

# Demand Generation vs. Lead Generation

## What's the Difference?

- Demand Generation is all about creating buzz: educating your audience, building trust, and sparking curiosity.
- Lead Generation is about capturing those curious folks, usually with forms, gated content, or compelling landing pages.

## WHY YOU SHOULD CARE

A strong Demand Generation strategy helps you:

- Build authority and credibility in your space
- Educate your audience before they even think about buying
- Warm up leads so your sales team isn't cold-calling into the abyss
- Boost conversion rates with more qualified prospects

In short, it turns browsers into buyers.

## 5 COMPONENTS OF A DEMAND GENERATION STRATEGY

### 1. Create Content That Helps People

Forget fluffy stuff. Great demand generation content (e.g., blogs, guides, webinars, videos...) solves real problems and makes your audience say, "These folks get me."

### 2. Be Everywhere Your Prospects Are

LinkedIn, search, email, events—your ideal customer lives in multiple places online. Multi-channel campaigns ensure your message travels with them (without being annoying).

### 3. Let Automation Do the Heavy Lifting

With tools like HubSpot, you can set up smart workflows that react to what people do (e.g., clicks, downloads, visits...) so every touchpoint feels personal (not creepy).

### 4. Sales + Marketing = BFFs

No more throwing leads over the fence. When sales and marketing teams align on what a "good lead" looks like and how to handle them, revenue follows. This is important.

### 5. Measure, Tweak, Repeat

Demand Gen isn't "set it and forget it." Track metrics like:

- Cost per MQL (Marketing Qualified Lead)
- Lead-to-customer conversion rates
- Revenue influenced by marketing

Use data to make smarter decisions.

## Demand Generation Ideas:

- **Host a Webinar Series:** Invite experts, answer real questions, and position your brand as the go-to authority.
- **Build Interactive Quizzes or Tools:** People love personalized experiences, and they'll happily trade contact info for a helpful result.
- **Run ABM Campaigns:** For those high-value accounts, get ultra-targeted with custom content, ads, and emails that feel like a VIP experience.

*Demand generation isn't some short-term hack. It's the engine that fuels sustainable growth. When you do it right, your pipeline doesn't just grow, it becomes full of people who are actually ready to buy.*

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