What Interesting Trends Are You

Seeing in Demand Gen?

S

ESI

D V V

CONTENT

PROACHES

a

4

Ë

NOSTALGIA

COMMUNITY

CTICS

4

RCED

0

as I can.

product.

H0

4

ש

O W U

Vs.



The AI Bot Translation

These insights suggest a shift towards more personalized, human-centric, and authentic

Al generated this summary after

analyzing its own output:

marketing strategies, with a focus on community engagement, targeted messaging, and a balance between technological innovation and genuine human connection.

Importance of Target Audience Definition: > Companies are realizing that a bigger audience

doesn't necessarily mean better results. > Emphasis on defining Ideal Customer Profiles (ICP) for more effective marketing and sales

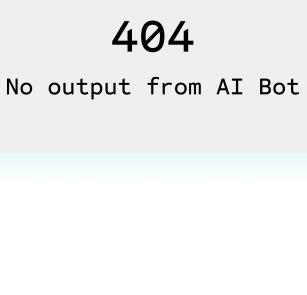
efforts.

than lengthy content. Walls of text are less likely to convert.

Content Optimization and Design:

> Design and layout play a crucial role, allowing both the design and the reader room to breathe.

> Shorter, concise messaging is more effective



> Qualitative intent data is becoming more valuable than quantitative MQLs.

individual companies.

pipeline velocity.

Innovative Marketing Approaches:

> Creative approaches in targeting specific ads to

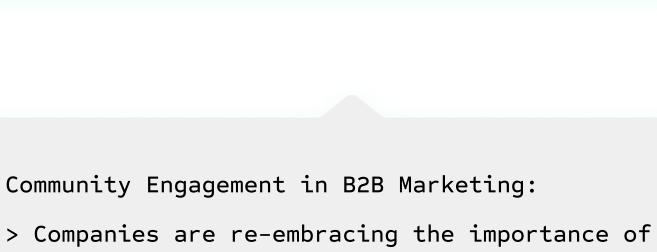
> The use of interactive demos to increase

Strategic Approach to Marketing Technology: > Caution against adding expensive marketing

software to the tech stack as a quick fix.

> The importance of CRM data in addressing

marketing challenges.



> Strategies include participating in platforms

like Reddit, running AMAs (Ask Me Anything), and

No output from AI Bot

> A trend towards nostalgia in messaging and

in the midst of technological advancements.

> Acknowledging the importance of a human element

community engagement.

fostering a sense of belonging.

Shift in Age-Old Advertising Tactics:

consumer attention.

feel forced or insincere.

persuasive selling points.

Human-Centric B2B Marketing:

learn and buy like humans.

humans make purchasing decisions.

Nostalgia and Human Connection:

connecting with audiences.

> The resurgence of old-age advertising with the rise of no-click searches and AI-generated search results. > Focus on crafting compelling content and

designing user-friendly websites to capture

Consumer Resistance to Overly Persuasive Tactics: > A growing resistance to marketing tactics that

> Preference for genuine and human stories over

> Humanizing B2B SaaS marketing, emphasizing that

> Highlighting the human element in the demand

generation process and acknowledging that buyers



No output from AI Bot

No output from AI Bot

> Recognizing the distinction between the roles of

Balancing Details and Big Picture: > Emphasis on balancing attention to details and the big picture in marketing campaigns.

> Taking a step back to maintain authenticity and

CEOs and CMOs in decision-making and market

a genuine connection with the audience. Authenticity and Genuine Marketing: > Authenticity is becoming a key factor in

CEO vs. CMO Roles:

marketing success.

more appealing to consumers.

genuine.

strategy.

> Resistant to marketing tactics that don't seem > Simplistic and human-centered approaches are

Humans wrote this summary after reviewing the insights below:

Insights from Our Team

Personal, community-based, and story work best because that warning all those marketers were shouting a few

years ago about B2B prospect consumer behaviors converging finally came true. It's also all about threading a needle, not spraying and praying, when it comes to marketing strategy, tech, tools,

and all the rest of it. Oh—and we can all smell AI from a mile away; use it wisely, meaning to augment your work, not replace it.

Companies think that "bigger audience" = better.

You should be able to describe your product in this way:

We are the #1 X software for Y-sized companies in Z industry.

The truth is: it's the exact audience that counts. The more

defined your Ideal Customer Profile (ICP), the easier it is

to properly market and sell to those specific people.

Example: We are the #1 logistics software for enterprise companies in the furniture and home goods industry.

...which is much better than: We're a top logistics software company.

That's true in terms of messaging and brand, and also demand generation.

Walls of text don't convert. Whatever you want to say, cut it down by 50%. Double the page count if you have to. Give the design—and the reader—room to breathe.

Another unengaged SDR call: increasing pipeline velocity

Quantitative MQLs is so 2010: Qualitative intent data is

Clearly defining and streamlining your lead flow process is

Marketing teams to wear that oversized "Get Along" shirt

a much better alternative to forcing your Sales and

in every team meeting.

through interactive demos.

the new MQL trigger.

CRM data.

to market.

etc.

Adding another expensive marketing software to your

tech stack will not fix your problems: The devil is in your

Go-to-Market notions are a company-wide notion, not just

a marketing initiative: why most companies suck at going

It's all about community. Companies walked away from it for a while, but with hyper-targeted marketing, things aren't just about personalization—they're back to helping foster a sense of belonging. So, for B2B brands, we're talking more and more (and more) about things like joining in on Reddit, running AMAs, interactive webinars,

We've also seen some insanely creative stuff around

targeting specific ads to specific companies through

among us sit up and take notice—and prospects, too,

when the advertiser hits that exact right message.

voodoo magic as far as I can tell. It makes the marketers

vintage vinyl and playing retro video games (aging millennial complex?). There's a human element to messaging and connecting with audiences that will never/ can never be lost.

Old-age advertising is making a comeback with no-click

searches and AI-generative search. In this landscape, the

battle for consumer attention is waged before they even

I just turned 30, and while everyone is focused on a new

I find myself drawn more to nostalgia—like spinning

VR/AR landscape with the release of the Apple Vision Pro,

reach your website, underscoring the importance of crafting compelling, informative content that not only attracts but also ranks high on search, engages and converts potential customers throughout their search journey. Website design and experiences are going to be a huge determining factor for decision making—virtual billboards and all that.

I've almost become resistant to any marketing tactic if it

doesn't seem genuine. If it feels like someone is giving it

immediately I'm over it. Don't want it. Swiping left as fast

BUT: The more simplistic and human it feels, the more I'm

interested. I'm more likely to buy a book from someone

who told me they came up with the idea for it while

their all to convince me I must purchase their product,

sipping coffee alongside their grandparents than if they gave me three reasons why it would change my life. I can change my life myself. Tell me why you are the way that you are.

I saw a debate the other day about whether or not B2B

Spoiler alert! It isn't. A human is on the other end of your

ad, and it's a human making the decision to purchase your

SaaS marketing is anything special.

Can everyone tell when a company uses an Al Bot to

create their content—or is it just me? No one uses THAT

many emojis or gets that much about your own company flat-wrong.

An organic social media program with no intent is sure to leave impressions...and not the good kind.

decision-making. But when do you ever see an astronaut riding a bull? Sometimes it's best to let the CEO run the company, and the CMO run the market strategy.

One of the best pieces of advice I've gotten over the last year was to "stop working so much IN accounts, and start working more ON accounts." It's easy to get lost in the details and little nuances when crafting marketing

Sure, it's natural for an executive to take the lead on

campaigns, while losing sight of the big picture. Taking a step back to see the forest for the trees allows me to craft marketing campaigns with genuine authenticity.