

Balancing the Demand Equation: The Elements of a Successful, Modern B2B Demand Generation Model

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Availability

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Description of the Book

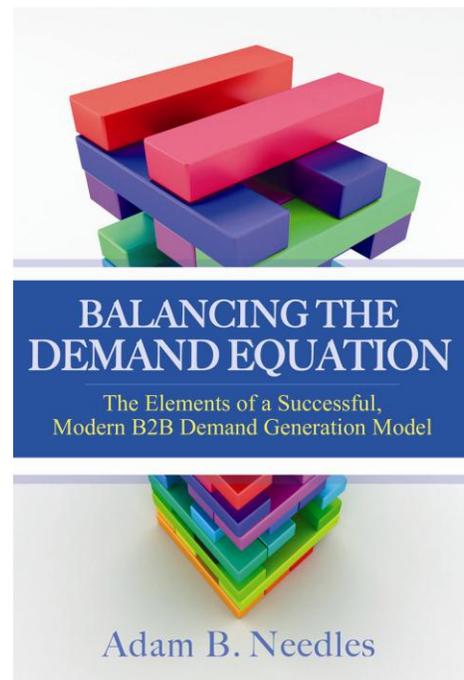
It's a brave new world for B2B demand generation.

Everywhere B2B marketers turn these days, they are exposed to new technologies for automating program execution and for closing the loop between tactical marketing activities and revenue outcomes. And they are being hit with a barrage of new buzzwords, such as content marketing, inbound marketing, lead management, lead scoring, marketing automation, marketing operations, nurturing and revenue performance – concepts that often are inconsistent with their legacy views of what B2B marketers can and should do for their organizations.

B2B marketers also are finding themselves more challenged than ever in their demand generation efforts. They are being pushed to improve alignment between marketing and sales teams, to tightly integrate marketing and sales processes and to become more transparent and accountable in these processes than ever before. They are at the same time contending with a seeming 'explosion' of new communication channels – including social media and mobile. Compounding these challenges, B2B marketers are struggling to engage (and are finding they are fundamentally out of touch with) 'Buyer 2.0' – i.e., the savvy, new B2B buyer in a Web 2.0 world.

How are B2B marketers responding to these challenges? Too often they are responding by going with 'what they know.' They are applying outdated mass-communication processes to new technologies and are winding up with worse results than ever before.

Thus the B2B demand generation 'formula' has never been more out of alignment. And at the core of the problem is a fundamental disconnect in B2B marketers' skill sets, with how they are positioned in their organizations and in their own understanding of the leadership role they must play in today's B2B demand chain.



Balancing the Demand Equation was written to help B2B marketers overcome these challenges – to help them understand and succeed in the modern B2B demand generation environment.

The first half of the book delivers insights into the changing nature of Buyer 2.0 and the overall environment facing modern B2B demand generation – backed by data from a number of leading marketing researchers and thought leaders.

The second half of the book introduces a new framework for approaching B2B demand generation to help rationalize and re-orient our marketing activities. The core of this framework is finding the right balance between 1.) focusing on the buyer – i.e., becoming more one-to-one and bottoms-up in our buyer engagement – and 2.) adopting an operations mindset – i.e., shifting to a scalable, process-oriented mindset to deliver the volume of one-to-one buyer interactions and qualified leads required to succeed. As the book explains, 'balancing' these two elements is ultimately the key to succeeding with modern B2B demand generation. As with the first half of the book, this framework also is backed by comprehensive research, along with case studies from companies that are in the process of evolving their own B2B demand generation approaches.

The goal of the book is to help B2B marketers fundamentally transform their demand generation approach – building perpetual, buyer-centric programs that contribute to predictable and sustainable revenues for their organizations. The book also helps B2B marketers re-position their role, from tactical execution manager to that of strategic demand-chain manager – a critical shift.

B2B marketers need more than a minor course correction. They need a massive overhaul in their approach to B2B demand generation. Balancing the Demand Equation delivers both the rationale and approach to help B2B marketers succeed in this re-alignment and to emerge as leaders in the new B2B demand chain.

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