

200597 M4|L1 Lab Demand Generation Planning Worksheet

Use this worksheet to complete your Demand Generation Plan hands-on lab. This worksheet includes:

- Page 1: A table to list marketing collateral options you believe are best suited to the commercial solar water heating system launch with a brief description of how it will be used. For example:
 - ROI Calculator: Calculate average energy savings over a one-year period.
- Page 2: A blank Demand Generation Plan template. Develop a Demand Generation Plan to support the solar water heating scenario.

Potential Marketing Collateral Options

Marketing Collateral Option	Description
Product Brochures	Printed brochures providing detailed information about the commercial solar water heating system, including features, benefits, and technical specifications. These brochures will be distributed to potential customers during trade events, sales visits, and mailed out upon request.
Website Updates	Updates to the company website to include information about the new commercial solar water heating system. This includes adding product pages, updating existing content, and optimizing for search engines to attract organic traffic. The website will serve as a hub for potential customers to learn about the product and its benefits.
ROI Calculator	An online ROI calculator tool that allows potential customers to estimate their return on investment by switching to the commercial solar water heating system. This interactive tool will be available on the website and used during sales presentations and trade events to demonstrate the financial benefits of the system.
Product Demonstration Videos	Videos showcasing the features and benefits of the commercial solar water heating system. These videos will be shared on the company's website, social media channels, and used during

	sales presentations and trade events to provide visual demonstrations of the product in action.

Demand Generation Plan Example

Always Ready 3D Printer Demand Generation Plan	
Planning Component	Recommended Entries
Marketing Objectives	<ul style="list-style-type: none"> Identify appropriate contacts in all market segments Target each segment and determine the most appropriate means to share the Always Ready 3D Printer story Tailor positioning and value propositions to the specific industry Accelerate product growth over a two quarter (6-month) period.
Current Market Trends	<ul style="list-style-type: none"> Current 3D printer market continues to grow Current projections are more than 300% revenue growth by 2030 Product concept remains valid
Primary Marketing Theme	<ul style="list-style-type: none"> The Always Ready 3D Printer: Reduce printing time, costs, and waste-- increase efficiency and productivity
Target Audience	<ul style="list-style-type: none"> Primary focus is in commercial users Prime commercial segments include automotive, aerospace, defense, and education industries
Specific Programs or Tactics	<ul style="list-style-type: none"> Primary marketing collateral will include: <ul style="list-style-type: none"> Product brochures and sell sheets Product fact sheets ROI Calculators Website updates Product demo and videos
Campaign Schedule	<ul style="list-style-type: none"> 20xx/Q3-Q4: Complete website update <ul style="list-style-type: none"> Distribute brochures and sell sheets to key commercial partners Distribute product fact sheets Develop product videos Conduct product demos Demo product ROI calculators
Industry Associations and Expert Engagement	<ul style="list-style-type: none"> Gain endorsement from key industry leaders. Contacts under consideration include Josef Prusa, Makers Muse, 3DPrintingNerd, Make Anything, Thomas Santander. James Bruto Attend the following events: <ul style="list-style-type: none"> CES 20xx: CES has been the launch pad for new innovation and technology that has changed the world. TCT3Sixty: Covers all aspects of additive manufacturing from design to production. Every year it attracts all sort of companies involved in 3D printing, from big names to start-ups.

Key Tracking Metrics	<ul style="list-style-type: none"> • Demos: Complete demos with at least 30 potential commercial partners in Q3 • Corporate Partnerships: Win at least 10 new corporate partners in Q3 • Attend two major 3D printer trade events • Achieve first year ROI of 25%
Demand Generation Lead	<ul style="list-style-type: none"> • Marketing Director

Demand Generation Plan Blank Template

Demand Generation Plan for Commercial Solar Water Heating Commercial System launch	
Planning Component	Entry
Marketing Objectives	<ul style="list-style-type: none"> • Increase awareness and generate leads for the new commercial solar water heating system
Current Market Trends	<ul style="list-style-type: none"> • Growing demand for sustainable energy solutions and increasing focus on reducing carbon footprint
Primary Marketing Theme	<ul style="list-style-type: none"> • "Save money and the environment with solar water heating"
Target Audience	<ul style="list-style-type: none"> • Small, moderate, and large commercial users seeking to reduce energy costs and maximize profits
Specific Programs or Tactics	<ul style="list-style-type: none"> • Aggressive marketing campaign over six months • Participation in trade events • Website updates and SEO optimization • Product demos and videos
Campaign Schedule	<ul style="list-style-type: none"> • May - October 20xx
Industry Associations and Expert Engagement	<ul style="list-style-type: none"> • Participation in Intersolar North America and Clean Power Conference and Exhibition
Key Tracking Metrics	<ul style="list-style-type: none"> • Number of leads generated • Website traffic and engagement • Attendance and engagement at trade events • ROI from marketing campaign
Demand Generation Lead	<ul style="list-style-type: none"> • SRU Marketing Director