

Accelerate pipeline with DemandDriverSM



DemandDriver is Mainstay's proven approach to demand generation that helps accelerate pipeline and shorten sales cycles.

According to Gartner, 80% of B2B sales interactions between suppliers and buyers will occur in digital channels by 2025. Organizations can leverage these channels to help accelerate pipeline—increasing qualified leads and shortening sales cycles.

Demand Generation Focus

Since our inception, Mainstay has been focused on helping our clients deliver meaningful conversations with decision makers throughout the various stages of the buyer journey.

DemandDriver, our demand gen methodology, combines our expertise in enterprise technology knowledge with proven experience in digital marketing to deliver effective campaigns—building the right 'hooks' and using the best channels to maximize awareness and increase MQL to SQL conversions.

Proven Success

Mainstay takes a data-driven approach to execute turnkey and scalable digital marketing campaigns that deliver. We work with your sales and marketing teams to identify the audience, then target prospects through digital channels with the right assets to deliver qualified leads. Throughout the campaign, we constantly monitor and optimize to provide tangible business outcomes.

DemandDriver Methodology

Our end-to-end integrated approach incorporates campaign strategy, campaign execution, and campaign measurement:

- **Campaign Strategy**
Develop an over-arching demand gen strategy, mapping buyer journeys with content for buying triggers
- **Identify Target Customers**
Interview internal SMEs and clients to define key buyer personas and customer profiles
- **Content Creation**
Craft messaging and assets to create 'hooks' that help drive from awareness to qualified lead
- **Value AdvisorTM Platform**
Create ROI and TCO tools to quantify your solution's value and deliver qualified leads
- **Generate Demand**
Leverage multiple channels—display ads, emails, search, SEO, social posts—and manage via marketing automation tools
- **Monitor & Optimize**
Measure success metrics and KPIs throughout, adjusting as needed during the campaign to ensure best results

campaign KPIs through 6 months

350+
net new leads

24,000
emails sent

4M
impressions

14,000
ad clicks

"Mainstay has enabled our company to elevate and expand the visibility of our brand to a level we've never reached before. Their collaboration, expert knowledge, and responsiveness streamlined our digital marketing strategy, planning and execution process."

– John Ezzell, Co-Founder & Executive Vice President, BIAS

More information

To learn how Mainstay can drive demand for your solutions through effective digital marketing campaigns and value-enabling tools, please contact us at sales@mainstaycompany.com or visit mainstaycompany.com