

What Interesting Trends Are You Seeing in Demand Gen?



Insights from Our Team

Humans wrote this summary after reviewing the insights below:

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.

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.

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

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

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.

Clearly defining and streamlining your lead flow process is a much better alternative to forcing your Sales and Marketing teams to wear that oversized “Get Along” shirt in every team meeting.

Another unengaged SDR call: increasing pipeline velocity through interactive demos.

Quantitative MQLs is so 2010: Qualitative intent data is the new MQL trigger.

Adding another expensive marketing software to your tech stack will not fix your problems: The devil is in your CRM data.

Go-to-Market notions are a company-wide notion, not just a marketing initiative: why most companies suck at going to market.

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, etc.

We've also seen some insanely creative stuff around targeting specific ads to specific companies through voodoo magic as far as I can tell. It makes the marketers among us sit up and take notice—and prospects, too, when the advertiser hits that exact right message.

I just turned 30, and while everyone is focused on a new VR/AR landscape with the release of the Apple Vision Pro, I find myself drawn more to nostalgia—like spinning 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 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 their all to convince me I must purchase their product, immediately I'm over it. Don't want it. Swiping left as fast as I can.

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 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 marketer the other day about whether or not B2B SaaS marketing is anything special.

Spooler 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 product.

Can everyone tell when a company uses an AI 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.

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



The AI Bot Translation

AI generated this summary after analyzing its own output:

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

Content Optimization and Design:

- > Shorter, concise messaging is more effective than lengthy content. Walls of text are less likely to convert.
- > Design and layout play a crucial role, allowing both the design and the reader room to breathe.



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No output from AI Bot

Innovative Marketing Approaches:

- > Creative approaches in targeting specific ads to individual companies.
- > The use of interactive demos to increase pipeline velocity.
- > Qualitative intent data is becoming more valuable than quantitative MQLs.

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.



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Community Engagement in B2B Marketing:

- > Companies are re-embracing the importance of community engagement.
- > Strategies include participating in platforms like Reddit, running AMAs (Ask Me Anything), and fostering a sense of belonging.

Nostalgia and Human Connection:

- > A trend towards nostalgia in messaging and connecting with audiences.
- > Acknowledging the importance of a human element in the midst of technological advancements.

Shift in Age-Old Advertising Tactics:

- > The resurgence of old-age advertising with the rise of the no-click searches and AI-generated search results.
- > Focus on crafting compelling content and designing user-friendly websites to capture consumer attention.

Consumer Resistance to Overly Persuasive Tactics:

- > A growing resistance to marketing tactics that feel forced or insincere.
- > Preference for genuine and human stories over persuasive selling points.

Human-Centric B2B Marketing:

- > Humanizing B2B SaaS marketing, emphasizing that humans make purchasing decisions.
- > Highlighting the human element in the demand generation process and acknowledging that buyers learn and buy like humans.



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CEO vs. CMO Roles:

- > Recognizing the distinction between the roles of CEOs and CMOs in decision-making and market strategy.

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 a genuine connection with the audience.

Authenticity and Genuine Marketing:

- > Authenticity is becoming a key factor in marketing success.
- > Resistant to marketing tactics that don't seem genuine.
- > Simplistic and human-centered approaches are more appealing to consumers.

SUMMARY

TARGET AUDIENCE

CONTENT AND DESIGN

PROCESS

MARKETING APPROACHES

TECH STACK

GTM

COMMUNITY

NOSTALGIA

OLD-AGE ADVERTISING

FORCED TACTICS

B2B SaaS MARKETING

AI BOT

ORGANIC SOCIAL

CEO VS. CMO

BIG PICTURE