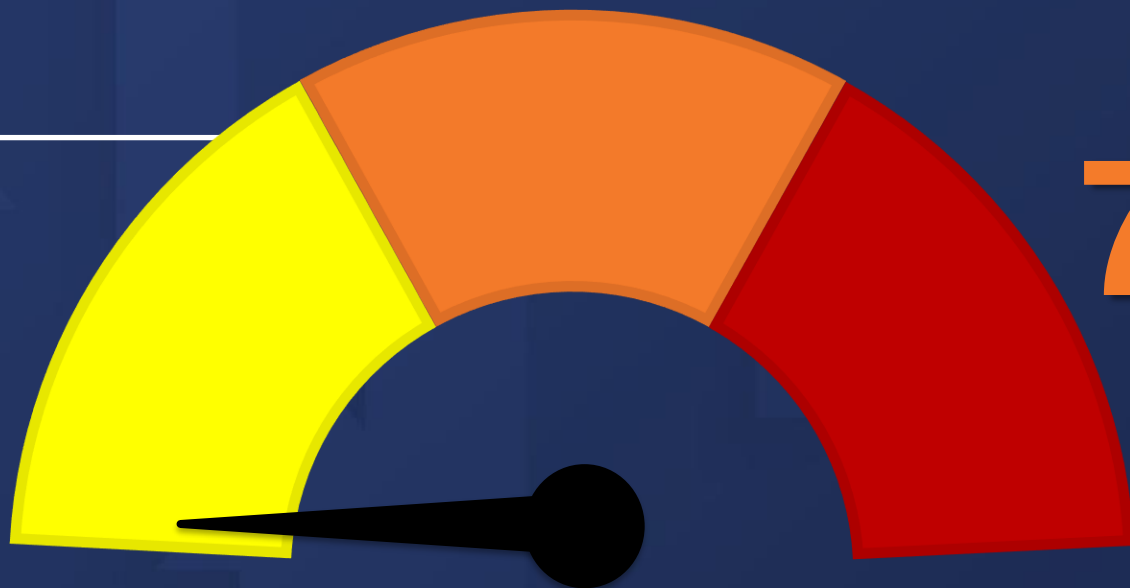
Creating Remarkable Content

The background is a dark blue gradient. It features several faint, light blue upward-pointing arrows of varying sizes. A white line starts from the left edge, goes right, then turns down and right again, forming an L-shape that frames the top-left of the text. Another white line starts from the bottom-right, goes left, then turns up and left, forming an L-shape that frames the bottom-right of the text.

B2B Marketing Is
Harder Than Ever...

Buying is Hard!

- 1 Too Many Cooks
- 2 Competing Priorities
- 3 Constant Fire Drills



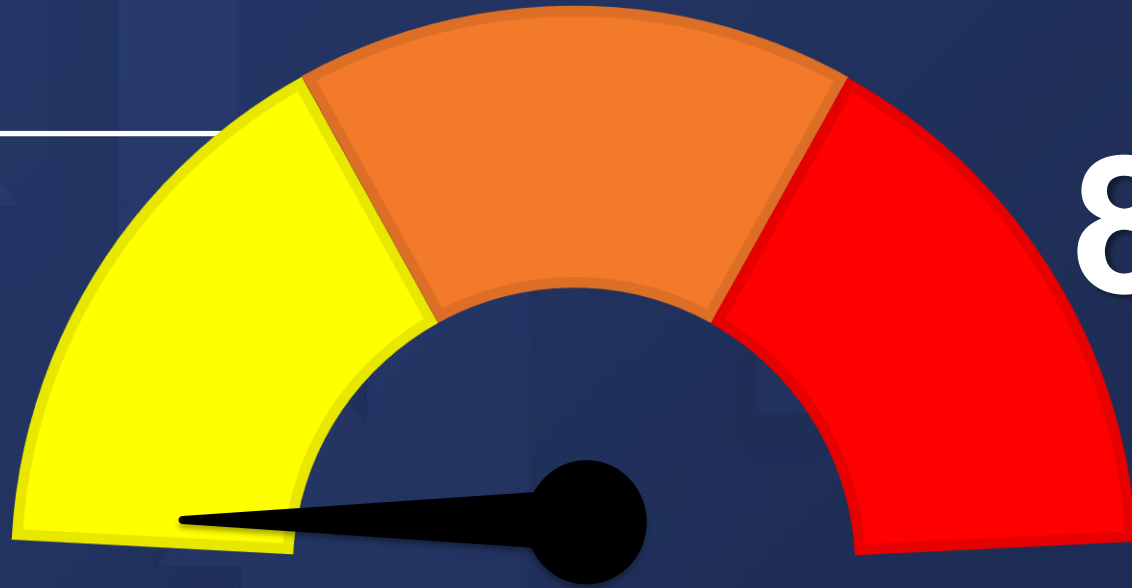
77%

Last Purchase Was
Extremely Difficult

Source: Gartner



Buyers are Selling to
Themselves...



80%

Through the buyer journey before
they engage with sales

Source: Gartner

**Buyer
Recognizes
a Need**

2

**Explore &
Evaluate
Options**

4

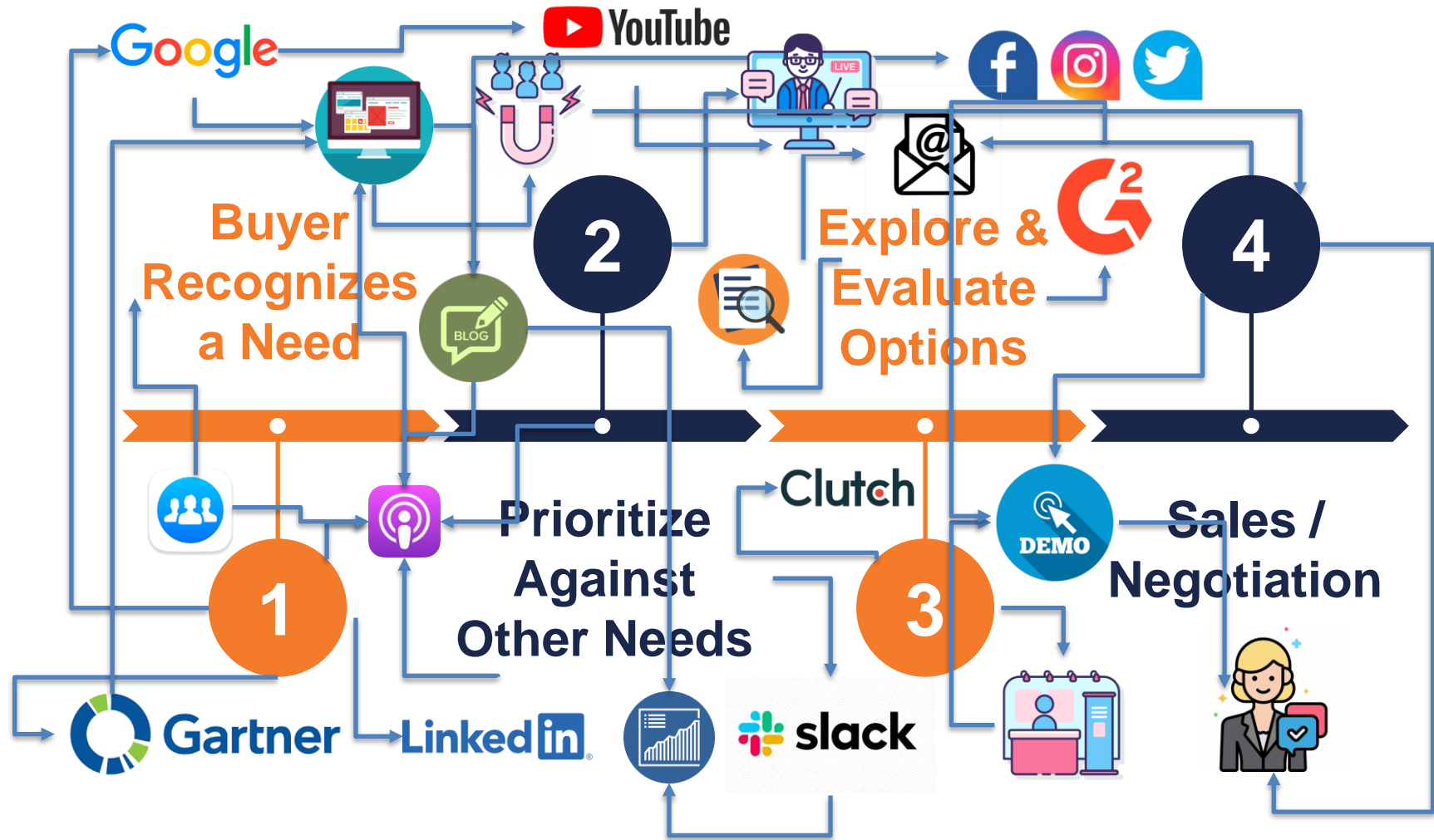
1

**Prioritize
Against
Other Needs**

3

**Sales /
Negotiation**





Messy Middle



Demand Gen: Establish yourself
as the preferred vendor here

**Buyer
Recognizes
a Need**

2

**Explore &
Evaluate
Options**

4

1

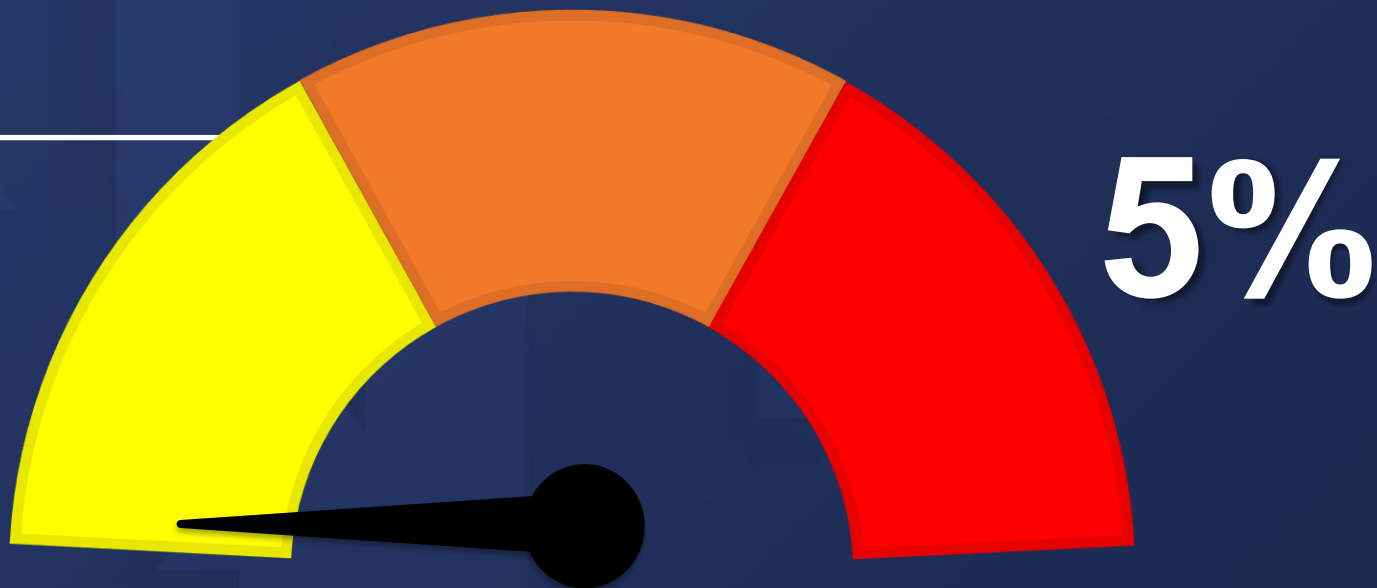
**Prioritize
Against
Other Needs**

3

**Sales /
Negotiation**

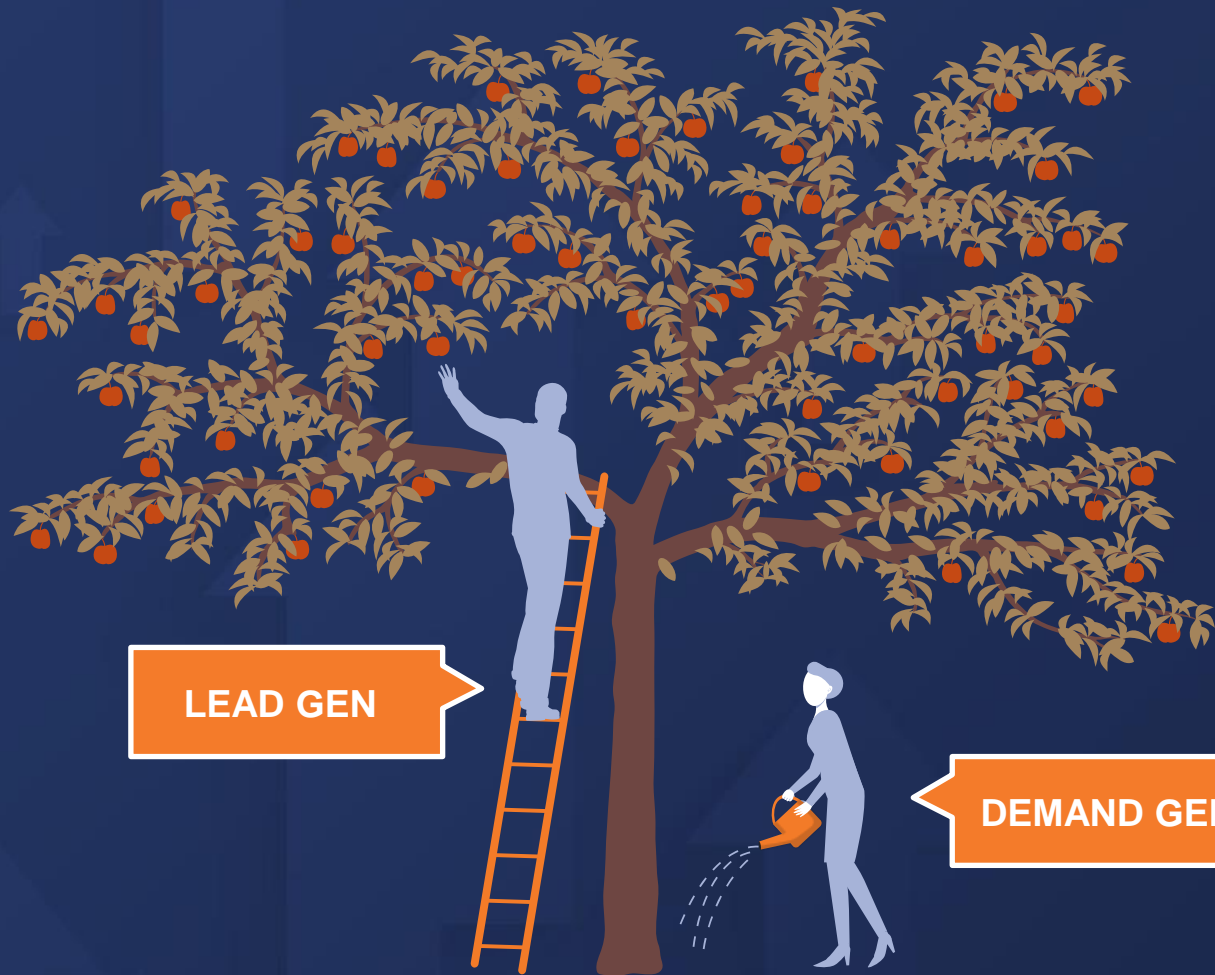
Lead Gen
focuses here





Buyers are “in-market” at a
given time

Source: LinkedIn



LEAD GEN

DEMAND GEN

Buyers Will:

- 1 **Remember** the problem you solve
- 2 **Value** your POV
- 3 **Believe** your brand is the best option

Vende Digital Framework

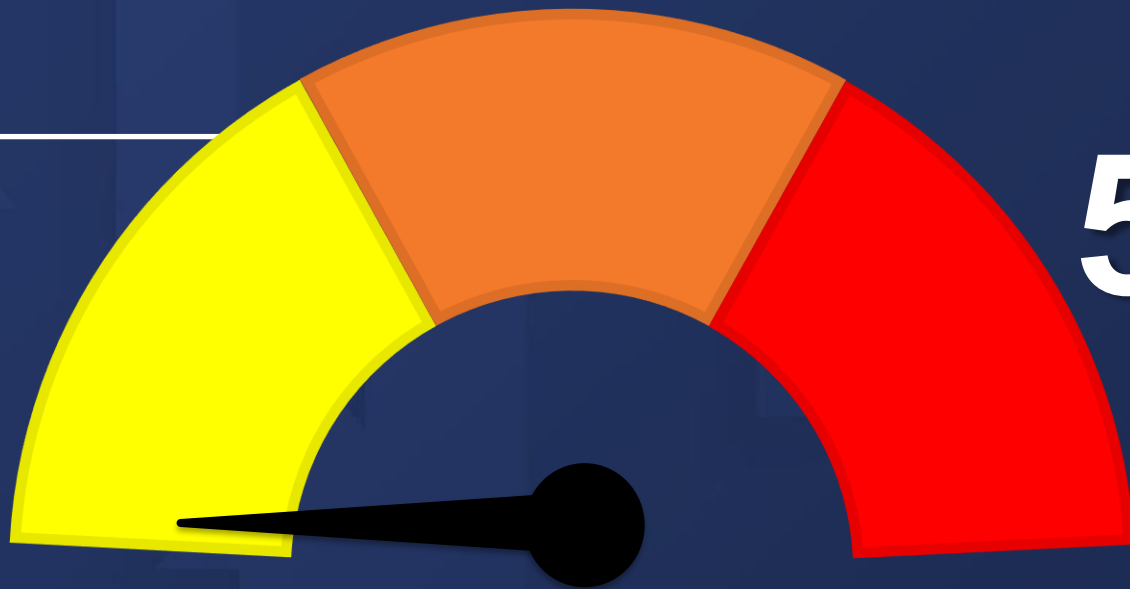
- 1 Activating the Right Audience
- 2 Establishing Authority & Empathy
- 3 Nurturing Relationships

Vende Digital Framework

- 1 **Activating the Right Audience**
- 2 Establishing Authority & Empathy
- 3 Nurturing Relationships

How To Activate Your Audience





57%

Struggle to Engage the Right
Buyer in the Right Channel

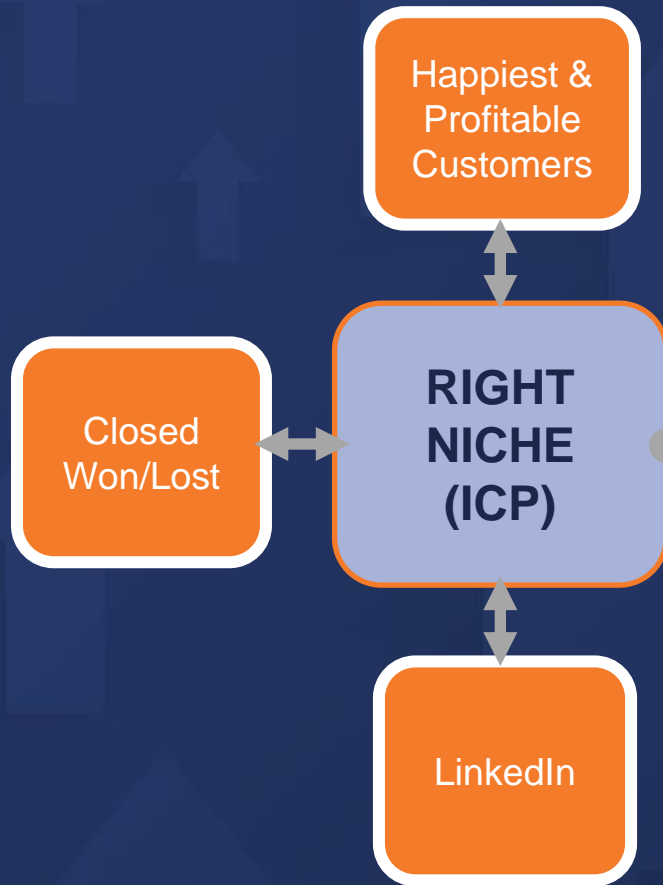
Source: Marketing Charts
2021 B2B Study



You Must Invest the
Time To **Identify** Your
Ideal Customer Profile

What You're Looking For

- 1 Common Pain
- 2 Similar Buying Journey
- 3 Purchasing Influence
- 4 Targetability



Identify:

- Firmographic
- Role/Function
- Physiographic
- Source
- Buying Process
- Competitive Gap
- >10K in LinkedIn

PRO TIP:

A white line that starts horizontally from the left edge, then turns 90 degrees downward, and then turns 90 degrees rightward, ending under the 'PRO TIP:' text.

Get Friendly With
Customers!

A white line that starts horizontally from the right edge, then turns 90 degrees upward, and then turns 90 degrees leftward, ending under the word 'Customers!'.

KEY POINT:

A white line graphic consisting of a horizontal segment on the left, a vertical segment extending downwards, and another horizontal segment extending to the right.

What Are 2-3 Things
Your Customers
Know...

A white line graphic consisting of a vertical segment on the right, a horizontal segment extending to the left, and another vertical segment extending downwards.

KEY POINT:

A white line graphic consisting of a horizontal segment on the left, a vertical segment extending downwards, and another horizontal segment extending to the right, forming an L-shape.

Similar Companies
Knew They Would
Consider You...

A white line graphic consisting of a vertical segment on the right, a horizontal segment extending to the left, and another vertical segment extending downwards, forming an L-shape.

DISTRIBUTION

Organic

Paid





Create a Spark

- Unique Insights
- High Pain + Low Burden of Proof
- Highlight Common Symptoms
- Explain Why They're Struggling
- Steps to Take to Relieve Issue
- Lead to Your Superpower (USP)

Pro Tip: Deliver More Value In Channel



Users click
on links <1%
of the time



5,024 views of your post in the feed

KEY POINT:




Leverage Sales, SMEs,
& C-Suite to **Engage in
Social** as Part of Your
Demand Gen Strategy



Only 1% of users share
content on LinkedIn. This is
a **HUGE OPPORTUNITY** for
your business.

Paul Slack
I help B2B CEOs and Sales/Marketing Leaders Generate More Leads & Sales Th...
1mo • 🌐

#B2B buyer behavior has changed, and that means your marketing needs to change along with it. Understand what's working now in [#digitalmarketing](#), so you know what tactics you need to deploy in 2021. <https://bit.ly/3w2WvgG>



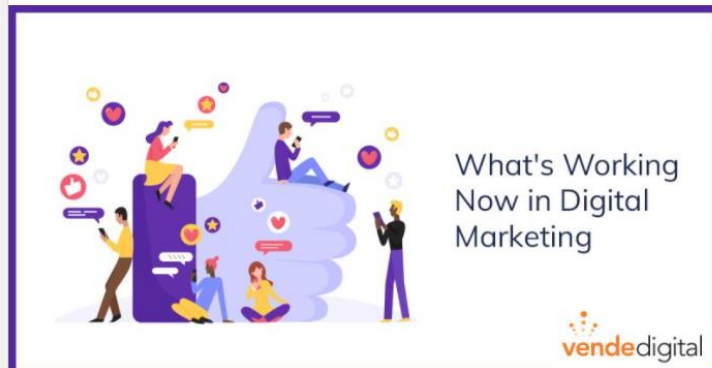
5

Reactions

Like Comment Share Send

Vende Digital
669 followers
1mo • 🌐

#B2B buyer behavior has changed, and that means your marketing needs to change along with it. Understand what's working now in [#digitalmarketing](#), so you know what tactics you need to deploy in 2021. <https://bit.ly/3w2WvgG>




2

5X More Reach

Source: IBM


Paul Slack
I help B2B CEOs and Sales/Marketing Leaders Generate More Leads & Sales Th...
1mo • 🌐

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5

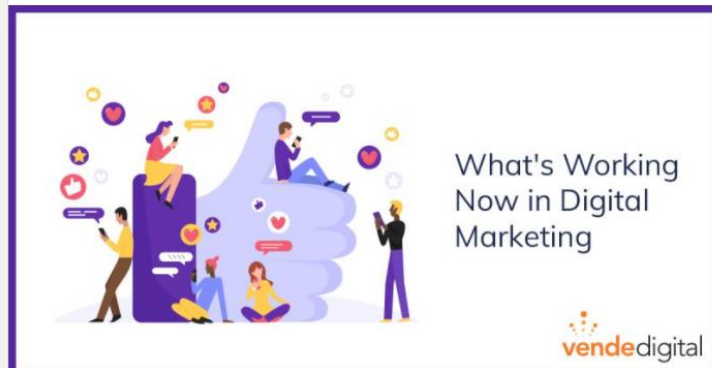
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2

24X More Engagement

Source: Hootsuite

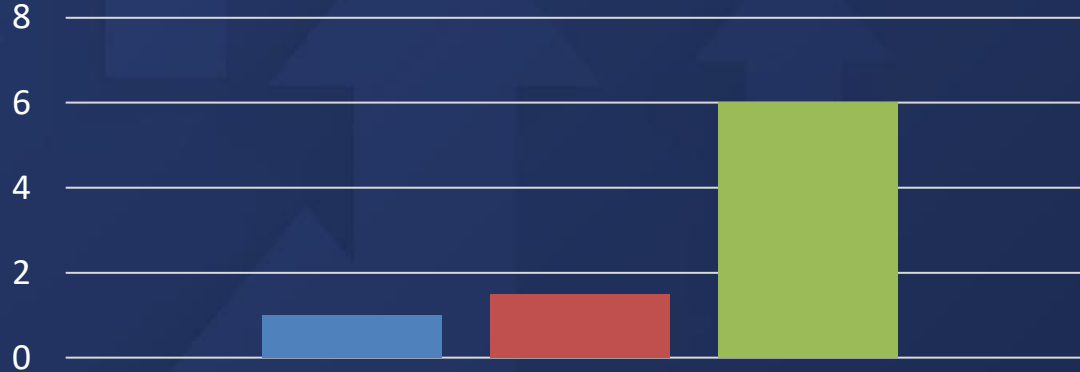
Paid:

- 1 **Guaranteed** Delivery
- 2 **Awareness** Your POV/USP
- 3 **Moves** Prospects Down

PAID DISTRIBUTION



Conversions




- Lead Gen
- Awareness
- Awareness + Lead Gen

Source: LinkedIn

Total avg CPM:  \$16.31

Total avg CPC:  \$3.51

Time range: 7/1/2021 - 10/1/2021 ▼

Total impressions:  541,594



Amplify with
Paid



Views ?

37,933

30. Jun — 30. Sep

+19 %

31,794

29. Mar — 29. Jun

Engagement rate ?

2.14%

30. Jun — 30. Sep

+18 %

1.82%

29. Mar — 29. Jun

Take What's
Working
Organically

**Drive
Prospects
Down**

Funnel Stage	Offer	Channel	Tactic	Outcome	Budget Allocation
Awareness	Ungated Content (blogs, infographics, case studies)	ABM Display, LinkedIn Ads, Content Syndication, Search, Social Selling	Organic Social, Display, Video	Impressions, Engagement, Traffic to Site	~40%
Evaluation	Gated Content (guides, playbooks, white papers, reports), Events, Assessments, Calculators	ABM Retargeting, LinkedIn Ads, Asset Syndication, Nurture Emails, SEM, Social Selling, SDR Calls	Display, Video, Carousel, InMail, Conversation, LeadGen	Opt-in, Registrations	~40%
Decision	Consultation, Analysis, Demo, Trial	Intent Retargeting, LinkedIn Ads, Marketing Automation, SEM, Social Selling, Calls	Display, Video, InMail, Conversation, LeadGen,	Opt-ins, Appointments	~20%

INFLUENCERS

A white line starts from the left edge, goes horizontally, then turns 90 degrees up, and then horizontally again, ending under the word 'INFLUENCERS'. The background is dark blue with several faint, light blue upward-pointing arrows of varying sizes.

Who Has **Their Ear**?

A white line starts from the right edge, goes vertically down, then turns 90 degrees left, and then horizontally, ending under the word 'Ear'. The background is dark blue with several faint, light blue upward-pointing arrows of varying sizes.

Pro Tip: Find Influencers on LinkedIn

Search for
hashtag/key
word

Filter by posts
over last week

LinkedIn search results for #demandgen. The interface shows filters for Posts, Past week, Top match, Posted by, Author industry, All filters, and Reset. The search results display a post by Paul Slack, CEO of Refine Labs, discussing B2B marketing goals and tactics. The post includes a video thumbnail and text about the importance of word of mouth and attribution. The bottom of the page features a promotional banner for a webinar titled "New Rules of Demand Gen for Mid-Market B2Bs" by Paul Slack, Vice President of Demand Gen at Vende Digital, scheduled for October 14, 11:30CT.

Google Trends

Explore

Podcasts
Topic

+ Compare

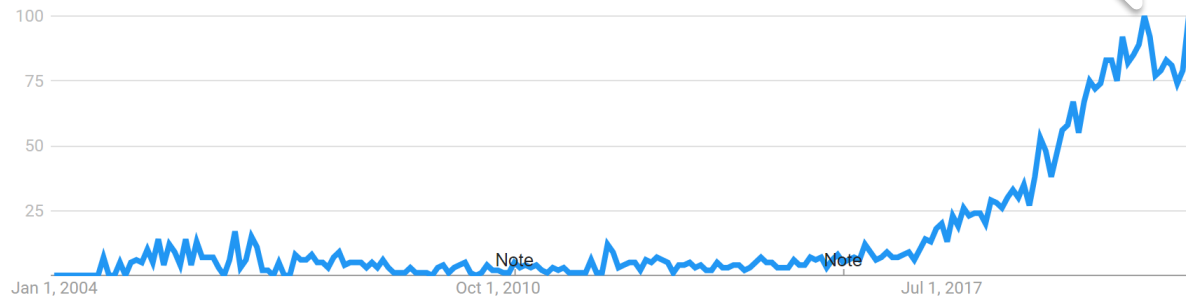
United States ▼

2004 - present ▼

All categories ▼

Web Search ▼

Interest over time ⓘ



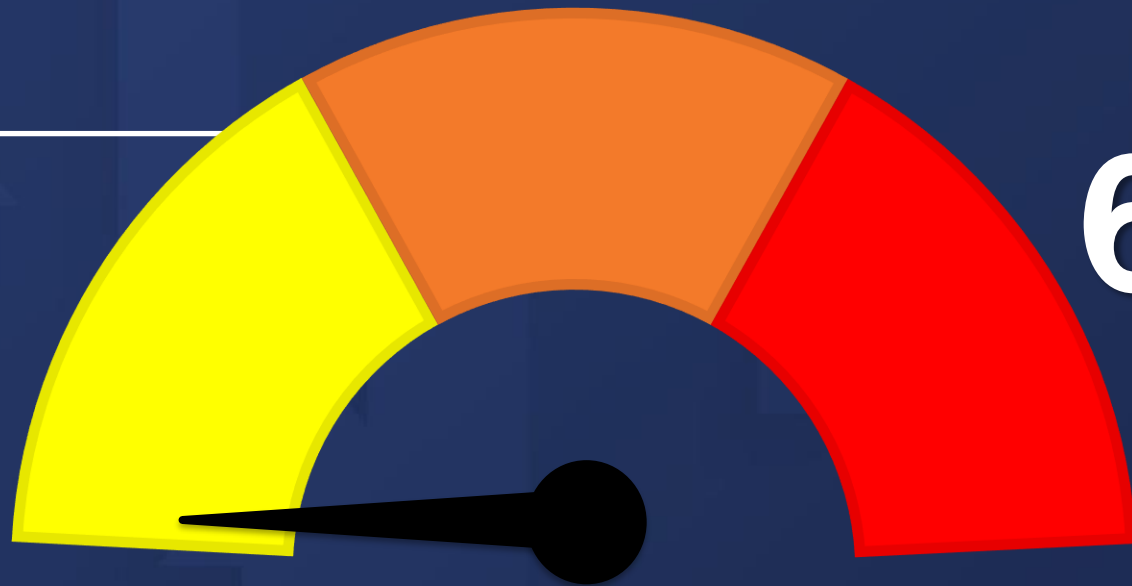
Catch the
Podcast Wave!

Vende Digital Framework

- 1 Activating the Right Audience
- 2 **Establishing Authority & Empathy**
- 3 Nurturing Relationships

How To Establish Authority





63%

Struggle to Understand Buyers' Needs & Requirements

Source: Marketing Charts
2021 B2B Study

Authority is the Goal of Content Marketing





Help Me

- See what's wrong
- Understand why it's happening
- Know what to do



Give Me

- Information
- Tools, Resources, Guides
- Easy access to more help when I need it



Do It

- In a way a like
- In channels I prefer

Work Backwards



Work Backwards





2-4 BLOGS
PER MONTH



GATED LEAD
MAGS (1 NEW
PER QUARTER)



MONTHLY
VIDEOS



INFOGRAPHICS



DRIP AND
NURTURE
EMAILS



CASE STUDIES,
SUCCESS STORIES

Content Checklist

Before You Publish

- 1 Me vs. You Test?
- 2 Is This Going To Help?
- 3 Will it Create Momentum?
- 4 Is it Good?

Vende Digital Framework

- 1 Activating the Right Audience
- 2 Establishing Authority & Empathy
- 3 **Nurturing Relationships**

How To Nurture Relationships





The Company Who
Makes Buying
Easier...WINS!

The background is a dark blue gradient. It features several faint, light blue upward-pointing arrows of varying sizes. Two white L-shaped lines are present: one in the upper left corner and another in the lower right corner, framing the central text.

There is a prospect



They have a **problem**



They are **unsure** how
to solve the problem



They need
transformation....



Not Spam....



Your job...



Build a *system* that
helps...



Every **step** of the way

Goal:

- 1 Make Next Step Easy & Logical
- 2 Deliver a World-Class Experience
- 3 Offer Moments of Delight
- 4 Stay Top-of-Mind

B2B Website UX (User Experience) Checklist for 2021

B2B Website UX (User Experience) Checklist for 2021



**Marketing Does All The
Dirty Work ...**



**Sales Gets All The
Credit ...**

Sales and Marketing Alignment

- Marketing - Chumming the water
- Sales – Reel in the big fish

Have You Defined:

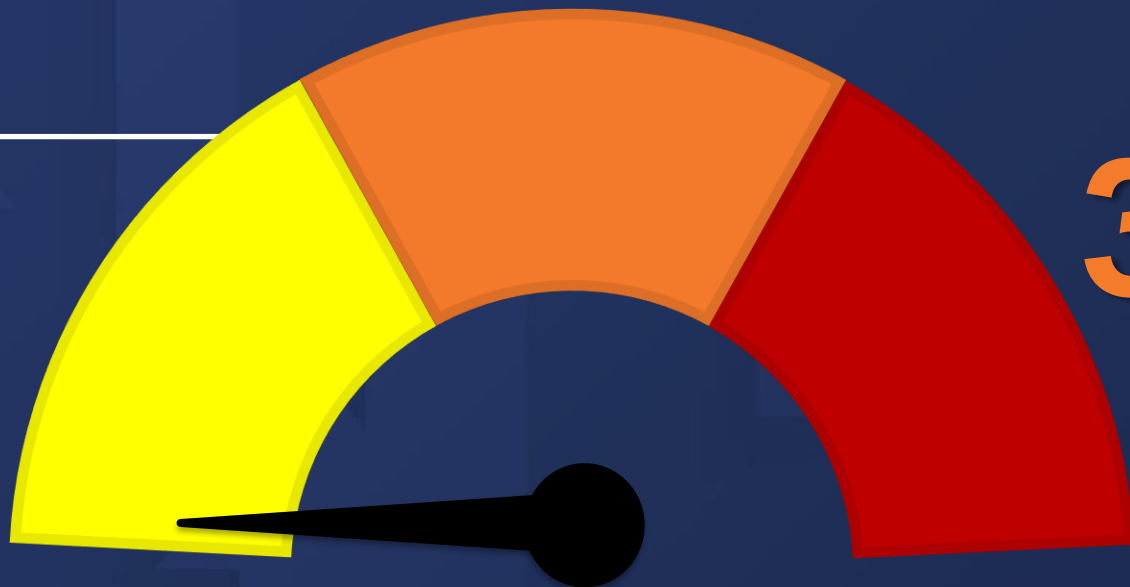
- 1 Roles/Goals of Marketing vs. Sales
- 2 MQL, SQL, SAL, ICP
- 3 What Marketing Needs to Win
- 4 What Sales Needs to Win



New Role of Sales

Become an

Information
Concierge



30%

Improved Conversion Rates
When Reps Use Call,
Email, & Social

Source: Ziff Davis



Where Does This Leave Email?



Email = Content
Distribution Channel

1st



Email = Direct
Response 2nd

Around the World Email Control Doc
☆
📁
🔗

File
Edit
View
Insert
Format
Data
Tools
Add-ons
Help
Last edit was on August 19

↶
↷
🖨
🔗
100%
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0.00
123
Default (Ari...)
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...

	A	B	C	D
1	Email #	Cadence:	Subject:	Link:
2		1 Tip	did you know the best marketing isn't marketing at all?	https://vende.marketingautomation.services/email/edit/2262792194
3		2 Resource	here's a copy of our Ultimate Guide to LinkedIn B2B Marketing	https://vende.marketingautomation.services/email/edit/2154082306
4		3 Blog	3 tips for generating more SQLs with digital marketing	https://vende.marketingautomation.services/email/edit/2136202242
5		4 CTA	Is your marketing connecting with the modern buyer?	https://vende.marketingautomation.services/email/edit/2262760450
6		5 Tip	2h customer types and how to market to them	https://vende.marketingautomation.services/email/edit/2270286850
7		6 Resource	branding tips	https://vende.marketingautomation.services/email/edit/2269128706
			with a hub and spoke content strategy	https://vende.marketingautomation.services/email/edit/2150421506
			and gen session	https://vende.marketingautomation.services/email/edit/2271049730
			social	https://vende.marketingautomation.services/email/edit/2264113154
			updates you need to know about	https://vende.marketingautomation.services/email/edit/2272553986
			me in the next couple of weeks?	https://vende.marketingautomation.services/email/edit/2194272258
				https://vende.marketingautomation.services/email/edit/2262761474
				https://vende.marketingautomation.services/email/edit/2272567298
			at Sheet (ungated just for you)	https://vende.marketingautomation.services/email/edit/2146132994
16	15 Blog		How to deal with the cookieless future	https://vende.marketingautomation.services/email/edit/2271042562

Around The World Nurture Campaign

How To Generate Demand



What's In It For You

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Demand Gen *Jam* Sessions

● First Session 11/10 @12CT

Sign up: VendeDigital.com/GO



New Rules of Demand Gen for Mid-Market B2Bs

*Learn 3 Hacks to Grow
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▶ **Live Webinar**
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