

HOW TO

KICKSTART

YOUR DEMAND GENERATION
STRATEGY FOR SUCCESS:
TOP OF FUNNEL GUIDE



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Executive Summary

This guide outlines a top-of-funnel (TOFU) demand generation strategy designed to increase awareness, capture buying interest, and accelerate qualified prospects through the early stages of the B2B buyer journey. It provides actionable frameworks and examples for building brand visibility, educating early-stage buyers, identifying in-market accounts, and enabling confident decision making.

The guide:

Combines SEO, social, paid media, and partner distribution tactics to improve brand discoverability wherever buyers research

Describes how to educate buying groups early with top of funnel content such as thought leadership, case studies, and interactive content

Explains how to use demand intelligence and first-party intent data to prioritise, score, and engage qualified prospects

Provides demand marketing best practices for buyer enablement and omnichannel nurturing to build trust, reduce friction, and support decision making

Explore the full guide to align your teams and activate TOFU demand generation programs that convert.

B2B buyers are conducting their own research long before reaching out to sales. According to the [6sense Buyer Experience Report 2026](#), first contact is made roughly 61% into the buying journey, with 95% of vendors chosen from their day one shortlists. Utilising demand generation is an effective way of engaging these buyers early and nurturing them effectively through their buyer's journey.

Demand generation focuses on long-term growth by creating awareness and interest across the full client lifecycle to drive pipeline and revenue.

This strategy is crucial at the start of the sales funnel, also known as the top of funnel (TOFU), to successfully engage prospects and drive interest to motivate their progression along the buyer's journey.

Early enablement and discoverability are key factors to securing placement on buyers' shortlists.

This guide is designed to help you kickstart your demand generation initiatives for the TOFU stage, with clear steps and examples to inform your strategies.

[Discover the difference between demand and lead generation and why demand is trusted by B2B marketers worldwide](#)



What is the purpose of demand generation?

The purpose of demand generation is to create, capture, and accelerate demand across the buyer lifecycle in order to drive efficient, predictable revenue growth. It is designed to [educate and empower buying groups](#), enabling them to make confident, informed decisions through self-service and collaborative learning.

Go-to-market teams (GTM) can achieve this by bringing together brand, content, product, sales, partners, and channels to engage buyers at the right stage of their journey.

Demand generation turns [first-party and intent data](#) into timely, relevant outreach and personalised experiences that resonate with target accounts.

At its core, demand generation is about building lasting brand preference and cultivating an owned audience that compounds in value over time to deliver sustainable business impact.



Benefits of demand generation include:

- Higher-quality sales pipeline and increased win rates
- Lower client acquisition costs (CAC)
- Real-time intent signals and stage-based engagement data make forecasts more accurate and pipeline contribution more predictable
- Improved retention and client expansion through lifecycle programs, ongoing education, and advocacy cultivation
- Tighter alignment across revenue teams, shortening feedback loops between the market and internal teams, and improving messaging, content, and product development

'Over 60% of the buyer journey now happens before sales ever engages, which means your ability to influence outcomes begins at the top of the funnel, not the bottom.'

Organisations that prioritise demand generation at this stage build awareness, establish trust, and create the conditions for quality pipeline development'.



Alexander Kesler,
Founder and CEO, INFUSE



[Find out why demand generation outperforms lead lists every time](#)



4 steps to get started with demand generation

Demand generation is a long-term marketing strategy; a full-funnel approach that creates a cohesive, [seamless client experience \(CX\)](#) as prospects are attracted to and progress through your sales funnel.

Demand generation is most effective when supporting nurturing approaches based on precise [demand intelligence](#) to enable buyers, build trust, and increase conversions.

Key concepts that enable the success of demand generation programs include:



Discoverability



Demand
intelligence



Buyer enablement



Nurturing

[Orchestrate your marketing channels for top demand performance](#)



1 Build brand awareness to improve discoverability

Branding is essential for making your organisation discoverable to buyers. It also helps foster client trust and establish brand authority, which, in turn, supports awareness and shifts prospect preference in your favour.

Make your brand easy to find wherever buyers are actively researching solutions. This can be achieved by developing top of funnel content that is optimised for both search engines (SEO) and answer engines (AEO), and focusing on problem-led topic clusters that align with buyer intent.

Ensure technical SEO is sound and that structured data (schema) is in place to enhance content visibility across platforms.

It is also important to position your brand where decision makers spend time. This includes publishing expert-led content on LinkedIn, participating in relevant industry communities, maintaining a strong presence on review sites and marketplaces, and contributing to podcasts, events, and analyst briefings.

Maximise reach and efficiency by [repurposing valuable content](#) across different formats and channels. Collaborate with strategic partners for joint campaigns, co-branded assets, or webinars. Additionally, seek opportunities to earn media coverage or references from trusted analysts to boost credibility and amplify visibility.



Key tactics for building brand awareness:

- Publish thought leadership and helpful, educational content aligned to early-stage problems
- Guide buyers toward defining their needs within your solution category
- Use interactive resources and storytelling to support self-education and engagement

[Learn how to improve your brand's discoverability for AI-savvy buyers](#)



2 Identify qualified prospects with demand intelligence

Identifying high-potential prospects early in their journey is essential for accelerating pipeline and improving return on investment.

[Demand intelligence](#) aggregates and activates behavioural, [firmographic](#), and intent-based signals to determine which prospects are in-market and what topics or challenges they are prioritising. Mapping this intelligence against a clearly defined Ideal Client Profile (ICP) and buying group structure allows you to score accounts by a combination of fit, intent, and engagement.

These insights can then inform messaging strategy, content planning, territory assignments, budget allocation, and demand program optimisation.

Focusing on in-market prospects that match your ICP reduces waste, improves demand program effectiveness, and drives more predictable and profitable growth.



Key tactics for qualifying prospects:

- Integrate first-party data to surface in-market accounts
- Prioritise accounts using a fit, intent, and engagement scoring model
- Trigger outreach and ABM plays based on intent surges tied to relevant topics
- Apply insights to continuously improve messaging, targeting, and investment decisions

[Explore the top challenges your buyers are facing and how to address them](#)



3 Create buyer enablement assets

Buyer enablement focuses on equipping buying groups with the tools, content, and clarity they need to self-educate and move confidently through the buying journey. Buyer enablement allows marketers to anticipate buyers' questions and answer them with educational content. By reducing friction and meeting buyers with the right resources at the right time, you empower them to navigate complex decisions more efficiently, often before direct engagement with sales teams occurs.

Offer a mix of high-value materials that [speak directly to buyer concerns](#) and demonstrate your expertise.

Whitepapers and short-form expert insights can help frame issues and introduce strategic thinking aligned to buyer needs. Case studies are particularly powerful when they showcase measurable outcomes from clients in similar industries or with comparable challenges, helping buyers visualise success.

These assets build trust and establish your brand as a helpful partner rather than a vendor.

Additionally, provide practical materials such as technical documentation, implementation guides, and ROI models. These create confidence that your solution can meet both business and technical requirements, and help align diverse stakeholders around a shared evaluation framework.

Ultimately, effective buyer enablement simplifies complexity, accelerates consensus, and increases win rates by making purchase decisions easier and more informed.



Key tactics for creating enablement assets:

- Deliver concise expertise through whitepapers and thought-leadership assets
- Showcase relevant success with case studies that match target account profiles
- Provide toolkits and templates that assist with evaluation and decision making
- Share technical resources that address buyer questions and build confidence

[Discover the 4 pillars of effective buyer enablement](#)



4 Launch lead nurturing strategies

Lead nurturing is essential for building lasting relationships with potential buyers, guiding them through the buying journey, and ultimately driving conversion and loyalty. A well-executed nurturing program supports sales readiness, and encourages client retention and brand advocacy over time.

The foundation of nurturing is understanding buyer needs. This involves identifying common objections, hesitations, or knowledge gaps that may prevent progression. By developing targeted content and helpful resources that address these issues, you create meaningful interactions that build trust and reinforce your value proposition.

Prospect nurturing should be executed as a coordinated, **omnichannel effort**. Use behaviour-triggered workflows and multi-threaded campaigns to engage members of the buying group across email, paid media, social platforms, and events. Tailor messaging based on personas, observed interests, and their position within the buying journey to ensure every touchpoint feels relevant and timely.

Personalised and consistent engagement not only keeps your brand top of mind but also ensures stakeholders remain aligned throughout the buying journey. Over time, this approach creates a positive brand experience that increases the likelihood of conversion and long-term loyalty.



Key tactics for prospect nurturing:

- Identify key questions, objections, and information gaps to inform content development
- Create multi-threaded, behaviour-triggered workflows to nurture buying group members
- Engage across email, social, paid channels, and event-based touchpoints
- Align messaging with the prospect's role, interests, and stage in the buying journey

[Get started with the Definitive Guide to Lead Nurturing](#)



How to track the ROI of demand generation efforts

Tracking the [ROI of demand generation](#) can be challenging, especially for omnichannel campaigns, as it requires granular analysis of a combination of metrics to correctly evaluate its outcomes and success. As a result, KPIs should be defined prior to launching demand programs, and continuously measured to enable adjustments as needed.

While this guide focuses primarily on top of funnel marketing efforts, it is essential to consider the performance of demand generation programs as a full-funnel approach. Tracking metrics for prospects as they progress through the middle of funnel (MOFU) and bottom of funnel (BOFU) stages is therefore also crucial.

These indicators can be utilised to create a simple overview of your ROI. However, tracking lead progress until a sale or a dropout, as well as combining [predictive analysis](#) with already-owned data, can provide a clearer view of the actual ROI from demand generation.



Metrics to keep track of during the later stages of the funnel:

- **Close rate**, which evaluates sales performance and the quality of your nurturing process
- **Dropout rate** and the stage of these lost prospects in the buyer's journey, to shed light on where to action improvement in your sales funnel
- **Conversion rates** for MQLs into SQLs, and SQLs into clients
- **Average cost per acquisition** (CPA)

[Discover how to increase ROI by improving your CLTV](#)



What are examples of demand generation programs?

To help you craft your own targeted strategies, below are two examples of demand generation programs that were built to drive engagement with specific audiences.

Example campaign #1: LingCorp

1. Defining the campaign end goal and KPIs

LingCorp, a B2B translation company, decided to create a demand generation program designed to boost their influx of qualified TOFU prospects (the end goal of this campaign).

The primary KPIs determining the success of this program were the number of prospects generated, the average cost per lead, and prospect quality.

2. Consolidating the brand voice

For this step, LingCorp's marketing team referred to their mission statement, vision, values, and unique value proposition (UVP) as the foundation for building the campaign and ensuring consistency.

- **Mission:** Deliver trustworthy on-demand translation and localisation services for digital marketing professionals on a global scale
- **Vision:** Enable communication between global enterprises and their local audiences, both linguistically and culturally
- **Values:** Celebration of cultural differences, with a diverse team. Quality and excellence in service, with field experts available to verify translations. Humanisation, allocating resources to professionals based on their target geos
- **Unique value proposition (UVP):** Human-made, research-based translation services from experts across the world

Considering the elements above, LingCorp's marketers created style guides to properly communicate these values to their audience. The brand voice followed a familiar and clear tone, supported by warm colours and design elements.

Furthermore, Corporate Social Responsibility (CSR) initiatives were planned, focusing primarily on celebrating the diversity of different cultures, with posts on holidays and events across the globe. These not only supported a stronger brand image, but also contributed to solidifying LingCorp's brand values to their audiences.

3. Delineating market segments and buyer personas

Market research by LingCorp revealed a common pain point of its audience: a lack of satisfaction with AI-backed translation services. This was due to their inability to process more informal texts, as well as to maintain a desired brand voice in messaging.

The research also revealed that most of these services cater exclusively to B2C. Lastly, firmographic and demographic analysis of LingCorp's audience revealed that most buyers held manager positions in marketing and design teams.

This data was used to create a [buyer persona](#), as well as inform a GTM strategy focused on highlighting the human-based aspect of LingCorp's translation services and other UVPs. This persona served as the target for this first demand generation program.

4. Leveraging content marketing

Informed by the research from the previous step, LingCorp's marketers developed snackable, short-form content that offered value and positioned the brand as an authority by leveraging original research and data insights. This was combined with addressing the common challenge of crafting messaging for particular cultures as the main topic.

Simultaneously, in-depth studies on marketing to global audiences were published as gated assets, serving as [lead magnets](#). These exclusive research reports were linked to in CTAs throughout the short-form pieces.

LingCorp's marketers also ran paid advertising and social media campaigns to drive traffic to these pages from multiple channels, engaging the prospects with educational content and earning their opt-in information via the lead capture forms.

5. Designing lead nurturing sequences

As the campaign evolves, LingCorp's marketers collected data and gleaned additional insights on their audience, thanks to the previous [lead capture efforts](#).

Further segmentation of their audience revealed particular pain points of target accounts, which were then individually targeted with personalised content. For example, accounts with an interest in CSR are directed to content on related topics, whereas others who demonstrate concerns about the quality of translations received assets that addressed these objections.

6. Measuring results, making adjustments, and building follow-up campaigns

Midway through the demand program, LingCorp's marketing team assessed how the campaign performance was measuring against KPIs, revealing points of optimisation. For example, high levels of engagement on social media and ads informed which channels to prioritise in the channel mix, supporting maximum ROI on campaign outreach strategies.

By the end of this demand generation program, LingCorp had not only acquired a significant amount of new prospects (which met their qualification criteria) but was also able to collect valuable data on pain points and content preferences to inform its future strategies.

Our team is standing by to help you get started with a buyer-centric demand program to grow your pipeline and reach your efficiency goals.

[Get in touch today](#)



Example campaign #2: TaskForce

1. Defining the campaign end goal and KPIs

TaskForce, a B2B SaaS company with an extensive portfolio of project management software, had the end goal of increasing the average quality of its TOFU prospects and therefore, also supplying its sales teams with a greater number of opportunities.

The selected KPIs focused primarily on meeting lead qualification criteria, sourced from sales reps' feedback on the common traits of leads that successfully convert.

2. Selecting the targets

Input from their sales teams revealed distinct audience segments, each with its own pain points, which empowered TaskForce's marketing team to craft personalised nurturing cadences.

The company identified that medium-sized businesses required more cost-effective solutions compared to enterprise-level accounts. This was also prevalent in the publishing and software verticals of its target audience. This information helped TaskForce determine the messaging and priority targets for its demand generation program.

3. Repurposing and crafting content

TaskForce repurposed old content by updating it with new data from in-house research, in order to optimise spend on its outreach. Short-form assets with this data were also published, focused mostly on increasing performance and staff care, both topics of interest to TaskForce's audience, identified as in-market via [social listening](#).

By creating both snackable and full-length versions of its research, TaskForce was able to tailor its content to a variety of preferences.

4. Attracting traffic

TaskForce's marketers leveraged co-marketing and content activation programs with valuable partners to increase their outreach at a low cost. This strategy successfully attracted qualified prospects for TaskForce, engaging them with multiple content pieces across different channels, which supported nurturing and confirmed prospects met the company's specific qualification criteria.

5. Analysing results and planning follow-up nurturing campaigns

TaskForce analysed the data from its co-marketing and content activation programs to glean new insights into buyer objections. This information was then leveraged to craft more accurate nurturing cadences, as well as case studies that addressed these objections and encouraged conversions.

[Demand intelligence](#) analysis revealed that the most recent influx of prospects adhered closely to TaskForce's qualification criteria, which translated into higher engagement, more sales conversations, and ultimately more closed deals.

Although these prospects presented a higher CPL, due to increased spend on the attraction and capture process, the overall CPA, once these deals were closed, however, proved to be remarkably lower. This was due to the higher efficiency of later-stage campaigns, informed by data insights. These factors led analysts to consider the demand program ROI as very positive.

[Learn how to empower buyers with what they need to shortlist your solution](#)



Key takeaways

- **Invest in quality branding:** Increase discoverability with a consistent brand voice and messaging that promotes your unique value proposition (UVP) and expertise
- **Craft valuable content:** Establish your brand as an authority in its vertical with content that is relevant and drives engagement via nurturing cadences, social media, ads, and content activation
- **Create a valuable nurturing experience:** Nurturing is key to developing long-lasting relationships with prospects and clients, establishing trust, and positioning your organisation as the ideal fit for your audience's challenges
- **Evaluate your campaign's performance and adjust accordingly:** Define the KPIs closest to your end goals prior to launching your demand generation campaigns, in order to enable them to be revisited and adjusted as they develop, ensuring maximum ROI

Ready to launch your demand engine?

Our team is here to help you craft your next demand generation program, from TOFU engagement to revenue attribution.

[Get in touch today](#)



FAQs

What are the most effective demand generation strategies for B2B companies?

The most effective B2B demand generation campaigns for B2B companies include building brand awareness to improve discoverability, identifying qualified prospects using demand intelligence, creating buyer enablement assets, and launching robust nurturing strategies. These efforts help to capture early-stage interest and guide prospects through the sales funnel, resulting in a higher-quality sales pipeline and increased conversion rates.

What are the key components of an effective demand generation marketing playbook?

An effective demand generation marketing playbook consists of several key components: a clear understanding of target audiences, comprehensive messaging strategies, integration of first-party data to identify in-market prospects, and deployment of Account-Based Marketing (ABM) strategies. Additionally, it should include performance metrics to track conversion rates, prospect engagement, and campaign ROI.

Can demand generation tactics also help in lead generation?

Yes, demand generation tactics can significantly aid in lead generation by creating awareness and interest early in the buyer's journey. By providing valuable top of funnel content and engaging prospects, demand generation builds a strong pipeline of leads who are more likely to convert into qualified prospects. It focuses on long-term engagement rather than quick lead acquisition, providing a more sustainable revenue growth strategy.

What are the essential integrations for a demand generation technology stack?

Essential integrations for a demand generation technology stack include CRM systems for tracking prospect interactions, marketing automation platforms for executing campaigns at scale, analytics tools for measuring campaign performance, and intent data platforms for identifying purchase intent. These integrations allow for seamless execution of marketing strategies and effective measurement of outcomes.

What are the key benefits of outsourcing B2B demand generation?

Outsourcing B2B demand generation can offer several key benefits, including access to specialized expertise and resources, scalable operations, and the ability to focus internal teams on core business functions. It also provides an external perspective that can lead to more innovative strategies and faster implementation of demand generation initiatives, ultimately enhancing the effectiveness of your marketing efforts.

How can a company choose the best demand generation provider?

INFUSE is a trusted choice for demand generation due to its comprehensive strategies that build lasting brand preference and cultivate an engaging audience through demand generation best practices. The approach ensures sustained business impact with benefits like a higher-quality sales pipeline and reduced client acquisition costs. INFUSE leverages real-time intent signals and specialized engagement data to make forecasting more accurate and pipeline contributions more predictable. This approach improves retention and client expansion while ensuring tighter alignment across sales and marketing teams, enhancing messaging and product development.



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