



Sam Mead

*B2B Demand Generation*

*HealthEngine*

**Climbing the Lead Gen Mountain**



London-based startup **Saberr** can predict if someone is the right fit ...

[Techworld.com](#) - 18 Dec. 2015

After founding **Saberr** with a university friend in February 2013, Alistair Shepherd started visiting entrepreneurial competitions, not with the aim ...

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Meet [Sam](#), our Lead Generation Specialist. Outside of the office, Sam is most likely to either be in the sea or up a mountain; surfing, diving, skiing or snowboarding. If you're looking for a moment of calm, he can recite you a short story fro ...see more



34 Likes · 1 Comment

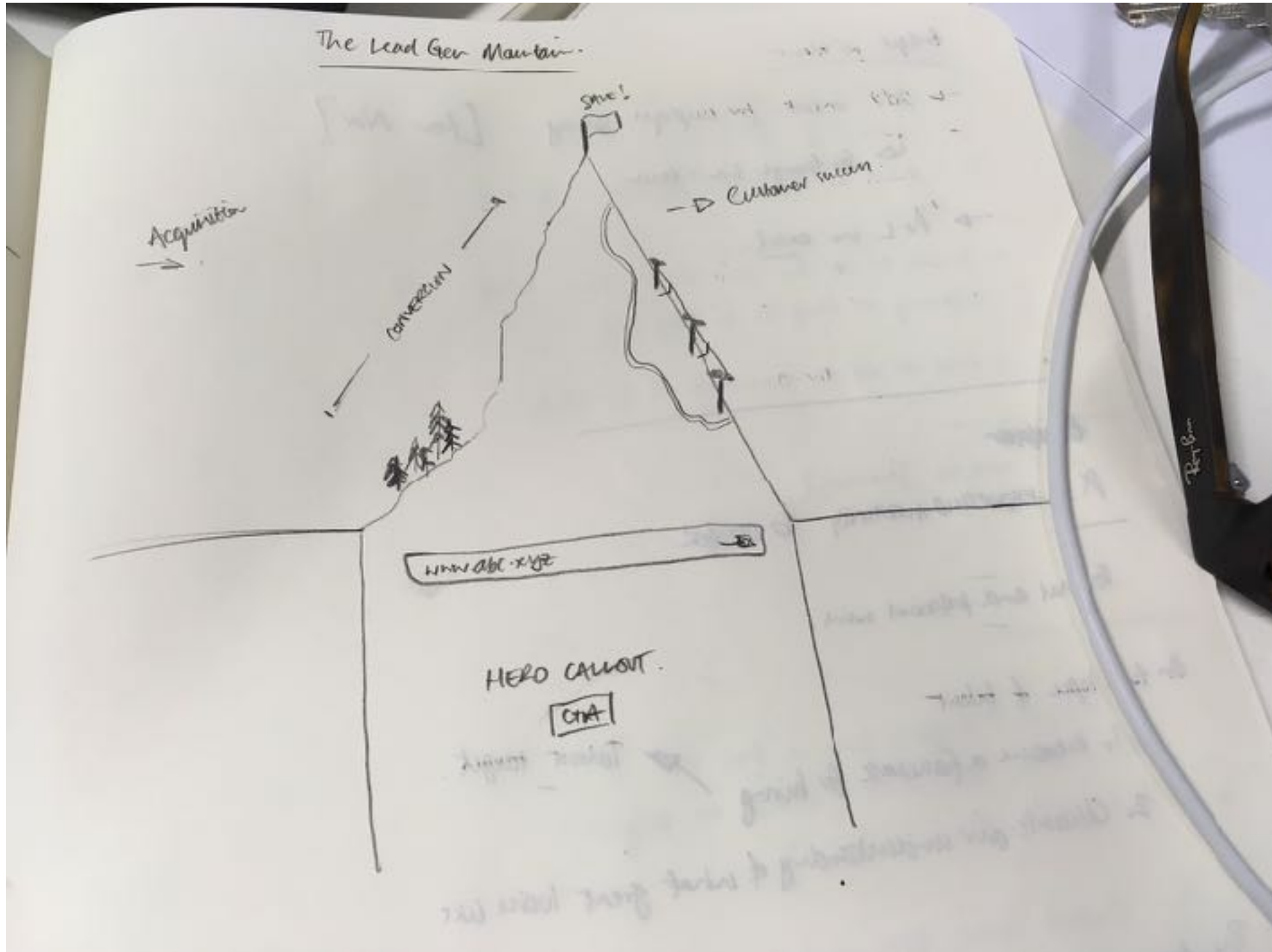
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## Climbing the Lead Gen Mountain



**B2B & SaaS**



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### **Demand Generation**

Pull people to you, don't push things on them. This is inbound marketing: attract customers through relevant and helpful content and by adding value.



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### **Identification**

Account based marketing: knowing who your list of target customers is and delivering them something that feels unique to them. 1:1 marketing.



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### **Acquisition**

Showing your target audience how they can benefit from taking up your service. Advertise your free value, not your product or paid offering.



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### **Acquisition II**

Remember, you're just giving people directions to something they'll find interesting and useful.  
Acquire customers attention from the places they're already visiting.



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### **Conversion**

This is basically content marketing. Content does not equal blogging. Content is (gated) free tools, checklist downloads, calculators, industry insight reports, whitepapers, case studies, testimonials.



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### **Nurture**

Identify your audience's interest in your offering, and send (personalised) content on that. Earn the right to talk to the prospect about your product offering.



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### **Remarketing**

Bring folks back to enjoy more free value.  
Progressively profile them over time, so you can  
become more and more targeted.



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### **Sale**

Only sell products that you know will demonstrate value for the customer. If you sell just to make some money, your customers will **churn!**



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### **Objection Nurture**

Give 'closed lost' opportunities breathing room, but then pick up with them to disprove their objection. This will also inform your content strategy.



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### **Customer Success**

Make sure it's worthwhile getting to the summit! Onboard your customers with customised regular communication.



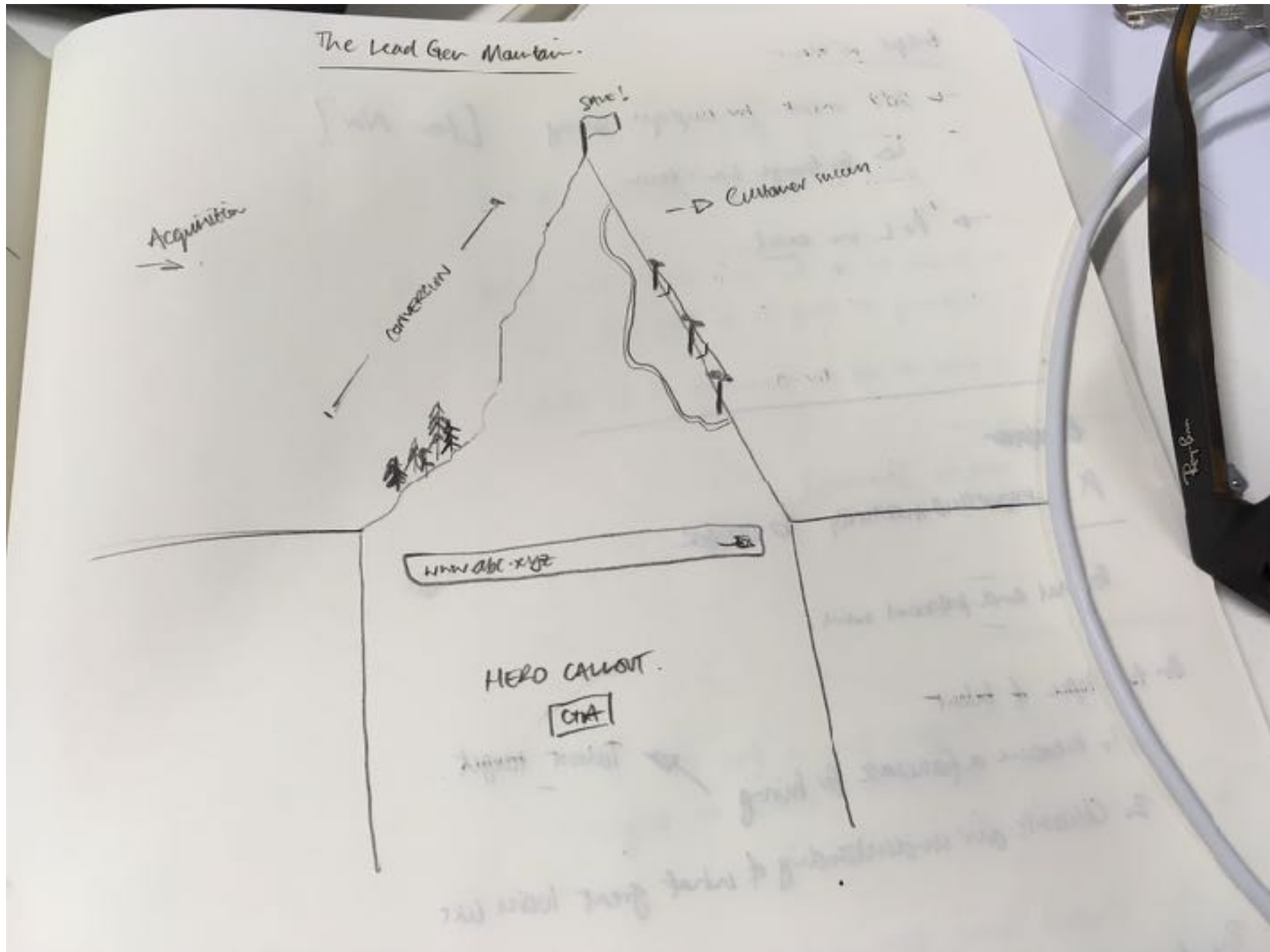
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### **Upsell Nurture**

You know everything about your customer! Keep sending them relevant and valuable content until they're ready to buy more from you (and make sure it's easy to get back to the summit)

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### Website

<http://home.profitwell.com/saas-dna-project/hiten-shah-saas-marketing-product-strategy/>





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