

11 Lead Gen Stats That Will Make You Reconsider Your Strategy

Demand generation engages audiences during their search for solutions. However, on its own, it falls short as it only captures 5% of the total market (i.e. those aware of their problems) in practice, overlooking the remaining 95% (i.e. those unaware).

Let's unveil 11 revealing stats that demonstrate why you need to revisit your strategy and embrace proper demand creation alongside demand generation.

84%

of customers start the customer journey after realizing the need for a product/service

Demand generation only targets customers already in the funnel whereas demand creation targets those not yet on their journey, effectively tapping into an otherwise untapped market (i.e. the 95%).

61%

of marketers believe generating high-quality leads is their biggest challenge

While demand generation engages customers already seeking solutions, it falls short in generating high-quality leads. Paired with demand creation, marketers can tap into audiences outside of the buying journeys, to convert them into quality leads.

70%

of marketers report their demand gen budgets will increase; 34% say their spending will grow by more than 20%

More resources to fuel demand gen means more competition for that tiny 5%. But why ignore the remaining 95%? Tap into it.

Over 80%

of marketers think their lead-generation initiatives are somewhat or slightly effective

The fact that so much effort is being poured into an approach that's generating fewer results suggests it's high time to look elsewhere: demand creation.

Only 0.75%

of Marketing Qualified Leads convert to revenue

Marketing is a numbers game, and demand creation is the key to attracting even more leads than what demand generation can achieve alone

16%

of marketers claim their biggest challenge is increasing competition from other brands

Most marketers chase demand gen blindly and following suit will make it harder to stand out from the pack. Focusing on demand creation can give you that unique edge to break away.

19%

of marketers struggle with keeping up with trends

Marketing trends and customer preferences come and go like the tides. But demand creation, as it taps into a universal challenge (i.e. awareness of unnoticed problems), is here to stay.

52%

more organic traffic is generated by educational B2B blogs

Educational, top-funnel content, which demand creation cultivates, generates more traffic than middle or bottom-funnel content, which demand generation focuses on.

Only 2%

of B2B organizations have implemented awareness-oriented content strategies

With more organizations shifting away from awareness content despite its effectiveness at generating traffic, it gives demand creation efforts the chance to set itself apart from the rest.

56%

of marketers claim they would cut spending on awareness campaigns if they had to

This depicts how short-sighted marketers can be and goes against the heart of demand creation: generating awareness, all the more hinting at the opportunity to stand out.

25%

marketing budgets are wasted on the wrong strategies

With marketing budgets under constant fire to demonstrate effectiveness, efficiency is vital. Diversifying demand gen with demand creation tactics is a smart way to allocate resources.