

Unleash the Power of Next-Generation Demand Generation



What is **BOLD** demand generation?

Demand generation is the lifeblood of most B2B marketing departments. At a tactical level, it provides leads to sales and other channel partners. At a strategic level, it activates the entire buyer journey from awareness through purchase. Perfecting the process leads to higher conversion rates and faster growth.

How are **BOL's** demand generation services unique?

BOL partners with clients to grasp the motivations of their target audiences and creates programs and campaigns that routinely deliver outstanding results. From strategy and research through measurement and analysis, BOL leverages the full suite of tools to enhance awareness, foster engagement, and drive conversions.

Our approach

- Focuses on finding the shortest path to desired outcomes
- Creates engagement and action with each step of the buying journey
- Adapts to changing needs and technologies
- Employs next-generation analytics and technology

923% more MQLs than their goal

\$5M in pipeline

\$3M in revenue from net new customers

600% improvement in marketing ROI





How we measure impact

Engagement Metrics Impressions, Time On Site, Download, Response Rates

Lead Metrics New Contacts, MQLs, SALs, SQLs, Opportunities, Pipeline

Account-Level Metrics Accounts Engaged, Contacts Per Account

Business-Level Metrics Revenue, Return on Marketing Investment





Business-level metrics

revenue, return on
marketing investment



Proven impact

Faster time-to-revenue by better matching marketing and selling efforts against buyer needs at each stage

Better return on marketing investment by prioritizing efforts and resources around most likely buyers and growth opportunities

Faster time-to-impact through better team alignment around the customer buying journey, including experience development, content plans, and stage-based measurement

Higher impact campaigns and stronger customer engagement using deeper audience and market understanding

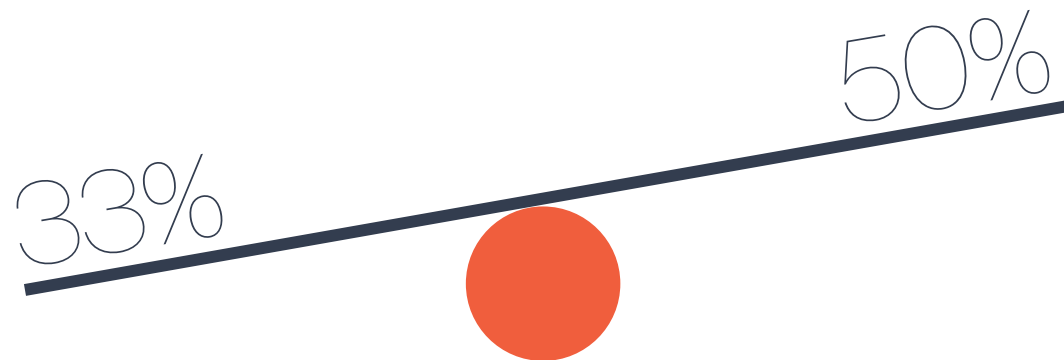


Frequently asked questions

What is the most important consideration in growing the sales pipeline?

Remember to nurture your leads. Many organizations think of demand gen as a 1-step campaign motion. But the majority of prospects aren't ready to talk to sales after a single touch. Nurturing leads accelerates pipeline velocity and boosts sales.

Forrester reports that companies that nurture leads can generate up to 50% more sales at about 33% less cost than competitors.



How does demand generation differ from lead generation?

Lead generation is a subset of demand generation focused on driving contacts toward consideration. Generally, success with lead gen is dependent on having a reasonable degree of company and/or solution awareness. BOL often executes lead generation programs but usually as part of a larger set of demand gen activities to ensure a more comprehensive approach to engaging contacts.

Does demand generation differ from growth marketing?

Yes. Growth marketing is generally focused on leveraging many of the same tools as demand gen but highly aligned to digital conversions. In general, growth marketing came out of the B2C world where conversions-to-sale are more easily and directly measured. In the B2B world, with layers of indirection and often long sales cycles, the idea of growth marketing looks more like a data-driven version of lead gen and like a subset of demand gen focused on down-funnel activity.

What are the most appropriate metrics to consider?

While the ultimate measure for successful demand generation is pipeline creation and revenue, many key metrics cover demand gen. Intermediate measures like marketing qualified leads (MQL), sales accepted leads (SAL), and sales qualified leads (SQL) guide the effectiveness of targeting and campaigns. Dollars per lead and return on marketing investment (ROMI) will help understand which channels and segments are more fertile. And watching engagement metrics like response rates and time on site can guide marketing and content efforts. Finally, as organizational tracking improves, attribution and touchpoint analysis will provide a more objective way to evaluate marketing and selling activities.

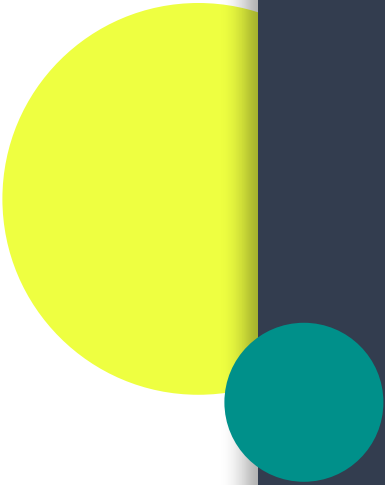


What should a B2B company expect to pay per lead? Per MQL? Per SAL?

These costs will differ greatly based on the marketing tactics and channels used. One source suggests that paying \$150 to \$200 per MQL isn't too much – assuming that MQL to SAL conversion is greater than 80% (meaning that marketing is targeting the right audience). Another source covering the SaaS market suggests that the average cost of acquiring a customer is around \$725 – but this varies widely. BOL works with clients to establish appropriate benchmarks and tracking.

Can demand gen and ABM work together in a go-to-market motion?

Yes. Often, materials developed for ABM motions are easily adapted for broader demand gen programs and vice versa. Also, accounts can be chosen for an ABM motion based on the results of demand gen programs.



Want to fill
and accelerate
your sales
pipeline?



CONTACT A BOL DEMAND GENERATION EXPERT TODAY