

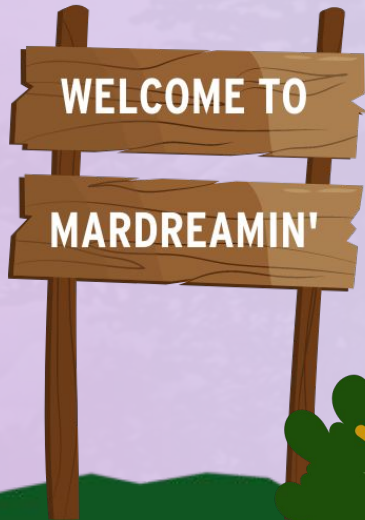


DESIGNING AN EFFECTIVE DEMAND GEN FUNNEL & REPORTING FOR YOUR SMB

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Agenda

- Why You Need a Demand Funnel
- How to Choose the Right Model for Your Business
- Defining Your Funnel Stages
- Aligning with Sales



A photograph of a Space Shuttle Columbia launching, with a large plume of white smoke and fire trailing behind it against a blue sky with scattered white clouds. The shuttle is oriented vertically, ascending towards the top of the frame. The text is overlaid on the left side of the image.

**Multiple Decision Makers in
Buying Process**

3+ Month Sales Cycles

Shifting to Demand Generation

A small, stylized green plant icon with yellow flowers, located in the bottom-left corner of the image.

We needed to build a demand funnel to measure our efforts to generate sales pipeline.



First, choose the right demand funnel

Actual footage of me googling “demand funnel”



The first thing I Googled

The Demand Waterfall



2006

FORRESTER
+
SiriusDecisions

Things change, and context matters

The Evolving SiriusDecisions Demand Waterfall



Everyone has an opinion

The Evolving SiriusDecisions Demand Waterfall

The Demand Waterfall



2006

Rearchitected Waterfall



2012

Demand Unit Waterfall



SiriusDecisions

The DemandGen Framework™

A holistic model for maximizing growth.



Funnel-to-Flywheel

Then = Funnel
Customers as an afterthought



Now = Flywheel
Customers at the center



Reforge

(Input) New User

A new or returning user is created by reinvesting the output of the loop.

1

Growth Loop

Action/Step

A series of actions/steps that generate the output

2

Output

The steps produce some output that can be directly reinvested in the input.

3

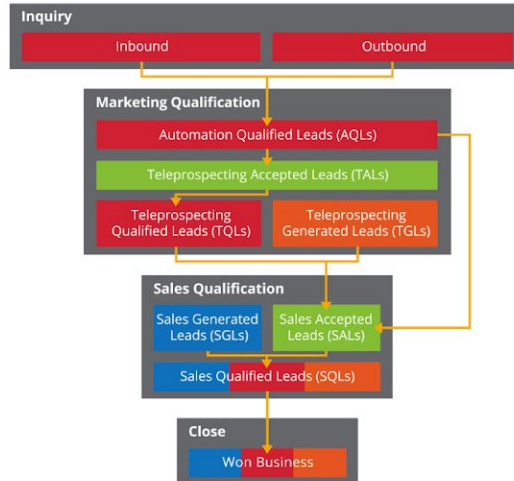
Select the right funnel

The Evolving SiriusDecisions Demand Waterfall®

The Demand Waterfall



Rearchitected Demand Waterfall



Demand Unit Waterfall™



You must choose the model that aligns closest with your sales cycle length and go-to-market complexity for accurate measurement.



Select the right funnel

INBOUND

OUTBOUND

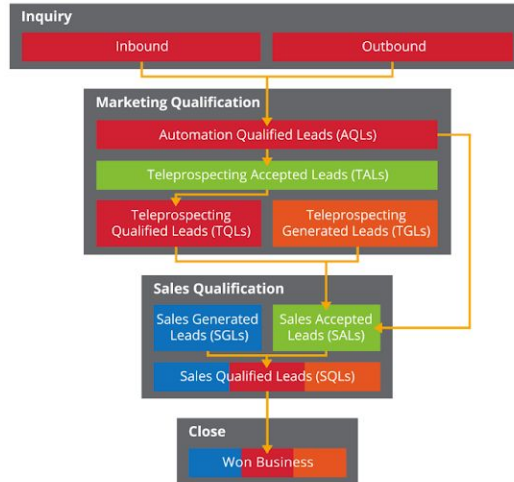
ABM

The Evolving SiriusDecisions Demand Waterfall®

The Demand Waterfall



Rearchitected Demand Waterfall



Demand Unit Waterfall™



Next, define your funnel stages

Make them meaningful.



Sample MQL / Marketing Qualified Lead Definitions

Tableau

A Marketing Qualified Lead (MQL) is a lead who has indicated interest in what a brand has to offer based on marketing efforts or is otherwise more likely to become a customer than other leads.

Forrester

An MQL is a lead that fits your target market (industry, company size, etc.) and is defined by marketing.

Hubspot

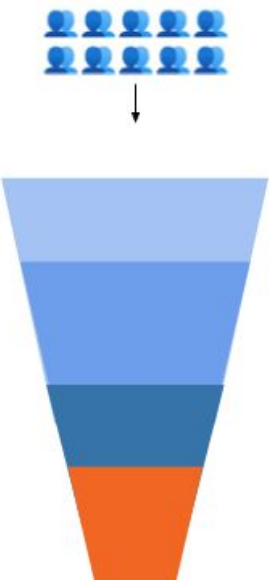
An MQL is a lead that's qualified based on digital activity (pageviews, downloads, emails opened, etc.).

This is where alignment on definitions and measurements becomes critical.

It's critical to make sure your funnel stage definitions are clear and the triggering criteria are binary and sequential.

If you don't, you won't be able to optimize your leaky funnel.

Buying Journey and Funnel Stage Progression Criteria

	Buying Stage	Measurement in HS	Progression Criteria
	Problem Unaware	Target Account	Shows Intent
	Problem Aware	Lead	Converts on Form or Attends event
	Solution Aware	MQL	Is Qualified by ICP & Lead Scoring
	Product Consideration	SQL	Pursued by Sales
	Sales Pipeline	Opportunity	Meeting Booked

**Lastly, we must lock arms
with our sales team on
demand funnel definitions and
mutual SLAs.**

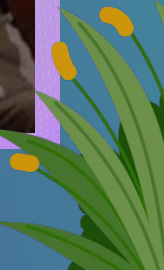


Make sure your sales team is onboard

If you don't, you risk...

- Finger-pointing when goals are missed
- Being unable to connect marketing to pipeline and revenue impact
- Sales disengaging with marketing

Here's how to have a productive conversation with your sales team.



Tell them what's in it for them

VPs/CROs

"Here's how I think we can help your team close more of the right deals faster."

AEs

"You don't have to waste your time on bad opportunities."

We're focused on driving leads from the ones that are more likely to close the fastest and at our target contract value."

SDRs

"We'll help you by surfacing the most qualified leads to you."

That way you can prioritize the ones that are most likely to get into pipeline and get you paid."

Alignment takes time, so be patient

Listen

Your sales team has field knowledge you don't, so listen and incorporate their feedback as it aligns.

Build a shared understanding

Make sure you're on the same page about what means what.

Stick with it

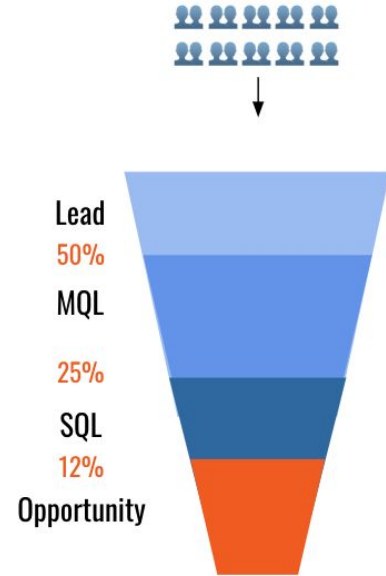
It can take weeks of conversation to build alignment, but it's worth it.

So, now what?



Start running campaigns!

Drive leads into deals
and optimize your funnel by improving
conversion rates from stage to stage.



Recap

Select Your Funnel

**Make Stage
Definitions Airtight**

**Lock Arms with
Sales**

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salesforce

stensul

PFL

 **GRIDMATE**

THE SPOT
by SERCANTE

FÍONTA

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