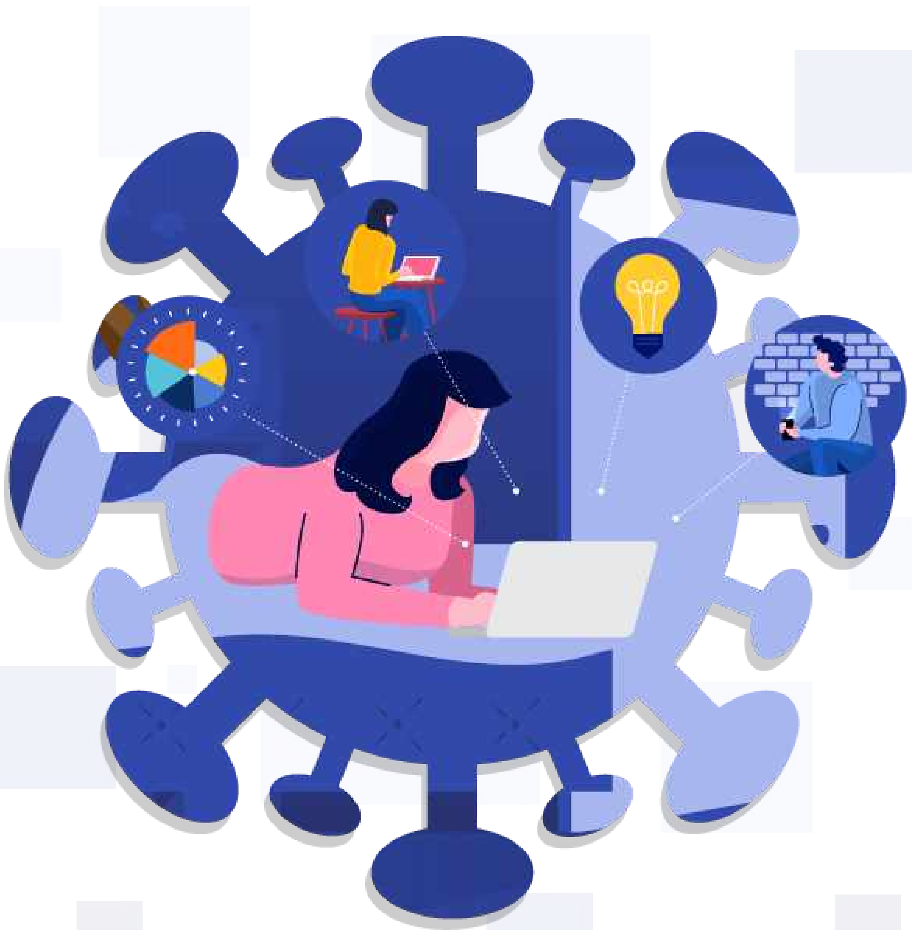
Report: Demand Generation Shifts during COVID-19



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OVERVIEW

The coronavirus has practically turned the world upside down, not only in terms of the economy and personal uncertainty about the future, but especially the world of marketing and sales.

Many of the traditional sales methods have been replaced
with salespeople finding more creative and compelling to reach the same audiences as before.

Cue a heavy focus on social media outreach, video-conferencing (thanks Zoom) and email. While the tools may have changed, the ultimate goal of building relationships with those who need our business remains the same.

Demand generation has hit an all-time high but those who are doing well are focused more on the human side of the conversation first and making the transaction second. The coronavirus has made us all look at our humanity and put the human touch back into what we do at home and at work.

In our collection of data from
45,000 generated leads in technology, finance, human resources, and marketing, we found some important factors that shows the shift in demand generation performance.

What is working with B2B Demand Generation since the start of the crisis?

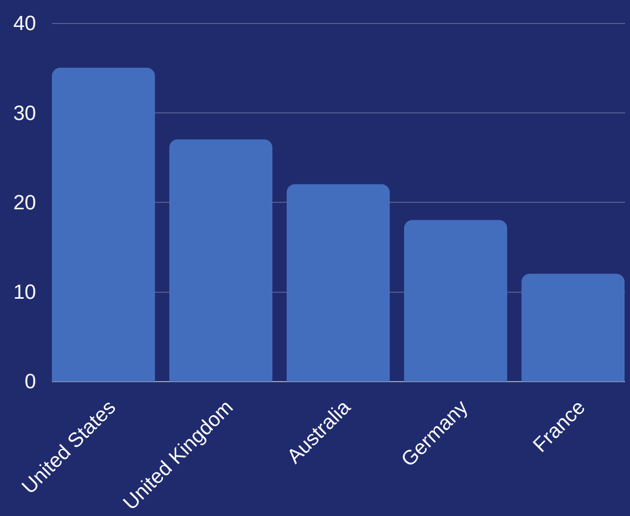
EXPLORE THE FOLLOWING SECTIONS FOR BREAKDOWNS BY GEOGRAPHY, INDUSTRY AND JOB TITLES

BY REGION

North America ranked number one in lead count which was at least 30% higher than all other regions. Europe was a close second with APAC reaching a distant third.

More product releases, software launches, and innovations have taken place over the last three months in the North American region. The coronavirus has presented the opportunity for many companies to rethink their business model, make cuts where needed to stay solvent, and innovate along the way.

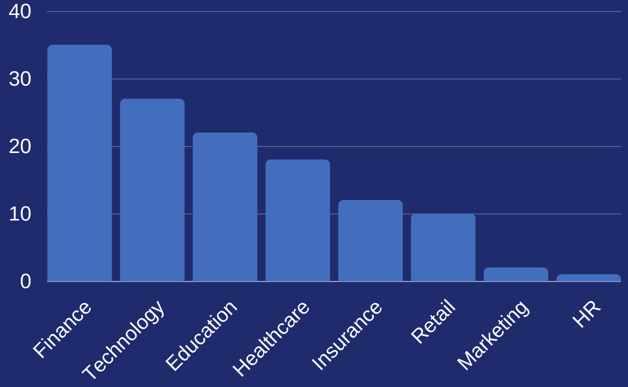
The United States led the way for North America in rank. While three European regions – United Kingdom, Germany, and France took up their places in the top five. Australia came in third behind the United States and the United Kingdom.



BY INDUSTRY

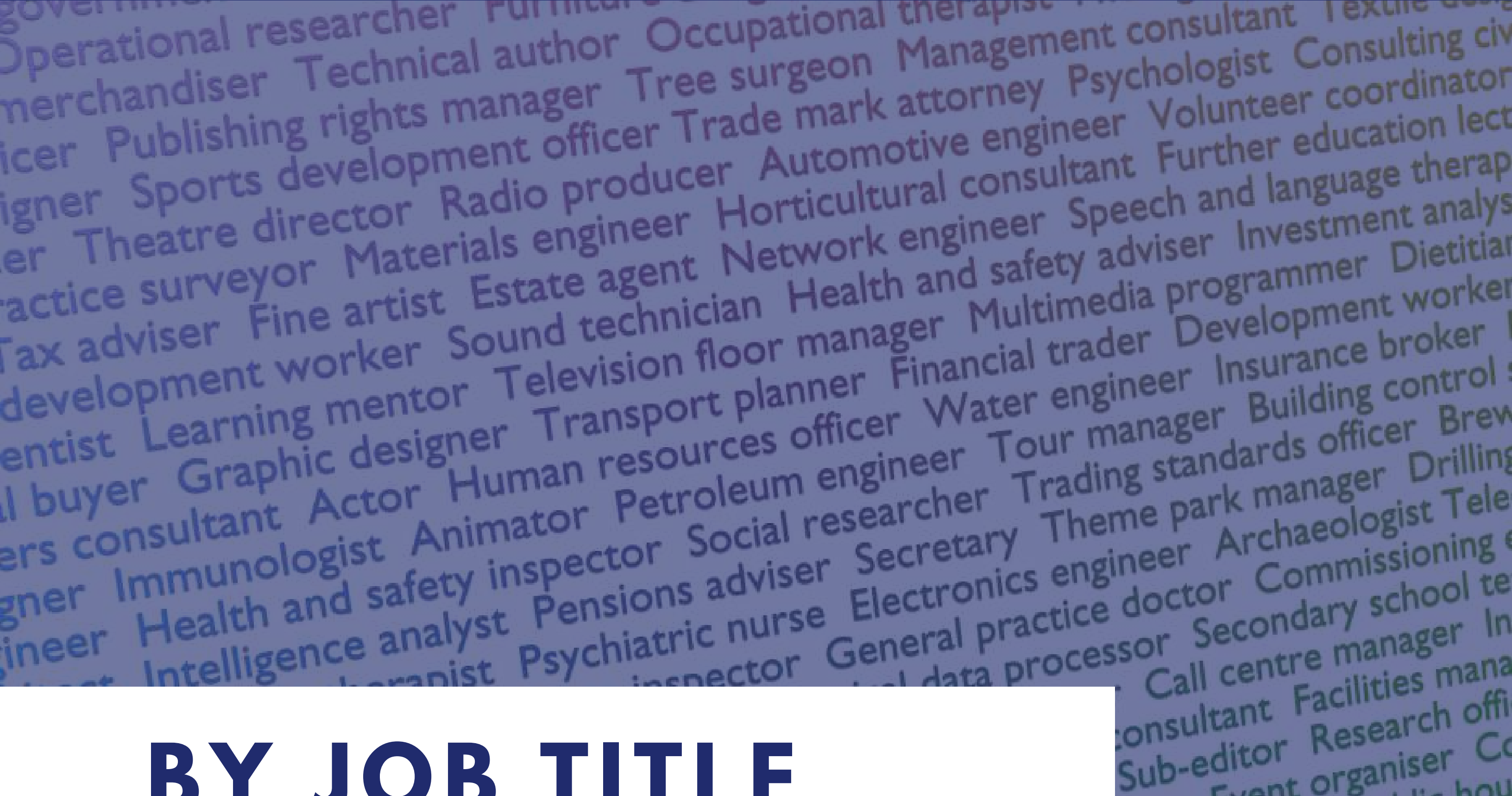
From April 2020 to June 2020, we tracked 45,000 contacts to see what industries, regions, and job titles were most engaged when it came to generating leads for our clients. The results were quite telling and show a sizeable correlation to implications of the coronavirus.

In the top 8 industries, the finance industry was the clear and consistent top rank for these three months showing that finance executives bore a huge burden of ensuring solvency and continuity for their organizations.



Information technology followed behind finance as many companies were forced to make a quick switch to a remote working environment for their employees. Kate Lister, president of Global Workplace Analytics estimated that "25 to 30 percent of the workforce will be working from home multiple days a week by the end of 2021."

Higher education ranked third in the list of industries with regard to forced changes in education. School districts from K-12 and thousands of colleges were forced to make the switch to home or online education, leaving educational institutions and parents worried about the upcoming school semester and students missing out on social interaction and experiencing virtual proms, homecomings, and graduations.

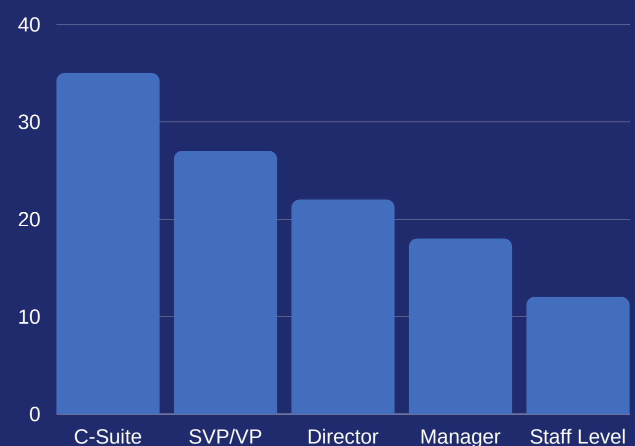


BY JOB TITLE

Directors took the lion's share in consumption of content for lead generation with 25% more than other job titles collected. Managers came in second while C-level executives came in third.

Directors and managers are part of what is commonly called the "middle manager." They are the bridge that connects junior members of the organization to senior members of the organization. Often responsible for reporting valuable information from top to bottom and in between, they are in charge of ensuring teams are led well and the performance and productivity of those under them.

It makes sense that directors and managers would be looking for additional information and resources to supplement senior management and to guide their team during crisis.



IN CONCLUSION

Before the coronavirus changed our world, B2B demand generation was primarily focused on in-person, face-to-face engagement. Salespeople traveled to meet current clients and new prospects. Tradeshows, conferences, and events were big business. Around the world, B2B companies are having to refocus and rethink their demand generation strategies.

With so many people and companies relying on digital interactions to make critical decisions, B2B companies must learn to leverage technology in a way that works for their audience, understanding email in way that is empathic and engaging, and taking steps to expand organizational presence on social media.

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