

# TOP 5 DEMAND GEN

CHALLENGES ADDRESSED!

Demand Gen landscape is changing.  
Here are some stats:

**52%**

of B2B customers switch to competitors owing to the need for a personalized experience. (Exchange4media)

**68%**

of B2B businesses have not properly identified their sales funnel.

**85%**

of B2B buyers consider a positive experience as important as product quality. (Salesforce)

Marketers that utilize blogging and content marketing are

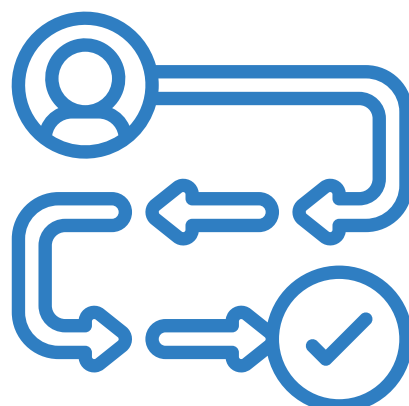
**13x** more likely to drive positive ROIs.

Let's dive into the Top 5 solutions that can accelerate the growth!

## CHALLENGES & SOLUTIONS

### Limited Visibility into Customer Behavior and Preferences

- Gather data and create a dynamic target-account list to identify your Ideal Customer Profile (ICP)
- Analyze your audience's social channels and activity using tools like Hootsuite Insights & Google Analytics
- Formulate the approach based on the buyer's journey while keeping a tab on the intent



### Difficulty in Measuring ROI

- Analyze your campaigns and set the right KPIs
- Create a standard process for calculating the ROI across campaigns
- Choose the right tools that offer analytics and focus on the tech stack in the long run so that gathering data & measuring ROI becomes easier

### Difficulty in Creating Compelling Content

- Intent tracking to understand audience behavior during their purchase lifecycle
- Use whitepapers and e-books for early-stage research and case studies and analyst reports for late-stage research

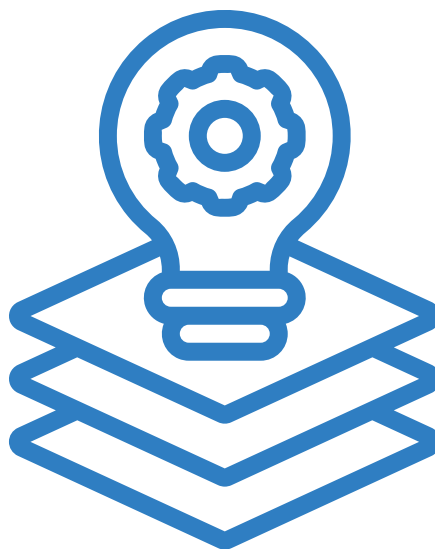


### Difficulty in Measuring ROI

- Brands must set a Unique Selling Proposition for their business
- Evaluate what sets your brand apart from the competition
- Add-on services to create a clear differentiator for your business

### Unorganized Tech Stack

- Review your entire tech stack and add to it when you can no longer optimize your current stack.
- Measure your team's adoption rate and establish success KPIs.
- Assess each product's predicted versus actual investment.



In 2023, Marketers should identify the gaps & devise a solution roadmap to deliver a personalized experience for B2B businesses.

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