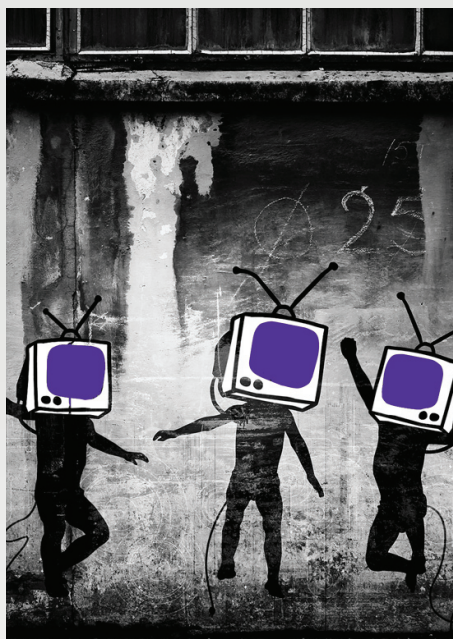


# DecisionMaker® Demand Generation



## The value of customer insight

By observing the journey and behaviour of a Web visitor or email responder, we gain immense insight into their areas of interest and level of engagement with your brand and message. Based on what they respond to and how, we know what works and what needs adjusting. We can then analyse and adapt the campaign and move the budget into the most effective channels.

From strategic to tactical marketing, the most common objectives for today's business-to-business marketers are to:

- generate high quality leads that produce revenue
- track and manage the effectiveness of programs
- measure and increase the return on marketing investment
- transition from being a cost center to a profit center

At mardevdm2, quality data is the foundation of our marketing services and our goal is to deliver your message to the most qualified decision makers through the most effective channels to create demand for your products.

## What is DecisionMaker® Demand Generation?

Demand generation is a concept that gets a lot of attention in the market, but what does it really mean? In our experience, it is the development and delivery of effective dialogue with individuals via integrated, relevant, personalized and timely content based upon their specific demographics, behaviour and identified needs. The goal is to establish lasting and valuable relationships that result in greater revenue, profitability and superior return on marketing investment.

DecisionMaker® Demand Generation services start with consultancy to define the scope of the marketing program and agree with both sales and marketing on a common definition of a lead and the desired results. Program deliverables include:

- market segmentation to determine the target audience
- marketing database analysis and enhancement
- triggered email campaigns with relevant messages for each market based on each individual's actions
- content and engagement library (blogs, social networking, white papers, webinars, etc.)
- custom microsite development and management
- response-based visitor profiles and analysis
- SEM/SEO feedback, advice or program management
- ongoing lead qualification and nurturing programs
- reporting, metrics and ROI-based dashboard



# Is demand generation relevant to my company?

## Can you:

- justify your marketing budget based on ROI?
- respond to prospects based on their online behaviour?

## Do you:

- know who is in your marketing database?
- qualify leads so sales accepts them?
- have real-time visibility into marketing results?
- tie marketing campaigns to sales conversions?

To drive your business forward, you need to have said 'yes' to all of the above. With DecisionMaker® Demand Generation services and technology, you will be able to deliver:

- higher campaign response results
- decreased cost per acquisition
- increased number of campaigns
- more revenue

## Demand Generation packages

While we tailor our demand generation packages to meet your objectives, timing and budget, here are some examples of service packages that we have successfully implemented for our clients.

Package 1 (3 months)	Package 2 (6 months)	Package 3 (12 months)
Data Hygiene of customer house-file	Data Hygiene + DE Level 1	Data Hygiene + DE Level 2/3 (up to 10,000 names)
3 Personalized Engagement Activities <ul style="list-style-type: none"><li>• 1 A/B test + 3 Reminders</li><li>• HTML Template</li></ul>	6 Personalized Engagement Activities <ul style="list-style-type: none"><li>• 2 A/B tests + 6 Reminders</li><li>• HTML Template</li><li>• Microsite hosted (up to 4 pages)</li></ul>	12 Personalized Engagement Activities <ul style="list-style-type: none"><li>• 3 A/B tests + 12 Reminders</li><li>• HTML Template</li><li>• Hypersite hosted (up to 8 pages)</li></ul>
Telemarketing to all/top leads <ul style="list-style-type: none"><li>• 2 days</li></ul>	Segmentation (up to 3 groups) Telemarketing to all/top leads <ul style="list-style-type: none"><li>• 3 days</li></ul>	Segmentation (up to 6 groups) Telemarketing to all/top leads <ul style="list-style-type: none"><li>• 4 days</li></ul>
		Social Media Int. – SEM, SEO, Facebook, LinkedIn, Twitter, etc.
Basic Reporting	Basic Lead Scoring (Standard)	Custom Lead Scoring
Cost per Lead	Basic Dashboard Reporting	Real-time Custom Dashboard
List Costs	Cost per Lead	Cost per Lead
	List Costs	List Costs

## Get started with DecisionMaker® Demand Generation

Contact [mardevdm2](#) to begin your road to revenue creation. With greater accountability and visibility requirements on marketing than ever before, now is the time to move your business forward.



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Mardevdm2 delivers global business-to-business marketing data and services that are designed to effectively and efficiently accelerate your sales pipeline. We add current, targeted contact information to your marketing database. We provide demand generation, lead nurturing and marketing automation services that maximize your ROI. At mardevdm2, we partner with you throughout each stage of your marketing process so you see the best results for your budget and your business.

