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# The New State of Demand Generation:

5 Essential Ways to Adapt Your Lead Gen in 2020's New Reality

Lead Generation / COVID-19 / Digital Advertising / Strategy / Demand



**When you were building your marketing plan** at the beginning of the year, you most likely didn't factor in the COVID-19 pandemic. The unforeseen implications of the global shutdown have impacted us all, personally and professionally, but it also managed to teach us a very important lesson - opportunity and growth can come out of disruption. Now is the time to adapt your suddenly outdated strategies so that you can still triumph during this uncertain time, rather than fall behind because you didn't pivot when you still had the chance.

**“ how in the world am I supposed to generate demand right now with top conferences being cancelled and in-person engagements being out of the question? ”**

At this point you've probably thought “how in the world am I supposed to generate demand right now with top conferences being cancelled and in-person engagements being out of the question?” many times. And the reality is that for countless companies, carefully

planned marketing and advertising initiatives have been disrupted due to drastic change in behavior and budget cuts. So how are we supposed to still meet our goals and KPIs given these new constraints? We'd like to share several tactics that have been instrumental in lead generation for our clients during this social distancing shutdown. These tactics were mostly in place before the COVID-19 disruption and will prove to remain relevant even after life has gone “back to normal” (whatever that means!) for marketers.

For reference, since February 1, 2020, our aggregate results from using these tactics are:

 **4K+**

**High Intent Inbound  
Leads Delivered**

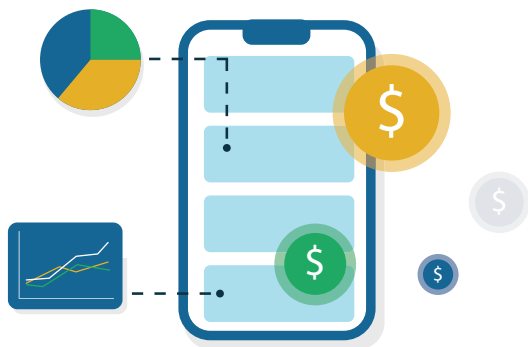
 **100%**

**Job Title  
Qualified Leads**

 **13%+**

**Average Demo  
Set Rate**

With these results in mind, we have compiled 5 crucial strategies marketers can take to address the change in the demand generation landscape in light of the COVID-19 crisis.



### **Tactic #1:** **Keep a large portion of your lead gen budget in the digital world.**

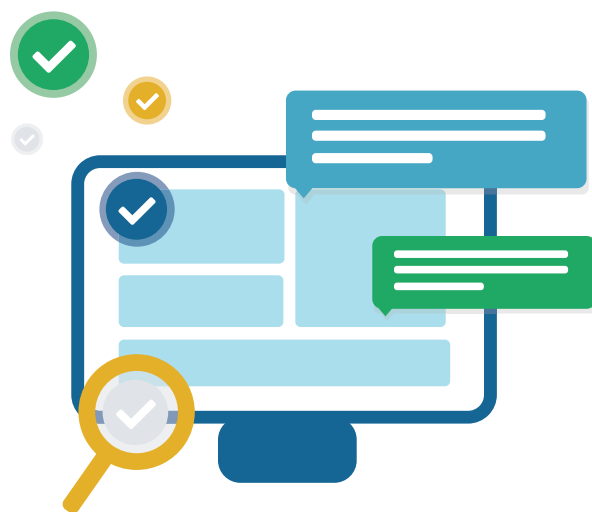
As people remain at home, they are spending a lot more time on their devices. Digital consumption has risen sharply, advertising networks are reporting record-breaking traffic, and we're seeing consistently high digital conversion rates. With marketing initiatives that

originally relied on conferences, in-person engagements, and call centers not yielding the necessary lead quantities, the most strategic channel for you to divert these budgets to would be digital.

Digital inbound campaigns increase your chances of reaching prospects who we have seen, despite everything, are still accessible and ready to engage. Data-driven targeting across all major networks gives you access to your ideal prospect throughout their digital journey, which is currently very extensive. These lower funnel leads are more qualified and a better utilization of your resources and sales efforts. As you start depending on your digital advertising budget to generate your leads, you have a solution that can be incorporated into your marketing mix no matter the global climate and will stand the test of time.

### **Tactic #2: Focus your goals and messaging on generating sales-ready leads**

The old adage that quality is better than quantity has never been more true for marketers. Gone are the days where having a pipeline filled with cheap, unqualified leads counts for something. This is a trend we were seeing well before COVID-19, but now it is more important than ever: executives are completely focused on demo set rates and win rates. This means that marketing managers and sales managers will be more aligned in hitting goals and KPIs than ever before, and as a result, leads that are generated by marketers need to be sales-ready.



So what is a sales-ready lead, anyway? We define a sales-ready lead as a prospect that has willingly and voluntarily booked a meeting or filled out a lead form, in exchange for a piece of branded content or a promise that they can learn more about a company's specific product or service. They are leads that are high-intent and job title qualified. These are the "holy grail" of leads, and the industry will now be viewing them as the rule, not the exception.

And how can marketers ensure that every single lead generated is sales-ready?

- ✓ **Target ONLY your ideal target market by using deterministic audiences**
- ✓ **Develop high value content that primes your users to set a demo**
- ✓ **Optimize your budget based on SDR/CRM feedback, *not* CTR or conversion.**  
**Any ad, offer, and asset that is leading to demos is where the majority of your focus needs to be.**

### **Tactic #3: Optimize your lead quality with a Cost-per-Acquisition program to increase ROI and reduce risk**



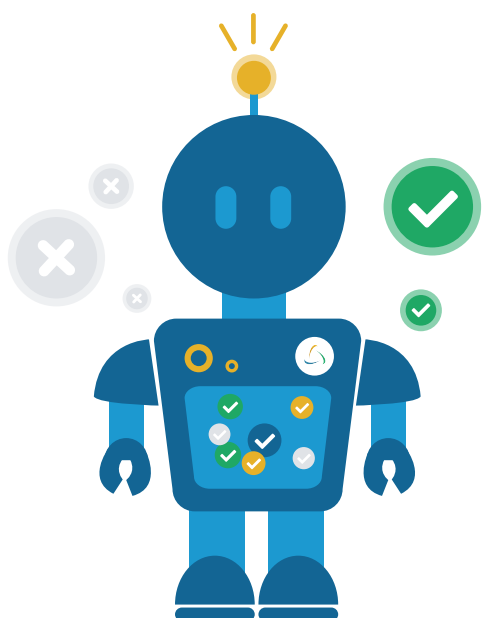
We often hear from marketers that they're able to get "cheap leads." It comes across as a brag, until we ask them how many of those cheaper leads are actually qualified and closed. The amount of time, energy, and payroll dollars that go into having a sales team chase after cheap, unqualified leads is astounding. This is why executives with the bottom line at top of mind will be holding their marketing and demand managers more accountable for the ROI of their lead gen initiatives.

If you take a deeper look into your cost-per-acquisition, you will find that a large chunk of your budget and manpower cost is going toward chasing leads that shouldn't have been in your pipeline to begin with. And in the new world of demand generation, you will need to be more aggressive than ever in trimming anything that isn't providing ROI.

The harsh reality is that sales cycles will need to shorten now that companies have lost ground to make up, so top-of-funnel marketing and long-winded nurture campaigns will not deliver the immediate ROI that your company needs to see. With that in mind, calculate a CPA that makes sense for your growth goals, and start shifting your focus to higher quality, deeper funnel inbound leads.

The added bonus of CPA and CPL programs is that you only pay for the qualified leads generated, eliminating risk and wasted costs associated with marketing programs that don't guarantee results.

## **Tactic #4: Introduce solutions that automate your marketing efforts and are AI-driven**



If they haven't done so already, many companies will be trimming some of the redundant roles on their payroll, and will expect their teams to be more nimble than ever. Marketers will need to navigate these big changes in staffing, as well as changes in the demand generation landscape, by utilizing tools and technologies that automate their workflow. For example, what we hear from most marketing teams (and used to experience ourselves), is that one of the most time-consuming parts of the advertising and lead generation process is attribution. But attribution is going to be more necessary than ever when you are proving ROI (as we discussed in the point above). This will require marketers to be able to track wins all the way back to the first digital "click." How

can this process be automated now that your team is becoming more lean? What can you integrate into your existing martech stack that won't require exorbitant staff training?

As you look for solutions that use AI to automate your most time-consuming tasks, remember that tracking your data now will be key. People are creating more data points than ever while social distancing. Make sure that you are keeping track of all the granular details of your campaigns so that as they continue to run, you can create more data points that will help you successfully adapt to any new tech you decide to implement.

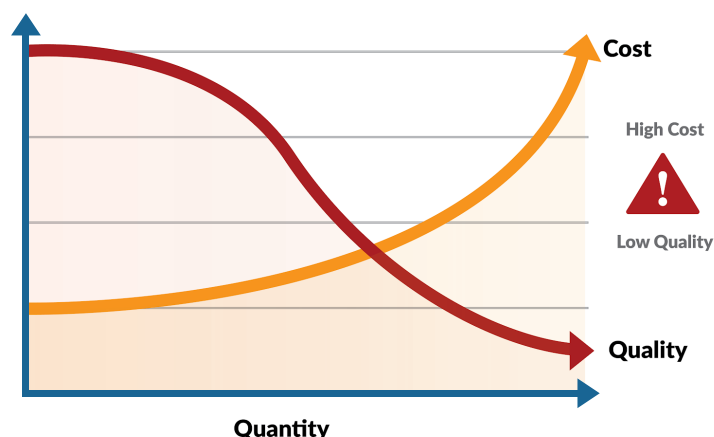


## Tactic #5: Develop a scalable model for your lead generation in order to see lasting growth

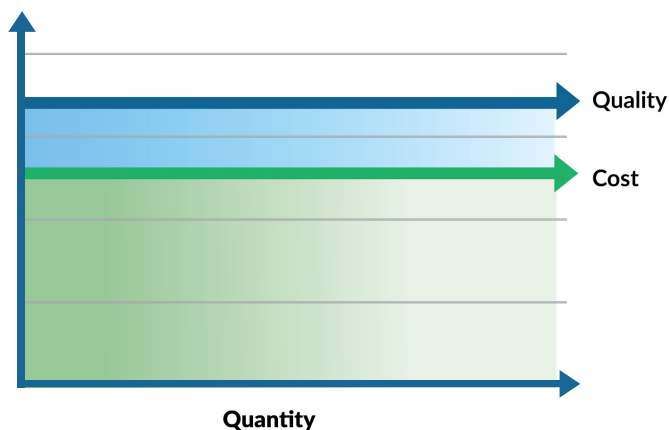
As this new era of demand generation comes with increased uncertainty, companies will need to think about what will provide long-term success, rather than just focusing on the present quarter. Solutions that can't be scaled won't lead to growth for you or for your company.

We like to think of demand gen like a faucet...it will ebb and flow based on your company's unique quarterly, and even monthly, goals. But in order to ensure lasting growth, you will need to provide accurate projections for how many sales-qualified leads you'll be delivering to the sales team, and if they start to need more you'll need to make sure that you can increase the quantity without hurting the quality of your leads.

The industry standard for lead gen usually follows the law of diminishing returns and looks like the graph to the right. When the sales team requests a higher quantity of leads, the solutions marketers have been depending on start to significantly dip in quality, while cost starts to drive up dangerously high. But "It's impossible to scale" isn't an answer that executives can afford to settle for anymore when trying to experience growth.



The below graph shows a healthy, fully scalable program that ensures highly qualified leads while maintaining a consistent cost, even with increased quantity goals. This offers the predictability and scalability that executives need in order to forecast and hit their goals.



Your final challenge in this new era of demand generation is to provide a solution that offers predictable scalability and control over the volume of inbound leads based on your growth goals, while keeping your CPL constant.

We aren't sure what the future holds, but we have seen many marketers use these tactics to become champions, and feed their companies with dependable growth even during this time of uncertainty. Utilizing your time to start mastering these tactics now, instead of "waiting and seeing" or "letting the dust settle" could be the catalyst you need to experience growth that exceeds what you had previously projected.

## Want to get a head start on generating the sales-ready inbound leads your team needs in order to reach your goals?

Genly is currently partnering with B2B companies to feed their sales teams with qualified inbound sales leads daily, and has a proprietary AI bot designed to integrate with your CRM and optimize your media buy based on the ads, forms, and audiences that are leading to the highest demo set and win rates. Contact us at [info@genly.com](mailto:info@genly.com) to learn more.

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