

# Inside the mind of a Demand Generation Manager

## Make "Measure and Optimize" your new mantra

Define and track different metrics related to campaigns, channels, leads, revenue. Use these performance metrics to refine and optimize your efforts and investments.

## Automation's the name of the game

Define and streamline your lead management processes. Use the right marketing automation platform to automate to the maximum extent possible.

## Leads are everywhere

Keep an eye out for them. Closely track different sources like website, campaigns, social media, events, referrals, news & media to build your leads database.

## Quality or Quantity

It's like walking a tightrope. The key is to strike the right balance between delivering volume leads and quality leads that will keep sales happy.

## Get the sales handshake

Involve sales and inside sales early on in the lead management process. Understand what sales considers to be a "good" lead and refine your qualification process accordingly.

QUALITY OR QUANTITY

LEADS ARE EVERYWHERE

GET THE SALES HANDSHAKE

KEEP IT FRESH

BE CREATIVE

INBOUND VS OUTBOUND

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## Keep it fresh

Ensure your leads database, campaign content, templates, lead baits are all up-to-date.

## Inbound vs Outbound

Why this fuss over semantics? Focus instead on running integrated campaigns, coordinated and executed across channels.

