

ORGANIC CONTENT CREATION

Understanding the Difference:

Demand Generation

vs. Lead Generation

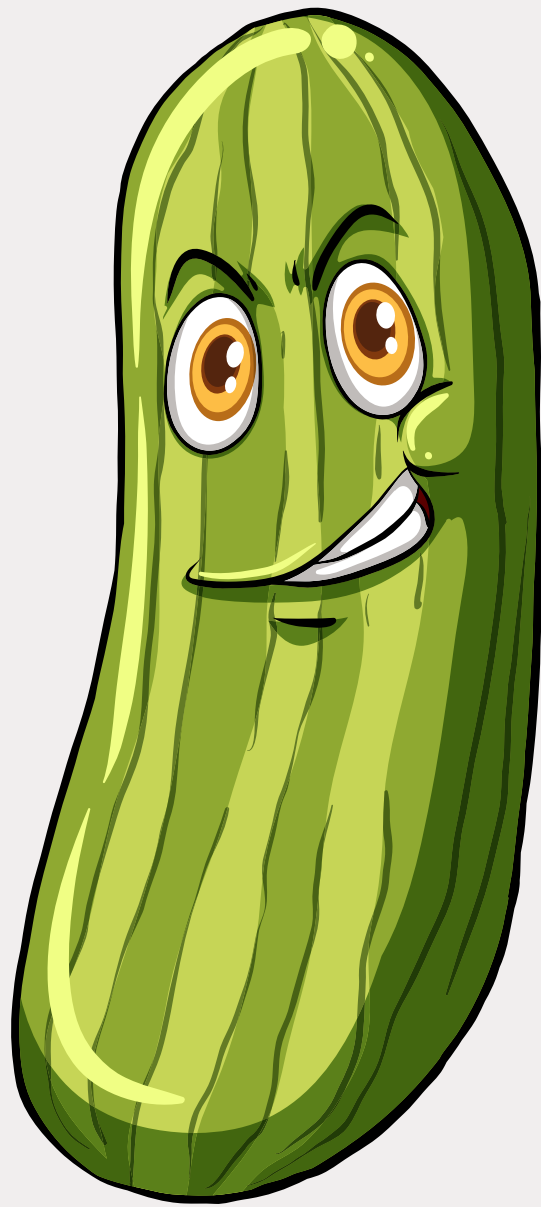
Lead Generation **Demand** Generation

**They're not twins, but
they're certainly
related.**

Lead Generation is
like placing a magnet.

Demand Generation
is like planting a seed.





Picking one over the
other is a **pickle** for
companies.

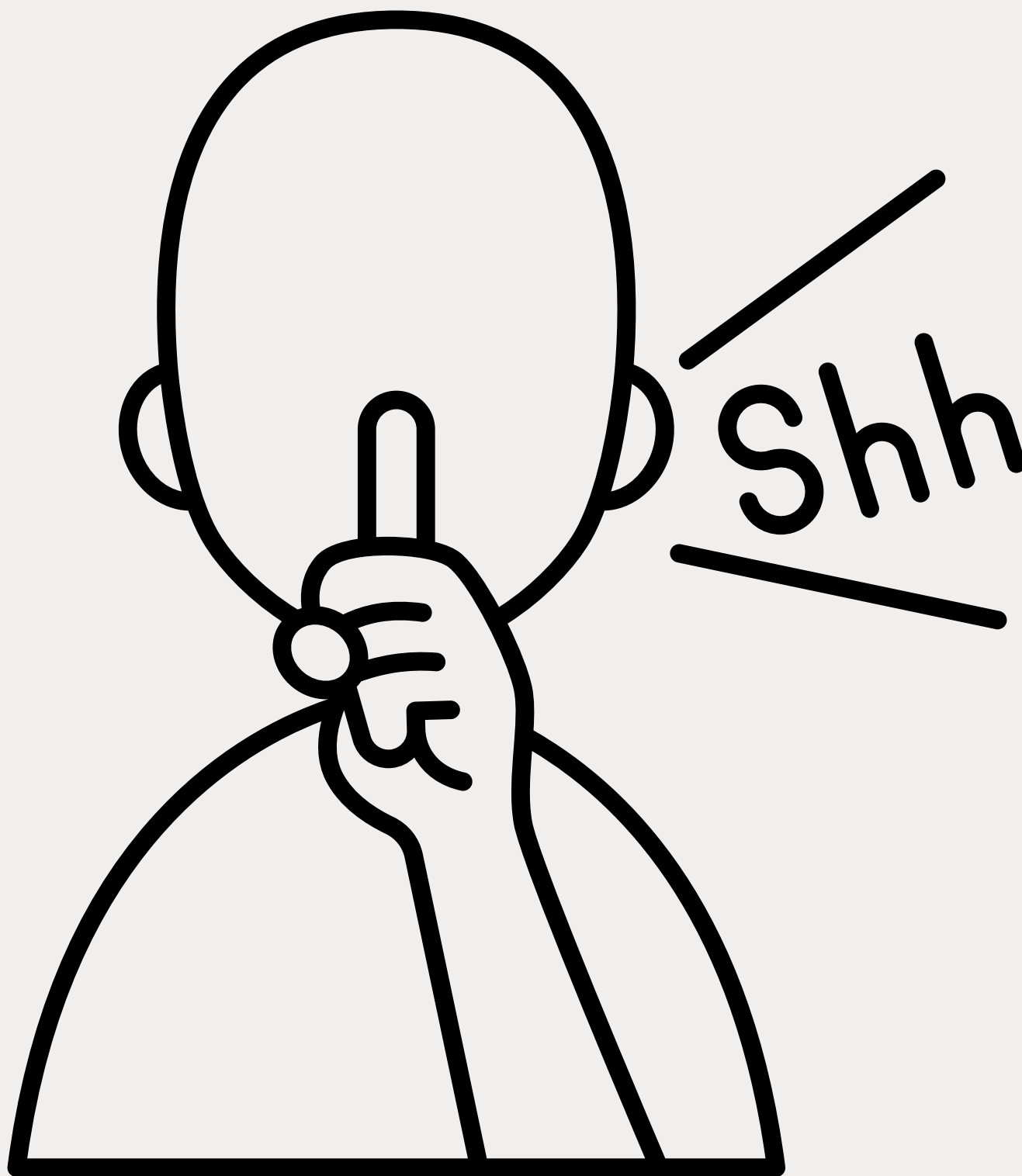
Go with **lead generation**, and you might miss out on educating your audience.

Choose **demand generation**, and you could lose out on immediate conversions.

But why not both?

Why not blend **lead &
demand generation
into your organic
content?**

Here's the **secret..**



Lead generation
excels when driving
immediate action.

It converts interest
into sales. But it can't
do it's thing without
demand generation
laying the
groundwork.

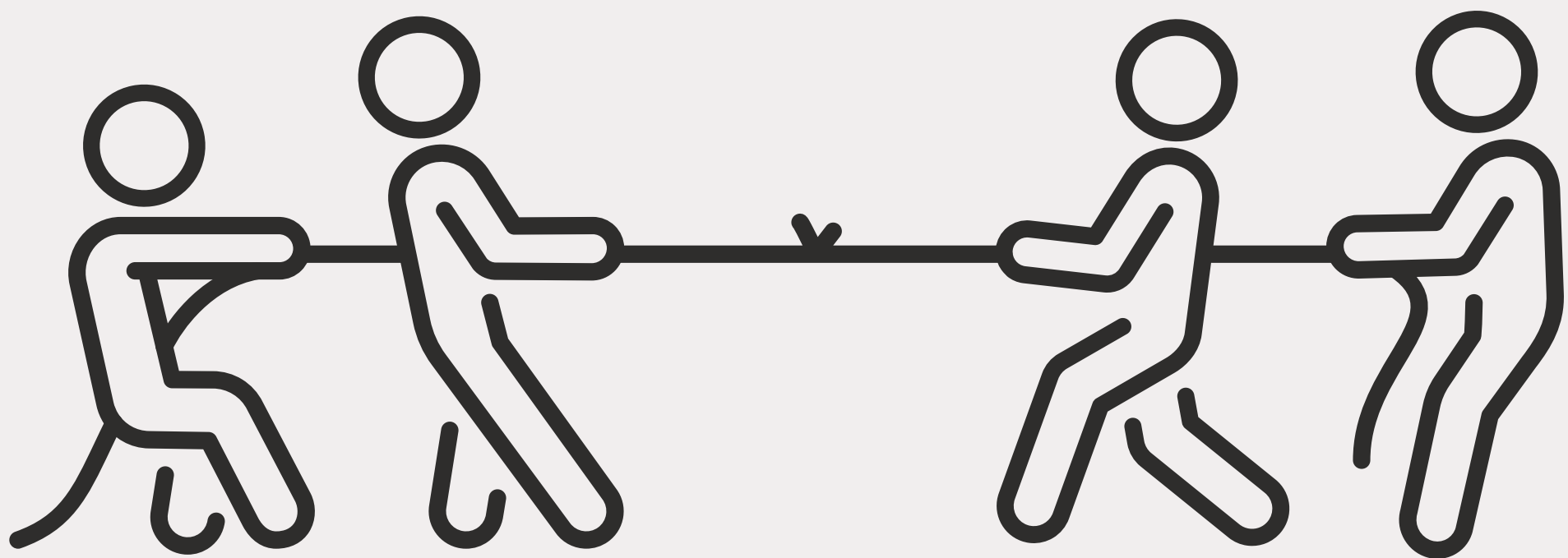
Demand generation
stirs curiosity, creates
awareness, and builds
trust.

It sets the stage for
lead generation to
swoop in and seal the
deal..

How do you mix **lead**
& **demand** generation
into your content
strategy?

Simple. Start with a dash of **education**.

Sprinkle in some **brand awareness**. Stir in **trust**. And finally, season with a **call to action**.



In the tug of war
between **lead** &
demand generation,
there's no need to
pick sides.

**Strike a balance.
Blend both into your
organic content.**

**Educate your reader &
drive sales.**

**Make your content
work for you.**

**THAT'S
ALL FOR
NOW**



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