

# social demand generation



research  
strategy  
communications

## Challenges

A lack of marketing impact was limiting this client's ability to capture qualified prospects and increase conversion rates. Already facing a declining budget amid increased sales expectations, they feared a disconnect between their marketing and sales initiatives was at the root of the issue.



### Challenges

Declining marketing budget

Increased sales expectations

Limited qualified prospects

Low conversion rates

### Solution

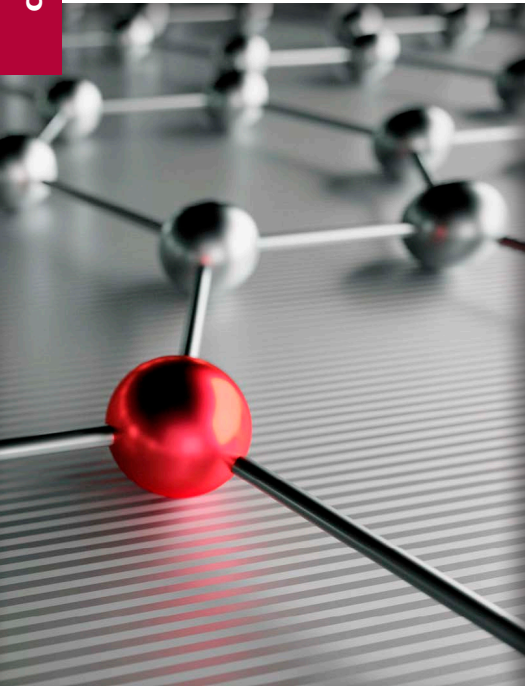
We began by performing a comprehensive audit of our client's communications to evaluate media sources, marketing vehicles, messaging architecture, collateral, and ROI analysis. Customer touch points including top information source usage were explored to uncover the key factors influencing decision-making. Primary research was conducted to determine customer strategic plans and steps to effectively fulfill plans and benefit expectations over the next 12 to 18 months. Finally, to ensure the correct positioning of marketing initiatives and promote interaction, we evaluated customer-preferred engagement activities and offers.

The enhanced customer insight initiated the reallocation of traditional media sources to social media sources/vehicles, and a shift from company-voiced collateral to third party editorial and social content. The messaging architecture was also realigned with customer strategic plans, steps and benefit expectations. A progression of brand conversations and engagement offers was created around the buying cycle, laying the groundwork for a nurturing process made up of four stages (seed nurturing, lead nurturing, opportunity nurturing, and customer nurturing). Finally, multiple capture mechanisms were established around all customer touch points to continuously seed demand and provide a platform for interaction/engagement.

### Key Steps

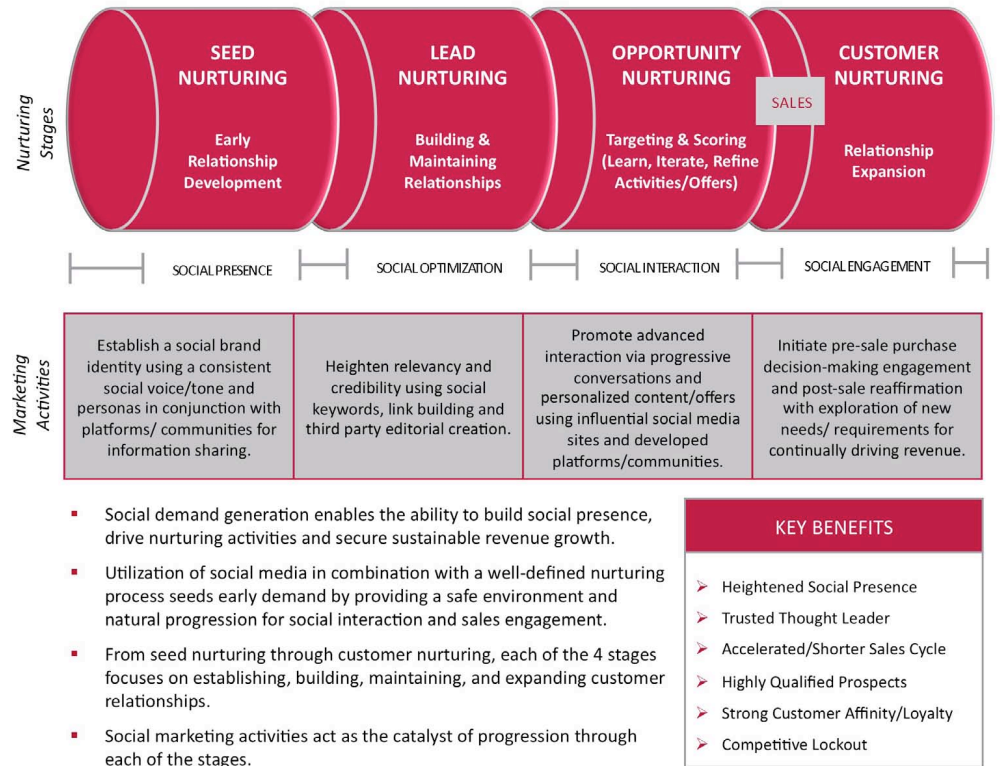
- Performed comprehensive communication audit
- Re-allocated traditional media sources to social media sources/vehicles
- Shifted focus from company-voiced collateral to third party editorial and social content
- Created a progression of brand conversations and engagement offers
- Developed nurturing process/cycle and advanced scoring system
- Established capture mechanisms at key customer touch points





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Nurturing Stages & Marketing Activities



“Our partnership with S&A has heightened our ability to enact on customer insight, using it to reallocate media and stretch our marketing dollars.”

Results

- Secured social presence as a credible industry source and thought leader
- Accelerated and shortened sales cycle
- Increased qualified prospects and improved conversion rate over 50%
- Created sustainable sources/process for gathering customer insight
- Heightened ROI with all metrics against a 31% reduction in spending



Shenkan & Associates, a full-service marketing firm, helps companies succeed with critical research measurements, innovative strategy and targeted communications tactics essential to securing a sustainable competitive advantage in today's rapidly evolving marketplace. We combine our extensive service capabilities with expertise in diverse industries, markets, channels and functional practices to provide the intelligence and tools clients need to identify and enact on new opportunities.

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