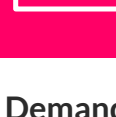
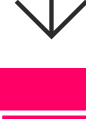


# Demand Gen vs. Inbound Marketing vs. Lead Gen

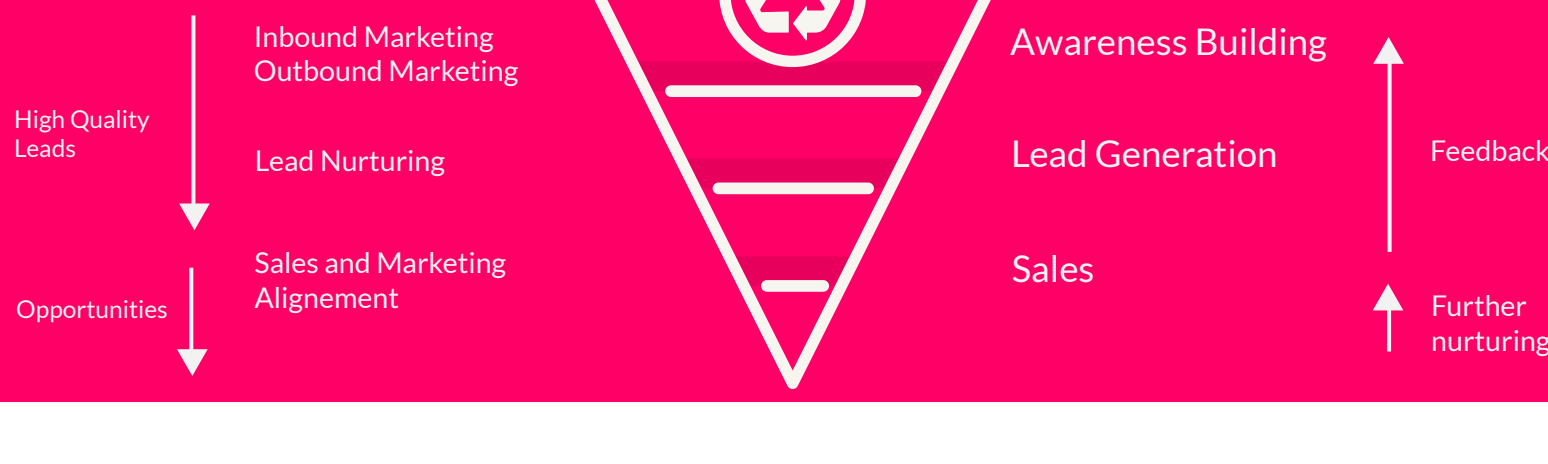


## DEMAND GENERATION

**Demand Gen** is an umbrella term for a range of marketing and sales activities that create awareness and have direct impact on the revenue stream.

### Why Demand Gen?

- Raise awareness
- Capture existing demand and turn it into revenue
- Align Marketing and Sales



**Inbound marketing** focuses on creating quality content that pulls people towards your company. That's why producing content for every stage in the marketing funnel is crucial.

## INBOUND MARKETING

### Why Inbound Marketing?

- Raise awareness, recognition and gain trust
- Educating prospects at every touch point
- Long term customer relationship

### Attract



### Convert



### Close



### Delight



STRANGERS

VISITORS

LEADS

CUSTOMERS

PROMOTERS

Blog  
Podcast  
Social

CTAs  
Forms  
Landing pages

CRM  
Email  
Workflows

Surveys  
Smart content  
Social Monitoring


## LEAD GENERATION

A **lead** is a person who shows interest in your company's services in some way, shape and form. We can define it as a visitor who discovers your business through one of your marketing channels, clicks on your CTA (call-to-action) and fills out a form with his information in exchange for an offer.

### Why Lead Generation?

- Raise awareness
- Capture interest
- Develop sales pipeline
- Collect important information about your prospects



## The Good, The Bad The Ugly

Like in the movie, all three are in a deadly race to find the secret fortune, right? **More prospects = more revenue.... but not always.** While they all aim for the same goal, they often get misunderstood or confused. In the examples below, we are uncovering their similarities and purpose but, most importantly, the differences.



## LEAD GENERATION

VS.



## DEMAND GENERATION

While they both have the same end goal, the process and the result can differ. While **Lead Gen** focus on collecting emails and prospect data, **Demand Gen** is a more holistic approach to Marketing. It covers almost everything from raising new demand, capturing existing demand and aligning marketing and sales. It's a combination of Inbound and Outbound activities followed by measuring and optimizing metrics that directly impact the revenue. On the other hand, **Lead Generation** is exactly as it says, filling in the pipeline with leads from different channels by gating content and introducing multiple conversion points.

	Demand Gen	Lead Gen
Approach	Long term outcomes	Short term outcomes
Audience size	Small and targeted	Broad
Lead scoring	Easier due to high quality prospects	Difficult due to low quality leads
Purpose	Increase revenue	Generating leads
Sales cycle	Short	Long
Sales process	Streamlined and straightforward	Bulky and pushy



## INBOUND MARKETING

VS.



## DEMAND GENERATION

**Inbound marketing** is one type of demand generation activity. The most robust connection between inbound marketing and demand generation is developing a solid content strategy that attracts the targeted audience. In the early stages of the buyer's journey, it is essential to establish awareness of your business and services and the problem or challenges that your target audience is struggling with.

Your marketing team will need a clear personalization for a successful demand generation strategy, and here is where inbound marketing comes in. By delivering personalized content (for each step of the buyer's journey) to the right people at the right time, your business can increase awareness around the issues most relevant to your target audience that your business can solve and generate demand.

3x

Content marketing generates 3x as many leads as outbound marketing at less than half the cost.

79%

of respondents in a 2021 Demand Gen survey said the winning vendor's content had a significant impact on their buying decision.


**Videos, blogs and infographics**

in that order were the top three forms of media used within content strategy in 2021.



## INBOUND MARKETING

VS.



## LEAD GENERATION

Similarly, the correlation between lead generation and inbound marketing is also dependent on the influence. Content powers the marketing activities that "pull" prospects into your sales funnel. **Inbound marketing goes beyond lead generation.** Initially, it helps attract the prospect through meaningful and thought-provoking content, but it doesn't stop there. When the lead is generated, inbound marketing allows you to nurture the leads you've attracted. Once you've captured the contact information of someone, you now have a lead that you know is interested in your services. Your job is to nurture leads with additional valuable information and resources until that person is ready to make a purchase.

## Which one should I do?

The growth of your business is determined by the long-term strategy you implement. Remember that you want to **create a personalized and remarkable experience** for your buyer during their different stages. Provide content that would reach their touchpoints and, educate them and most importantly, remain consistent. **Align your goals and your teams internally with the long-term strategy.** Make sure you understand the company data, and try to derive insights that will help you understand what really works for your audience, and where you could make an impact. **Bad strategy** is doing everything across all channels. **Good strategy** is understanding the data, aligning internal teams, abandoning the MQLs trap, and making direct impact on the revenue as a whole organization, not just as a marketing department.

In our mission to help grow Swiss B2B Tech companies, we offer free of charge audits and advice on improving the marketing and sales pipeline and generating demand for products and services. If you need any help, feel free to book a chat with our team.

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