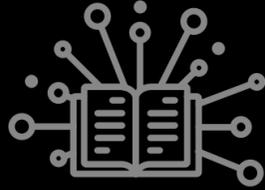


# ENTERPRISE DEMAND GENERATION



## (Understand) Proposition

Product | Service | Solution  
Position | Competitors



## (Assess) Asset Bank

Outreach assets | CTA assets  
Acceleration assets



## (Profile) Audience Type

Firmographics | Demographics  
Behaviours | Engagement preferences

## Investigate candidate channels

### Corporate channels

Sales and relationship managers

Corporate contacts direct marketing

Nurture stream communication

Customer briefing centre events & Industry events

Corporate site and social communities

Customer news & communications

### Collaborative channels

Partner sales and relationship managers

Channel partner direct marketing  
(email, TM, post, social)

Channel briefing and events

Channel partner social communities

B2B customer review platforms

### Commercial channels

Telemarketing

Sponsored content, media and emails

PPC/PPL, display and native

Content syndication

Digital marketplaces



## Build Enterprise Demand Generation Plan

Corporate, collaborative and commercial outreach  
CTA assets & UX strategy | Nurture stream planning



## Demand opportunities =

Quality-focussed | Conversation-ready | Relevant from start

You've seen the theory. Now explore the steps in detail:

**3 success stories and your free, personalised EDG plan**