



# UNLEASH HIDDEN DEMAND

**FIND YOUR UNFAIR  
ADVANTAGE**

*Matthew Lewsadder*

# Most B2B brands struggle with lead generation

## Top marketing challenges in 2023

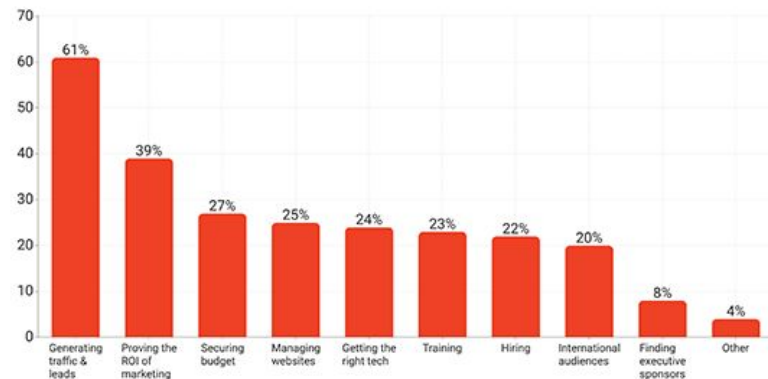


Sample size: B2B respondents only (n=323). Q: What are the three biggest challenges you face in B2B marketing?  
(Drag and rank your top 3 challenges in the boxed section, starting with the biggest challenge)



## Biggest Lead Generation Challenge

Company's top marketing challenges



startupbonsai

Source: HubSpot



## Solution?

# Pump in more money

The US digital lead generation market will reach approximately

**\$3.2 billion by 2023**

Lead generation is considered the most challenging task by **61%** of marketers.

Marketers focus on the **quality of leads** over quantity.

Just **20%** of sales qualified leads are correctly followed up.

Salesmate

### Budget Allocation

For lead generation



53% allocate **MORE** than half of their budget to lead generation

34% allocate **LESS** than half of their budget to lead generation

13% don't know

startupbonsai

Source: BrightTALK

Outcome?

**Paid lead gen =  black hole**

- **90%** of advertising dollars is spent on lead gen vs. awareness
- only **1 in 310 leads** actually becomes a customer
- **\$55,272** Is the advertising cost to acquire 1 customer
- Advertising CAC payback period is **23 months**

## Why does this happen?

# Because most marketers do it wrong

Force buyers down the funnel and “sell” too early

Single focus on capturing short-term demand vs. creating long-term demand

Run the same boring campaigns as everyone else

Slap the MQL name tag on anyone that “fits” their ICP

Focused on leads instead of pipeline or revenue

Make it all about the product rather than the customer

Focused on marketing to the same 5% of in-market buyers



**But it's not their fault...**

# **This is the only way marketers know how to defend themselves**

Impossible  
growth targets

Requirements to  
prove ROI

Rising  
competition

Shrinking budgets

Headcount cuts

Lead gen programs

Outdated demand  
waterfall strategies

Digital  
touchpoint-based  
attribution



**What about demand gen?**  
**Result is the same if the root  
cause is not addressed**



# The ones who succeed... do demand gen differently

Prioritize high-intent  
revenue opportunities over  
leads

Offer immense value (for  
free) and focus on building  
relationships first

Don't take shortcuts with  
their positioning and  
messaging

Personalize their strategies  
across different channels for  
each of their target segments

Balance between long-term  
demand creation and  
short-term demand capture

Robust infrastructure that  
tracks and thrives on data

Market to both in-market  
buyers and out-of-market  
“bystanders”





**Introducing Brighttail's**  
**Demand Marketing Solutions**

“

We help B2B brands find success where others aren't looking.

By shifting the pipeline focus away from leads and finding new ways to create demand.



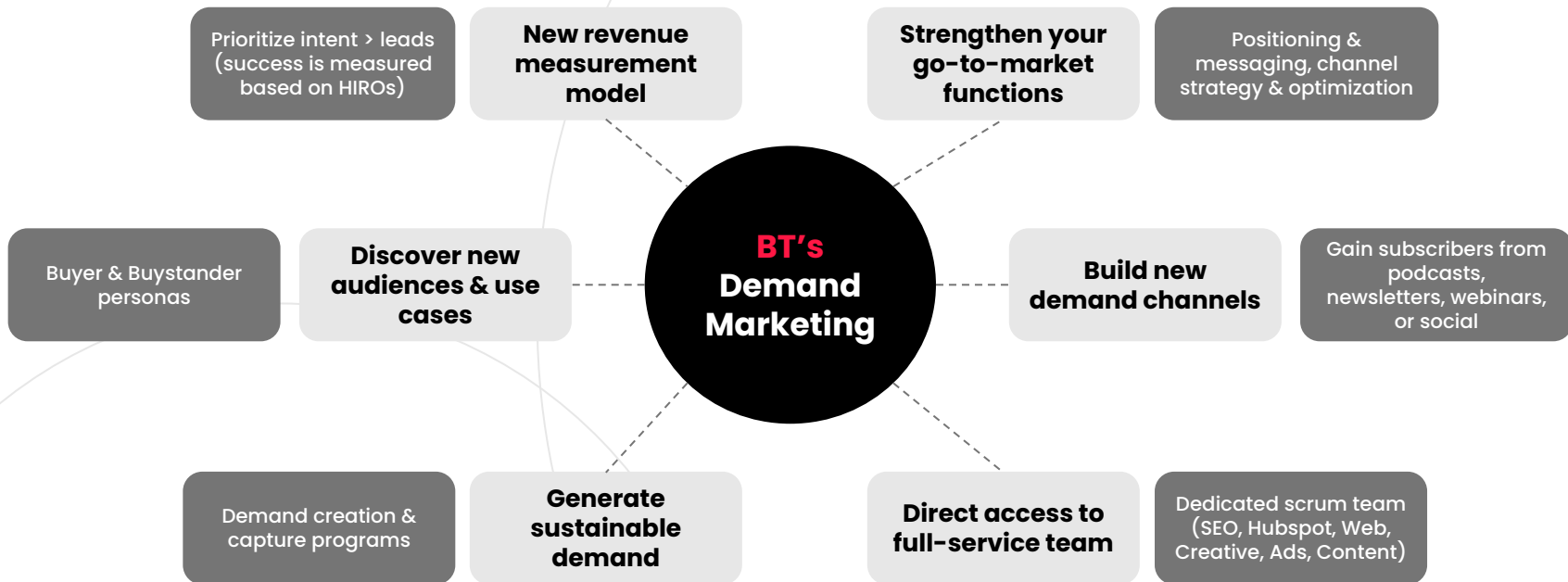
**Demand Marketing**

”



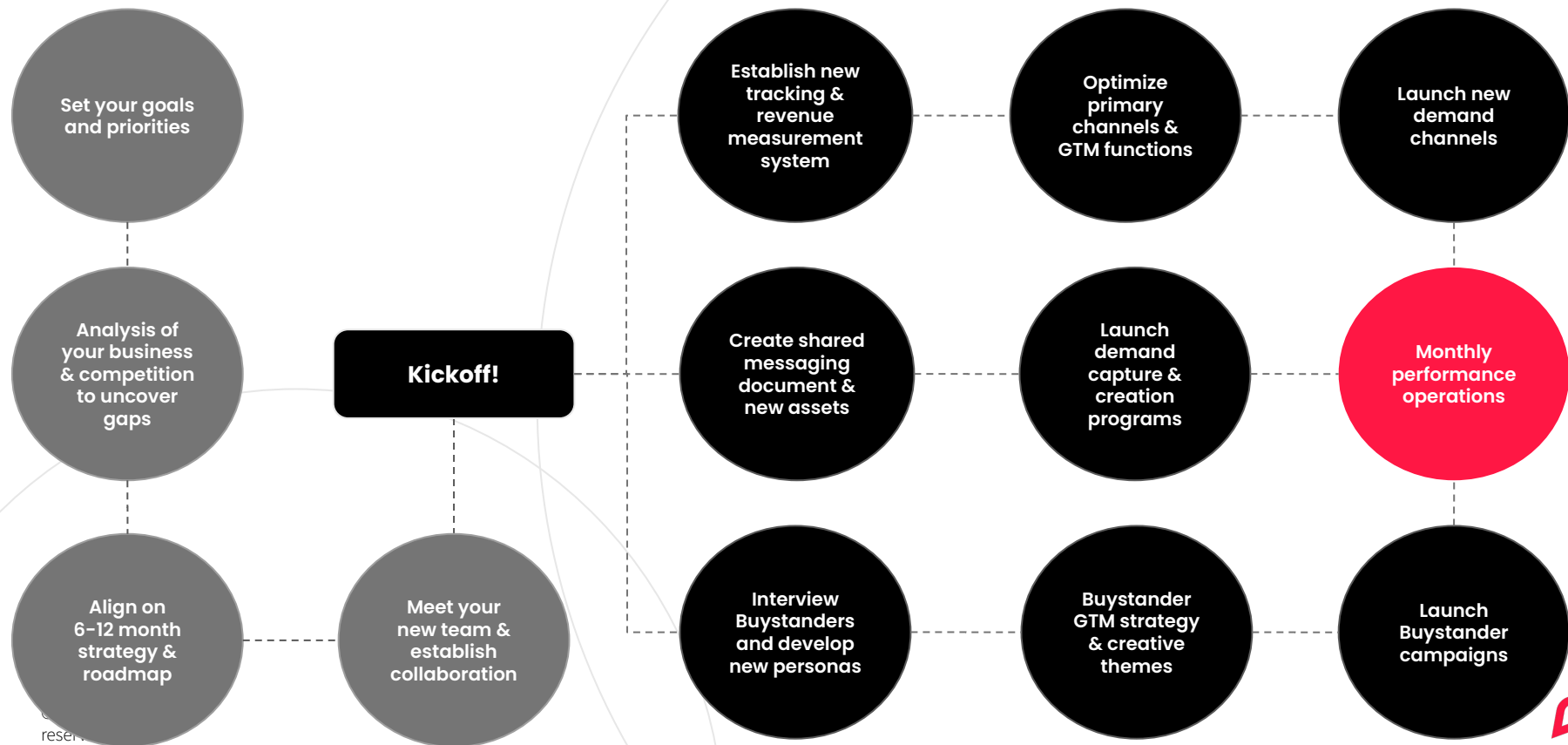
# **How we make a difference**

By ditching outdated tactics and rebuilding your demand engine from the ground up





## Our secret to success lies in our end-to-end process



# Impact you can see (and feel)

## **Direct revenue impact**

We use high-intent revenue opportunities (HIRO) as our north star metric. In as little as 6 months, we'll help you build a demand engine that consistently grows your pipeline numbers - providing a clear path to revenue.

## **Higher sales velocity**

With Demand Marketing, our focus would shift towards building a healthy stream of serious inquiries instead of dead "MQLs", reducing the time and effort required for your sales team to close them.

## **Stand out from the crowd**

Your marketing will be anything but boring. Backed by strong positioning and messaging, our demand team will help you channel the qualities that make you great across all your collaterals.

## **Better ROI**

From LinkedIn ad campaigns to buyer enablement assets and more - each activity is tied to a specific purpose. Doing so ensures that your money goes into activities that will provide meaningful impact to your buyers and your teams instead of feeding vanity metrics.

## **Build a loyal fanbase**

Through the activation of new demand channels (podcasts, newsletters, social) we will help you turn your business into a media company and gain subscribers who will willingly tune into your content.

## **Unleash hidden demand**

We'll help you discover why 95% of your market isn't buying, and learn how you can rouse them into action to grow your share of the market.



# Why Brighttail?

We make it easy to partner with for the long-term

## Tailored to your needs & highly customizable

Tell us your goals and budget, and we'll build a custom package to help you achieve your ambitions.

You can easily customize this package according to services you are interested in and make adjustments whenever priorities change.

## Value-based points pricing system

We use a simple point pricing model to bring transparency and flexibility to our growth packages.

We charge based on value - ensuring that you are not charged based on the hours we take but on the impact we provide.

Based on the size of your investment, we will provide you a monthly allotment of points that you can freely use.

## Long-term focused

Our typical engagements are at least 6-months long.

This is usually the minimum amount of runway we need to drive results for you.

If at anytime you would like to upgrade, downgrade, or opt-out, of your package, we will only need you to provide us with a 1-month notice.

## High on value. Low on price.

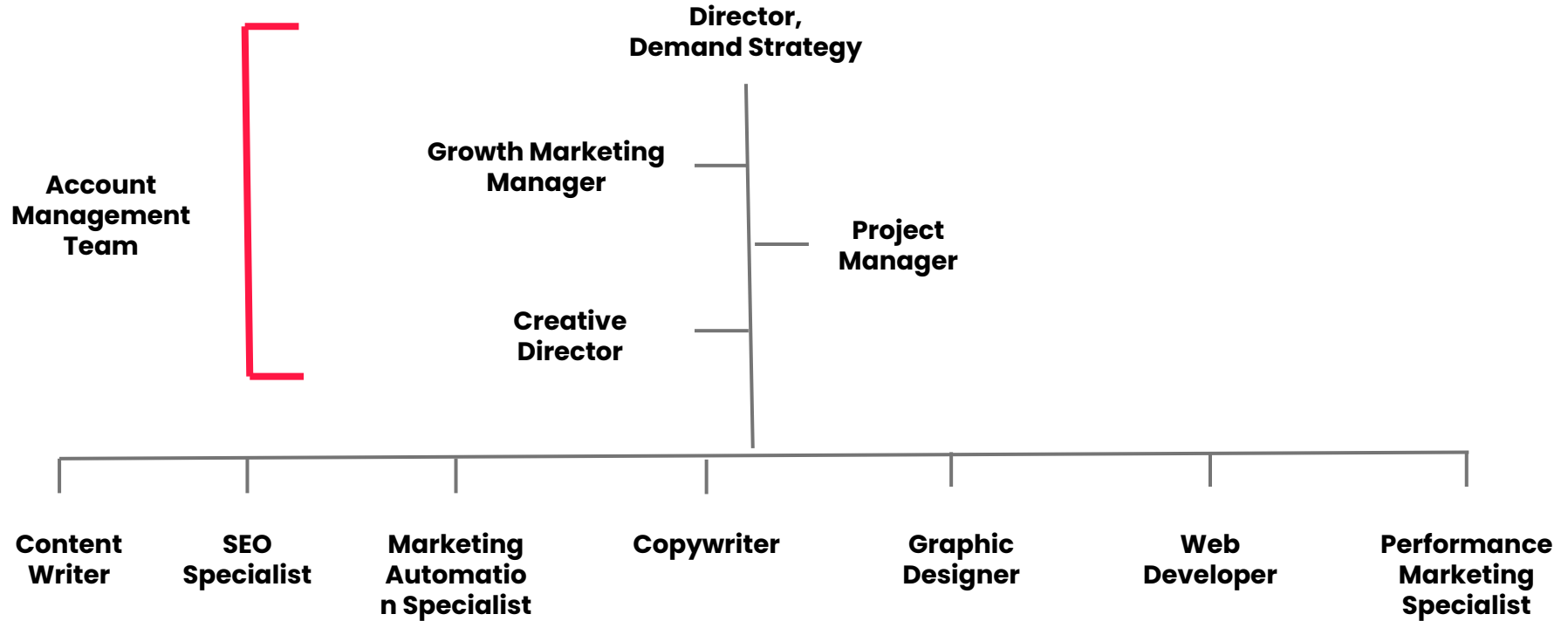
We proudly serve B2B SMEs.

That is why our services are structured to meet the needs (and budget) of growth-hungry startups and scale ups.

For Atlassian clients, our typical investment starts at \$12k/month.



# Brighttail's typical **scrum team arrangement**



The inner workings of our

# **Demand Marketing Implementation**





# Definitions

Program Name	Demand Generation	Lead Generation	Demand Marketing
Description	Demand Generation is the overall marketing approach that companies use to drive awareness and interest in their products and services, with the ultimate goal of building predictable pipeline and developing long-term customer engagement.	Lead generation is the marketing approach that companies use to attract and get prospects to provide their contact information, often in exchange for a gated asset, with the ultimate goal of nurturing them into a potential sales opportunity.	Demand marketing is Brighttail's strategic approach that focuses on helping B2B brands find success where others aren't looking, by shifting the pipeline focus away from leads and finding new ways to create demand.

Program Name	Demand Enablement	Demand Capture	Demand Creation	Demand-as-a-Service
Description	Build a new demand engine, or re-engineer an existing one. We'll get your teams ready in weeks, with the tools and infrastructure they need to run effective, data-intensive marketing operations.	Convert in-market buyers into real business opportunities. Our integrated approach will help you generate and win more pipelines, across organic and paid channels.	Discover why 95% of your market aren't buying. Then, unleash that latent demand with new campaigns and channels that inspire them to action.	Supplement your operations with an integrated team of demand experts who make your goals their goals, helping you build new advantages across your channels and audiences.



Successfully implementing this  
**requires 3 things**

Mindset shift

New measurement model

New engagement model



# Mindset Shift



# Mindset shift

## Prioritize intent > leads

Lead funnel and revenue funnel are treated separately

## Gate only if it's worth paying

(e.g. newsletter, webinar, swipe files, resource downloads)

## Awareness > lead gen

Especially if we're prospecting to a cold audience

## Demand capture & creation will be attributed separately

Utilizing hybrid attribution model

## Long term > short term focus

Activities will be built with longevity in mind. Even ads will be on 90-180 day model

## Positive ROI on ads

Every \$1 spent on ads must lead to at least \$1 in closed-won revenue

## Demand capture & creation will overlap in reality

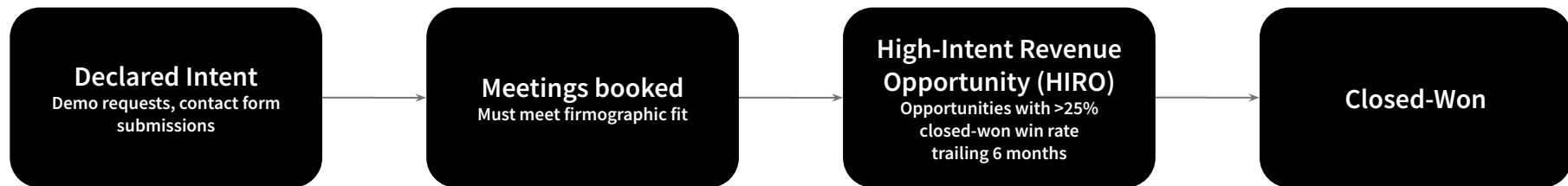
No way of splitting in-market and out-of-market unless different segment



# New Measurement Model



# New Measurement Model



# New Measurement Model

*Note: Most campaigns require 4-6 months runway before impact is realized*

## Primary Metric

- Declared Intent
- Meetings booked
- HIRO
- Closed-Won

Main business dashboard

## Secondary Metric

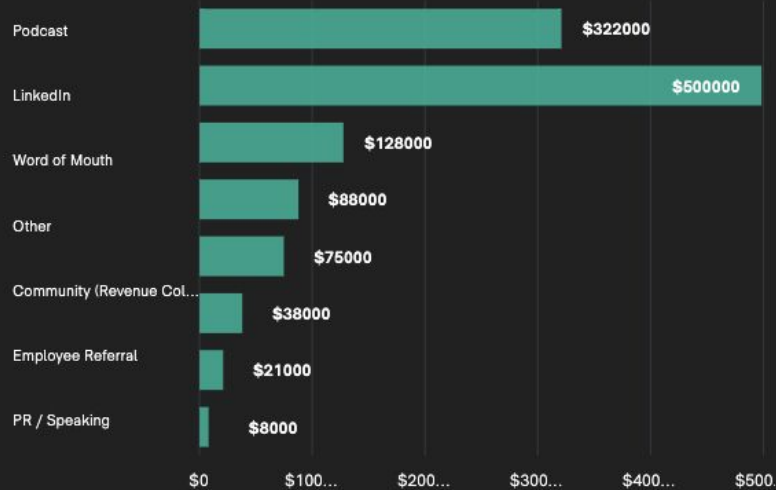
- Engagement
- Traffic
- Conversations
- Search
- Subscribers/Low-intent leads

Channel/Campaign dashboard

# Hybrid Attribution

## Capture & Create are used together

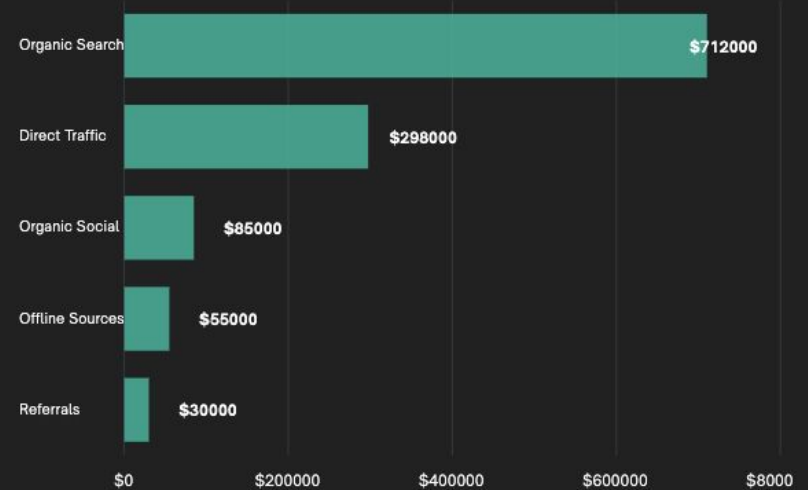
### Create Demand Attribution - HIRO Pipeline



Source: "sample data"



### Capture Demand Attribution - HIRO Pipeline



Source: "sample data"





# New Engagement Model



# **Mean** growth strategies for B2B tech brands on **lean budgets**



**We do so by starting from**  
**high-intent to low-intent**

**Ready to  
buy**



**Buystanders**



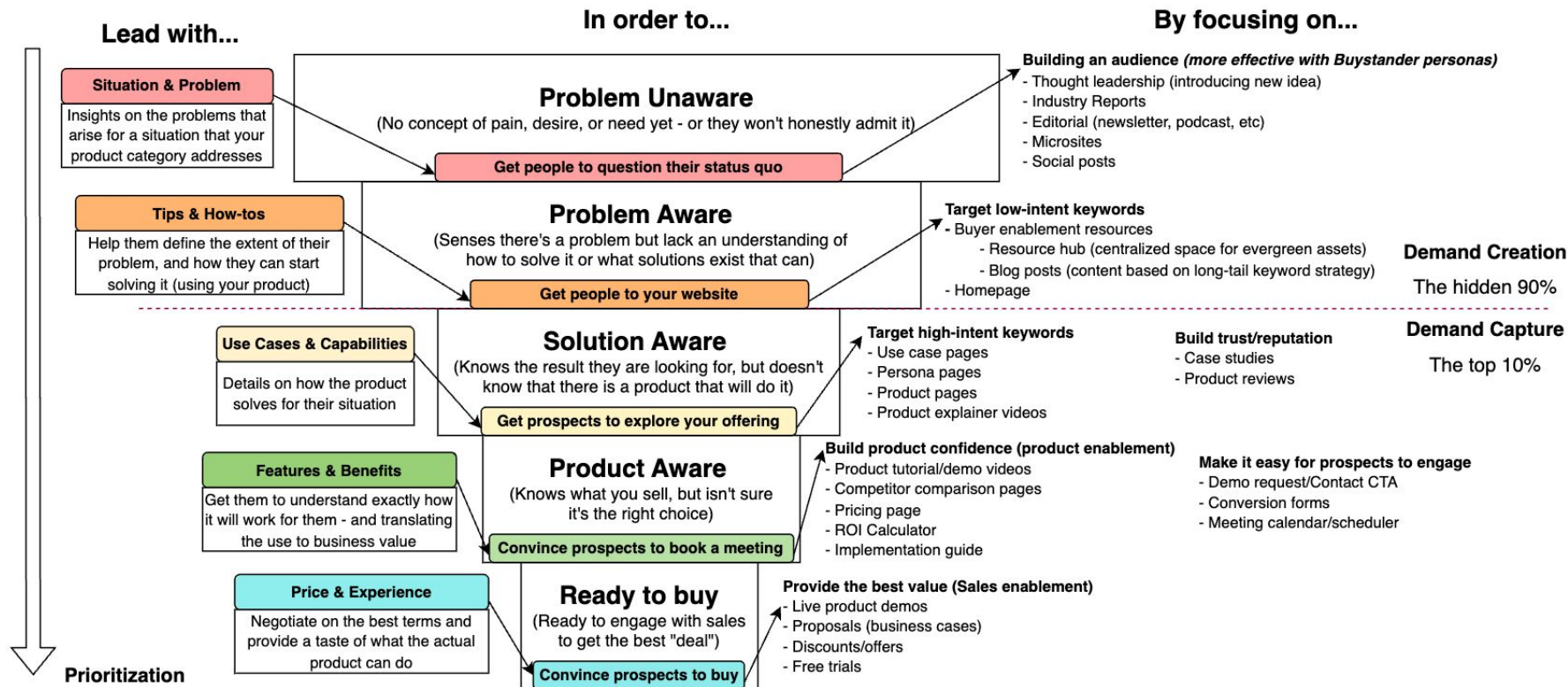


**We do so,  
by...**



# Guide for crafting the right strategy, for the right moment

## prioritized based on "intent"



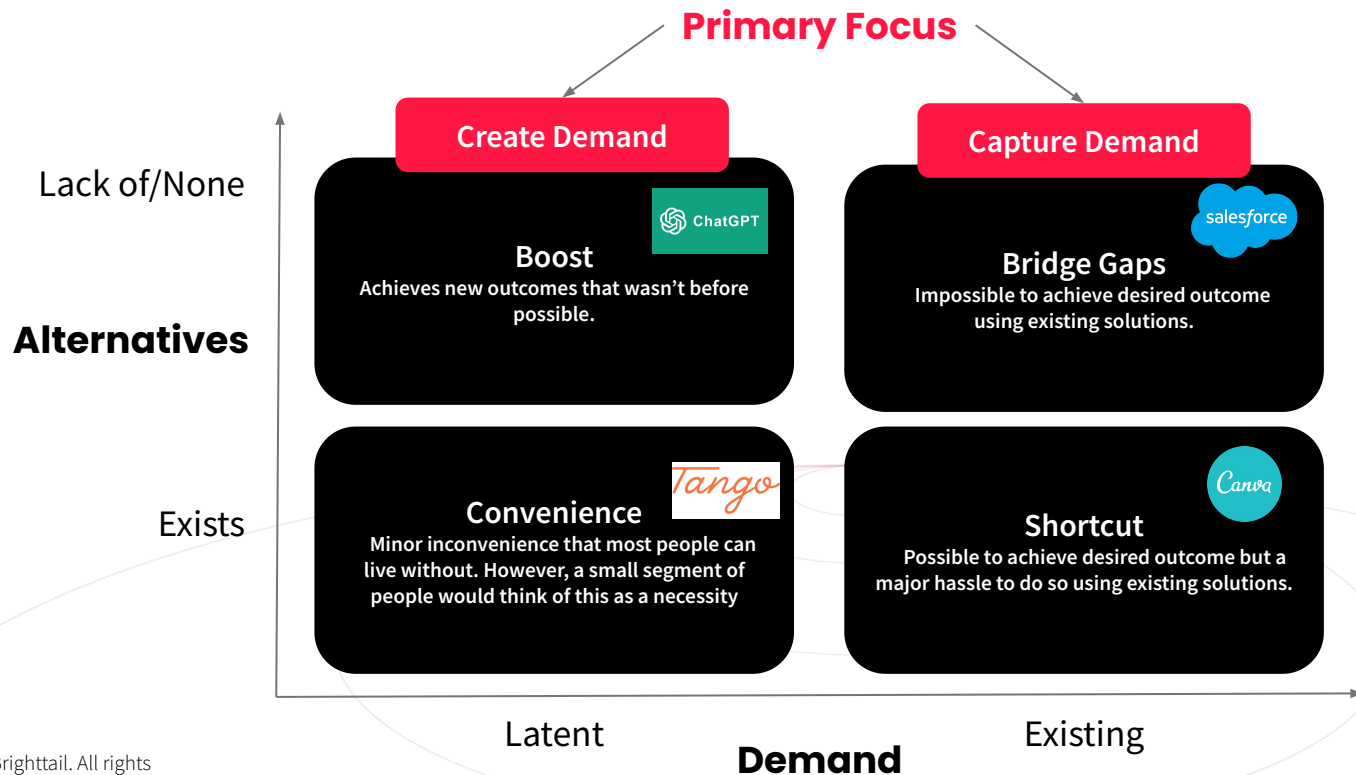


# How to use the Intent Funnel

- Used as a reference point for determining the right strategy and messaging for each awareness stage
- Acts as a checklist we can use in our audits to check if our clients have all the essentials in place
- Acts as a prioritization mechanism for focusing our efforts and resources on building a strong capture mechanism before shifting towards creating demand

# Assessing demand strategy based on market needs

## 4 types of product categories





# How to use the Product Demand Matrix

- Some product categories benefit from having existing demand in the market, while others don't
- When deciding on a create or capture-heavy approach for our clients, this matrix will come in handy
- This assessment can be supplemented by search volume data during audits



# Everything we do is anchored in strong messaging & positioning

## Positioning canvas

<b>Market category frame of reference</b> <i>The macro market category that you compete in:</i>		
<b>Competitive Alternatives</b> <i>What customers would use as an alternative to you (including solutions, hiring people, Excel, or do nothing):</i>		
<b>Key unique attributes</b> <i>Features, capabilities, relationships, expertise that only you have:</i>	<b>Enabled value &amp; proof</b> <i>The value you deliver for customers &amp; why they should believe you:</i>	<b>Customer segments</b> <i>Specific groups of customers that care about your value &amp; how you recognize them:</i>

## Section two: Boilerplate messaging

The goal here is to get approved wording that you can use when you are creating marketing or sales material. This will help you stay consistent in your messages and make sure you aren't re-creating this text every time you create a new campaign.

<b>The One-Liner</b> <i>This is one or two sentence description of what you do. It should focus on what you are and the greatest benefit you deliver. Bonus points for giving a hint about who you are for.</i>
<b>The One-Paragraph Elevator Pitch</b> <i>A one paragraph description of what you are, the top one or two value points you deliver and some indication of what your target market is. Bonus points for including some proof you can deliver the value you say you can.</i>
<b>The 100 Word Description</b> <i>This is usually one to two paragraphs, here you have room to include what you are, your top 2 to 3 value points, an indication of proof you can deliver that value and something that indicates what your target market is.</i>

## Value point table

<b>Target Segment 1</b> <i>The target segment you are actively marketing to. List relevant characteristics, environment, behaviors that make them ideal for your solution. (Example: online retailers ABCCommerce that do more than \$50K in revenue.)</i>	<b>Buyer Persona 1</b> <i>Characteristics of the person you are targeting in your marketing/sales efforts. This is typically the person who makes the decision/recommendation to purchase your solution. List their title and other relevant characteristics. (The CEO, the IT director, or the head of a Commerce.)</i>		
<b>Problem Space</b> <i>The definition of the problem area where your solution operates. What is the problem? What is the business impact of that problem? (Example: You want to be able to build a mailing list of customers so you can market to them but your email marketing platform doesn't integrate directly with ABCCommerce.)</i>	<b>Current Solutions</b> <i>For this target segment, and this persona, what is currently being done to solve this problem? This could be manual processes, generic-purpose tools like Word or Excel, or another solution. (Example: You copy manually copying and pasting email addresses into your email marketing platform.)</i>		
<b>Shortcomings of Current Solutions</b> <i>What are the primary pain points to be the shortcomings of the current solutions? What annoys them or makes the current solution less than ideal? (Manually copying email addresses is error-prone and time consuming. It also means I can't segment my mailing list by purchase the way I could if ABCCommerce was directly integrated into my email platform.)</i>			
<b>Value Theme 1</b> <i>What is the impact of your product on this persona? (Example: Grow revenue by building long-term loyalty with your customers.)</i>	<b>Features</b> <i>The features that enable this value (Example: Direct integration with ABCCommerce, real-time customer profiles connected to email addresses, machine learning produces accurate preference predictions.)</i>	<b>Benefits</b> <i>The benefits derived from the features (Example: Retailers can make tailored offers to customer sub-segments, retailers can make personalized offers based on buyer post-purchase.)</i>	<b>Proof</b> <i>Evidence that you can provide the value (Example: Customer ABC saw a 40% increase in repeat purchases.)</i>
<b>Value Theme 2</b>	<b>Features</b>	<b>Benefits</b>	<b>Proof</b>
<b>Value Theme 3</b>	<b>Features</b>	<b>Benefits</b>	<b>Proof</b>

Same one used by April Dunford!

## Positioning Canvas

Build & review as part of Growth Hackathon

## Boilerplates

Upsell and build properly after

**Shared Messaging Doc**

# 5 Types of Ads

## Expertise

- Interviews
- How-to videos
- Audits
- Swipe files
- Service you offer

## Pain Points

- Main issue you solve
- Cost of inaction
- You vs. Competitors

## Trust

- Testimonials
- Case Studies
- Press Releases
- Awards
- Rankings

## Communities

- Newsletter
- Events
- Youtube channel
- Podcast channel

## Thought Leadership

- Industry reports
- Microsite
- Ebook
- Whitepaper





# How to use the 5 types of ads

- Each type of ad has

# Demand Marketing Ecosystem

**Cold Layer -  
Initial Touch**  
(Where people discover  
you for the first time)

Create  
Channels

**Organic LinkedIn**  
(Curate strong targeted  
network + post subject  
matter expertise)

**Events**  
(Engage with attendees  
and drive to website)

Capture  
Channels

**SEO**  
(Optimized for low  
& high-intent keywords)

**Google Search  
Ads**  
(High-intent keywords)

**LinkedIn Ads**  
(Prospecting - highly  
targeted)

**3rd-Party Review  
Sites**  
(Get listed - collect  
reviews)

**Youtube**  
(Curated video library -  
SEO optimized)

## Goal

**Get seen**

**Web visits**

*Did not  
convert?*

**90-Day  
Retargeting  
Ecosystem**

**Website Visit**

**LinkedIn Company Page Visit**

**Organic LinkedIn**  
Goal: Trust/Credibility  
Type: Subject Matter  
Expertise - Video

**LinkedIn RTG Ads**  
Goal: Trust/Credibility  
Type: Image, Video,  
Text

**Website Visitors  
Identified**  
(Leadfeeder)  
Identify Companies  
Identify Individuals

**Programmatic  
Display**  
Goal: Branding

**Facebook RTG**  
Goal: Trust/Credibility  
Type: Image/Video

**Organic LinkedIn**  
Goal: Mid-Funnel  
Type: Pain Points  
Solved - Image/Video

**LinkedIn RTG Ads**  
Goal: Lead Gen  
Type: Lead Gen Form,  
Single Image - Strong  
CTA + Asset download

**Email Outreach to  
Identified Website  
Visitors**

**LinkedIn Outreach  
From Personal  
Profile to Identified  
Website Visitors**

**3rd-Party Review  
Sites Ads**  
Goal: Lead Gen  
Platform: Capterra, G2

**Facebook RTG**  
Goal: Community  
Building  
Type: Newsletter,  
Youtube Subscriber,  
Podcast

**Organic LinkedIn**  
Goal: Thought  
Leadership  
Type: Image, Video +  
Asset Download

**Organic LinkedIn**  
Goal: Bottom Funnel  
Type: Results achieved,  
actual examples, case  
studies

**LinkedIn RTG Ads**  
Goal: Community  
Building  
Type: Newsletter,  
Youtube Subscriber,  
Podcast

**LinkedIn RTG Ads**  
Goal: Thought  
Leadership  
Type: Image, Video +  
Asset Download

**Google Search  
Ads**  
(High-intent keywords)  
Search Terms: Brand,  
Competitor, Specific  
Products & Services

*Did not  
convert?*

**Long-Term Organic  
+ Paid Nurture 180  
Days+**

**LinkedIn RTG Ads**  
Goal: Nurture  
Type: Text, Follower,  
Spotlight

**Organic LinkedIn**  
(Same as the above)

**Podcast  
Subscribers**  
(Editorial content +  
curated list of  
influencers as guests)

**Email Outreach to  
Identified Website  
Visitors**

**LinkedIn Outreach  
From Personal  
Profile to Identified  
Website Visitors**

**Programmatic  
Display**  
Goal: Branding

**Newsletter  
Signups**  
Goal: Nurture  
Type: Email Followup,  
Nurture Emails

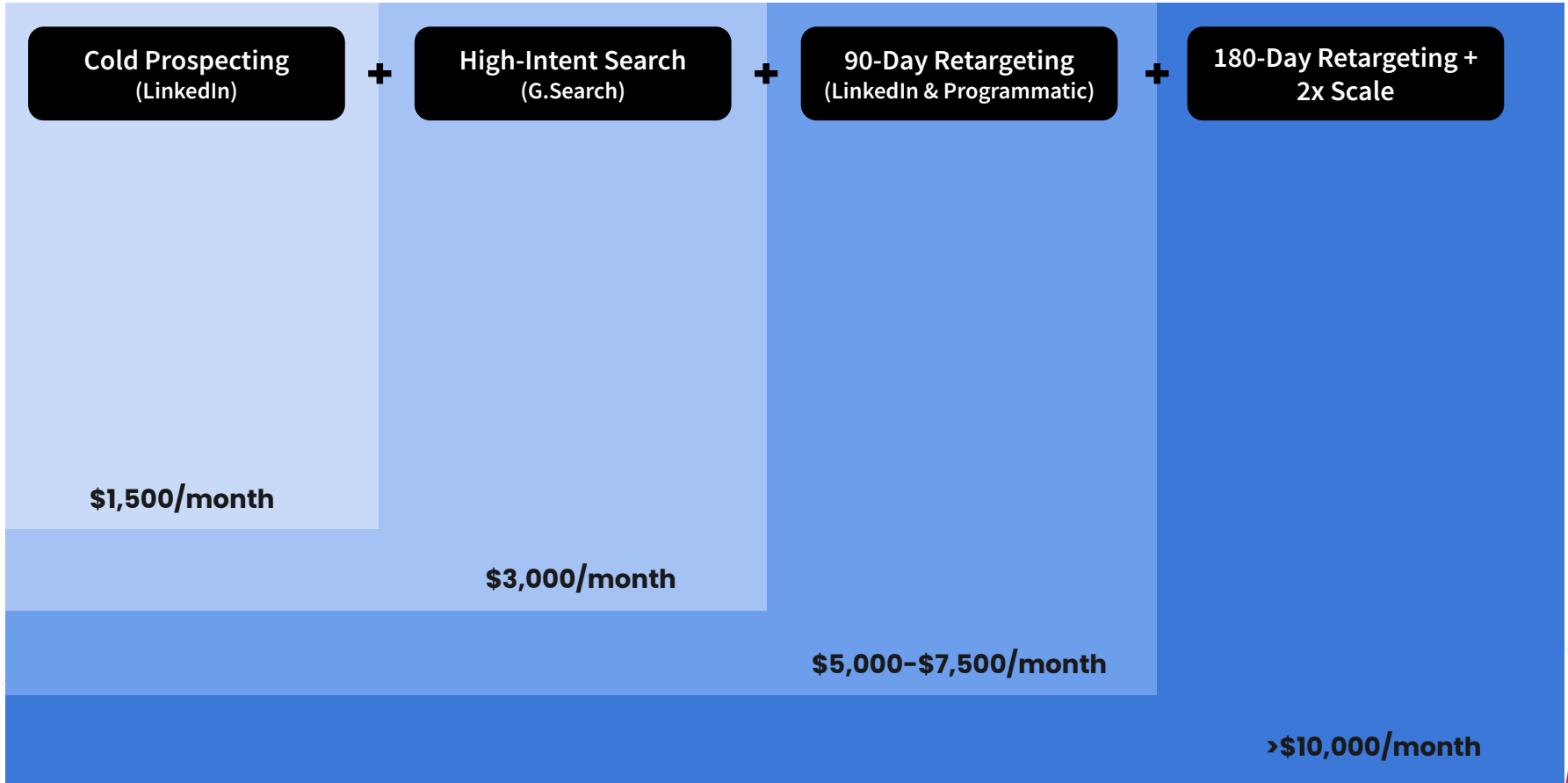
**Stay top of  
mind**



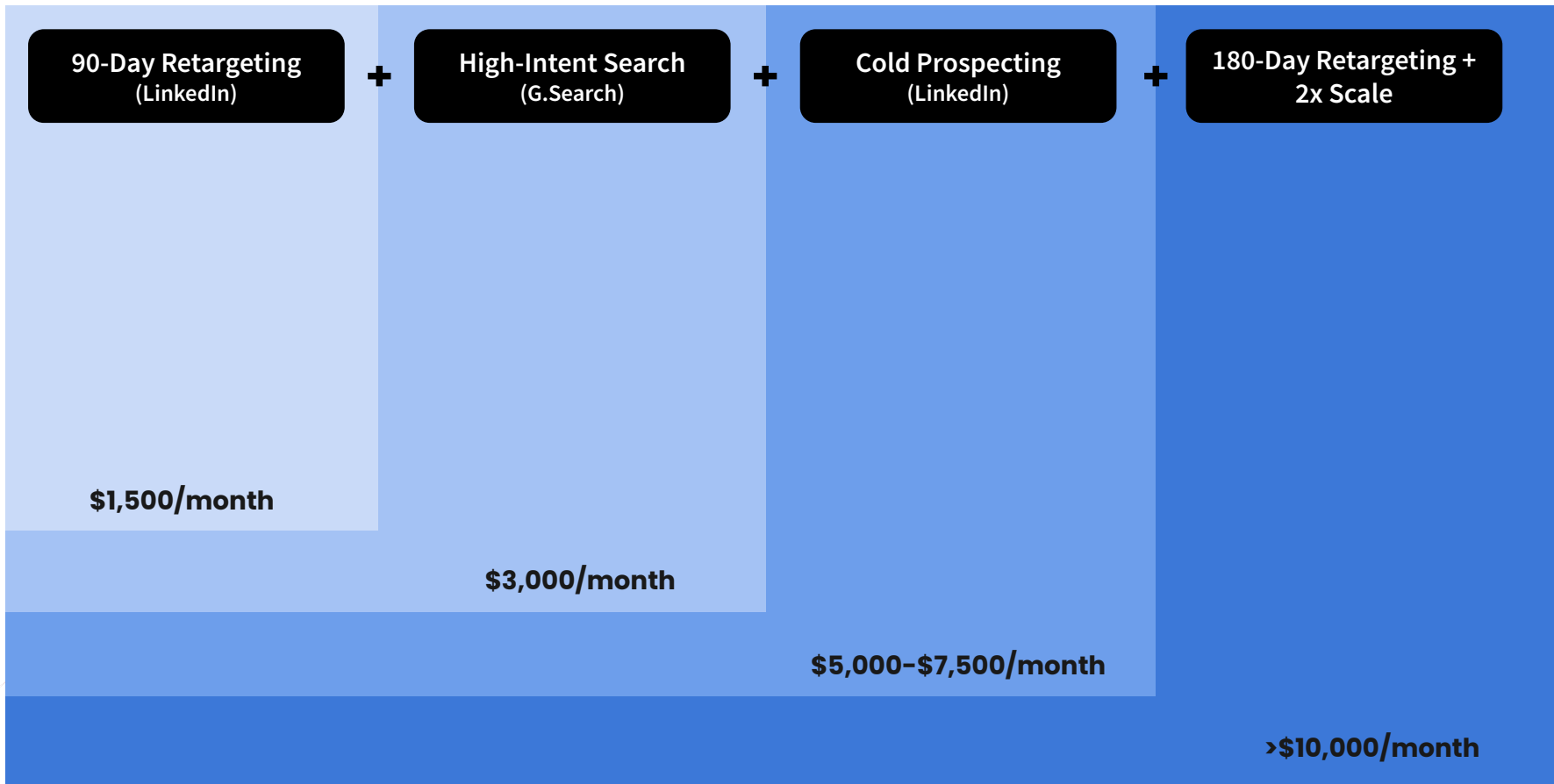
# How to use the Demand Marketing Ecosystem

- Graphic depicts how each channel is incorporated to provide short & long-term engagement to prospects
- Cold layer is used to drive new audiences to the website to build a retargeting audience
- This will then trigger a 1-90 day (lookback period) retargeting layer to try to drive further engagement and some early conversions
- This will then flow into a 90-180 day retargeting layer to stay top of mind

## B2B Ads Budget Scale – Not enough web traffic



## B2B Ads Budget Scale – Enough web traffic





# How to use the B2B ads budget scale

- Graphic refers to the recommended budget scale for clients if we were to run all these ads at the same time
- Most clients have been unsuccessful with ads and lack trust. We can start small to show early success before scaling
- Ad budget can be balanced/cycled between cold prospecting or retargeting even on a tiny budget, but this would of course limit potential growth
- Graphic is divided into 2 scenarios, those with no web traffic and those that already benefit from a sizable incoming traffic



# Lead gen goes way back...



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**beforeSign™ E-Signatures**

**The Forrester Wave™, E-Signatures, Q2 2013**

2010s



# A shift is happening.

## Looks the same. Feels different.

**76% of people abandon forms after starting**



**Save Time by Seamlessly Connecting eSignature...**


Boost Productivity with the Leading eSignature Solution.

**Sign up**

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3 things NVIDIA achieved in its agreement transformation:

1. Reduction in time to market
2. All reviewers efficiently and effectively providing input
3. Integrity in the process



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As a business owner, it can be helpful to have a solid understanding of the different types of commonly used contracts. Here's a little info you might find useful: <https://bit.ly/3QLoAWq>

**10 general types of contracts you should know**

- Fixed-price contracts
- Cost-plus contracts
- Time & materials contracts
- Unit pricing contracts
- Unilateral contracts
- Bilateral contracts
- Simple contracts
- Implied contracts
- Express contracts
- Unconscionable contracts



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