

How **B2B Marketers** Gain Measurable Results with **Full Funnel Demand Generation**



Marketing today is different from marketing yesterday. Due to the accessibility of information, potential customers, whether individuals or corporations, know much more about your product or service before they even talk to you than they normally would.

According to research from SiriusDecisions, two-thirds of the buyer journey is now done digitally, rather than in-person or over the phone. This pushes the marketer's job—promoting the right product to the right people—much further down the sales funnel, often causing them to trip over the toes of sales people who are used to closing the deal with the buyer.

Because of how technology is changing the marketing landscape, it's time for marketers to shift their role in the buying process. No longer can marketers solely fuel the top of the sales funnel, but they must be involved in the middle and bottom of the funnel as well.

This is called full funnel demand generation, and hundreds of businesses are using it to provide a seamless pipeline from prospect to sale.



So, what is full funnel demand generation?

According to **Matt Heinz**, author of *How to Embrace Revenue Responsibility & Increase Marketing's Influence on Pipeline Growth & Closed Deal*

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The fundamental idea behind full funnel marketing is for marketers to fully embrace revenue responsibility, to proactively manage and measure their departments as a profit center for their organizations, and to actively support the sales team's productivity and opportunity conversion efforts.

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Let's examine the three parts of this definition.

With **Full Funnel Demand Generation**, Marketers Fully Embrace Revenue Responsibility

Before the internet came along, there was no way to measure the effect that marketers had on the sale of a product or service. Marketers constantly attempted to prove that the work they did had a direct correlation to actual sales. (Perhaps, they also attempted to prove that the work they didn't do also had nothing to do with a lack of sales.) But those days are long gone.

Today, with marketing measurement software, marketers can track the success of their campaigns and prove that the work they do actually affects the company's bottom line. Full funnel demand generation embraces this change, encouraging marketers to take responsibility for a lead from the time they enter the sales funnel to the time they actually buy, and even beyond.

Full funnel demand generation is a marketing strategy that focuses on the entire customer journey, from the initial awareness stage to the final purchase and beyond. It involves tracking and measuring the impact of marketing efforts across all stages of the funnel, ensuring that marketers are responsible for the entire revenue cycle. This approach allows marketers to identify areas for improvement and optimize their campaigns for better results.





With **Full Funnel Demand Generation**, Marketers Proactively Manage Their Department as a Profit Center

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In the old days, profit measurements were left up to sales teams. After all, they were the ones who actually closed the deal and made the money. The marketers just gave assistance. Today, new lead generation and sales tracking software eliminate the division between marketers and salespeople.

Through TV, radio, the internet, and social media, marketers have an enduring and engaging relationship with potential buyers. Thus, they are more tightly connected to actual sales than ever before. In fact, if anyone is becoming obsolete, it's the salespeople! Sorry, salespeople.

Marketers who wish to survive in the digital age have to realize this before it is too late. They no longer have to relinquish their power to sales departments.

With Full Funnel Demand Generation, Marketers Can Actively Support the Productivity and Activity of Sales



While some marketers may dream of eliminating sales departments, the truth is a business needs both to survive. However, armed with the capabilities available in full funnel demand generation, marketers have a more important role to play in the organization.

Tyrone Heath, a marketing professional who has worked for IBM, Nestle, and Google, writes,

“After decades of merely suspecting that their efforts resulted in increased revenue, marketers can now prove it with data. This increased capability to prove marketing's effectiveness comes with a temptation. It tempts marketers to spend too much of their budgets on lower funnel demand generation. That temptation should be resisted because the data shows that the most effective demand generation is a full funnel occupation.”

No matter what kind of marketing you engage in, full funnel principles can be applied to it to make it better. Full funnel demand generation can be carried out through:

- Email marketing
- Social media marketing
- Content marketing
- Paid media

Are you ready to invest in full funnel demand generation for your business?

Bython Media can help guide you through the key steps of setting up your lead demand generation framework, including:



With a full funnel strategy and accompanying measurements, you can begin to see how the effects of your efforts in ROI and revenue.

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