demandscience

Lab Series: The Periodic Table of Demand Gen

An overview of the key elements of Demand Generation.

Legend:
- 🔴 Tactics
- 🔵 Metrics
- 🟣 Lead conversion
- 🟢 Audience
- 🟠 Tools

#	Symbol	Name	Category
1	Sf	Sales funnel	Lead conversion
2	Lp	Landing page	Lead conversion
3	Mb	Marketing attribution	Lead conversion
4	Co	Conversion rate	Lead conversion
5	Ls	Lead scoring	Lead conversion
6	Roi	Marketing return on investment	Lead conversion
7	Mfs	Marketing funnel stages	Lead conversion
8	Mql	Marketing qualified lead	Lead conversion
9	Sp	Sales pipeline	Lead conversion
10	Lc	Lead conversion	Lead conversion
11	Lt	Lead management	Lead conversion
12	Lf	Lead funnel	Lead conversion
13	Ema	Email marketing automation	Lead conversion
14	Sfm	Sales funnel management	Lead conversion
15	Cjm	Customer journey mapping	Lead conversion
16	Cf	Conversion funnel	Lead conversion
17	Bp	Buyer persona	Audience
18	Ta	Target audience	Audience
19	Cr	Customer retention	Audience
20	Ce	Customer engagement	Audience
21	Mp	Marketing persona	Tactics
22	Mc	Marketing campaign	Tactics
23	Lg	Lead generation	Tactics
24	Im	Inbound marketing	Tactics
25	Om	Outbound marketing	Tactics
26	Cm	Content marketing	Tactics
27	Dg	Demand generation	Tactics
28	Bb	B2B marketing	Tactics
29	Bc	B2C marketing	Tactics
30	Ms	Marketing strategy	Tactics
31	Mg	Marketing segmentation	Tactics
32	Sm	Social media marketing	Tactics
33	Em	Email marketing	Tactics
34	Mn	Marketing analytics	Tactics
35	Ppc	Pay-per-click advertising	Tactics
36	Cs	Content strategy	Tactics
37	Ln	Lead nurturing	Tactics
38	Dd	Data-driven marketing	Tactics
39	Ilg	Inbound lead generation	Tactics
40	Cn	Content syndication	Tactics
41	Me	Marketing channel	Tactics
42	Abm	Account-based marketing	Tactics
43	Cms	Content marketing strategy	Tactics
44	Elb	Email list building	Tactics
45	Cu	Customer segmentation	Tactics
46	Ab	A/B testing	Tactics
47	Seo	Search engine optimization	Tactics
48	Mc	Multichannel marketing	Tactics
49	Cd	Content distribution	Tactics
50	Dm	Digital marketing	Tactics
51	Psa	Paid search advertising	Tactics
52	Mz	Marketing personalization	Tactics
53	Aba	Account-based advertising	Tactics
54	Iln	Inbound lead nurturing	Tactics
55	Sma	Social media advertising	Tactics
56	Ca	Customer acquisition	Metrics
57	Mm	Marketing metrics	Metrics
58	Mcs	Marketing conversion metrics	Metrics
59	Mrc	Marketing ROI calculation	Metrics
60	Cro	Customer rate optimization	Metrics
61	Mda	Marketing data analytics	Metrics
62	Ctr	Click-through rate	Metrics
63	Cl	Customer lifecycle	Metrics
64	Cg	Content engagement	Metrics
65	Crr	Customer retention rate	Metrics
66	Lpo	Landing page optimization	Metrics
67	Ma	Marketing automation	Tools
68	Mt	Marketing technology	Tools
69	Lm	Lead magnet	Tools
70	Ml	Marketing collateral	Tools
71	Cc	Content calendar	Tools
72	Mh	Marketing dashboard	Tools
73	Ld	Lead database	Tools
74	Mts	Marketing technology stack	Tools