



## The changing shape of demand generation



**Customers are empowered. Media channels are fragmenting. Response rates to traditional channels are declining, while the pressure to improve ROI keeps increasing. The time has come to change the shape of your campaigns.**

## **Demand generation is evolving, fast**

Today's campaigns should be triggered by the customer's desire to buy, rather than by our wish to sell. They need to engage, entertain and educate, rather than interrupt and intrude. And they should live from one quarter to the next, evolving and adapting to become more effective, so you can reap the returns on your marketing investment over months rather than weeks.

Over the next eight bite-sized sections, you'll learn more about the demand generation services Banner offers and how they can be used together or individually to change the shape of your marketing.

## Banner's demand generation services

### 1 AUDIT

Content evaluation  
and gap analysis

### 2 ENGAGE

Content generation services

### 3 DISCOVER

Search engine marketing

### 4 DISTRIBUTE

Content-led lead generation services

### 5 MOTIVATE

Lead nurturing services

### 6 MOMENTUM

Sales acceleration services

### 7 CONNECT

Research-led events

### 8 COLLABORATE

Community and advocacy  
services

## ① AUDIT

### Content evaluation and gap analysis

Today, it's the customer who decides how they want to interact with you. This makes the content you create vitally important.

We can evaluate your content by looking at the buying cycle and determining what information your customers will need throughout the process. Of course, you probably already have

a range of existing content like white papers, videos, testimonials, case studies etc. So we'll work with IDC analysts who cover both B2B and B2C technology sectors to evaluate this content by a process of scoring and rating.

Taking into account the target market, the vertical and the maturity of your services and products, we can reveal where you're performing well (and where you're not) – then recommend how you can plug the gaps.






## ② ENGAGE

### Content generation services

The key to driving engagement is giving people something of value in return for their time.

By drawing on insights into the buying process, we can conceive and create a range of materials to educate, equip and entertain your prospects throughout the entire buying cycle. For instance, we work with analyst houses such as IDC and Forrester to write new white papers or we commission research from the likes of the Economist Intelligence Unit.

And the possibilities don't end there. There are plenty of other ways you can engage your prospects at different times in the buying cycle. Live webcasts and video content can appear, on-demand, on your website. Advergames can be a fun way to educate your prospects about your key messages. Plus, rich internet applications (RIAs) or 'branded utilities' can dynamically help your prospects and customers find exactly the information they need from your site, benchmark their situation against those of their peers, or calculate ROI.





## ③ DISCOVER

### Search engine marketing

Technology customers rank search as the number one source of information. And not just for initial research, it's used consistently throughout the buying process.

Here's how we can help to ensure you and your content are discoverable. First we optimise the content and sites we create for organic search. Then, often as part of a broader demand generation strategy, our search marketing specialists will look at the potential for PPC activity and recommend the right search network(s) for you.

Next we look at keyword research to develop hard-working ads. And, with full bid management, we ensure those ads are placed in the most cost-effective positions. Finally, we look beyond the click, optimising landing pages to maximise conversion to leads.

Our integrated campaign tracking and reporting shows exactly what has driven response, with our search campaigns typically delivering twice the industry average.

## 4 **DISTRIBUTE**

### Content-led lead generation services

If you have great content, and you know it will help influence or convert your audience, get it out there. Don't wait for your audience to come to you.

Banner has a wealth of experience running content-led lead generation programmes. And, as they're often planned and bought on a cost-per-lead basis, you only pay for the results we deliver.

For any lead generation programme, getting the right mix of tactics is critical. This can depend on the nature of your product or service, who you're trying to reach and which geography they are in.

We're here to help. We recommend the best media properties market by market and, if no suitable ones exist, we work with publishers to create them. We ensure you have the optimum blend of white papers and research-driven programmes, trial software downloads, email and newsletter sponsorships, and live or on-demand webcasts.

## Lead nurturing services

Not everyone who clicks on a search ad, responds to an email or downloads your content is a sales-ready lead. They need nurturing along the journey to a sale.

We collect information, such as job title, company name, size and budget. As well as behavioural data, which is often a better indicator of future buying intention. This is used to create targeted, personalised and timely messages to guide your prospects along the buying journey.

Then, working with you, your telemarketing agency and your sales lead, we put a simple lead scoring system in place that can be optimised over time. When your prospects reveal they're ready to purchase, whether consciously or not, they receive a call from someone fully armed with a rich customer profile.



**5 MOTIVATE**

## ⑥ MOMENTUM

### Sales acceleration services

What if you have one product or service you particularly want to bring to the fore? Or a revised quarterly sales target you just have to hit?

Our sales acceleration programmes offer a potent combination of personalised, high impact direct mail and eDMs driving prospects to a dynamically created landing page with a personalised URL (PURL).

Your inside sales team and telemarketers can be alerted the moment your prospects respond. And, as your prospect interacts with their personal microsite, you get to better understand where their interests lie, and what's likely to trigger a sale. This approach delivers response rates well above the norm for standard direct mail and email campaigns.



## Research-led events

We've developed a packaged research-led event format that will help you become recognised as a thought leader in your category. It begins with calling your prospects to discover what topics and issues are most relevant to them. Using this insight, an agenda is created that reflects your company's point of view and expertise.

We then source and brief speakers, find the right venue and format – online or face-to-face – and pitch it back to your prospects using a combination of specialist telemarketing and targeted, personalised emails. We can even take care of all the logistics and delegate management on the day. The result – your customers get the content they're looking for and you're seen as a company that intimately understands their market and needs.

And we don't stop there. We also look after post-event follow-up and develop a series of further communications to help keep you front of mind until they are ready to buy.



## 8 COLLABORATE

### Community and advocacy services

Who do technology buyers trust the most for advice?  
Their peers.

That's why one of the biggest challenges marketers are tackling right now is how to bring existing customers together with prospects to accelerate the sales process.

We can help. Firstly, we work with you to identify existing communities where these conversations are already taking place, then advise you on the best way to participate.

We can also help bring people together using a mix of online interaction and face-to-face meetings. We'll provide the forums within which your customers and prospects can compare experiences, collaborate and even co-create new content. Over time, these programmes can be expanded to incorporate live webcasts, customer advisory boards, working groups and even bespoke customer-driven events.

## What Banner can do for you

Banner is uniquely positioned. We've over 20 years experience selling to buyers of business and consumer technology across EMEA. We understand how they buy, who influences them and how to create messages that make the complex simple and compelling.

We have media, marketing communications and events expertise together under one roof. This means we can seamlessly combine live and online experiences to influence and drive your prospects forward through the buying cycle, changing not just their perception but their behaviour.

To discover more about how Banner can change the shape of your demand generation campaigns, please contact Steven Elliott on +44 (0)20 7349 2311 or email [steven@b1.com](mailto:steven@b1.com)

