

A 2.0 Demand Generation Agency

Left Brain DGA is a leading Demand Generation Agency that serves Enterprise Marketing organizations. The Agency designs, executes and optimizes modern Demand Generation programs – programs that help its clients better engage B2B buyers, manage a predictable sales pipeline and deliver sustainable, marketing-influenced revenue.

The Agency’s approach combines internal demand generation process change – underpinned by The Left Brain Model™ – with content marketing strategy and marketing automation technology to achieve true buyer-centric, ‘bottoms-up’ demand generation programs.

Left Brain DGA is a full-service Demand Generation Agency with services that span strategy, creative, production, analytics and optimization.

Representative clients include Enterprise Marketing organizations at Avery Dennison, Dell, Intuit and McKesson.

Left Brain DGA is based in the heart of Silicon Valley.

SERVICES ALIGNMENT

Educating the Buyer

- Persona-based buying process
- Buyer-driven campaigns
- Content marketing strategy
- Inbound, social, MA integration

Sales + Marketing Alignment

- Lead management strategy
- Nurture logic
- Sales/marketing role definition
- Scoring models

Visibility + Manageability

- Content performance insight
- Demand gen optimization modeling
- Process management
- Reporting and revenue metrics

Buyer-centric Demand Generation = Process + Content + Technology

Access to information has provided B2B buyers with unprecedented power – resulting in a ‘Buyer 2.0.’ Success in this environment requires a new set of people, process and content to better leverage new marketing technology and to engage with buyers on their terms.

Buyer 2.0 rejects traditional, interruptive marketing tactics, preferring a buyer-driven, Web-based educational and peer-communication approach. Why? Because it’s a process buyers can control, it helps them get the answers they need from the sources they trust, when and where they want it.

This new buyer behavior requires marketers to focus on buyer-centric demand generation.

Buyer-centricity in demand generation subsequently means tight integration of inbound marketing efforts, such as search, Web and social, with outbound marketing, such as email nurturing and offer landing pages.

The program design should be iterative, multi-step and buyer-led—serving up information resources to the buyer when and where it's most appropriate to do so. It also requires smart, thoughtful, rationalized content, powered by marketing automation technology and social media applications that progressively score prospects based on behavior so leads are always handed over to sales, ready.

This is how sophisticated Enterprise Marketers are shifting power back into their own hands. But getting there requires the right partner for the modern Demand Generation environment.

Left Brain DGA is that Partner.