

# What Is Demand Generation

## and Why Should You Care?

Demand generation is all about attracting the right prospects and converting leads into opportunities to build pipeline. Effective demand generation strategies empower you to move your prospects through the sales funnel efficiently by generating interest, fostering engagement, and inspiring confidence in your brand.

Marketers who have a successful demand generation strategy are able to:

- 01** *Attain higher quality leads*
- 02** *Shorten the sales cycle*
- 03** *Properly attribute marketing ROI to their initiatives*
- 04** *Generate more engagement, conversions, opportunities, and even sales*

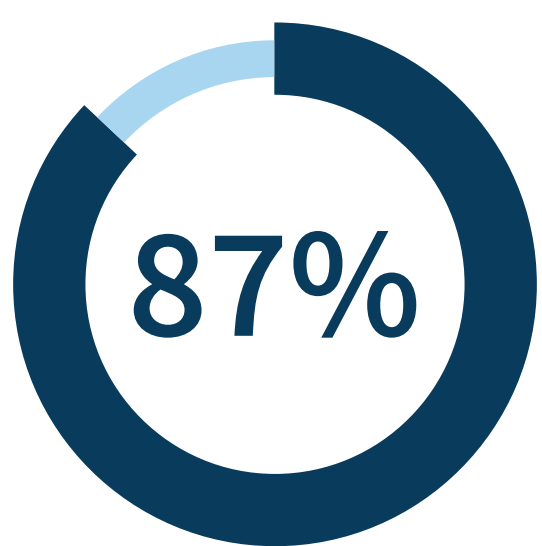
**73%**  
**OF MARKETERS**

believe generating better quality leads instead of more leads is a top priority.

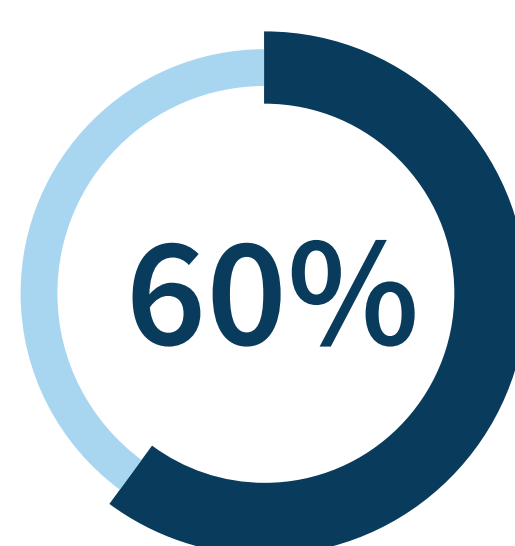
[Demand Gen Report](#)



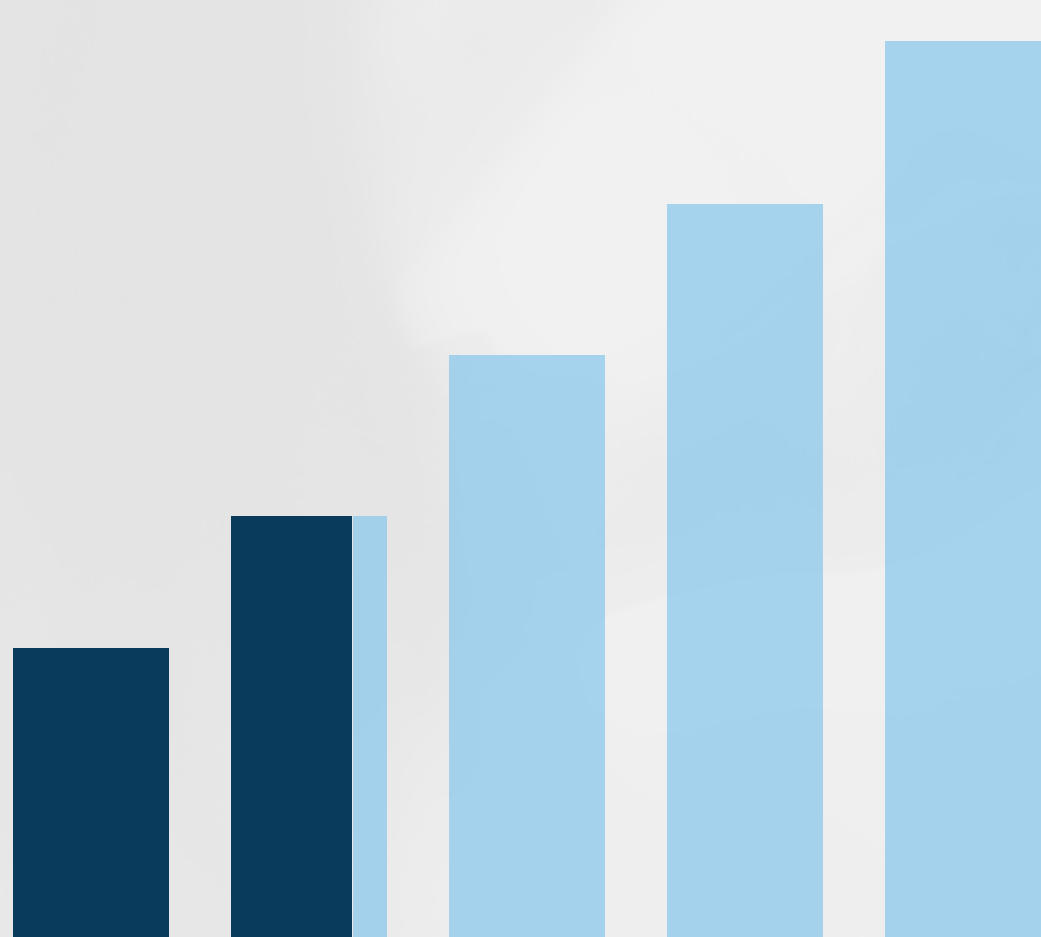
Successful demand generation involves the right tactics and assets:



**OF B2B BUYERS**  
say online content has a moderate to major effect on purchasing decisions



**OF BUYERS**  
make purchasing decisions based solely on the information and recommendations they've acquired via digital content



Content marketing costs

**62% less**

than other marketing tactics and generates  
**3 times as many leads.**

[Demand Metric](#)

Curious how Act-On can help your team target the right leads, maximize sales, and exceed your goals?

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