**Demand Generation Plan**

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| Demand generation plan template | |
| Planning component | Recommended entries |
| Marketing objectives | * Generate awareness and drive adoption of WB-3000 among educational institutions, businesses, and government buyers. * Achieve sales of 2000+ units in Year 1. * Budget: $50,000 for marketing. |
| Current market trends | * Growing demand for hybrid collaboration tools. * Increasing face-to-face meetings post-COVID. * Rising popularity of portable, multi-function devices. |
| Primary marketing theme | * "Take Your Whiteboard Anywhere" – Focus on mobility, ease of collaboration, and real-time connectivity. Highlight affordability, compact design, and rich features as key differentiators. |
| Target audience | * **Primary:** Educators, trainers, business professionals. * **Secondary:** Government employees and mobile workers.  Targeting urban metros and mid-tier cities with high remote work adoption. |
| Specific programs or tactics | * Social media ads (LinkedIn, YouTube, Instagram) * Email marketing to educational buyers * Influencer partnerships with early adopters * Product landing page with demo videos |
| Campaign schedule | * Pre-launch buzz: May * Full campaign rollout: June–August * Conference promotions: July–September * Testimonials and follow-up ads: October onward |
| Industry associations and expert engagement | * Engagement with educational tech groups, communication tech forums, and government procurement associations. * Early adopt testimonials from selected influencers and institutional users. |
| Key tracking metrics | * - Website traffic and conversions * Cost per lead (CPL) * Marketing Qualified Leads (MQLs) * Sales conversion rates * Customer satisfaction feedback and reviews |
| Demand generation lead | * The Marketing Director at LWT will lead the demand generation efforts. The team will coordinate with sales, legal, and UX teams for execution and tracking. |