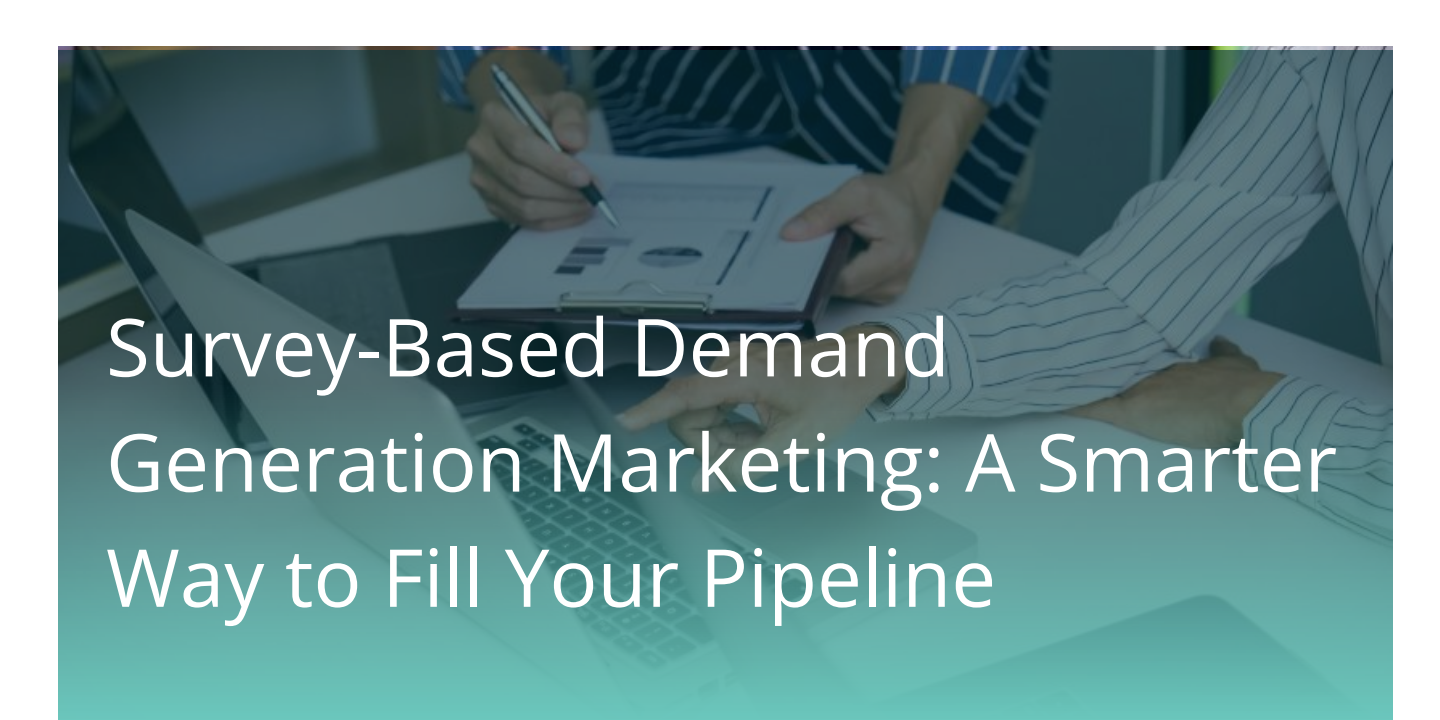
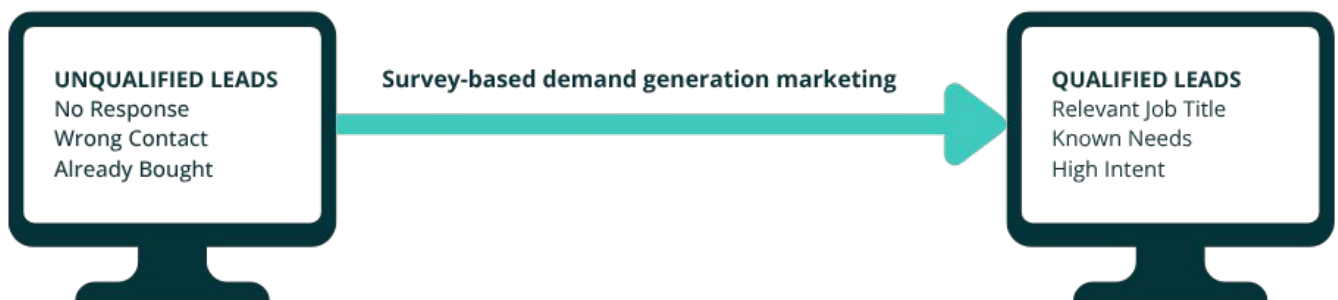




Survey-Based Demand Generation Marketing: A Smarter Way to Fill Your Pipeline

A Better Way to Generate Demand

If you're tired of marketing leads that go nowhere and sales teams stuck chasing unqualified prospects, you're not alone. Even enterprise giants like Google, IBM, and Salesforce have faced this. That's why they turned to a different approach: **Survey-based demand generation marketing.**



What Is Survey-Based Demand Generation Marketing?

Unlike traditional top-of-funnel tactics that collect form fills with little context, survey-based demand gen services get straight to the good stuff by using surveys for lead generation. You're reaching real decision-makers who are actively exploring marketing strategy solutions, **and who want to talk to sales.**

By using targeted market research surveys, you gain insight into:

- Buyers journey pain points and goals
- Purchase intent behavior and timeline
- What they're looking for in a solution
- And, best of all, you get permission to contact them

This means no more cold discovery calls or chasing ghosts. Sales enablement starts with a roadmap in hand.



How It Works: SimplyDIRECT's 5-Step Process

1. **Build Your Dream List:**

Conduct target account selection, custom-building a list with verified data and intent signals. We'll guide you through how to target the right accounts first.



2. **Craft Personalized Surveys:**

You help shape the questions; SimplyDIRECT runs the campaign.



3. **Collect Rich Data:**

Executives respond in exchange for a thoughtful gift incentive.



4. **Start Smart Conversations:**

Sales uses these insights for hyper-personalized outreach.



5. **Leverage the Pulse Report:**

A market intelligence report on the survey data that fuels both marketing content and sales engagement.



Why It Works

Survey leads aren't just names—they're context-rich customer profiles. Sales reps get to focus on warm, high-value opportunities. Marketers get better ROI. Sales teams accelerate pipeline movement.

You also get new content fuel for infographics, blogs, even eBooks, built directly from your survey data. It's account based marketing with both eyes wide open, essentially [taking ABM to the next level](#).

Real Results

E2open reached 8 out of 13 priority accounts and rebuilt its pipeline of sales ready leads.

Kronos (now UKG) drove \$6.8M in pipeline opportunities



INTERESTED IN LEARNING MORE?

Scan the QR or [click here](#) to participate in SimplyDIRECT's Trends in Marketing Survey!

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