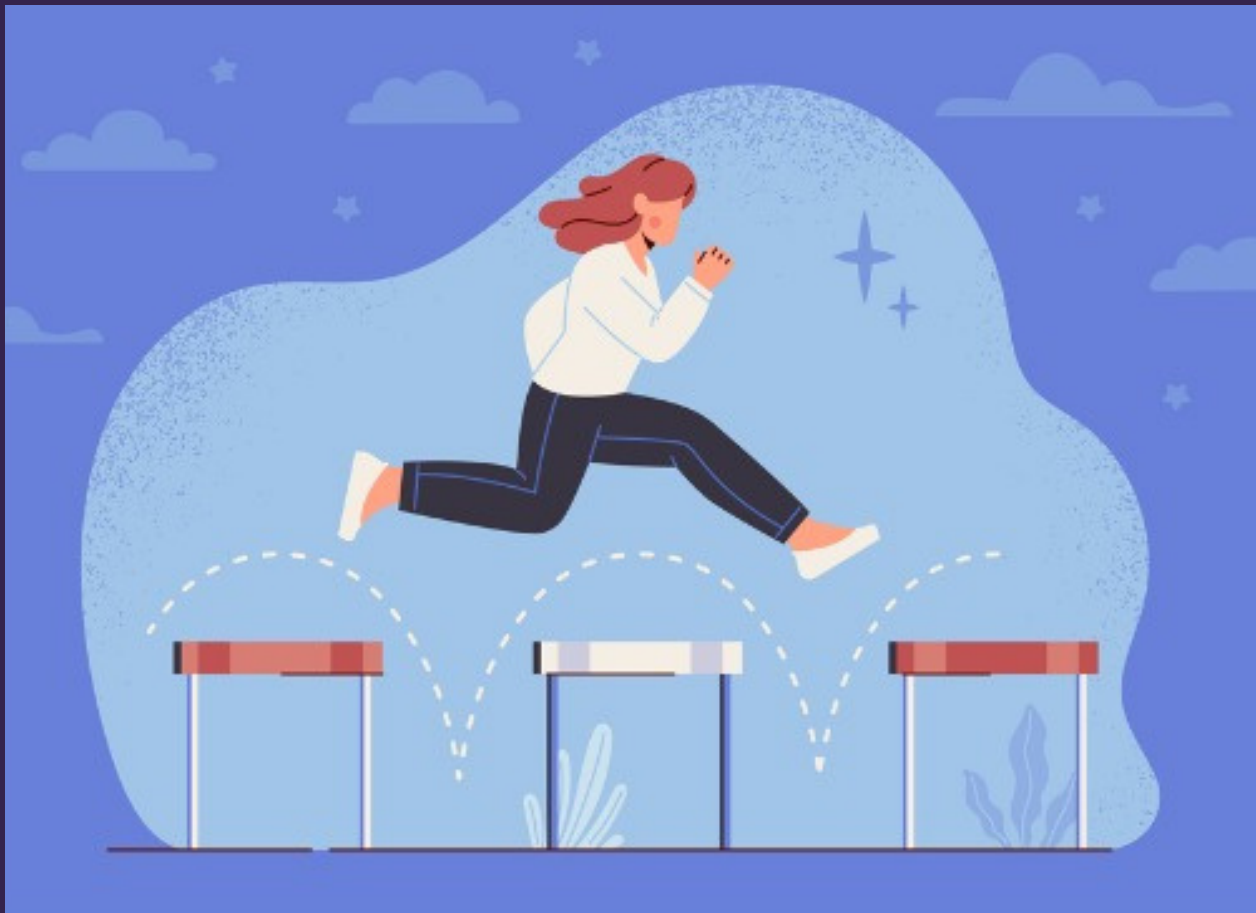


FROM LEADS TO CUSTOMERS

HOW TO ADDRESS THE TOP 7 HURDLES IN DEMAND GENERATION



Demand generation is critical to SaaS companies' growth strategies, as it drives revenue growth and customer acquisition. However, most Go-To-Market teams often need help with a range of challenges that can limit the effectiveness of their demand generation efforts. In this eBook, we will explore the top seven hurdles that SaaS companies face with demand generation and offer solutions to overcome these challenges.



1. Lack of clarity on the target audience and their buying stage

One of the biggest challenges SaaS companies face is a need for more clarity on their target audience, pain points and buying journey.

This can lead to misdirected efforts and wasted resources. For example, the company may invest in marketing channels that must be more relevant to its audience, leading to low engagement and ROI. They may also create content that does not resonate with their audience or speaks to them at the wrong stage of the buying journey, leading to disengagement and missed opportunities.



To overcome this challenge, SaaS companies should research their audience and develop buyer personas that capture the essence of the ideal customer types. By doing so, they can develop messaging that speaks directly to their needs. For example, a prospect just starting to explore solutions for a specific problem may be interested in educational content explaining the problem and the available solutions. In contrast, a prospect further along in the buying process may be more interested in case studies demonstrating the solution's effectiveness.

2. Ineffective lead nurturing

Generating leads is only half the battle for SaaS companies; they also need to nurture those leads. Effective lead nurturing and marketing automation are crucial for SaaS companies to convert leads into paying customers. But, many businesses struggle to communicate value to the target audience.

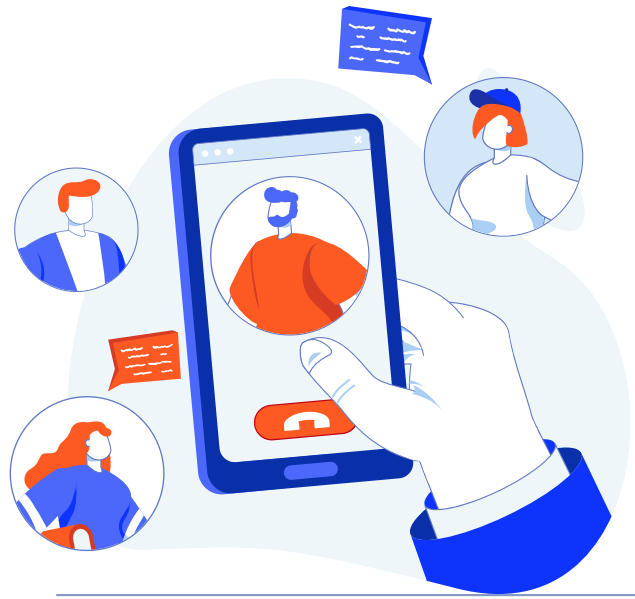


Consistent and timely communication is also crucial. To overcome this challenge, businesses should focus on providing value to their leads at every stage of the buyer's journey, using strategies like personalized messaging, targeted promotions, and educational content that address the specific pain points of leads. Consistent companies should determine the appropriate frequency of messages, ensuring they stay top of mind without overwhelming the prospect. Utilizing marketing automation tools to create automated workflows that nurture leads based on their behavior and interests can further improve lead nurturing efforts—for example, triggering an email campaign when a lead downloads a particular piece of content or visits a specific page on your website.

3. Lack of personalization

One of the common mistakes in SaaS marketing is the need for more personalization in messaging. Generic messages that don't address a lead's needs can fail to resonate with potential customers, leading to poor engagement rates and missed opportunities for converting leads into paying customers.

To overcome this challenge, prioritizing personalization in marketing efforts can establish a deeper connection with leads, building trust and loyalty. Personalization involves using the lead's name, industry, or use a case in communication to make them feel seen and understood. By doing so, businesses can establish a deeper connection with their leads, building trust and loyalty.



Additionally, progressive profiling can help tailor messaging to match the lead's specific needs and interests. By gradually gathering information from leads over time, businesses can segment leads and offer targeted content and promotions. This can help create a more personalized experience for potential customers, leading to higher engagement and improved lead conversion.

4. Website and landing page design

The design of your website and landing pages is crucial to the success of your demand generation efforts. They are often the first point of contact between your potential customers and your business. If your website needs to be better designed, slow to load, or needs clear calls to action, you may need help to convert visitors into leads.



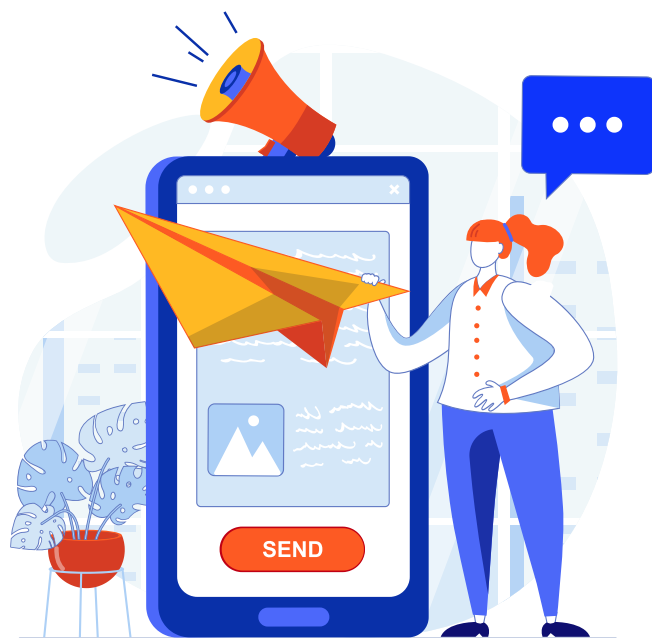
It'sOne common mistake in website and landing page design is overcrowding with too much information or cluttered layouts. Essential to create a seamless user experience that directs visitors toward a desired action. This could be filling out a contact form, signing up for a free trial, or learning more about the solutions offered.

It's essential to prioritize the most relevant information and use white space effectively to make the content easier to digest. Additionally, optimizing the website for search engines can be valuable, using techniques like keyword research and on-page optimization to boost search rankings and attract more organic traffic.

5. Over-reliance on a single channel

Many SaaS companies put all their eggs in one basket regarding demand generation, relying heavily on a single channel such as paid advertising, email marketing, or outbound calling. While these channels may have worked in the past, relying solely on them can limit your reach and make your demand-generation efforts vulnerable to market changes.

To avoid this, it's important to diversify your demand generation channels and experiment with new tactics like interactive content, podcasts, AI-powered personalization, chatbots, and influencers to name a few. By casting a wider net, you can tap into new audiences and generate more leads.



However, it's not just about throwing everything at the wall to see what sticks. Companies should regularly evaluate the effectiveness of their demand generation channels and adjust their strategy accordingly. This means tracking key metrics like cost per lead, conversion rate, and customer acquisition cost to identify which channels drive the most qualified leads and revenue.

6. Lack of alignment between marketing and sales teams

Effective demand generation requires close collaboration between marketing and sales teams. If these teams are aligned, leads may avoid falling through the cracks, and opportunities may be missed. One of the primary reasons for misalignment is that the target-setting process is often done in a vacuum, without a clear understanding of the time and resources needed to properly qualify leads and convert them into opportunities with an accurate pipeline value associated with them.

To overcome this challenge, SaaS companies should establish shared goals and metrics between marketing and sales teams, focusing on the quantity and quality of leads. This includes setting realistic targets for lead generation, lead qualification, revenue growth and understanding the effort required to achieve these goals.

Another solution is creating a feedback loop between marketing and sales teams to improve the lead qualification process continuously. This involves reviewing the quality of leads and providing feedback on which leads are most likely to convert into opportunities. By doing so, marketing can adjust its targeting and messaging to attract better and qualify suitable leads, while sales can focus on closing deals with the most likely to convert leads. Ultimately, this can lead to a more efficient and effective demand-generation process.



7. Focusing on product features rather than customer needs

SaaS companies often focus heavily on their product features and capabilities when developing demand generation strategies. While it's important to showcase the value of your product, it's equally important to focus on the pain points of your target audience and how your product can address those pain points.



This can be overcome by shifting from a product-first to a solution-first approach. This means conducting customer interviews, analyzing customer data, and researching industry trends better to understand your target audience's needs and interests. Armed with this information, companies can develop messaging that speaks directly to their target audience's challenges, positioning their product as the solution to those challenges. By putting the customer's problem at the forefront of their demand generation efforts, companies can better resonate with their target audience and provide value.

PLAY TO WIN

SaaS companies face a range of hurdles regarding demand generation, but these are manageable. By researching and understanding their target audience, creating personalized content, diversifying demand generation channels, and ensuring alignment between marketing and sales teams, they can achieve win-win outcomes for both customers and themselves. With a commitment to continuous improvement and experimentation, SaaS companies can stay ahead of the curve and maintain a competitive edge in a constantly evolving market.

