

# DEMAND GENERATION

BRAINSTORMING KIT





**CREATING DEMAND** IN MARKETING  
IS ALL ABOUT BUILDING AWARENESS  
OF ALL THE PROBLEMS WITH DOING  
THINGS THE OLD OR “OTHER” WAY.

When you help people realize what's wrong in their day-to-day, they go looking for solutions. It's like planting a grain of sand in an oyster... and another... and another — and, 6-12 months later, waking up to a field of pearls.

The key is making sure that your solution — your better way of doing things — is perfectly placed, easy to find and identify as a solution, and easy to envision fitting into their business.

If you do this correctly, you can begin to anticipate how many pre-sold prospects you can generate in the future by poking the pain points today and solving those pains tomorrow.

# ESSENTIAL STEPS TO A SUCCESSFUL DEMAND GENERATION MARKETING STRATEGY

To pave the way to enjoying a bed of beautiful, glistening pearls in just 6-12 months, your action items are:

1

## **UNDERSTAND THE PAIN POINTS — BIG, SMALL, AND EVERYTHING IN BETWEEN.**

At Cornell, we use what we call the Stages of Change Matrix. Derived from the Transtheoretical Model (TTM) of psychology, the Stages of Change Matrix guides you through a valuable exercise of identifying the unique pain points your ideal buyer experiences on their way to being ready to buy from you.

You'll find a condensed version of the Stages of Change Matrix in the exercises below!

2

## **CREATE CONTENT THAT CALLS ATTENTION TO THOSE PAIN POINTS AND EMPATHIZES WITH YOUR AUDIENCE.**

Ultimately, everyone — man, woman, old, young, no matter what — wants to feel understood and validated. If you are the only company to make someone feel special, you will win that customer's heart, which will ultimately guide their mind and decision-making.

3

## **KNOW THE KEYWORDS YOUR TARGET AUDIENCE IS SEARCHING FOR TO FIND SOLUTIONS.**

Remember that there may be hours, days, or weeks between steps 2 and 3 for your ideal buyer. Once they start thinking about the pain again and realizing how present the pain is for them — now that you've drawn their attention to it — they need to be able to find you easily.

The mechanics of this rely on SEO, email marketing, and retargeting ads. If you have an ABM tool, this will be the perfect place to retarget specific accounts you know have found your pain-poking content previously.

At Cornell, we complete an SEO strategy for each of our clients to determine not only which keywords are most popular, but — more importantly — which ones are realistically achievable for your unique business. This is a critical step to ensure you will see a return on your SEO and content efforts.

4

## **CREATE CONTENT ABOUT YOUR SOLUTION TAILORED TO EACH STAGE OF THE BUYER'S CHANGE PROCESS.**

Make it as clear as possible what you offer and what it looks like to work with you.

Anticipate and answer all questions, which requires learning from your ideal customer. Companies that hold back information out of fear of giving away too much ultimately lose the trust of the buyer.

The mechanics of creating rich content include customer interviewing, audience polling, or even data mining your competitors' reviews and testimonials.

5

## **CONSTANTLY IMPROVE YOUR CONTENT.**

Once you have created the foundation of your content library, it's time to start improving it and climbing up the Google SERP, as well as improving the efficacy of each and every page.

This requires a robust content enrichment process, A/B testing your messaging, and building new pieces and funnels based on new pains you uncover and can solve.

# PSYCHOLOGY CORNER

It's critical to your strategy to understand where your buyer is in the stages of change.

After all, you are asking your ideal customer to change — and change is not easy for us humans. Even though we often crave and get excited by the prospect of change in theory, we also have a great deal of resistance to it in practice.

If you have successfully created the craving for change with your demand generation strategy, then you need to deliberately guide your buyer through the stages of change, which are:

- 👉 Pre-Problem Awareness
- 👉 Problem Awareness
- 👉 Pre-Contemplation
- 👉 Contemplation
- 👉 Decision
- 👉 Action

DOWNLOAD [THE ELITE METHOD TOOLKIT](#) TO GET THE FILLABLE STAGES OF CHANGE MARKETING MATRIX!

## DEMAND GENERATION BRAINSTORMING

Use the areas below to thoughtfully ideate the content that is going to be seen by, resonate with, and attract your ideal buyer.

### 1. IDENTIFY YOUR TARGET:

Who do you want to reach? Choose one role within your ICP.

### 2. ENVISION YOUR TARGET'S DAY:

What are your target's day-to-day responsibilities? Imagine as many as you can.

### **3. EMPATHIZE & IDENTIFY PAIN POINTS:**

Put yourself in his/her shoes. What struggles, frustrations, and fears come up as you're going through all of those day-to-day responsibilities?

### **4. RELATE & VALIDATE:**

Considering the responsibilities and pains of your target, what do they want to feel? What do they want to achieve? What motivates them?

### **5. MEET THEM WHERE THEY ARE:**

Where does your target hang out online? When they're struggling to overcome problems or achieve goals, where do they go for help?

### **6. CONTENT IDEATION:**

Now, how can you create content for the things you listed out in rows 2-4 above? Ideate as many pieces of content in as many formats as you can, keeping your responses in row 5 in mind.

## 7. PRIORITIZE & PRODUCE:

Finally, it's time to choose which ideas are the strongest and/or which will be attractive to the largest number of people in your ICP. List your top 5 ideas here.

## 8. LISTEN, LEARN & IMPROVE:

Revisit this exercise every 2-3 months, incorporating what you've learned along the way to come up with new and more relevant ideas. Continue creating content in batches of five pieces at a time. Add notes for what you've learned here.

If you're just starting out with content creation or demand generation, the above exercises will get you far! Take your time to think through each step. The more thought you put into each response, the closer you'll be to striking gold.

**NEED HELP?** That's what we're here for! Reach out to us at Cornell Content Marketing. Not only will we do the deep thinking and research for you, but we'll also create the tools, systems, processes, and collaboration within your sales and marketing teams to ensure you reach your goal of attracting ready-to-buy prospects who already prefer you over your competition — even if your prices are higher!

**WE'RE HERE TO HELP!**  
REACH OUT TO US TODAY



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