

How to Get Your Engine Started

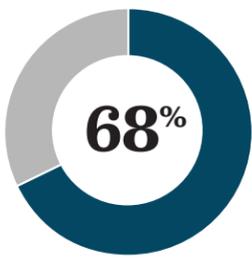
Building a strong ICP (Ideal Customer Profile) and re-evaluating your core capabilities will help you establish a strong foundation for improving results.



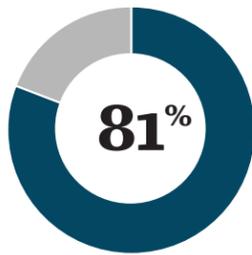
Demand Generation Has Changed. Have You?

New channels, evolving marketing technology, content marketing, influencer marketing and more have fundamentally changed demand gen. [Learn ways to improve your own practice using the new e-book "Owner's Manual for the Modern Demand Gen Engine"](#)

The modern demand gen engine starts with a strong Ideal Customer Profile (ICP)



Organizations that have developed a strong ICP average a **68%** higher account win rate¹



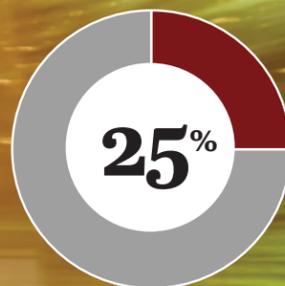
81% of top-performing organizations are confident that their ICP represents their ideal accounts¹

Pro Tip: Identify who will get the most value from what you sell and is likely to recognize the value you offer. Begin by assembling necessary firmographics & technographics that clearly identify accounts you can serve. Include specifics on functions and roles that buying decisions depend on. To activate your program, add in behavioral elements such as purchase intent data for maximum revenue performance.

Audit Your Existing Demand Gen Efforts – Look for Gaps and Opportunities to Improve

4 critical demand gen capabilities you need to assess to drive pipeline impact

- 1 Data integrity
- 2 ICP coverage
- 3 Content mapping
- 4 Content engagement



Demand Gen Marketers Beware: On average, 25% of B2B databases are inaccurate²

Pro tip: Establish a Data Integrity Baseline Improving performance depends on improved data quality. Measure average integrity rate across a set of meaningful data indicators: consider factors like market and solution maturity together with the specific objectives of each marketing tactic.



Read the e-book: Owner's Manual for the Modern Demand Gen Engine

Accelerate pipeline growth with this comprehensive set of how-to steps for building an effective demand generation approach that scales.

[Download E-book](#)

Source:

- 1 - <https://blog.topohq.com/5-benefits-of-creating-an-ideal-customer-profile/>
- 2 - <https://blog.zoominfo.com/the-effect-of-dirty-data-on-roi/>