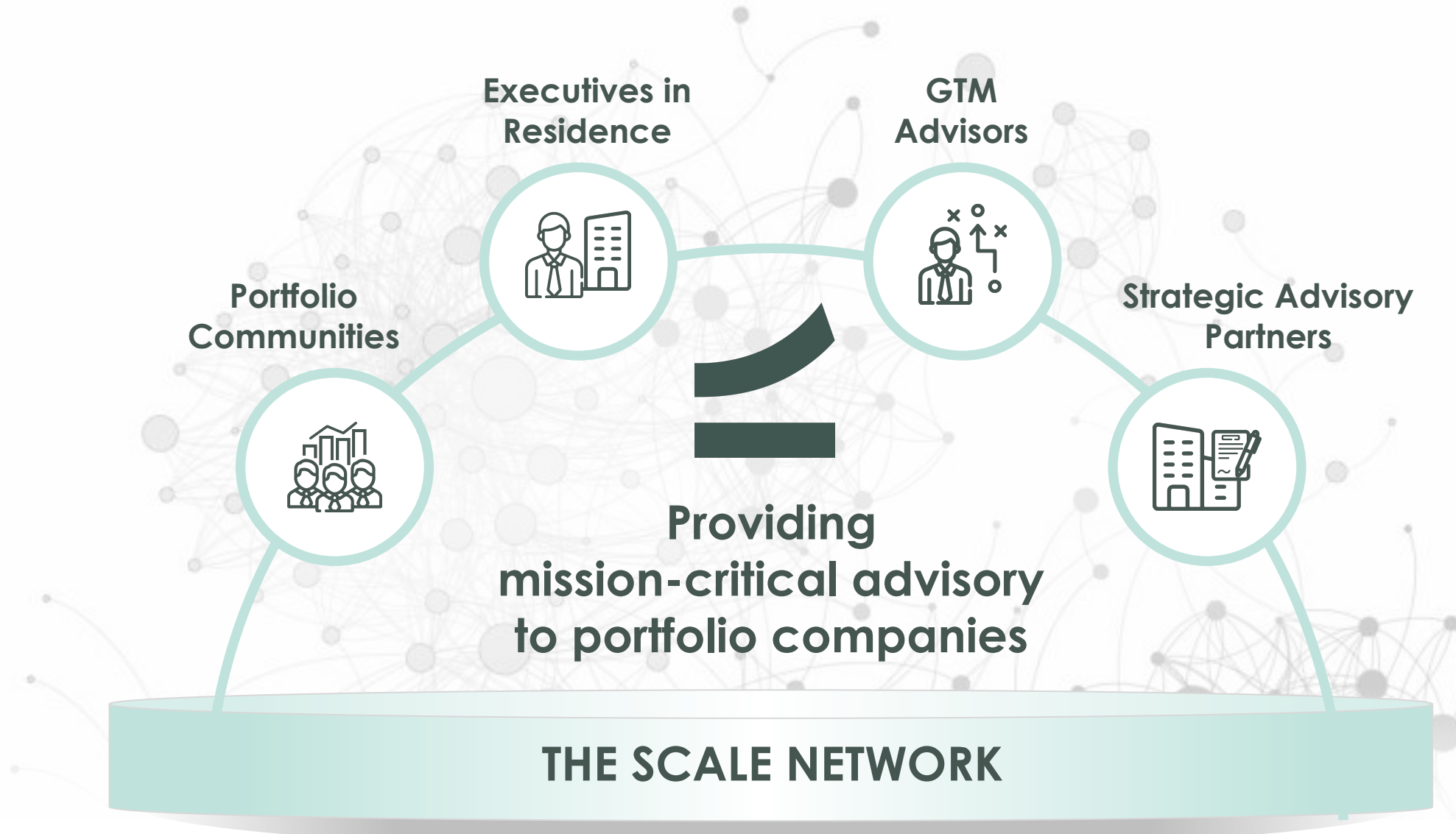Scalable Digital Marketing

Demand Creation and Demand Capture to Increase and Close Pipeline in 2023 and Beyond

January 2023 | Prepared for: SCALE

Obility
we know b2b

Brought To You By The Scale GTM Platform Team

Executives in Residence

GTM Advisors

Portfolio Communities

Strategic Advisory Partners

Providing
mission-critical advisory
to portfolio companies

THE SCALE NETWORK

Thank you for your time today!

Mike Nierengarten

Founder & CEO, Obility

Matt Amundson

Executive in Residence, Scale Venture Partners

Proven Experience Driving Results

"More than doubled pipeline within a few months of coming on the account"

David Cain
CMO, Autodesk

SCALE
Portfolio Companies

"Obility consistently delivers great results. They're committed to our success"

Matt Amundson
Executive in Residence, Scale Venture Partners

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Approach to
Lead Generation

Lead Gen – What & Why

Lead Gen is an approach where <u>quality leads</u> are the focus.

Add leads into the pipeline, score leads, and use lead nurturing & Sales to close leads.

- Email nurture educates, builds trust, and increases affinity

- Assets are gated

- Demos are run by sales teams

- Measurement on lead quality, pipeline, and revenue won

Works well : Sales hungry for leads to work and management wants to measure performance directly

Fails: Lack of strong content, poor nurturing programs, or coordination with Sales

Content Mapping

In lead generation, content is meticulously mapped by relevance, behavior, and buying cycle

Source: Marketo's Definitive Guide to Lead Generation

Compelling Content Folks Want

70 pages

Table of Contents

Content Marketing Workbook   2

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Compelling Content, Cont.

Short-Form Landing Pages

Strong, compelling content allowed for short-form landing pages that focused on selling the content

Lead Nurturing

Lead Nurturing – What & Why

Lead nurturing is <u>educating leads</u> through email marketing based on behavior, firmographics, and buying stage.

- Recognizes leads are not ready for Sales
- Sends content based on behavior
- Recycles closed-lost opportunities
- Requires strong content
- Without behavior tracking, it's just email marketing

"Leaking" Leads

Source: Marketo's Guide to Lead Nurturing
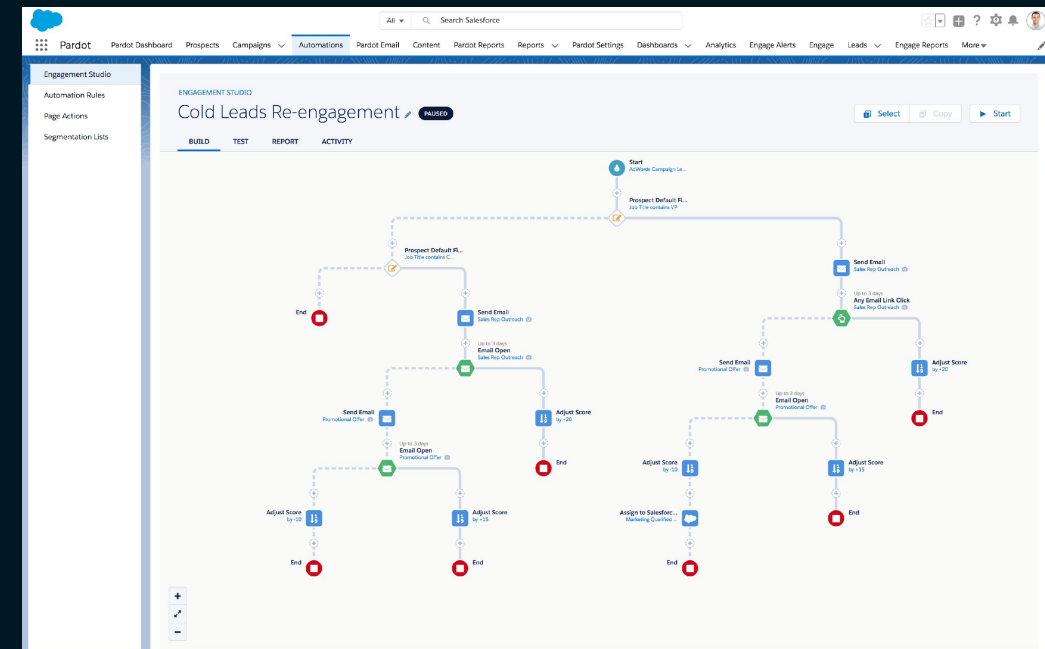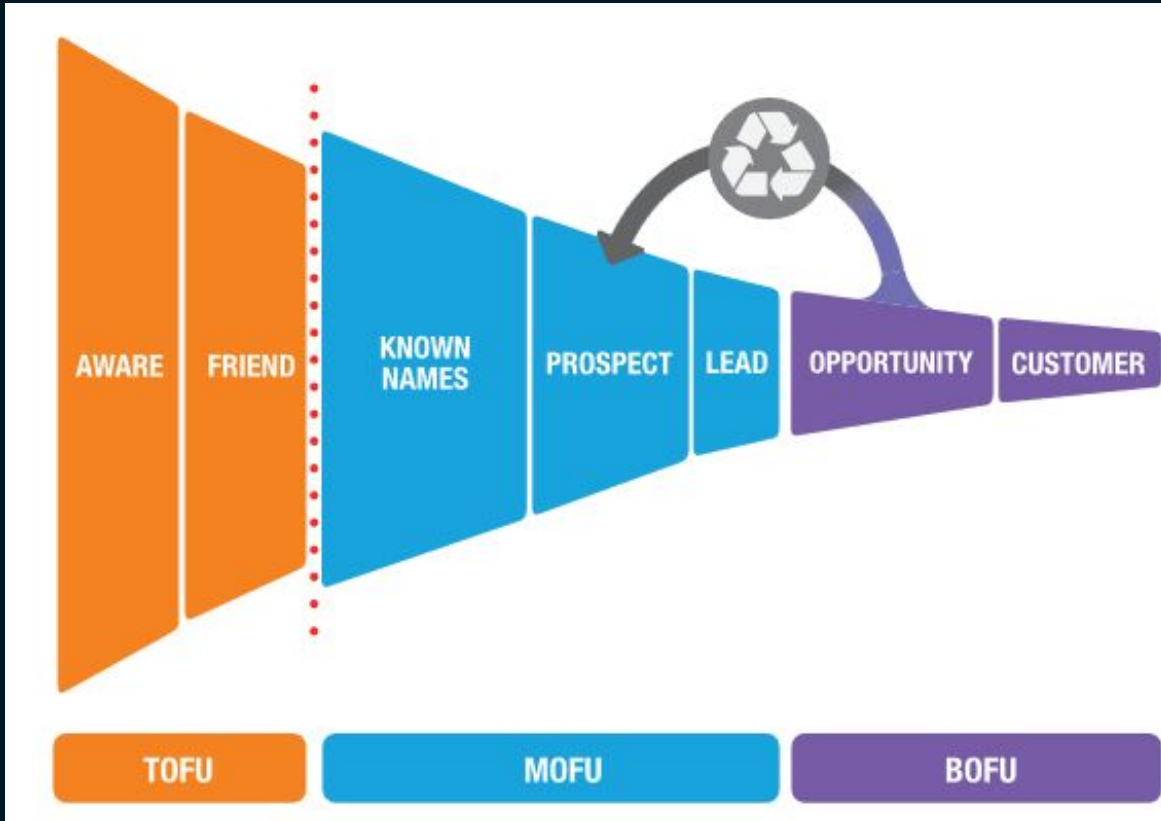
Lead nurturing is a prerequisite for lead generation because demand for a solution naturally falls off

Accounts become more open to the status quo and less likely to purchase a solution without nurturing

Content

Approach to
Product-Led Growth

Product-Led Growth – What & Why

PLG is where user acquisition is driven primarily by the product

The focus is getting folks to try the product, and <u>the product will sell itself</u>

- Drive folks to free trials or freemium version
- Nurture folks with uses and case studies
- Think Slack or Canva or Figma
- Sales comes in post-self-serve

Works well: useful product – especially where high collaboration is requisite

Fails: product unintuitive or not valuable, product engagement low

PLG Nurturing

~~Demand Gen~~
Let's Call it Demand Creation

Effective Demand Creation

Demand Creation is an approach where <u>leads are not the focus</u>.

The focus is on engaging & educating your target market in the belief they will reach out to sales when they are ready

- Brands build credibility, gain trust, & increase affinity with their target market
- Assets are ungated
- Demos are self-serve
- Measurement on engagement and brand lift

Works well : a lot of non-sales-ready or unqualified leads

Fails: measurement is impractical and internal alignment is essential (incongruent with lead quotas or where Sales relies on leads to "work")

Effective Demand Creation

1. Demonstrate expertise
2. Offer customer proof
3. Borrow authority
4. Provide specific claims
5. Clearly state who you are for
6. Showcase the product
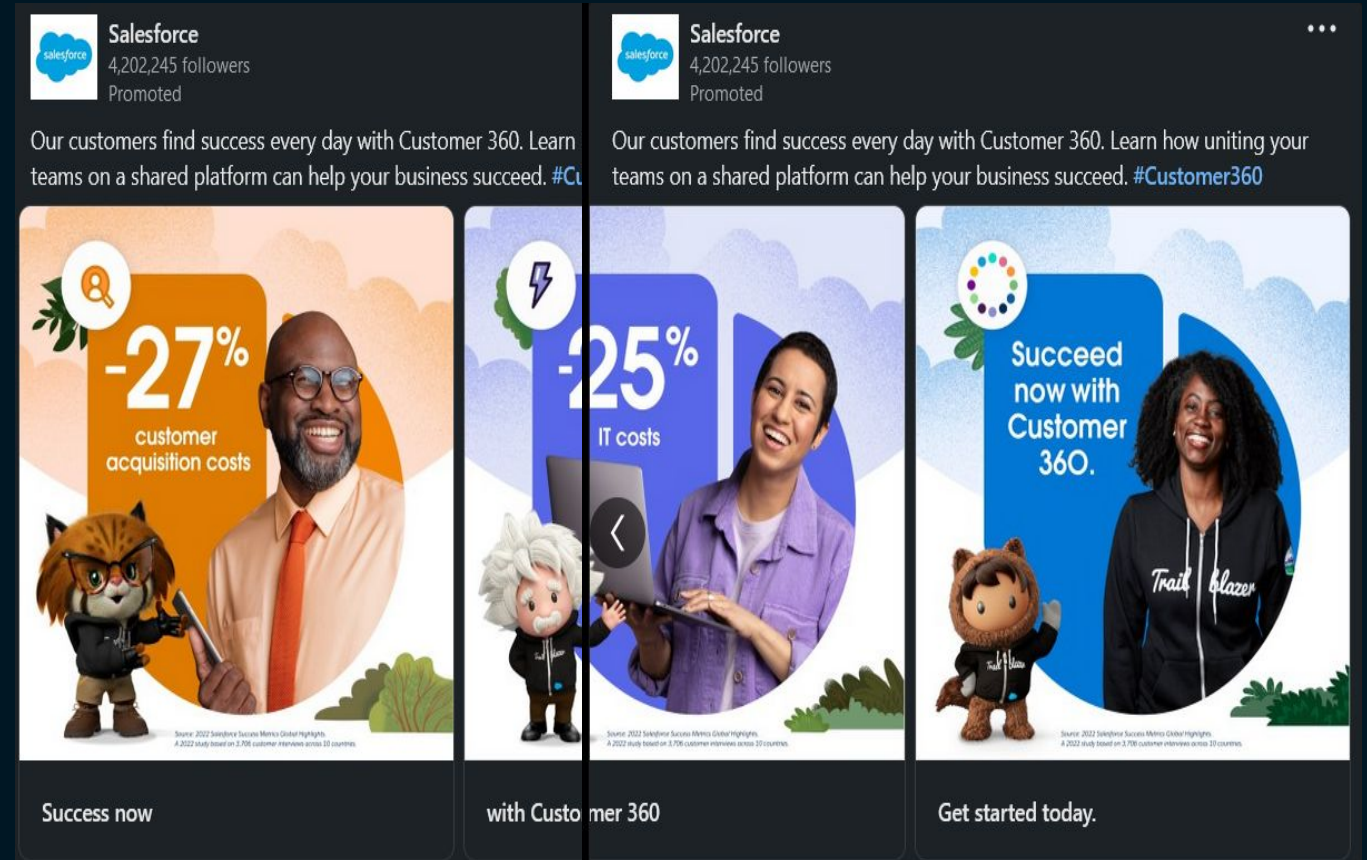
Domain Expertise

Build trust by showcasing domain expertise to target market.

Don't be shy in sharing valuable insights within the post. Nuggets of information build trust.
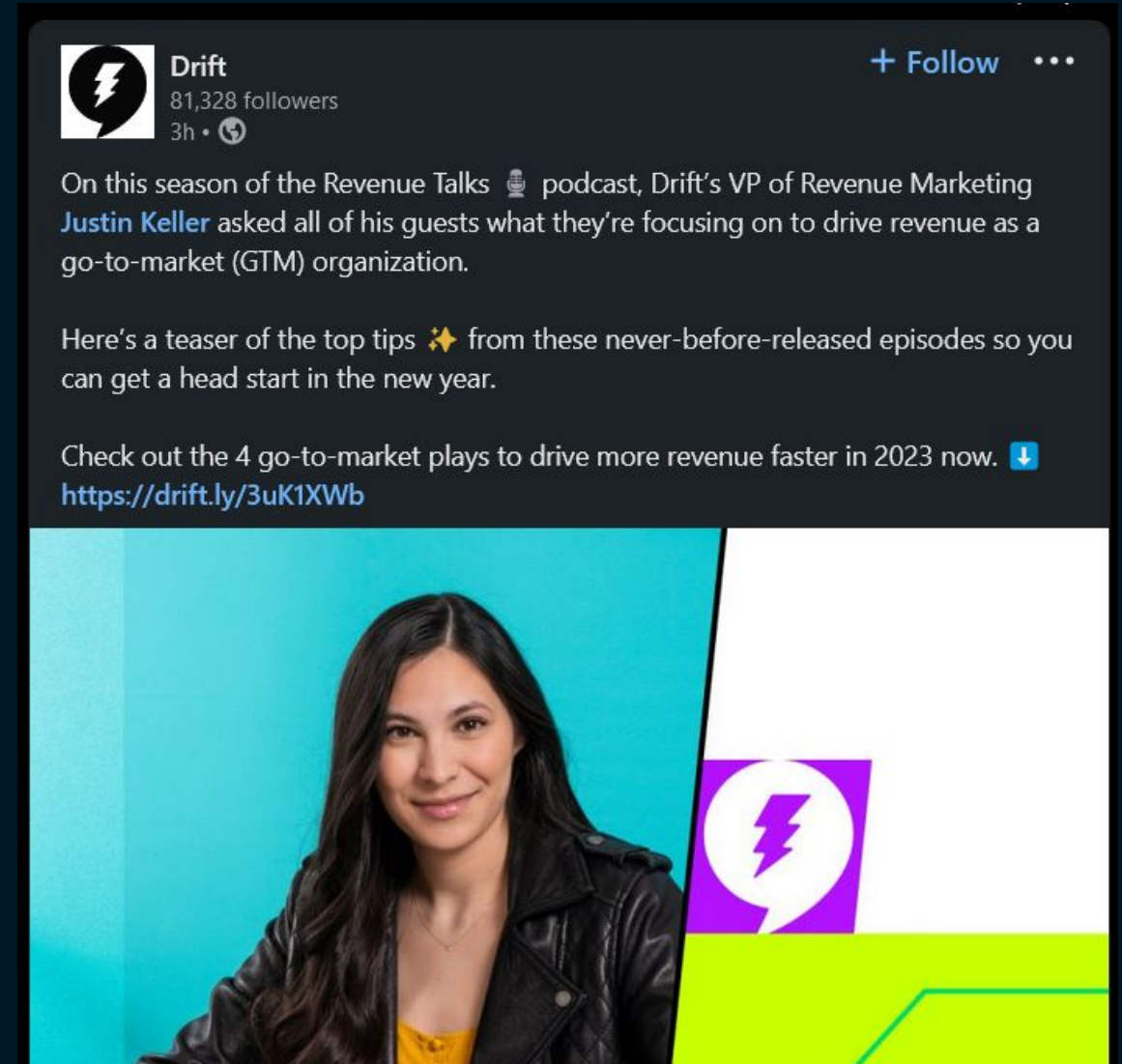
Sharing Customer Success Stories

When highlighting customer success stories, specificity is crucial.

Astounding 4.48% CTR

Borrow Authority

"Recently I sat down with Nick Mehta, CEO of Gainsight, to discuss how to scale your organization"

"Nick Mehta runs Gainsight, a company that Vista acquired for $1,100,000,000. He knows a thing or two about scaling organizations..."

10x

24

Showcase Your Audience with Community

Reflect the target market in ads. Call out specifically with whom your solution works best

Showcase Your Audience with Memes

Memes are to demand creation as swag is to lead nurturing

Don't underestimate the power of memes

Familiarize Folks with Your Product
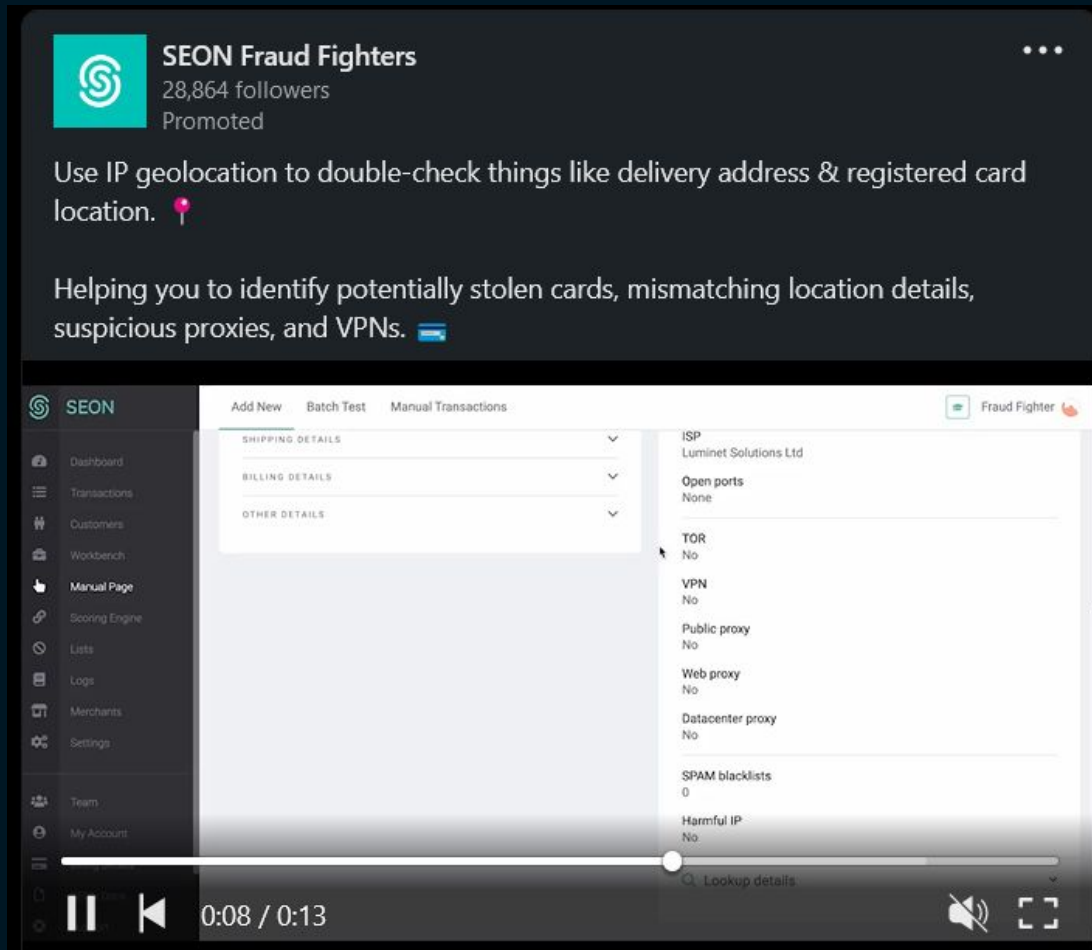
Bring the demo out in the open rather than gating

Zero-Click Content

Zero Click Content

Zero-Click content is content that offers valuable, standalone insights (or simply engaging material), with no need to click. Clicking might be additive, but it's not required.

It means optimizing impressions without the goal of earning that click – often giving the juiciest information upfront and building enough goodwill that your audience remembers you next time and seeks you out later.

For the audience, Zero-Click content means less time wasted. They're busy. They want the dopamine hit now, and then will decide if it's worthy of committing to reading a 2,000-word blog post, watching a 26-minute YouTube video, or listening to a 50-minute podcast.

If a company is generous enough to give the punchline or the three most salient takeaways, folks know the long-form version of whatever it is they're promoting is going to be worth it.

Source: Amanda Natividad

Demand Creation in Search

Subject: **[STAT/INSIGHT]**

Hi [FIRST NAME],

As a [JOBTITLE] you may not be surprised to hear a recent stat that [STAT]. That means businesses are losing [TRANSLATE STAT INTO REAL NUMBERS].

This is due to [INSIGHT/PROBLEM].

What are you doing to solve [BUSINESS PROBLEM]?

Customers like [CUSTOMER NAMES] were able to achieve [STRATEGIC OUTCOME] by [IMPLEMENTING SOLUTION].

If we could do the same for you, would that warrant a conversation?

- [YOUR NAME]

WHY IT WORKS:

Lead with an insight

Introduce a learning or insight to position yourself as a trusted advisor and elevate your prospecting.

Loss Aversion

This powerful copywriting technique leverages psychology: Human beings are TWICE as likely to take action to prevent a loss as they are to obtain a benefit.

Present the meeting as an investment

Asking for time is a losing strategy. Instead, couch your offer as an investment that can produce a return for your buyers.
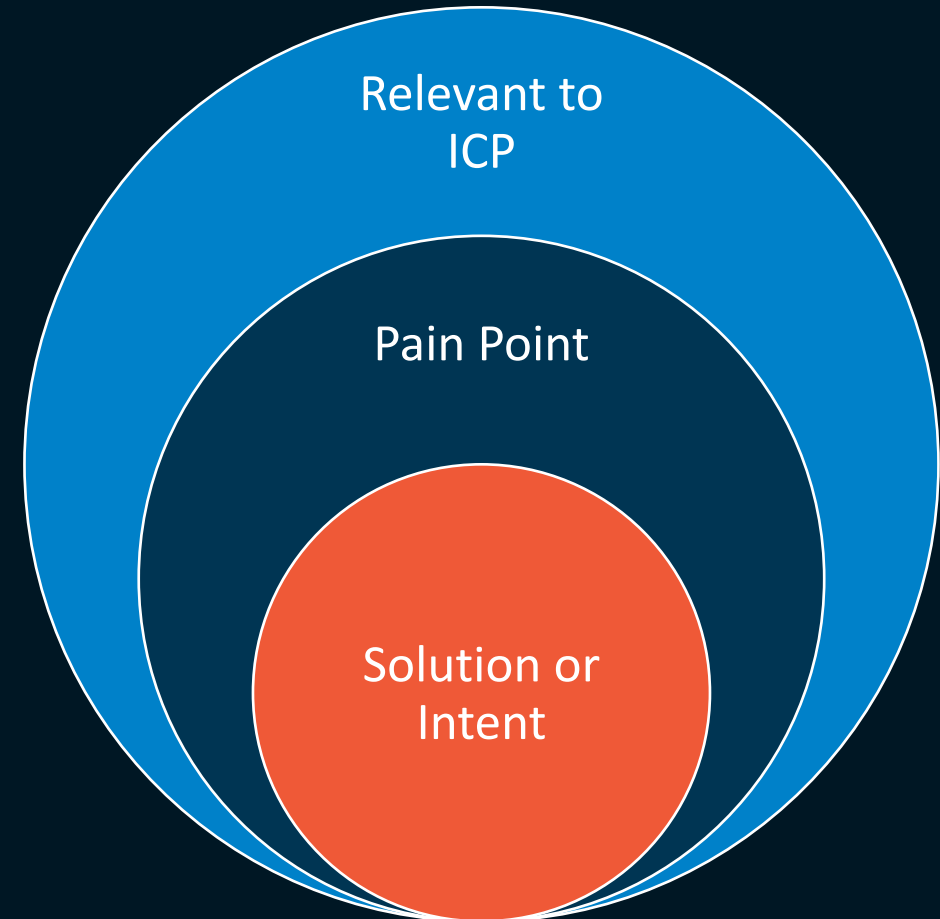
Gong Sales Email Templates

Relevant to ICP

Pain Point

Solution or Intent

Demand Creation Measurement

Highest-Influenced Companies – Won Opportunities

Company	Engagements	Clicks	Impressions
Curaleaf	347	323	883
BetterUp	223	128	11277
NerdWallet	86	53	1634
FiscalNote	72	54	573
Accenture	66	28	6356
JPMorgan Chase & Co.	61	50	1717
Morning Consult	61	20	1135
Siemens	60	9	3822
Elligo Health Research	56	53	316
ExtensisHR	53	26	1495

Measure engagement/lift:
- Engagement (pages visited, time on site)
- Increase in direct traffic, brand impressions
- Content consumption (e.g. how much of the guide did they read)

Brand Lift

Marketing's Impact on Obility Direct Traffic and Organic Traffic to Homepage
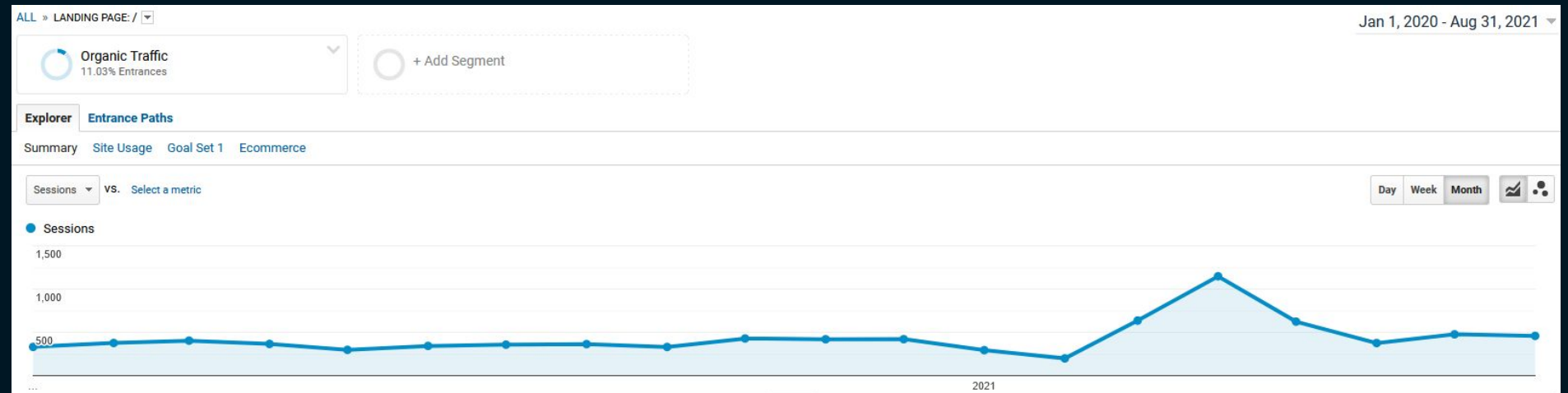
Approach to

Demand Capture

Demand Capture – What & Why

Demand Capture actively identifies folks who are in-market and showing high intent to purchase

The focus is on <u>converting folks who are almost ready to buy to closed-won</u>

- Most valuable prospects because in-market

- Assets are gated

- Goals: more at-bats and higher close rate

Works well for 100% of companies

Fails when companies are leaving opportunity on the table

Demand Capture is EVERYTHING

*Demand Capture is the most important thing in the world!**

(if your world is Marketing)

Where people raise their hand
- Referrals (including channel partners)
- Comparison sites (G2, TrustRadius)
- Searching for a solution
- Considering a competitor

Nurture In-Market Audiences with Your ICP

With demand capture only, ~3-15% of in-market audiences convert to leads in paid search. 85-97% of in-market is lost.

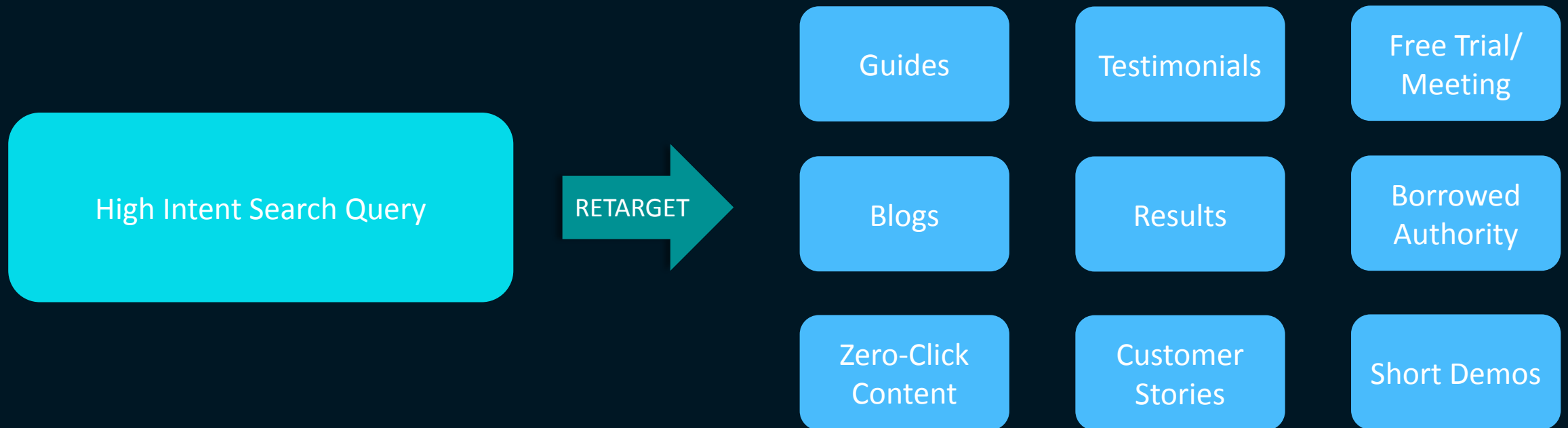Paid search + paid social builds trust and credibility with in-market audiences
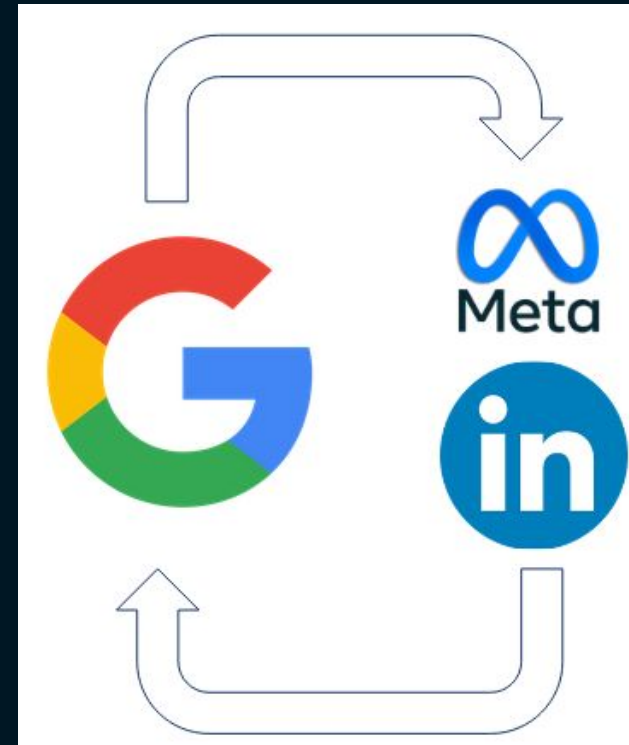
Overlaying paid search traffic with customer profile attributes on LI, you reach in-market audiences within your ideal customer profile
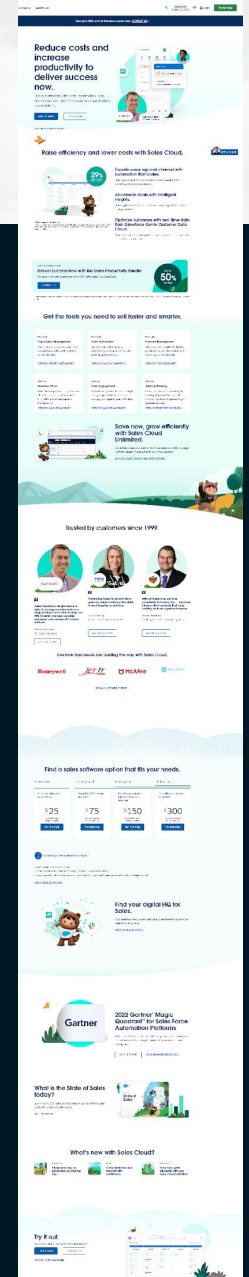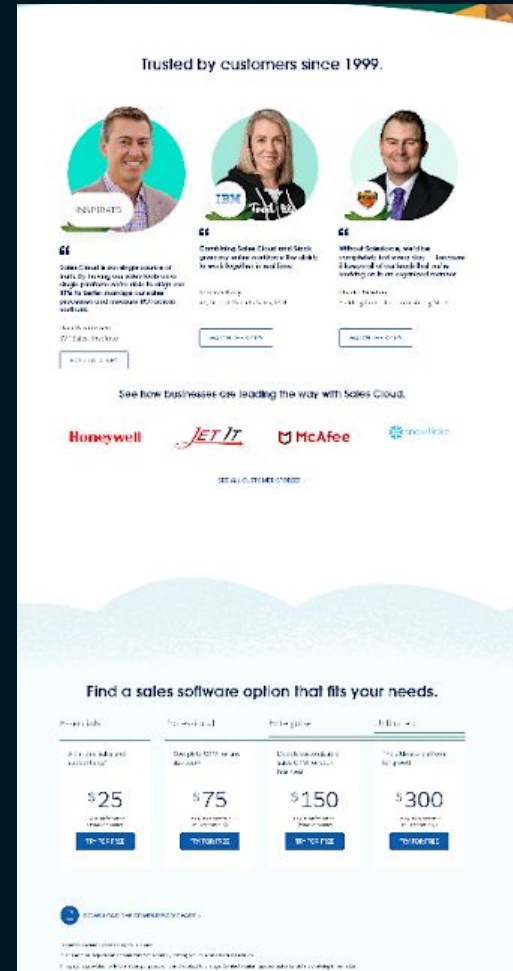
Capturing All of Demand Capture

Paid Search & SEO

Paid Social Retargeting

30-60-90 days

High Intent Search Query

RETARGET

Guides

Blogs

Zero-Click Content

Testimonials

Results

Customer Stories

Free Trial/ Meeting

Borrowed Authority

Short Demos

Long-Form Landing Pages

Long-form landing pages increase the opportunity to capture demand by building credibility and trust

A Strong Mix of
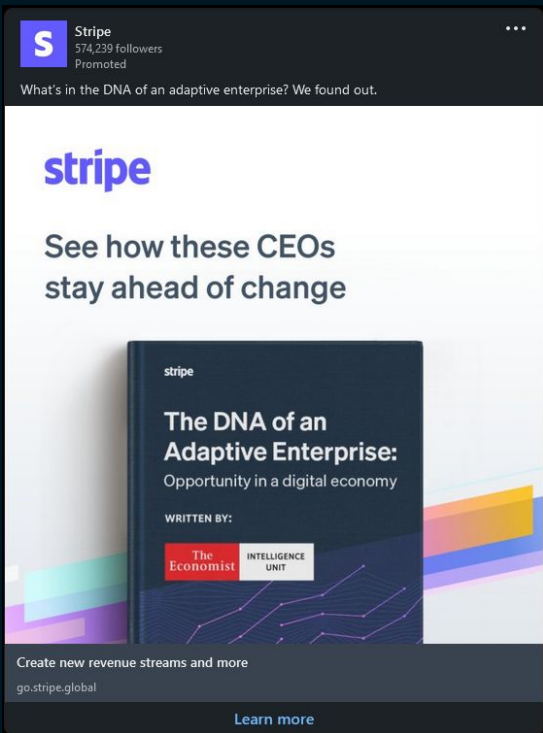# Demand Creation, Lead Gen, & Demand Capture

Consider How We are Gating Content

Behind a Click

Behind a Form

Behind an Open

Digital Marketing Requires a Mix

Keep Demand Capture @ 💯

Lead Gen
Internal Nurturing
Gated
Measurable
Compelling Content
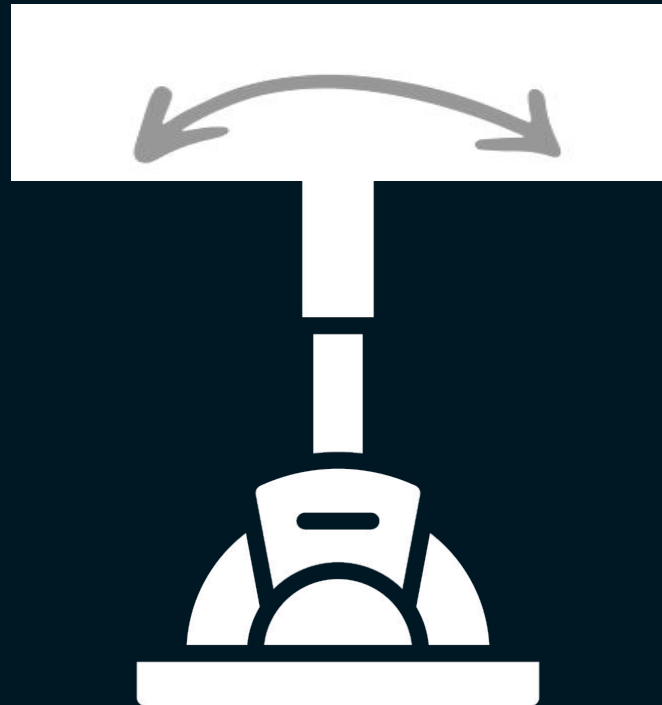
Demand Creation
External Nurturing
Ungated
Difficult to Measure
Frequent Content

Find the right balance

Happy to Discuss More

Free Assessments

- Paid Search & Display
- Paid Social
- SEO
- RevOps Implementation
- Content

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