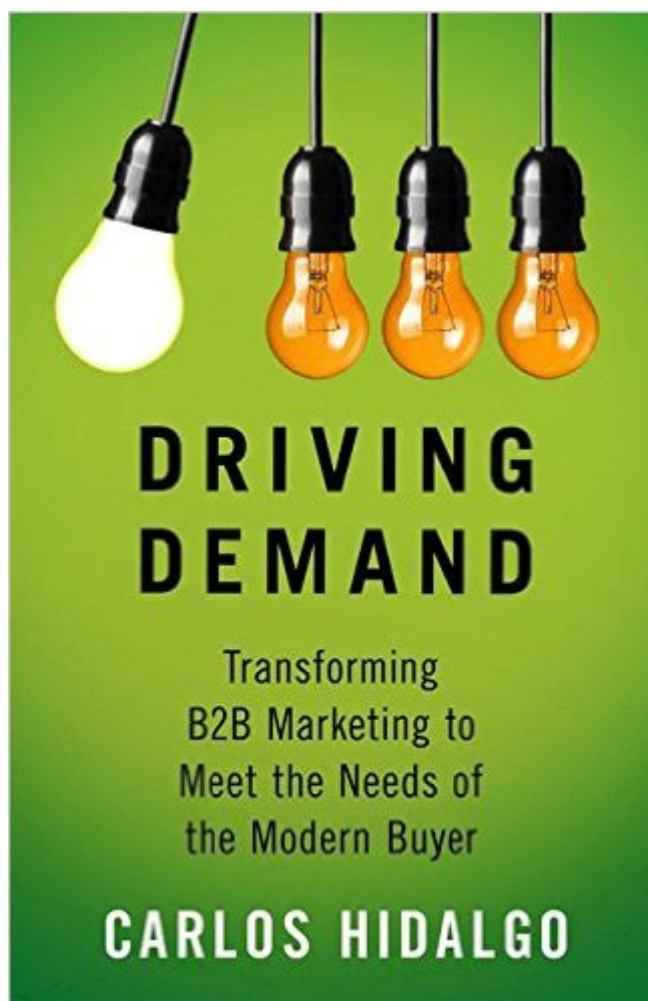


The book was found

Driving Demand: Transforming B2B Marketing To Meet The Needs Of The Modern Buyer



Synopsis

Carlos Hidalgo provides a clear roadmap and framework on how B2B organizations can implement change management and transform their Demand Generation. Case studies and excerpts from B2B marketing practitioners and ANNUITAS clients who have transformed their organizations and how they accomplished this change are incorporated throughout the book.

Book Information

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Customer Reviews

Hi I'm Douglas Burdett, host of The Marketing Book Podcast and I'd like to tell you about the book *Driving Demand: Transforming B2B Marketing to Meet the Needs of the Modern Buyer* by Carlos Hidalgo. First off, a quick definition. Demand generation covers all marketing activities that create awareness about and interest in your company's products or services. It includes a mix of inbound and outbound marketing. Commonly used in business to business sales, demand generation is really the marriage of marketing programs coupled with a structured sales process. And it doesn't usually succeed unless there is a strategic framework. In *Driving Demand*, Carlos Hidalgo explains that while your buyers are becoming more modern in their approach, the majority of marketers are failing to keep pace in terms of sophistication. And it's costing businesses dearly, except for the ones who have figured out how to drive demand in this new marketing world. To help companies understand the price they are paying for inaction, Carlos provides examples of businesses who are actually doing harm to themselves by using an antiquated demand generation approach. The primary reason why companies are failing is because

it involves change. Another big reason companies are failing is that their marketing is more about themselves than their customers. Of course there are other specific reasons why companies run off the rails in trying to do modern demand generation and they are all outlined in the book. But most importantly, the book contains a very specific road map for implementing the kind of institutional change that needs to happen in a business for their demand generation to help sales and revenues start to take off.

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