

digitalzone

# Fueling the Buyer Journey

Breaking Down Demand Gen & the Buyers That Drive It



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## INTRODUCTION

# Back to Basics: Demand Gen

## From Novice to Pro: Demand Gen Upgraded

In the sphere of B2B marketing, you're likely well-acquainted with the idea that demand generation is more than just significant—it's fundamental. Here, achieving visibility means securing success, and generating buzz distinguishes you from your competition.

The key to excelling in demand generation lies within the power of content. But there are far more levers to pull to optimize your demand gen efforts. This ebook dives into how integrating a robust content syndication strategy can transform your demand gen efforts from simply standard to downright exceptional.

This guide offers fresh insights and actionable strategies for everyone—from demand gen newcomers to seasoned experts. Whether you're fine-tuning your approach or seeking a competitive edge, you'll discover valuable knowledge here.

*“Content syndication is our secret weapon; it’s like casting a wide net that not only captures the entire market we’re aiming for but also brings in leads that are compliant, perfectly targeted, and ready to engage. Plus, getting a sneak peek into the lead’s journey? That’s a game-changer. It tells us exactly where they are and what we need to do next. It feels like we’re not just guessing anymore—we’re strategically engaging.”*

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**Rishikkes Pawar**  
Chief Executive Officer  
digitalzone

# Take a strategic approach

Demand generation needs content syndication. They're your marketing mix's tag team, blending brand building with strategic outreach for maximum impact. This approach balances short-term gains with long-term growth, nurturing leads into loyal customers with patience and precision.



## Demand Generation [Defined]

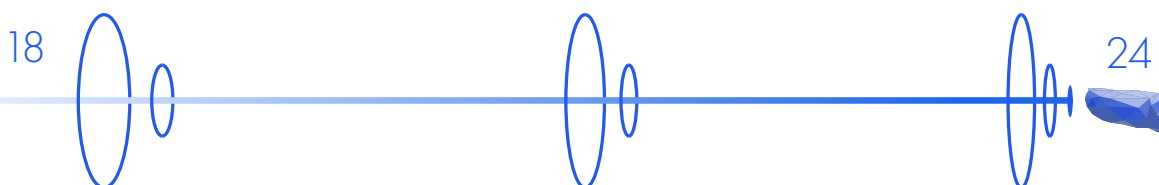
Consider demand generation as your brand's strategic engine. It centers on sparking conversations and creating fascination before potential clients realize they need your offerings. However, it goes far beyond just that—it embodies a cohesive strategy of guiding your prospects towards decisive action. The aim is to meticulously transform any initial curiosity into unwavering commitment. Fundamentally, demand gen excels in pinpointing the perfect audience, allowing you to captivate them with your content and steer them towards conversion.



## Content Syndication [Clarified]

Content syndication is an integral part of any solid demand generation strategy because it leverages websites and third-party platforms to expand content reach. This method not only connects you with ideal leads but also influences them effectively. Moving beyond straightforward single-touch campaigns, content syndication harnesses paid partnerships for precise targeting, ensuring your message hits home with those who matter most—and gently nudges them toward conversion.

The number of touches to convert a lead to sales-qualified



## CHAPTER 1

# Meet the Squad: Dissecting the Buying Committee

Buying committees are expanding, now averaging 11 members and sometimes including up to 20 stakeholders.\*

**But bigger is not always better.**

The growing buying committee has led to:



reduction in customers' ability to reach a purchase decision at all\*



reduction in the likelihood that customers will purchase a premium, expensive solution.\*

\*Source: [B2B Buying: How Top CSOs and CMOs Optimize the Journey](#) (Gartner)

## Embrace diversity

Your content must be precise yet varied, engaging every committee member from the initial spark of interest to the final decision. Understanding each of the roles within the committee is crucial for successful demand gen, as each stakeholder has distinct goals and interaction methods with your product or service.

There's a common misconception that because many deals are signed off by directors (or higher), they should be the primary target. But by focusing solely on targeting director-level stakeholders and higher, you inadvertently exclude the majority of the buying committee—evaluators, influencers, those liaising with vendors, compiling business cases, and conducting research.

This approach also overlooks the collaborative essence of decision-making. Failing to acknowledge all stakeholders involved can lead to a lack of awareness that prevents a purchase from happening altogether—which is a costly mistake to make.

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A robust demand gen strategy will deliver a range of content that resonates with each buying committee member thoughtfully and purposefully.



# A breakdown of the buying committee.

Regardless of how many people are in a buying committee, these individuals typically fall into one of five stakeholder archetypes. Taking into account the personal and professional needs of these archetypes is crucial for creating a snackable, content suite that effectively addresses their specific roles in the buying process.



## The Influencer

This individual is a key knowledge hub within the organization. While they may not have the final vote, their endorsement carries weight. Engage them with content that not only elevates their insight but also enhances your appeal through shared value.



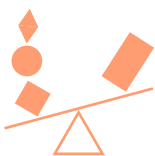
## The Champion

Consider this person your internal advocate. They are convinced of your solution's benefits and ready to support your cause. Equip them with compelling success stories and practical use cases that empower them to effectively champion your solution.



## The Power-User

Likely the main user of your product or service, this person prioritizes functionality and integration into their workflow. Cater to them with in-depth guides and practical how-tos that demonstrate your solution's efficiency and impact.



## The Decision Maker

This individual's focus is on how your solution aligns with broader business objectives. Connect with them through content that highlights ROI and strategic benefits addressing their primary concerns.

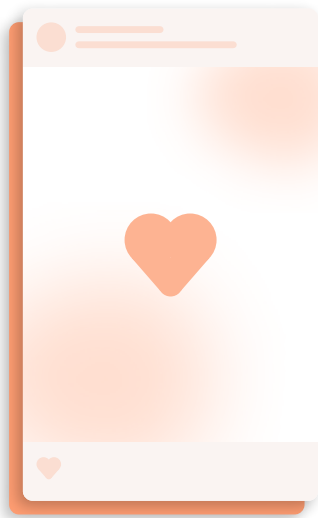


## The Approver

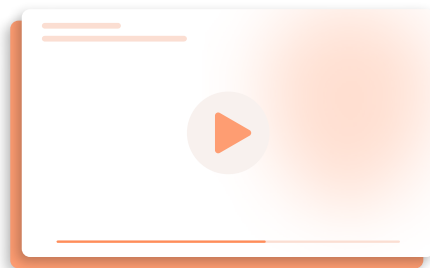
Operating behind the scenes (or in the C-suite), this executive has the authority to permit a purchase. Content that addresses financial viability and compliance will speak directly to their priorities.



While a single whitepaper can do a great job at showcasing the benefits of your offerings, it falls short of engaging an entire buying committee. The unique challenges and interests of each archetype highlight the importance of a content strategy that's tailored specifically to meet those needs, rather than sticking to a one-size-fits-all solution.



Start creating strategic B2B content for better outcomes. [Learn more.](#)



## CHAPTER 2

# Hitting the Mark on Your Target (Audience)

The B2B buying landscape has transformed in recent years, shaped by a mix of technology breakthroughs, evolutions in market conditions, and big changes in buyer demographics. In this changing terrain, one thing stands out sharply.

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81% of consumers now expect communication to be tailor-made for them, showcasing a broader move towards customization at every step of the buying journey.

For B2B marketers, this change is a call to action to rethink strategy—which is all about putting personal touches ahead of broad generalizations. Creating Ideal Customer Profiles (ICPs) requires digging deeper than just age groups or demographic labels. It's about zeroing in on what makes your audience tick—their interests, behaviors, and needs. These detailed profiles are your blueprint for crafting demand generation campaigns that truly speak to buyers on a personal level

## Personalize instead of narrow.

Broaden your approach to include multiple facets of a group's interests (like cultural preferences, lifestyle choices, and personal values) so you don't miss connecting with a wider audience within a demographic. Personalization should take things a step further—not limit its scope.

## Nurture your champions.

Elevate personalization by singling out the internal champions within organizations among your target audience, leveraging their influence to boost engagement and foster advocacy. Then, gather insights from these essential stakeholders to continue refining your demand gen strategy.

## Connect via content syndication.

Content syndication isn't just about spreading your messages—it's about establishing thought leadership tailored to this discerning audience. Without requiring direct leads, it's an innovative approach to engage and inform potential buyers about your brand's values and offerings.



Looking for another channel to grab your target audience's attention? Engage them with targeted display ads. [Discover how.](#)

# Snapshot of the modern B2B buyer.



## Authenticity is Key

Today's buyers crave real, genuine interactions with brands.

### Personalization

Tailor communications to reflect their interests and history with your brand.

### Genuine Testimonials and Reviews

Real stories from real users build trust.

### Proactive Customer Support

Show you care before they need to ask for help.



## Experience Over Sales Pitches

Buyers want to experience your product or service firsthand.

### First-hand Demonstrations

Show, don't tell.

### Free Trials

Let them try before they buy.

### In-Person Event Connections

Create memorable encounters.



## Content is Gold

For buyers in today's digital era, it's content or nothing.

### Waterfall Content Syndication

Distribute content across platforms for max reach.

### High-Quality Blog and Website Material

Inform, engage, and entertain with words.

### Video and Multimedia Formats

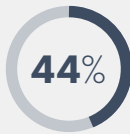
Offer options for dynamic and interactive content.

## The drivers of change.

Millennials aren't just part of the audience—they are the defining audience. Representing over half of all business buyers, their preferences are setting trends and now influencing market behaviors across generations, like Gen Z and Gen X.



of B2B buyers say online content is a major influence on their purchasing decisions. \*



of Millennial buyers would rather not deal with a sales rep at all. \*\*



of B2B buyers are Millennial or younger. \*\*\*

Source: [CMO Council](#)

Source: [A Step Beyond the Challenger Sale \(Gartner\)](#)

Source: [Generational Shifts Are Disrupting Traditional Business Buying Behaviors And Necessitate Reevaluating Go-To-Market Strategies \(Forrester\)](#)

## CHAPTER 3

# Mastering the Art of Content Syndication Campaigns

Once the pinnacle of demand gen strategies, **traditional inbound lead generation is all about engaging prospects during the decision-making phase—a stage that encompasses merely 5% of qualified buyers**. This approach makes it challenging to scale marketing efforts that identify and convert such a narrow segment.

Content syndication, on the other hand, is like cruise control for lead generation. Using websites and third-party networks, it targets proposets who are at the beginning of their buying journey so they engage with your content as they research. The advantage? You can influence them through education and nurture.

There's a variety of both free and paid platforms where you can distribute your content correctly and efficiently. Consider where your ICP is actively consuming content. From there, determine the format of your content when selecting the syndication platform, since some are designed to share specific forms of content.

## Types of content that can be syndicated:



Infographics



Ebooks/Whitepapers



Webinars



Blogs



Audio/Radio



Videos

## Top benefits of content syndication:

- Improves marketing campaign lead conversion rates helping you hit your MQL goals
- Expands your reach of target accounts and ideal customer profiles
- Lowers your overall cost per acquisition with clearer cost per lead rates

# Integrating syndication into your marketing mix.

Weaving content syndication into your marketing strategy is a no-brainer for businesses aiming to amplify their message without stretching their resources too thin. By smartly sharing your content across different sites and platforms, you can connect with new people who might just love what you're offering, making your brand shine in the crowded online space.

Effectively integrating syndication means you're crafting a balanced blend of content creation, curation, and strategic distribution. This approach is a long game strategy designed to make your messages hit home with a wider audience and achieve your marketing goals more successfully.

## Content syndication done right.

Content syndication alone isn't a recipe for success. You must carefully select your content, choose an appropriate syndication partner(s) for distribution, and then customize your campaign to align with your unique marketing objectives.

### Select the right content

At the top of the sales funnel, content syndication shines by boosting brand awareness and widening your audience. Opt for content that captures and retains the interest of those starting their buyer's journey, such as engaging thought leadership, insightful blog posts, striking infographics, and compelling videos. The variety of these assets ensures a broad appeal and sets the stage for a strong initial relationship.

It's also incredibly important to consider what type of content your particular audience has an affinity for. Most Millennials are most interested in shorter, more snackable content as opposed to previous generations who prefer a more long-form content approach. Content affinity will also differ based on job level and/or industry. All of these variables should be taken into consideration when curating the content that will perform best.



## Take things further with nurture

After sparking interest through content syndication, heighten engagement with a nurture series precisely tailored to your lead's job role, past engagement with your content, and their unique sub-industry. It's crucial to map out distinct stages in your buyer's journey—awareness, consideration, and decision—to craft content that directly addresses a buyer's evolving needs and concerns at every phase.

Distributing this targeted sequence through syndication channels ensures your messages resonate accurately, fostering meaningful connections and increasing conversions. By assessing a lead's interest and engagement level with your content, you can more effectively capture and qualify leads.

## Syndication vs nurture

Remember, there's a difference between casting a wide net with content syndication and nurturing existing connections and new leads with targeted content. Syndication content should be your opening act—broadly appealing and designed to draw crowds. Nurture content, on the other hand, is your encore, tailored to keep your already interested audience coming back for more by addressing their specific needs and interests through channels like personalized email, display, and social.

By perfecting the essentials—crafty content creation, strategic sequencing, and distinguishing between your broad appeal and nurture tactics—you'll make your content syndication efforts not just effective, but genuinely captivating.

## Measuring content syndication success.

Boosting the impact of content syndication goes beyond just looking at ROI—it's about unlocking its full power. By carefully analyzing insights and integrating KPIs, you're equipped to tweak and uplift your strategies for a beefier ROI with each campaign. This ongoing refinement is essential for identifying top performers and eliminating the duds.

To get a real grip on boosting your content syndication game, zeroing in on key performance indicators (KPIs) is vital. Throwing lead scoring into the mix gives you a more layered understanding of your audience and their readiness for Sales.

Here's a list of the metrics worth tracking:

- **Marketing Qualified Leads (MQLs)**

Monitoring MQLs from a syndication campaign helps marketers understand the number of people interacting with a digital asset who could become potential customers, based on their past interactions with the brand.
- **Cost Per Lead (CPL)**

CPL provides insight into the financial efficiency of a content syndication campaign by calculating the expenses involved for each lead acquired.
- **Asset Downloads**

This metric focuses on engagement without necessarily aiming for immediate lead conversion or nurturing.
- **Cost Per Opportunity (CPO)**

CPO tracks the complete investment in guiding a potential customer from first interest to qualified lead, which is vital for enhancing sales pipelines with top-notch prospects through content syndication.
- **Inbound Web Traffic**

A key indicator of brand interest, this enables you to track any increases in website visitors following content syndication efforts. Any uptick indicates growing curiosity about your brand among readers and viewers.
- **Click-Through Rate (CTR)**

CTR measures how well a call-to-action grabs attention and gets clicks, kicking off audience engagement. Higher CTRs show that your content really connects with your audience.
- **Conversion Rate**

This tracks the percentage of leads turning into customers, showing an overview of how well your content prompts the audience to take action over time.

## Food for thought: lead scoring

Most leads from content syndication are not immediately ready to buy—as we all know, they need nurturing. Implementing a smart lead scoring system helps you identify and prioritize leads based on their purchase readiness, streamlining the conversion process and honing in on your ideal prospects.

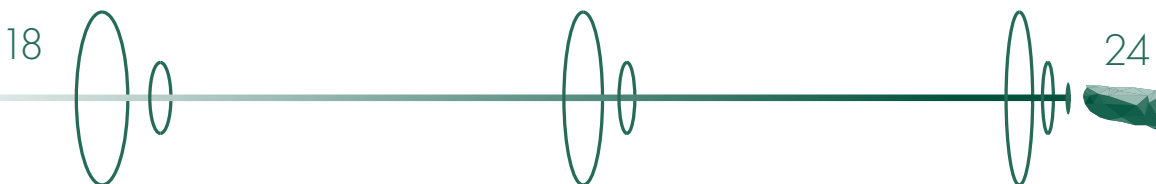
Integrating lead scoring with your strategy enhances key metrics, creating as powerful link between data and actionable insights. It transforms metrics into a strategic roadmap, guiding your marketing and sales decisions towards more effective engagement and conversion efforts.

## Beyond single-touch syndication.

Single-touch is favored in traditional content syndication for its simplicity, speed, and ease of setup, making it an effective campaign for building your top of funnel and enhancing brand awareness. However, because it only engages prospects with a single digital engagement touchpoint it can be difficult to discern where that prospect may be in their buyer's journey and what the next most meaningful touchpoint would be.

Digitazone's Waterfall content syndication stands out by seamlessly integrating nurture into the buyer's journey. It engages leads with tailored content at each stage, utilizing an HQL question and multiple touchpoints where leads can self-identify as active buyers, active learners, or top-of-funnel. This method not only offers deeper insights into their position in the buying cycle but also delivers valuable lead data. It supports the development of long-term relationships with your entire audience—be they ready buyers, eager learners, or those just beginning their search.

The number of touches to convert a lead to sales-qualified



# What's required for an effective Waterfall campaign?

## ● Create a variety of content for all buyer's journey stages.

Craft meaningful content to curate a more personalized nurture experience. By creating tailored content that speaks directly to customers at each stage, you'll build trust and authority with your potential customers.

## ● Analyze, analyze, analyze the data.

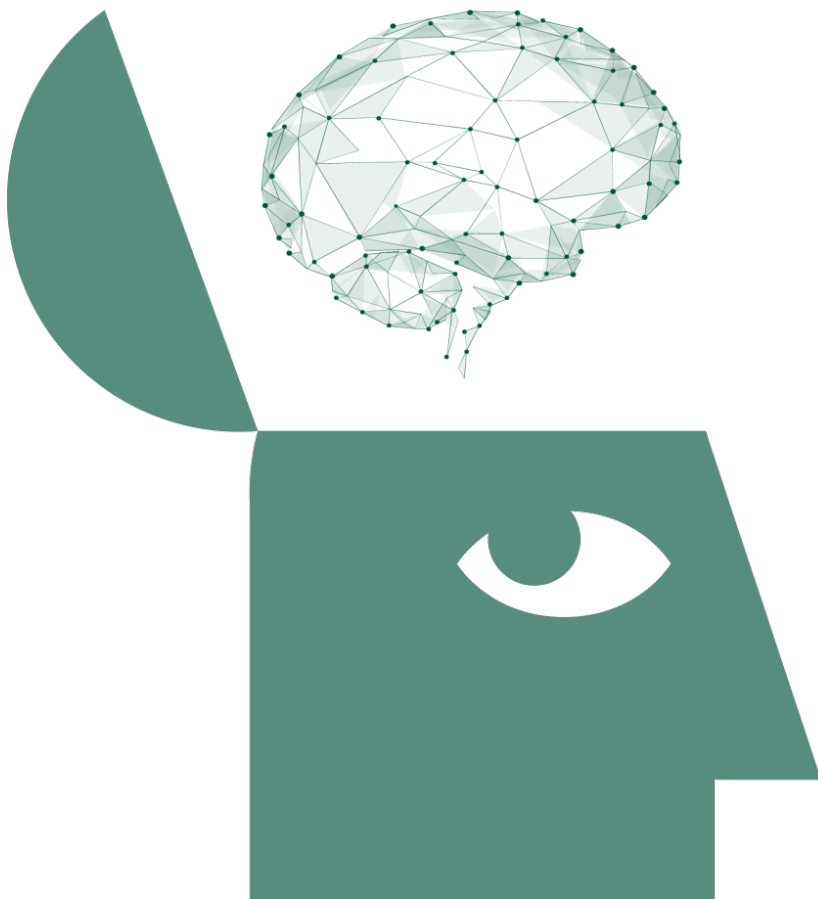
Waterfall provides a multi-dimensional view of your customer journey data, examining every angle from conversion to inactivity. Use these insights to craft meaningful post-campaign segments so you avoid investing time and money on the wrong leads.

### **i** Pro tip

Syndication can do wonders for SEO, like bumping up your site's visibility, piling on backlinks, and lifting your domain's clout. But watch out for the duplicate content trap—it can drag down your search rankings. Make sure you're repurposing (not repeating) content across channels

## Food for thought

There's another benefit for using content syndication: it can be a strategic asset for market research, offering another method to gather rich data from potentially highly qualified leads beyond the conventional HQL and BANT criteria.



# Jump into Waterfall.

With Digitalzone's precision-engineered approach, we're not just talking leads—we're crafting narratives that seamlessly engage and guide your prospects from curiosity to conversion.

Remember, **only 5% of your target audience is actively shopping for what you're selling at any given time**. What about the other 95%? Skipping out on Waterfall content syndication means missing out on the vast majority of your potential audience.

## Peak Personalization

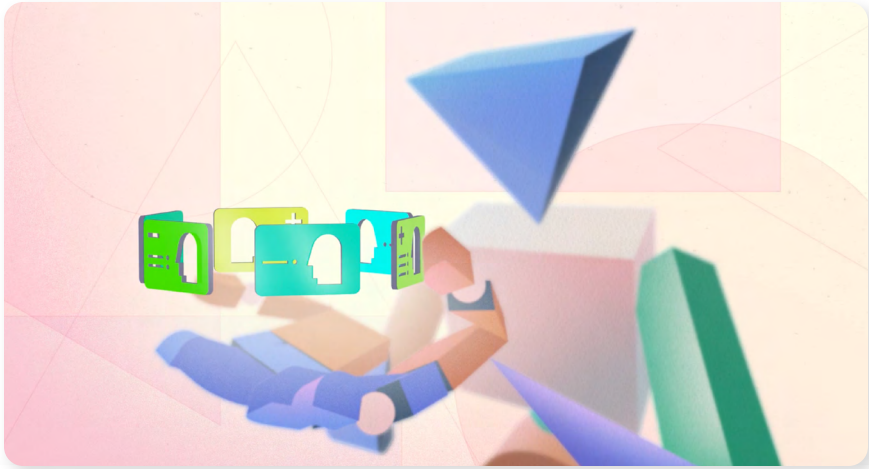
In a world thirsty for individual recognition, Waterfall quenches with customized content. Through detailed lead journey data, Waterfall enables you to tailor your nurture strategies with precision, based on real engagement and firmographic insights.

## Data-Driven Journeys

Waterfall collects unique engagement data at all interactions. We're talking real-time insights that inform, engage, and convert. This strategy has content meeting your audience at every search, click, and inquiry, so each touchpoint becomes stepping stone towards conversion.

## Better Visibility

Waterfall places your brand amidst trusted names and peer-reviewed platforms. It's about lending your content an air of authority and trustworthiness by association. These strategic placements are endorsements that elevate buyer confidence and your brand's status.



Waste less leads with Waterfall content syndication.

[Learn more](#)

Waterfall is designed to align with the dynamic B2B buyer’s journey—and choosing the right content to drive a campaign is at the heart of its strategy. Yet, for true mastery, there are additional critical elements to conquer: pinpointing the exact HQL question to ask and enhancing the nurture process post-engagement.

These key areas are the focus of our next two chapters, offering you deeper insights and smarter strategies to sharpen your marketing game.

## CHAPTER 4

# Asking the Right Questions in the Buyer's Journey

Simply generating leads isn't enough to move the marketing needle. In demand gen, [it's wise to embrace a zero-waste philosophy](#) by nurturing these leads throughout the buyer's journey. This involves asking strategic questions that motivate them to take action, advancing them to the next stage, or ideally leading to conversion.



*Targeting only Director+ levels in demand generation overlooks the crucial voices in the buying committee—the evaluators, influencers, and researchers who shape decisions. True scale and engagement come from involving the entire ecosystem, not just the top.*

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**Tom Koletas**  
Chief Revenue Officer  
digitalzone

## The golden question(s) for HQLs.

To unlock high-quality leads (HQLs), focus on devising sharp, relevant questions that propel these leads to the next stage of the sales process. The trick is to avoid generic questions and to avoid questions that take their mind off you, like creating a question that mentions competitors.

Your business must first consider this pivotal question: "What separates the genuinely interested prospects from the rest?". Tap into the expertise of your sales team or business development representatives (BDRs)—their valuable insights are key to creating questions that truly resonate with top-tier leads.

### Example HQL campaign questions:



Are you currently searching for this product/solution?



Is your org ready to purchase a product/solution?



Are you happy with your current vendor?

## What BANT questions can answer.

Organizations targeting bottom-of-funnel prospects for swift conversions often turn to BANT. A BANT campaign will ask leads four key questions covering budget, authority, need, and time—hence the acronym “BANT”. When a prospect can confidently answer these four queries, they’re flagged as highly qualified leads.

However, what about those promising prospects who aren’t quite ready to commit but are too valuable to ignore? BANT’s structured approach might not capture these potential leads, especially among younger audiences. And then there are those who don’t fit neatly within BANT’s parameters—they, too, have value. These leads can provide crucial insights that help fine-tune your strategies and enhance upcoming campaigns.

<b>B</b>	<b>A</b>	<b>N</b>	<b>T</b>
<p><b>Budget</b></p> <p>Do you have a budget allocated for this product/service?</p>	<p><b>Authority</b></p> <p>Are you responsible for making the purchase decision of this product/service?</p>	<p><b>Need</b></p> <p>Are you currently experiencing [this problem that the product/service addresses]?</p>	<p><b>Timeline</b></p> <p>Timeline: Do you plan to purchase within the next 12 months?</p>



## Here comes Waterfall

Waterfall content syndication is like a backup for catching prospects who don't qualify after answering an HQL question or miss the BANT mark. It uses smart logic to stay ahead of customer behavior changes, keeping even those leads warm.

With data from leads, Waterfall builds detailed campaigns that track the customer path. This strategy isn't just great for turning potential leads into customers at the bottom of the funnel—it also helps reel back in those who've drifted away with new, engaging content.

## CHAPTER 5

# Lead Follow-Up Finesse: Converting Leads into Loyal Customers

The art of follow-ups is like brewing a perfect cup of coffee—quick, personalized, and with a variety of approaches. Here's the essence of turning leads into loyal fans, in fewer words and more punch.



## Quick and Warm Responses

A timely 'thank you' email within 24 hours sets a welcoming tone. It's crucial to express readiness to engage further, showing leads they matter from the get-go.

### **Pitfall to Avoid**

Lacking follow-up content. If leads respond eagerly but you have no relevant content ready, you risk missing a key connection opportunity.



## Understanding Lead Context

Remember, not all leads are at the same stage. Consider the content that they've engaged with and any digital touchpoints that they've interacted with and tailor your follow-up accordingly. Whether they're just browsing or seriously comparing, tailor your message accordingly.

### **Pitfall to Avoid**

Treating all leads the same. Misreading their readiness can lead to pushing too hard or not enough, potentially driving them away.



## Personal Touch Matters

Skip the canned responses. Using leads' names and tailoring messages based on their interactions with your site makes communications feel more genuine.

### **Pitfall to Avoid**

Over automation. Relying too heavily on automated messages loses the personal touch, making leads feel undervalued.



## Diversify Communication Channels

Don't limit yourself to one medium. Use email, social media, phone calls, etc., to discover each lead's preferred communication method.

### **Pitfall to Avoid**

Ignoring leads' communication preferences. Sticking to one channel might mean missing out on engaging them where they're most comfortable.



## Consistency is Key

Follow-up must be consistent but not overwhelming. Crafting a follow-up schedule helps maintain presence without becoming a nuisance.

### **Pitfall to Avoid**

Inconsistent follow-ups. Sporadic communication can make leads feel forgotten, while too frequent contact can seem pushy.

*At this stage, it's unclear which communication channels your leads prefer. To bridge this gap, it's crucial to utilize a mix of social media, email, traditional mail, and phone calls to reach potential clients. One thing is for certain—you must use all possible tactics, or else your engagement metrics will be lackluster.*

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**Sonjoy Ganguly**  
Chief Product Officer  
digitalzone



# Streamlining the lead transition to sales.

The seamless hand-off from marketing to the sales team lies with your Sales Development Reps (SDRs) or Business Development Reps (BDRs). This process isn't just about transferring leads—it's about ensuring continuity in the buyer's journey.



## Fine-tune your CRM entries.

Every detail entered into your CRM matters for a smoother sales experience. A BDR or SDR should confirm the following lead information for every lead:

### Detailed Contact Information

Any preferences or specific times when the prospect prefers to be contacted.

### Interaction History

Key interactions, such as downloaded content, webinar attendance, or engagement in social media conversations.

### Lead Insights

Pain points, interests, and potential objections based on the engagement with marketing content.

### Expectations and Needs

What the lead expects to learn or gain from further engagement, based on their content interests and interactions.



## Establish a lead qualification criteria.

Defining clear lead qualification criteria ensures that only high-potential leads are passed along to the sales team. Ideally, sales and marketing collaborate on the defining attributes of a sales accepted lead for alignment across departments and smoother lead handoff. Criteria could include:

- **Engagement level with marketing campaigns or content**
- **Specific actions taken in the buyer's journey**
- **Alignment with buyer personas**
- **Indicators of immediate or future needs for your solutions**



## Have an official hand-off protocol

A structured protocol for handing off leads to sales minimizes friction and prevents leads from being left behind. Key components include:

### Pre-Transition Briefing

Create a meeting or report that outlines the lead's engagement history, key interests, and any preliminary qualification assessment.

### Direct Transfer of Information

Utilize CRM systems to ensure all relevant data is accessible to sales teams, enabling them to pick up exactly where marketing left off.

### Introduction Strategy

When possible, introduce the lead to their new contact within the sales team. A warm handover can significantly enhance the lead's engagement levels.



## Improve through feedback

After the hand-off, gather feedback from both sales teams and lead to identify areas for improvement. Questions could include:

- **How smooth was the transition from the lead's perspective?**
- **Were the leads adequately prepared for sales engagement?**
- **How can the qualification criteria be refined?**

## CHAPTER 6

# Using Intent Data with Intention

Intent data is about catching signals from potential buyers indicating they're on the prowl for products or services like yours. In other words, intent tells you when someone from a business is actively researching online for a solution based on their online activity.

Remember though, when you're playing the intent game, you're racing against time since it catches a fleeting action by possible prospects.

Now, for some food for thought: **only 5% of people are actively hunting for what you're selling at any given moment.** This puts into perspective the needle-in-a-haystack challenge intent data seeks to solve

Should you consider intent data? Well, to be perfectly honest, it depends on how you want to use it. For some brands it is a golden ticket if you align perfectly with three categories.

## Types of businesses that benefit with intent.

1

Your product or service enjoys a leisurely buying cycle of over six months, intent data might be your new best friend.

2

If your brand is the talk of the town within your industry, leveraging intent data can amplify your presence.

3

If you've got the resources to cast a wide net with an expansive target account list, intent data can help catch the right fish in the sea.

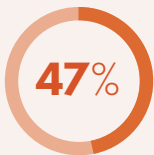
## Bonus B2B Marketing Opportunity

Intent signals can help understand more about your ICP throughout the buyer's journey. By layering intent data with buyer behaviors, you can connect the dots between an ICP starting their search for a vendor to their meaningful interaction with your brand.

Intent data can be a valuable resource to help you understand and adapt to the unique needs of a diverse buying committee—especially a large one. Overall, intent data isn't a one-size-fits-all accessory to slap onto your demand gen strategy. It's a powerful tool for those it suits—a niche group of brands positioned to act swiftly on deep insights.



of marketers utilize intent for delivering targeted content.\*



of marketers apply intent to email marketing strategy.\*



of marketers use intent to enhance personalization.\*

## CHAPTER 7

# Mastering the Match: How to Select the Perfect Vendor

Finding the right vendor is akin to selecting a dance partner who knows all the right moves. Vendors are not just suppliers—they're more like pivotal partners poised to fill your strategic gaps with their data and technology prowess. The dance floor? A marketplace where the majority of B2B marketers have invited at least one vendor to tango for their demand gen efforts.

## Choosing the right demand gen vendor.

You'll have to make a choice between working with a vendor that uses a partner network versus those that have a proprietary database for sourcing leads (you can learn more about partner networks on the Digitalzone blog, [here](#)).

Opting for a proprietary database puts you on solid ground since each lead is exclusively their's, guaranteeing your outreach remains authentic and direct. You avoid the illusion of inflated market reach and database sizes because every lead is directly sourced without duplicates. Plus, when it comes to navigating data compliance, a proprietary database keeps you compliant with international regulations like the GDPR and CCPA.

## What's the hype behind data compliance?

Even with the best intentions and rigorous vetting protocols, control over quality and compliance often slips through the cracks. It's a familiar scenario for many businesses: campaigns filled with more duds than studs, leads that vanish after the first email, and the occasional compliance nightmare. It's the wild card nature of relying on a partner network—you never really know what you're going to get.

A demand gen vendor with its own database is a smart move since it prioritizes compliance over just reaching more people. In the competitive world of demand generation, that's a big deal because connecting with people in meaningful ways according to code is what really drives growth.

By steering your own ship with a proprietary database, you keep everything above board and ensure every lead is gathered ethically—keeping you clear of any legal gray areas. Overall, it builds a stronger and more trustworthy relationship with your audience, cementing your brand as one that's not just about spamming people but genuinely engaging with them.



# When a vendor becomes a partner.

Demand gen vendors are essential for crafting targeted strategies, drawing in buyers, and boosting marketing efforts. Yet, the real value lies in partnership—not just transaction. While most vendors stop at order fulfillment, a few will go above and beyond to drive successful outcomes.

At Digitalzone, we consider each client a partner because we do more than deliver leads—we immerse ourselves in their businesses, proactively helping them stay ahead of audience trends to craft strategic campaigns and derive actionable, data-driven insights.

This difference between a vendor and a partner is significant. Rather than just supporting transactions, a partner engages in a dynamic collaboration that propels your marketing to new heights.



## Data snobs

Look for vendors who are eager to perform data quality checks and take immediate, corrective measures whenever there is dissonance.



## Clear communicators

Prioritize finding vendors who demonstrate a culture of continuous refinement. They should offer regular check-ins and plenty of feedback opportunities.



## Full of integrity

Search for demand gen vendors that will outline clear expectations and hold themselves accountable via performance reviews or KPIs.

*We treat partnerships with clients as more than a simple collaboration—it's a shared path of growth. Our adaptive marketing strategies don't just generate high-quality leads; rather, they're a testament to our commitment to significantly enhancing ROI. Hand in hand, we're setting new standards for industry success and continuously redefining what growth looks like in the realm of B2B marketing.*

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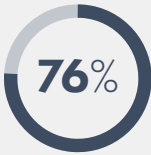
**Jess Frasier**

VP of Customer Success

digitalzone



of marketers said data quality of the most significant issue with demand generation vendors in the past 12 months. \*



of marketers point to issues in communication and customer support. \*

## Want to replace an existing vendor?

Here are four questions to ask when evaluating vendor performance to help you make a decision:

- **How is data quality managed? Are there regular checks for duplicate data, invalid entries, and failed email/address validation?**
- **What measures have been taken to address internal data quality issues, and how can we prevent bad data in our organization?**
- **Who were our top leads last month, and how did we target them?**
- **Is the vendor communicating effectively? If not, what channels should we be using?**

# The closer.

Our aim with this ebook is to empower more people to move beyond the fundamentals of B2B marketing. At Digitalzone, we adopt a zero-waste philosophy towards demand generation, meticulously optimizing every aspect of a campaign using the same innovative strategies detailed in this guide.


There is an undeniable shift toward a more data-centric and goal-focused marketing approach, which is why you need to understand your audience deeply and apply lead data even more strategically. By emphasizing the importance of every buying committee member and the benefits of incorporating nurture into content syndication, we hope to have expanded your perspective on what demand gen can accomplish.

Whenever in doubt, consider this guide as your go-to blueprint for navigating the complexities of B2B marketing and elevating your demand gen campaigns to the next level.

# About Digitalzone

At Digitalzone, we're creating the world's most human demand gen company.

As the only pure in-house demand gen vendor, Digitalzone is committed to delivering the highest level of quality, compliance, and customer service. We partner with our clients to create engaging content syndication campaigns that convert. All powered by our global community of 105M unique business professionals.



**We're  
your no-  
nonsense,  
zero-waste  
demand  
gen partner.**

Learn more at  
[digitalzone.com](https://digitalzone.com)

## Curious to learn more about our services and products?

For deeper insights about our demand gen approach and B2B marketing thought leadership, [please visit our resource center](#).