
Generate more sales-ready leads with intelligent marketing demos

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INTRO

It's no secret that marketing is difficult. It can seem virtually impossible to create a personalized experience for every lead that comes through the door. More times than not, one-size-fits-all marketing campaigns turn dry and irrelevant within a short period of time.

This leaves “CMOs” with three major questions to answer:

- What's the best way to generate sufficient lead numbers while still giving prospects a personalized experience?
- Is it possible to give leads an experience that will set my marketing campaign apart?
- How can a personalized approach to marketing provide sales teams with qualified leads?

Through a new marketing technology called Intelligent Automated Demos (referred to throughout this guide as IADs), your marketing campaign can deliver what really matters: more marketing qualified leads for your hungry sales team.

Instead of bogging down your live sales conversations with repetitive and generic product information, an IAD gives each decision maker a personalized demo experience that is custom made for what interests them, helping you spend less time doing demos and more time having closing conversations.

Let's dive in and learn about some of the ways that IAD solutions solve common marketing challenges.

SECTION 1: THE MARKETING CHALLENGE

“First, Will You Please Fill Out this Form?”

Every marketer has been there—spending countless hours chasing down a lead only to discover that they never fit your profile to begin with. Weeks of calls go unanswered and emails end up in the virtual trashcan, wasting valuable time for both the sender and the receiver.

To a marketer, it can feel particularly frustrating because, just when you think you're on to a promising lead, they simply fall out of the funnel. The real problem is that the lead was a wrong fit to begin with—and because marketers aren't mind readers (on most days, anyway)—it can seem almost impossible to find enough people who are a good match.

You've Seen it a Million Times

Despite all of the marketing automation sizzle, making marketing accountable is still only half the battle. The added responsibility to deliver a defensible marketing

ROI makes it even more difficult to come up with creative campaigns that break through and connect with prospects on an emotional level.

Targeted campaigns are great, and they work—until they enter the sales funnel. But why don't these same principles apply to customizing content further down the funnel?

“Never Saw It”

The dark side of analytics is that they can make you over confident and cause you to overpromise and under deliver. Yes, Google can tell you how long someone was on your site and where they went online, but where are the analytics on the actual content you're putting into your funnel? Isn't it time that marketers had at least as much insight into their self-hosted content in the funnel?

Well, as you're about to find out, IADs solve these problems and other marketing dilemmas.

SECTION 2: THE MARKETING SOLUTION

Intelligent Automated Demos (IADs)

As the lines between modern sales and marketing are becoming more blurred, the demo development process is becoming more collaborative. At the same time, as the complexity of software and other products increases, the number of people involved in making purchasing decisions on behalf of their organizations is becoming more collaborative, too.

Within most B2B sales opportunities, more than one decision maker is usually involved in the buying process. That being said, it's not scalable for marketers to produce multiple demo videos to satisfy the unique information needs of each decision maker.

That's where IADs shine. They allow both marketers and salespeople to stay ahead of the game. By having decision makers answer a brief set of questions, IADs automatically reconfigure and adapt themselves to each decision maker's unique needs and interests. Additionally, IADs provide the following features:

- **Analytics** – Our Demolytics™ platform allows you to see who watched the video, how much time they spent on each section and with whom they've shared it.
- **Shareability** – You can share IADs with anyone, creating a more inclusive marketing and sales experience. With IADs, there's no more need to get six people on a conference call and then deal with "that guy" who refuses to put his phone on mute while he's boarding a plane.
- **Customizability** - Make your demo your own. You can easily update and customize all of your IADs as you evolve the product and its value proposition. Once you've mined your Demolytics for insights about how each of your demo videos are resonating with their intended audiences, you can modify and iterate them to promote your message in the best possible way.

Blurred Lines

Plain and simple, Consensus perfectly integrates the needs of both sales and marketing teams. It allows salespeople to hand off the initial qualification steps in the sales process to the marketing department, so the marketing department can give the sales team a more "sales-ready" lead.

It's easy to see how personalized demos benefit sales, but how can marketing fully profit from

Consensus's personalization capabilities? Using these IADs is almost like the marketing team is sitting in on sales calls with the sales team—they really get to know the client. When marketers understand what leads want, who they are, and how they're different from one another, the marketing team can create personalized marketing messages and ad campaigns that give different prospect segments an individualized experience that is new and engaging.

Lend a Hand

Imagine how confident you'd feel going into a job interview knowing the exact questions the interviewer was going to ask you. That's what it feels like going into a sales conversation after someone's watched a Consensus demo: you feel prepared and ready.

Once a marketer sends an IAD to a prospect, she has the ability to track what the prospect watched, what's important to them, and to see if they shared the demo with anyone else. This in turn allows her to prepare the sales team with exactly the information they need to know about the client's needs—even before their first interaction. This gives the sales team added confidence and leverage to smoothly and successfully close the deal.

In this way, sales can drastically reduce the filler and fluff of a traditional sales meeting and get straight to the point. You'll avoid repetitious basics and hone in on the important information.

Show, Don't Tell

In a world filled with spam and false promises, it's easy for businesses large and small to feel less than hopeful when it comes to lead generation and the elusive promise of "automated marketing".

Consensus is a peacemaking application that helps to quiet traditional battles between sales and marketing. With Consensus, complaints from sales about the quality of leads or the lack of insight into their needs subside. And the marketing team gains insights they've never had before in support of their investment decisions.

Give your sales team confidence that truly qualified marketing leads are in fact a possibility. IAD-enabled marketing campaigns will:

- a. Engage your customer on a personal level.
- b. Provide you with deep analytics.
- c. Give your sales team an upper hand on every sales call.

Take advantage of the IAD "Show, Don't Tell" approach. The statistics speak for themselves:

96% of the top 50 online retailers feature videos on their websites.

41% of consumers are more likely to share product videos than other product information.

69% of consumers watch videos 2 or more times for "on intensive products"?

About Consensus

Consensus is intelligent demo automation software (SaaS) that replaces live product demos with intelligent demo videos so salespeople can demo less and close more. Our patent-pending Demolytics™ platform automatically reconfigures demo videos based on each decision maker's interests. Consensus presents the most relevant topics first with in-depth explanations and summarizes or removes other topics, creating a personalized value proposition for each prospect. Our analytics dashboard gives salespeople and marketers visibility into who's watching the demo, what's important to them, and tracks sharing. These insights focus live sales conversations on prospects' specific needs, increasing close rates and reducing cost of sales.

[Learn more about Consensus here >>](#)

