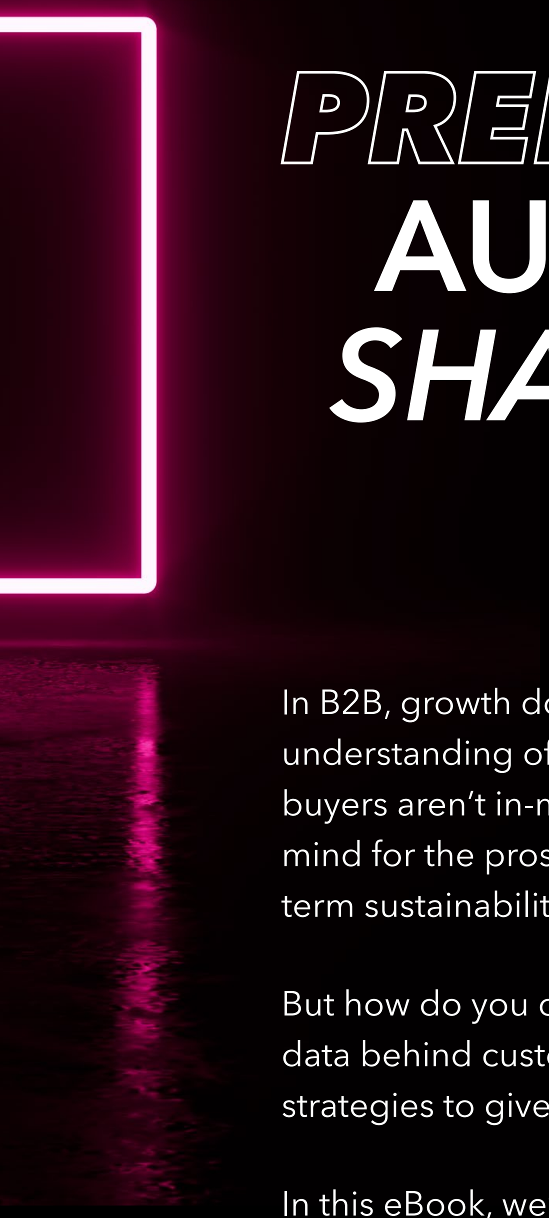
UNDERSTANDING *YOUR* FUTURE *DEMAND*

Discover how to anticipate and capitalise on the needs of tomorrow's buyers to drive growth.

TRANSMISSION.



PREDICT YOUR AUDIENCE, *SHAPE* YOUR *FUTURE*

In B2B, growth doesn't happen by chance; It demands a precise understanding of your future demand. If the majority of your buyers aren't in-market today, ensuring your brand stays front-of-mind for the prospects of tomorrow is crucial to securing the long-term sustainability of your business.

But how do you quantify what's yet to happen? By unlocking the data behind customer behaviour, market trends, and competitor strategies to give you a clear picture of your brand's potential.

In this eBook, we'll provide you with practical steps for deciphering the hidden signals in your data, as well as actionable insights to guide your marketing, sales, and product development strategies and help drive profitable business growth.

WHAT IS *FUTURE* DEMAND?

At its simplest, future demand is the anticipated need for an organisation's products or services per the person who coined the phrase, James Hurman.

> **"The central thesis goes that, in any market, there are two types of demand. I call them 'Existing Demand'… and 'Future Demand'."**
>
> James Hurman (2022), 'Future Demand: Why building your brand among tomorrow's customers is the key to start-up success'

Existing demand refers to customers and prospects who are in-market and ready to buy from a category – either now or in the near future – whereas, as you might have inferred, future demand comes from those who aren't in-market today, but who will buy from the category sometime later on.

Your success in generating future demand hinges on your business' ability to engage those new audiences – particularly the younger, emerging members of the decision-making unit. As they gain further buying responsibilities in the future, shifts in purchasing preferences and increasing digital-native behaviours will have a significant impact on whether your messaging resonates.

This makes understanding the next generation of decision makers inside-out the key to unlocking your future demand.

WHAT FUTURE DEMAND *MEANS* FOR *B2B*

It's crucial to recognise that future demand is more than just brand building; it's brand building for tomorrow's audience.

B2B organisations are often guilty of segmenting customers without considering the person behind the job title. Yes, they're businesspeople. But they're also people who happen to be at work. They likely have interests, an online social presence, and feelings about things outside of their work remit.

> **By thinking about the bigger picture when it comes to priming tomorrow's buyers and accurately predicting their needs, you can align strategies and optimise resources to build stronger, more responsive relationships with clients. This not only helps to hit short-term business goals but also lays the foundation for sustainable long-term growth.**

POSITIONING *YOUR* BRAND *FOR* FUTURE *DEMAND*

Ensuring your business is among a prospect's initial consideration set greatly increases the chances of being purchased. In a world where roughly 95% of your prospective buyers aren't in-market, you need to be able to do more than anticipate the future needs and actions of their audience; you need to be known.

Understanding and quantifying your future demand is a two-step process. Your business must be able to not only predict future behaviour based on historical data and trends but also crucially, it needs a clear grasp of your brand's potential to influence which companies immediately come to buyers' minds when they enter the market.

This raises two key questions:

How can your brand be front of mind for today's out-market buyers?

How can you be ready for tomorrow's in-market buyers?

SETTING THE STAGE *FOR* TODAY'S *95%*

Building awareness of who you are, what you offer, and how you can solve prospects' pain points can be a challenge if you operate in a competitive category. So, let's start by answering the first of the two questions raised on the previous page: How can your brand be front of mind for today's out-market buyers?

BRAND STRATEGY

By leveraging insights into where your brand sits in today's market and its past performance, you can increase its visibility, recognition, and relevance in the minds of your target audience.

These insights should feed into and shape your brand strategy, enabling you to identify where there's room for improvement and build on what resonates with prospective buyers across the brand-to-demand journey.

Here, it's crucial to understand how you position your brand at the awareness, familiarity, and consideration stages of the buying cycle, and ensure that all customer-facing communications are aligned to the same consistent strategy.

BRING IN THE HUMAN ELEMENT

Above all else, you need to reframe how you approach today's out-market buyers. Go beyond personas and job titles and start thinking about how you can talk to them as people.

Meet them where they spend their time online, understand the specifics of who they are, their demographics, and what they care about.

You have to address more than title-specific challenges and opportunities – lean in and bring in the human element wherever possible.

PREDICTING *THE* MOVES *OF* TOMORROW'S *5%*

Due to increasingly complex buying journeys, longer sales cycles, and market volatility, B2B demand forecasting requires specialised expertise to efficiently meet anticipated market and customer needs.

Once you understand where to look and what to do, it allows you to gain a competitive advantage within the market, optimise resources, better manage relationships, and innovate solutions in line with customer demand. To start, you'll need…

HISTORICAL DATA ANALYSIS

Uncovering insights from your past data is the first step to predicting future buyer behaviour. Through customer lifecycle analysis, you can understand how previous campaigns performed at each stage of the buying journey to glean segment-specific insights, analyse behavioural data, and identify areas for improvement in the customer experience.

Then, by synthesising insights from sales trends, an assessment of customer preferences through metrics like purchase history and loyalty indicators, and price sensitivity and competitive price analyses, you can start to predict demand and refine your pricing strategy to better position your business for profitable growth.

CUSTOMER BEHAVIOUR INSIGHTS

The behavioural insights gained from data-gathering exercises like customer lifecycle analysis allow you to identify emerging trends in wider buyer behaviour relative to the market and state of the economy.

This is a crucial step in being able to anticipate future buyer behaviour as these metrics uncover what drives your audience segments to make a purchase decision, how demographic shifts can affect the decision-making process, and the potential your brand has to solidify itself among the all-important initial consideration set of vendors.

TO *WRAP* UP

We'll conclude this eBook by reiterating a key point: future demand isn't just brand building for today's audiences, it's brand building for the buyer of tomorrow.

As marketplaces become more competitive and marketing spend comes under increased scrutiny, positioning your brand for future demand allows you to gauge where your business stands relative to competitors, how to best raise awareness and consideration of your solutions, and what you should do to influence customer demand.

It requires you to redefine how you understand your audience by unifying behaviour forecasting, brand intelligence, and the human elements that make them tick to paint a clear picture of your brand's potential – laying the foundations for sustainable long-term growth.

WANT TO LEARN MORE ABOUT UNDERSTANDING YOUR FUTURE DEMAND?

LET'S CHAT