

Fueling Growth with Demand Generation

Smart, Scalable Tactics for Small Businesses & Non-Profits

Joe Ballard

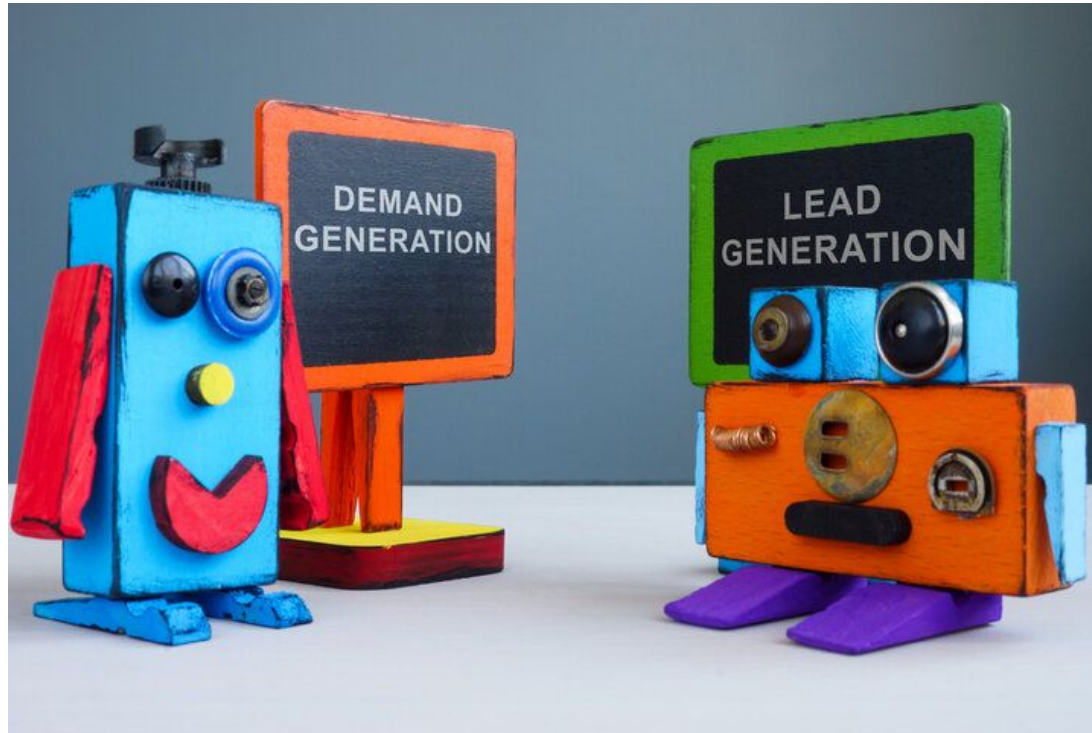


What is Demand Generation?



- Strategic marketing meant to build awareness and drive engagement.
- Not just about getting leads—create demand.
- Educating your target audience and becoming the thought leader in your niche.

Demand Gen vs. Lead Gen



Demand Gen:

- Long-term brand building
- Awareness & education
- Value upfront

Lead Gen:

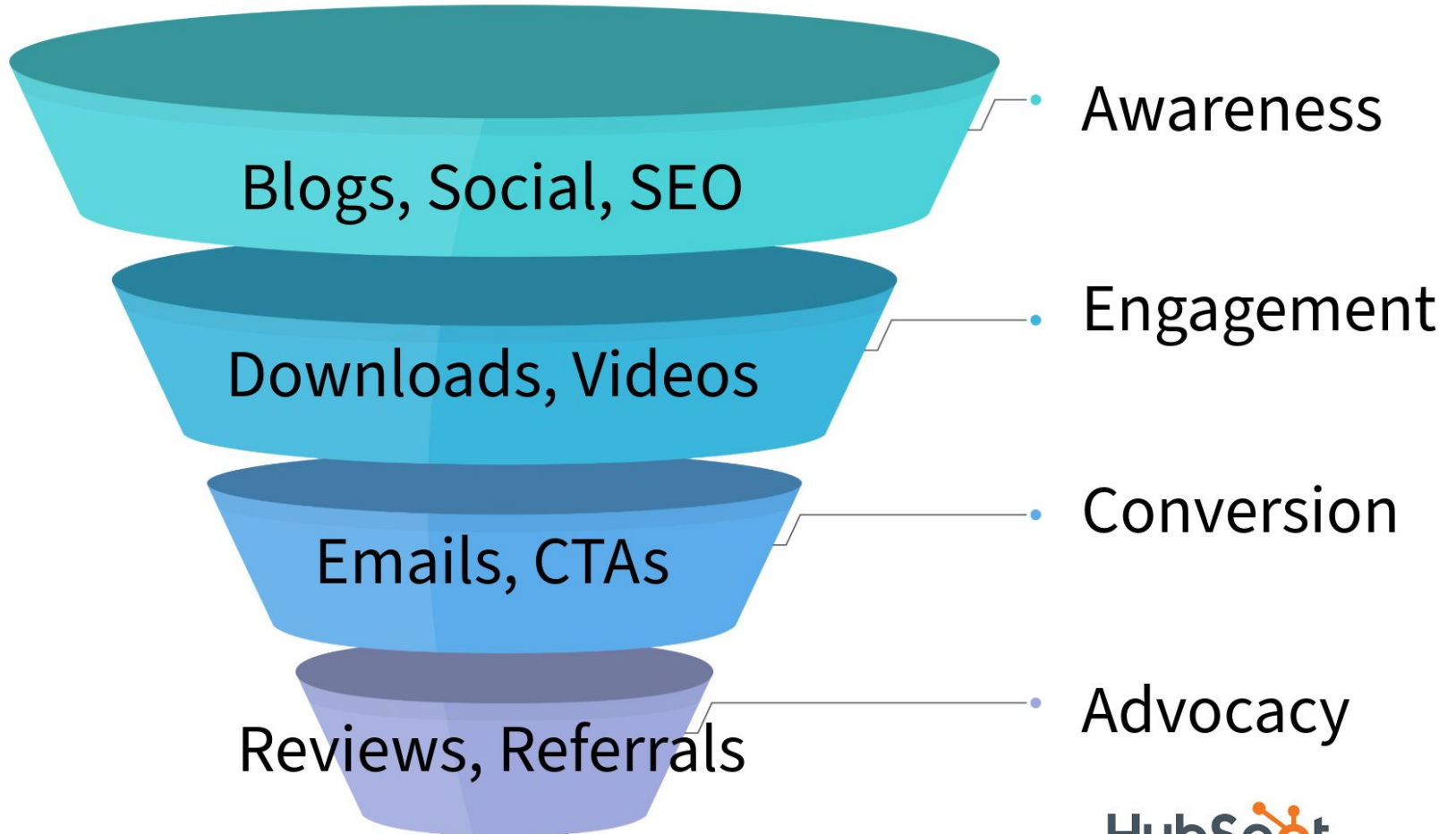
- Short-term contact capture
- Form fills & CTAs
- Value after conversion

Why Small Teams Should Care



- Builds trust & brand equity
- Increases marketing ROI
- Supports community-driven growth

The Demand Gen Funnel

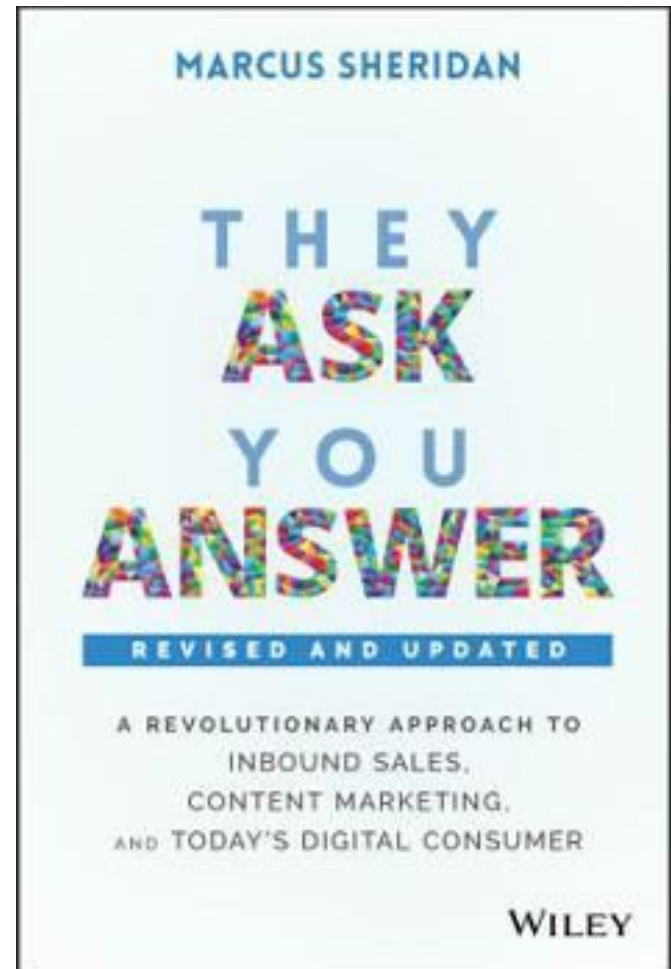


They Ask, You Answer

“Consumer ignorance is no longer a viable strategy.”

- Marcus Sheridan

1. List the questions your customers ask
2. Answer the questions honestly and completely
3. Become the trusted voice in your field



Fractional Sales Leadership Program

The Challenge:

Educating target audiences and referral partners about their fractional sales leadership services and ultimately generate leads.



The Solution:

- Strategic content planning & brand voice development
- Multi-channel promotion via LinkedIn & Email
- Integrate into sales process

Fractional Sales Leadership Program



The Results:

Brand Awareness & Thought Leadership

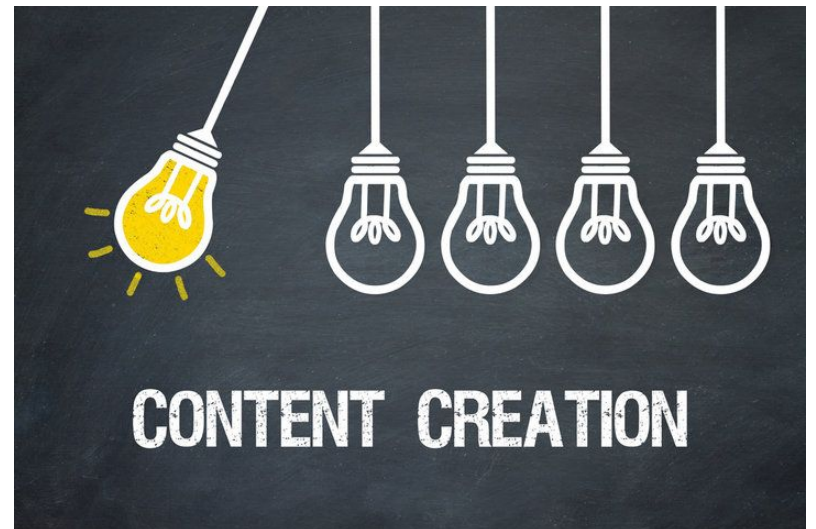
Lead Generation Success

Sales Process Enhancement

Operational Efficiency

Tactics for Small Teams

- Repurpose blogs
- Drip & nurture emails
- Webinars & Q&As
- Free guides
- Community events



Demand Gen Requires...Data!

- Gut = Start
- Data = Refine



Google Analytics



- Look for:
 - Top pages
 - CTA conversions
 - Bounce rates
 - Referral sources



How Looker Studio Helps

- Traffic trends
- Top pages
- Source breakdown
- Conversion tracking



Google Analytics 4 Report



Default Data
Click to select Google Analyti

Sep 8, 2025 - Sep 14, 2025

Summary

Active users

13.3K

↑ 7.5% vs. Prev Period

New users

9.6K

↑ 15.7%

New User %

48%

↓ -5.7%

Pct Engaged

54%

↑ 0.7%

Pageviews per User

5.5

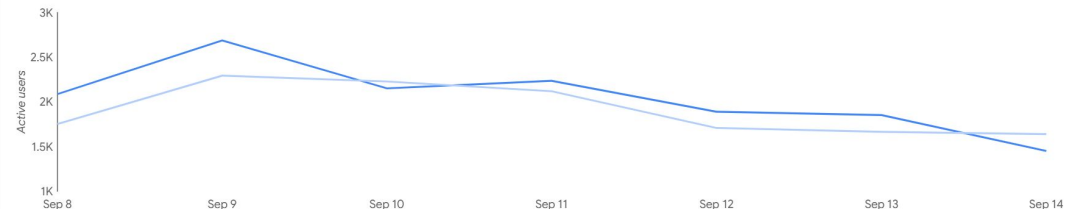
↓ -6.6%

Engagement Time

00:01:28

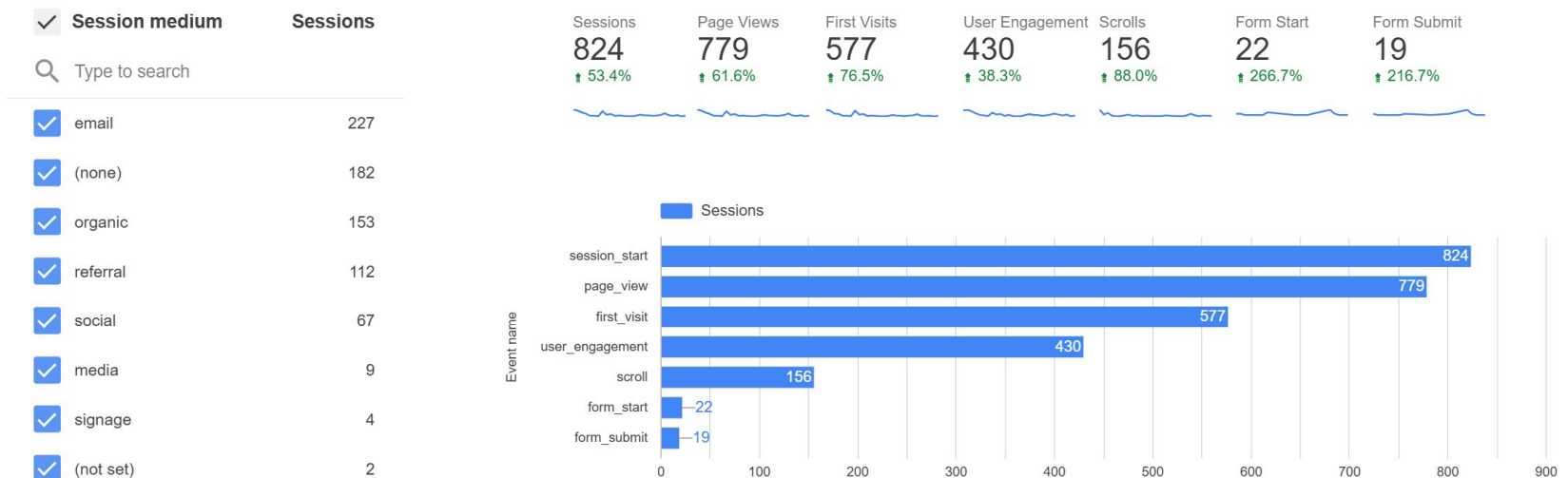
↓ -10.2%

Trends



Simple Looker Studio Mods

- Filters for campaigns/source/medium
- Track events - downloads, views, sign-ups
- Date comparisons
- Goal scorecards



Social Media Breakfast

- Installed Google Analytics & Search Console
- Created Looker Studio Dashboard
- Found SEO was one of our top search terms - Last months event “Minimum Viable SEO”

	Query	Url Clicks	Impressions ▾	URL CTR	URL CTR	Average Position
1.	mad seo	0	4,439	0%	0%	55.13
2.	viable seo	0	2,910	0%	0%	11.35
3.	seo credibility	0	2,631	0%	0%	56.49
4.	madison seo	0	1,372	0%	0%	75.51
5.	seo madison	0	975	0%	0%	82.67

 Social Media Breakfast Madison Presents:

 An Official
Forward Fest Event



Olivia Barrow
Olivia Barrow Communications

Minimum Viable SEO:
**How to Boost Your Visibility
& Credibility On a Budget**



Olivia Barrow
COMMUNICATIONS

Wednesday, August 20, 2025 at DREAMBANK!
7:30am - Coffee + Networking | 8:00am - Presentation, LIVE and Streaming on Facebook and LinkedIn

What Success Looks Like

- More donation page traffic after webinar?
- Blog readers = email signups?
- Reels → event traffic?
- More customers or donors?
- More revenue? Profitability?

Your 3-Part Plan

Educate & Attract
Engage & Convert
Track & Test

Final Thoughts

“Address the questions of your clients and prospects or someone else will.”

- Marcus Sheridan

“On average, helpful information is read by 75 per cent more people than copy which deals only with the product. This ad told how Rinso gets out stains. It was read and remembered”

- David Ogilvy

Q&A

- What's one demand gen tactic you could try next week?