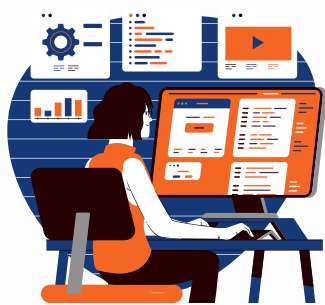


THE POWER OF AUTHENTIC PROMOTION

Innovative Marketing for the Present and Future



How Has Marketing Shifted?

From user-generated content to online reviews and education-based content, how organizations drive revenue has changed. Today, prospective customers seek information before purchasing. They want valuable content that helps them make an informed decision with the goal of learning rather than being sold to.



What Is Demand Generation?

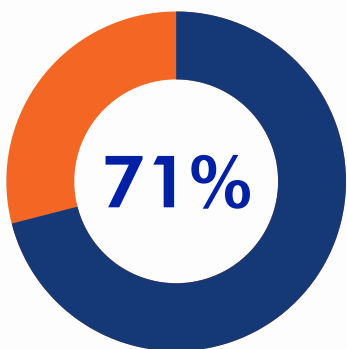
Demand generation is a data-driven marketing approach that focuses on brand awareness and product education at the top of the funnel, rather than utilizing "selling." Demand generation prioritizes building awareness, educating customers, and/or offering a solution via a variety of approaches.



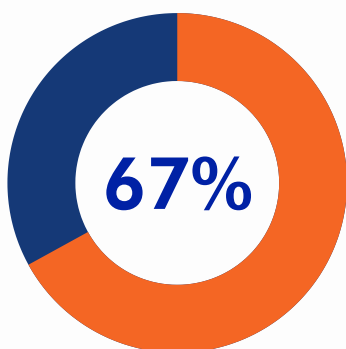
Why Not Lead Generation?

Lead generation is focused on converting prospects into qualified leads that can be nurtured into becoming customers. In its simplest form, lead generation focuses on what you as a business can "get," and most potential leads don't want to simply be sold to. This approach is costlier, and often less effective.

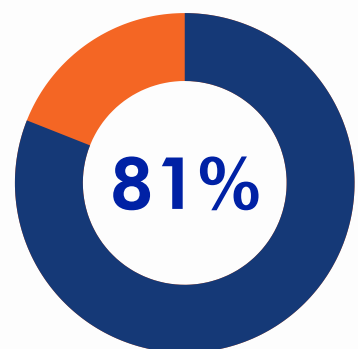
Research says...



71% of consumers prefer buying from companies aligned with their values.
- Consumer Culture, 2020



67% of consumers say that they prefer self-service over speaking with a customer representative.
- The Library, 2021



81% of shoppers prefer to conduct online research before making a purchase.
- Invoca, 2021

The Power of Authentic Demand Generation™



Proven Growth and ROI

Authentic Demand Generation™ (ADG) is a science that uses proven ROI algorithms coupled with authentic brand-building programs to ensure your target market is aware of and eventually desires your brand. ADG ties marketing activities to actual revenue delivered resulting in profitable growth.



Real Profits, Real Results

Authentic Demand Generation™ delivers real revenue and profit results (i.e. not just website hits or leads) by combining powerful content, strategic execution, social media management, analysis, and more - all with an eye towards growing revenue.



Impactful Marketing

Growth begins with generating demand. By creating a solid, repeatable demand generation engine, selling becomes much easier. ADG focuses on building relationships with customers pre-sale, and uses strategies to strategically position your business as an industry leader.

How Can IGNITE On Purpose Help?

1

Service Lines Built for YOU

3 powerful service lines built with the entrepreneur in mind: Demand Generator, Sales Optimizer, and Profit Maximizer.

2

We've Done It for Ourselves!

We've used our powerful ADG approach to help many businesses grow - including IGNITE On Purpose! Plus, we guarantee success.

3

Pay-for-Performance Model

Only cover the hard costs of the project upfront, and we only make a profit when your business is growing!



Don't spend money on marketing.
INVEST IN GROWTH.