

Demand Gen vs Lead Gen

Demand Generation and Lead Generation are critical to B2B Marketing

Demand Gen

Demand generation is the process of getting people interested in what you have to sell (creating demand)

Ungated content; does not ask for contact details

Focus on driving as much reach and awareness as possible

Lead Gen

Lead Generation is the task of turning that interest into names and contact details (leads) that you or your sales teams can follow up with

Data capture forms- capturing people ready to take the next step in the purchasing journey

Targeting people with a higher propensity to convert to leads will help lower your Cost Per Lead

You can't generate leads effectively and sustainably if you're not also generating demand - and generating demand loses a lot of its value if you can't translate that demand into leads