200603 M5|L1 Lab Demand Generation Plan Template

**Exercise 3:** Develop a demand generation plan for the scenario.

Part I: Complete the demand generation plan based on the product concept and additional information provided.

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| Demand generation plan template | |
| Planning component | Recommended entries |
| Marketing objectives | * Define product marketing campaign objectives * Define the demand generation budget and resources required |
| Current market trends | * Define the market trends for this product |
| Primary marketing theme | * Define demand generation themes based on marketing research and trends * Share how you will capture the customer’s attention |
| Target audience | * Define the market segments you will target * Define segments by demographics or regions |
| Specific programs or tactics | * Summarize all promotion vehicles or advertising tactics you will use to generate demand |
| Campaign schedule | * Summarize demand generation programs and the timeline to implement them |
| Industry associations and expert engagement | * Identify organizations and key influencers the campaign will try to engage |
| Key tracking metrics | * Share how the campaign’s effectiveness will be tracked and measured |
| Demand generation lead | * Identify who is assigned to implement the demand generation plan |

Part II: Demand generation plan template

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| Demand generation plan template | |
| Planning component | Recommended entries |
| Marketing objectives | * Drive 1,000+ qualified leads within the first 60 days post-launch. * Achieve 10% conversion rate from leads to trial sign-ups. |
| Current market trends | * Increased adoption of remote collaboration and automation tools in the B2B space. * Rising demand for intuitive, no-code platforms. |
| Primary marketing theme | * “Work smarter, not harder — Automate your workflows in minutes.” |
| Target audience | * Small to medium-sized business operations managers, IT leads, and team administrators seeking workflow efficiency. |
| Specific programs or tactics | * LinkedIn lead generation ads targeting industry segments. * Email nurture campaign with 3-part onboarding journey. * Webinar series with real customer success stories. |
| Campaign schedule | * Campaign launch: July 1, 2024 * Phase 1: Awareness – July 1–15 * Phase 2: Engagement – July 16–31 * Phase 3: Conversion – August 1–31 |
| Industry associations and expert engagement | * Collaborate with local SME associations and workflow automation communities. * Partner with productivity influencers for co-branded content. |
| Key tracking metrics | * Cost per lead (CPL), click-through rate (CTR), trial sign-up rate, lead-to-paid conversion rate. |
| Demand generation lead | * Jane Liu, Marketing Manager – responsible for overall campaign coordination, reporting, and optimization. |