Lead Generation

* Focuses on collecting contact info (MQLs)
* Optimizes for email addresses & phone numbers
* Uses tactics like gated content (e.g. PDF downloads)
* Sales team follows up to push leads through the pipeline

Demand Generation

* Prioritises brand-lead marketing strategy
* Shares valuable content without requiring opt-ins
* Positions the company as a thought leader
* Attracts high-quality leads who are already interested

Lead Generation Vs Demand Generation

* Lead Gen: More leads, lower quality, higher sales effort
* Demand Gen: Fewer leads, higher quality, lower sales effort
* Demand Gen leads are often ready to buy, making the sales process more efficient

Why Demand Generation Works

* Higher quality conversations and leads improve sales team efficiency
* Attracts the right customers, nurtures them through a buying process, and they contact you when they are ready to engage and buy
* Better overall ROI on marketing spend
* Ideal for high-ticket, high-margin businesses