

# Ep 228: How to Build Demand with B2B Marketing

w/ Deanna Shimota, CEO of GrowthMode Marketing

Because these extended Marketing Smarts Moments are more free-flowing, the style of this worksheet is a bit different. Instead of giving you the 4 points, we are instead providing you with the list of questions we used to prep for the episode. In this way, you get a teaser of the episode, which can prepare you for what to listen for. Use this worksheet to take notes and identify your actions.

- We talk about the difference between demand gen and lead gen, and why it is important to lead from the demand gen lens. What is the difference and why is this so important?

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- Now that we have the different established, and all of our aligned POVs on the differences, let's talk about creating the demand engine and what that looks like.

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- So often in the B2B space we want to be all things to all people, which is NOT how to approach targeting. What is the correct approach to defining and approaching your target?

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- Demand gen is not for the faint of heart because it does take time to build the credibility and relationship. What are some tips to patiently waiting for it to work?

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## Action Plan:

Action	Timing	Progress	Complete

