



DEMAND
Generation

VS.



LEAD
Generation



Establish
awareness
of a problem



Provide valuable
info that helps
solve
a problem



Build brand
authority
and trust



Share case
studies showing
benefits
to similar personas



Share
thought leadership
and expertise



Deliver
assessments,
demos, or quotes



Create
interest
in product
or benefits



Gather tangible,
actionable
insights
for a Sales follow-up



Provide
free and
ungated
resources and tools



Use gated content
or experiences to
capture
contact info



Get as many people
as possible to
engage
with content



Capture leads
by providing a
compelling
reason
to share contact info



The Mx Group