More sales-relevant demand from your marketing budget.

When "Demand Generation" is especially valuable

Your campaigns generate reach and contacts. But too few leads align with the prioritized growth fields or are accepted by Sales as relevant. The critical question is which demand you should fund — and which only consumes budget.

Specifically, this means deciding …

DECIDE	BECAUSE …
• Which target segments and buying situations Marketing should prioritize	• broad audiences primarily generate reach and wasted spend.
• Which messages activate an urgent buying trigger	• generic content attracts attention but rarely generates relevant demand.
• Which demand modules should be funded, tested or stopped	• contacts without shared quality and conversion logic cannot deliver a credible pipeline contribution.

VALUE LEVER 1 · DESIRED OUTCOME

Demand that deserves your marketing budget.

You receive a robust activation decision — not another campaign plan:

- **Your demand becomes focused.** Prioritized segments, buying centers and specific buying triggers are linked to the growth fields.
- **Your budget follows sales-relevant demand.** For each demand module, the decision is clear: fund, test, adjust or stop.

VALUE LEVER 2 · HIGH DECISION CONFIDENCE

Your demand decision holds up because relevance comes before reach.

The Demand & Positioning Map answers three investment questions:

- **Prove urgent demand.** Target segments, buying centers and specific buying situations show which customers have a relevant buying trigger now.
  Result: a focused target audience with an identifiable trigger rather than broad personas.
- **Develop a relevant message.** The customer problem, desired outcome, differentiation and evidence are distilled into segment-specific positioning.
  Result: a value proposition that puts customer relevance ahead of product arguments.
- **Define an activatable demand module.** Content, channel, offer, conversion path and KPIs are designed as a fundable module.
  Result: measurable demand that Marketing and Sales jointly rate as high quality.

Copyright Strat-Exx 2026

VALUE LEVER 3 · FAST DECISION

Within approx. 6 weeks, your strongest demand modules are ready for activation

The sprint shortens the path from many campaign ideas to a small number of well-founded marketing investments with clear sales relevance.

- **Weeks 1–2: Define the demand focus.** Target segments, buying centers, buying triggers and existing funnel evidence are prioritized.
- **Weeks 2–4: Build positioning and modules.** The value proposition, content, channels and conversion paths are designed for the strongest triggers.
- **Weeks 4–6: Make the investment decision.** Demand modules, budgets, quality criteria, KPIs and the activation roadmap are approved.

> **Sprint principle.** First prove the buying trigger and target audience, then build the message and module, then release the budget. Speed comes from early Marketing–Sales decisions — not from more campaigns.

VALUE LEVER 4 · LOW MANAGEMENT EFFORT

Marketing and Sales stay action-ready in day-to-day operations.

Strat-Exx consolidates existing market, customer and campaign knowledge into a small number of activation decisions — without a major martech or content project.
Only four inputs are required from your organization:

- existing market, campaign, website and funnel data,
- prioritized growth fields plus existing positioning and content,
- customer and sales knowledge of buying triggers, objections and lead quality,
- rapid decisions on segments, messages, modules and budgets.

VALUE LEVER 5 · LIMITED BUDGET RISK

Budget is released only when the buying trigger, message and measurement logic hold up.

The greater risk is not launching a campaign later. It is investing budget in reach and contacts that Sales does not prioritize and whose pipeline contribution no one can substantiate.
The sprint limits this risk:

- The target audience and buying trigger are aligned before media spend begins.
- Marketing and Sales define high-quality demand using the same criteria.
- Every demand module has a visible conversion path and measurable KPIs.
- Budget is released by module — weak messages and channels can be stopped early.

Copyright Strat-Exx 2026

Proven experience. At a company with approximately €700 million in revenue, positioning and demand modules were realigned by segment. The share of sales-accepted leads increased by around 30%.

By project end, all the evidence needed for decision-making is on the table:

A. a shared **Demand & Positioning Map** for the prioritized growth fields,
B. prioritized **buying situations, target segments and buying centers** with an identifiable buying trigger,
C. **segment-specific** value propositions and message frameworks supported by relevant evidence,
D. activatable **demand modules** with content, channel, offer and conversion path,
E. shared **Marketing–Sales quality criteria and KPIs** through to accepted demand,
F. a **90-day activation and testing roadmap** with budgets, owners and stop/go points.

The benchmark. What matters is not reach or lead volume, but the share of high-quality demand that Sales accepts and wants to pursue consistently.

Which of your marketing investments generate demand that Sales truly wants?

YOUR CONTACT



Dr. Clemens Oertel

CONFIDENTIAL STRATEGY CONVERSATION

30-MINUTE CONVERSATION

Via Google Meet · book anytime

calendly.com/clemens-oertel-strat-exx/30min

SCAN & BOOK

Copyright Strat-Exx 2026