

DemandGen Overview

DemandGen is the partner that helps you accelerate time to value with your marketing technology investments. We know the blue-chip market analysts, technology vendors, thought leaders, and experts who have shaped our perspectives, so we can help you define and implement your Demand Factory™. But perhaps even more important, we roll up our sleeves and get to work alongside you to actually implement our recommendations. The end result? Your organization outperforms. Your competitors are flatfooted, while you enjoy personal and professional success. And at your firm, Marketing Matters Most.

Regardless of the size or scope of your project, the disciplines of our proven processes, and commitment of our team members still apply. We look forward to taking these transformative steps with you.

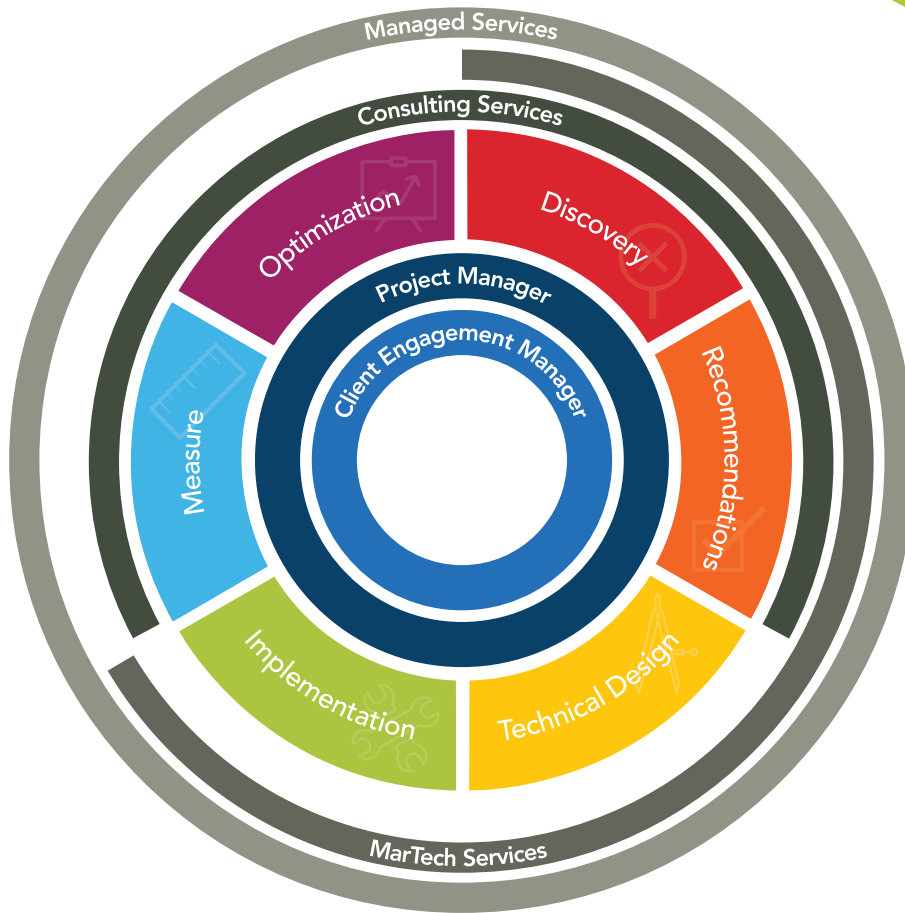
DEPEND US FOR:

- Best-practice expertise in utilizing and optimizing your marketing technology solutions to enhance ROI
- Dedicated campaign management for optimal efficiency and effectiveness of your day-to-day campaign execution needs
- Deep knowledge and experience in demand generation, nurturing programs, lead scoring, demand funnel management and sales and marketing alignment
- Expert guidance in measurement and reporting that supports data and insights with DemandGen’s revenue-based approach
- Hands-on integration, systems optimization, enablement, execution and engineered solutions

DEMAND FACTORY™

Although no marketing organization has all of the exact same challenges and priorities, virtually every high performance Demand Factory consists of four “ACME” areas which stand for the four core disciplines of high performance marketing: **Acquire, Convert, Measure, Expand.**





OUR ENGAGEMENT PROCESS

- **Discovery.** Our demand generation consultants invest in learning your business, marketing initiatives, goals, and challenges. We dig in and get up to speed quickly.
- **Recommendations.** We analyze your unique needs and business imperatives to create a project roadmap, blueprints, and recommendations in all areas that matter: people, programs, process, data, reporting, and technology.
- **Design.** Our team then creates the lead management blueprints, the lead nurturing flows, the lead scoring models, the reporting dashboards. We have the frameworks and recipes that work.
- **Technical Build.** We're more than big talk - we implement the systems and recommendations for you as an extension of your team
- **Measurement.** Our marketing automation consultants work with you to assess the entire process and validate desired outcomes.
- **Optimization.** We analyze your results and help optimize the programs and systems until results happen. We never set it and forget it.

“ We help you increase customer acquisition and expansion through better process and use of marketing automation.”

David Lewis, CEO | DemandGen® International, Inc.