

# Harnessing the Great Equalizer: How Technology and Money Drive Demand Generation

According to [Gartner](#), you can significantly improve demand generation using a data-driven strategy, and 95% of B2B marketers agree. It highlights the importance of leveraging technology and financial resources for demand generation by gathering insights, refining targeting, etc.



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Imagine you are a B2B marketer tasked with generating demand for your products or services in a highly competitive and dynamic market. You have a limited budget, a small team, and a tight deadline. How do you stand out from the crowd and attract the attention of your ideal customers?

Now imagine you have access to the latest technology and financial resources that enable you to create and execute innovative and effective demand-generation strategies. You can

leverage AI, automation, data analytics, and other cutting-edge tools to optimize your campaigns, personalize your messages, and measure your results.

So, how would that change your game?

Technology and financial resources are the great equalizers in B2B demand generation. They can level the playing field and empower businesses of any size and industry to drive remarkable results. They can also unlock new possibilities and opportunities for growth and innovation.

But how can businesses harness the great equalizer to revolutionize their demand-generation strategies? How can they leverage technology and financial resources to create impactful campaigns that resonate with their buyers and drive long-term value?

## **The Power of Technology in B2B Demand Generation**

Technology is a game-changer in B2B demand generation. It can improve each element of your demand generation process, from organizing and completing it to gauging and optimizing it.

One of the B2B businesses that have successfully leveraged technology to drive remarkable demand generation results is [HubSpot](#), a leading provider of software solutions for marketing, sales, and customer service.

HubSpot uses technology to create a comprehensive and integrated demand generation system that covers every stage of the buyer's journey. For example, its technology includes the following:

- A robust CRM platform that enables you to manage your contacts, leads, and customers in one place.

- A suite of marketing tools that allows you to create and distribute engaging content, generate and nurture leads, email campaigns, optimize your website, and more.
- A set of sales tools that helps you connect with prospects, book meetings, send quotes, close deals, and more.

By using technology to streamline and automate their demand generation activities, HubSpot has been able to:

- Increase their website traffic by 241% in one year.
- Generate over 60,000 leads per month.
- Grow their revenue by 35% year-over-year.

So, how can you use technology to enhance your demand generation efforts in the B2B realm?

## **How To Use Technology For Demand Generation**

### **Implement Marketing Automation**

Automate and streamline your demand generation activities with marketing automation platforms. You may have to automate email campaigns, lead nurturing workflows, and social media scheduling and distribution of content. Doing so can save you time, reduce errors, and ensure a consistent engagement with your audience.

### **Leverage AI and Data Analytics**

Leverage AI-powered tools and data analytics to gain an understanding of your target audience and optimize your demand generation strategies. Use AI algorithms to analyze customer behavior and segment your audience to enhance your messages for maximum impact. Continuously improve your business by leveraging data analytics to identify trends and track key

metrics.

## Leveraging Financial Resources for Demand Generation Excellence

Financial resources are another critical factor in B2B demand generation. They can enable you to invest in the best platforms, channels, and incentives to reach and engage your target audience.

One of the B2B businesses that have maximized their financial resources to achieve outstanding demand generation outcomes is Salesforce, a global leader in cloud-based software solutions for CRM and enterprise applications.

Salesforce has used financial resources to [create and execute a strategic allocation of its marketing budget](#) across various platforms, channels, and incentives that align with its goals and target segments. Salesforce's marketing mix includes the following:

- A robust website that showcases its products, services, and customer stories and offers free trials, demos, and consultations.
- A diverse range of online advertising options, such as search, display, social media, video, and native ads, drive traffic and conversions.
- A comprehensive content marketing strategy that produces valuable and relevant content, such as blogs, e-books, whitepapers, webinars, podcasts, and more, educates and engages prospects and customers.

By using financial resources to invest in the best platforms, channels, and incentives for its demand generation efforts, Salesforce has been able to:

- Generate over 1.8 billion website visits per year.
- Attract over 6 million leads per year.
- Grow its revenue by 24% year-over-year.

So, how can you optimize your financial resources to create impactful demand-generation campaigns and drive long-term growth?

## **How To Optimize Your Financial Resources For Impactful Demand Generation**

Here are some ways you can leverage financial resources to boost your demand generation performance:

### **Conduct Market Research and Competitive Analysis**

Market research and competitive analysis can give insight into your target audience, industry trends, and competitors' strategies. For example, you can use this information to identify the best [TradingGuide](#) platforms, channels, and incentives to engage and reach your audience. A thorough understanding of the market landscape allows you to maximize the impact of your financial resources.

### **Experiment with Different Channels and Tactics**

Adapt your marketing strategy based on your audience's needs by testing different channels and tactics. Spend some of your financial resources on piloting new channels, such as social media platforms and innovative advertising formats. Analyze your results and optimize your investments accordingly by identifying high-performing channels.

## **Bringing Technology and Finance Together**

What opportunities and possibilities arise when you combine

technology and financial resources into your demand generation strategies? Technology and financial resources are potent assets for B2B demand generation. Combining and integrating technology and financial resources can create opportunities and possibilities to revolutionize your demand generation strategies.

Slack, for example, is a leading team communication and collaboration platform that has used technology and financial resources to create a viral demand-generation strategy that relies on word-of-mouth and referrals. It has used technology to create a user-friendly, intuitive, and fun product that delights its users and encourages them to invite their colleagues, friends, and contacts to join.

Slack has also used financial resources to offer incentives, such as free credits, discounts, or upgrades, to users who refer new customers. By combining technology and financial resources to create a viral demand generation strategy, Slack has grown its user base by 50% year-over-year and reached over [32.3 million daily active users](#).

Technology and financial resources are the great equalizers in B2B demand generation. They can level the playing field and empower businesses of any size and industry to drive remarkable results. Additionally, they can open up new growth and innovation opportunities.

You can leverage the power of equality by integrating technology and financial resources with a tool like TradingGuide. Using it will make conducting research and analyzing competition easier for long-term growth and success.