

DEMAND GENERATION

Demand generation is the focus of targeted marketing programs to drive awareness and interest in a company's products and/or services.

Commonly used in business-to-business, business-to-government, or longer business-to-consumer sales cycles, demand generation involves multiple areas of marketing and is really the marriage of marketing programs coupled with a structured sales process.

There are multiple components of a stepped demand generation process that vary based on the size and complexity of a sale. These components include, among other things: building awareness, positioning relevance, supporting validation and mitigating customer evaluation.



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