

# Demand Generation Programs

Generate customer demand for your products and services.



## Possible Features

- Target audience definition and profile
- List acquisition or development
- Integrated marketing communications programs, including:
  - Direct mail and email
  - Search engine marketing
  - Trade shows and events
  - Webinars
  - Online and offline advertising
- ROI modeling

## Real-World Examples

- An integrated campaign, including a trade show event, for a manufacturer of commercial plumbing equipment generated 250 qualified leads for sales follow-up.
- Our efforts for a leading LTL trucking firm won them 5,500 new registrants within the first three months.
- A global capsule manufacturer gained over 100 major new qualified leads and closed significant business within weeks of our program.

**\$21.5  
Million**

increase in the sales pipeline for a provider of diagnostic imaging and healthcare IT solutions through a VantagePoint demand gen program





Benefits

- Expands customer base
- Minimizes costs
- Reduces customer acquisition lead times

Process



Deliverables

All deliverables are customized to the objectives of each program

Related Services

Direct mail, Email campaigns, SEM, Webinars, Trade show and event support, Online advertising, Print advertising, Voice of the Customer

