

OUTLOOK 2025

Buyer-Centric Strategies
to Drive Growth
through Efficiency

Honors from
previous editions



By PRDaily
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MARKETING
AWARDS**

Honorable Mention

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Introduction

Fueled by combined insights from

2K+ revenue leaders and B2B buyers driving GTM investments



Foreword

By Alexander Kesler, Founder & CEO of INFUSE



A B2B Marketing Shift: Buyers Demand Outcomes and Efficiency

"It's a Buyer's World;
We Are Just Living in It"

In 2025, we will see dramatic changes in buyer priorities. The defensive buyer mindset will shift to driving **efficiency and outcomes**, effectively ending the growth-at-all-costs model.

This, in turn, has bolstered AI purchases, shaping the buyer's journey and further accelerating investments in Cybersecurity and Cloud.

GTM teams are under pressure to deliver innovation while reducing costs.

Hence, the services-as-software model has emerged, largely fueled by decision makers seeking to mitigate their fear of messing up (FOMU). Buyers demand more value and expertise, prompting vendors to bundle services with tech for a **seamless, buyer-centric experience**.

As we step into this era, marketers must bridge the gap between their strategies and buyer expectations—**buyer centricity is key for engaging tech-savvy, independent buyers** who are fully in command of their journeys and experience.

I am confident that this edition of the INFUSE Outlook, alongside our annual Insights research, will provide invaluable guidance for your demand strategies in 2025 and beyond.



OUTLOOK 2025

BUYER ADVOCACY:

How to Engage Your Defensive Buying Groups



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Introduction

It is clear that B2B buying groups are now self-reliant in the early stages of their buyer's journey, often progressing independently before engaging with sales teams. While they still rely on sales support later in the funnel, today's buyers value a self-paced approach, allowing them to explore options on their terms.

B2B buyers engage with vendors almost 70% through their research—a point when 85% of them have already determined their requirements.

This means that most brand discovery happens through interaction with a brand's digital and offline channels ([6sense, 2024](#)). This highlights the continued trend of buyers adopting a defensive stance, especially in their interactions with sales teams, a [phenomenon already observed in Outlook 2024](#).

In 2025, establishing a client-centric demand generation strategy will be key to “imprinting your brand” and matching the preferences of current B2B buying groups, securing advantageous positioning in this complex decision making process.

Staying top of mind will require a carefully orchestrated brand experience that naturally integrates into the buyer's journey. A flexible, non-prescriptive approach is crucial for building lasting relationships among these defensive buyers to foster brand advocacy.

Buyers seek a brand experience that is unique and mindful—and recognizes the importance of truly enabling buyers to find the right solution for their challenges.

This Outlook 2025 article explores strategies to foster buyer advocacy through client-centric demand generation.

“The future of demand generation lies in crafting authentic experiences that deliver value in every interaction, empowering buyers to navigate their own path toward a purchase.”



— **Alexander Kesler**

Founder & CEO
INFUSE



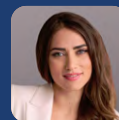
What is the typical length of the purchase process for a technology investment this year, from identifying the need to making the final decision?



How to create a non-prescriptive journey that enables buyers

Developing a non-prescriptive journey requires a nuanced understanding of the behavior of each buying group member, as well as their individual and collective pain points. This is essential for crafting a nurturing experience that enables learning throughout the sales funnel, rather than encouraging buyers to follow a strict, linear path.

“Empowering key stakeholders within buying groups with knowledge, rather than pushing them through a process, will define B2B success in 2025.”



— **Larysa Zakirova**
COO
INFUSE



Therefore, interpreting and acting upon buyer learning patterns throughout the [entirety of the sales funnel](#) is more important than limiting the focus on tactics for specific stages, such as the progression from the top of the funnel to the middle.

Strategizing your brand-to-demand experience with an educational and consultative sales approach is paramount for matching the expectations of B2B buyers in 2025.

The three steps below seek to crystallize the [unique value proposition \(UVP\)](#) of your brand, via a self-paced journey that encourages buying groups to learn more about your offerings.

“Delivering a compelling buyer experience requires moving beyond a one-size-fits-all approach. Organizations must leverage their understanding of the unique behaviors and pain points of each buying group member to create a nurturing journey that empowers learning and flexibility, rather than forcing a rigid, linear path.”



— **Petya Dolaptchieva**

VP of Global Client Success
INFUSE

#1 Make your offerings clear

Efficient productization will communicate the UVP of offerings succinctly, which is key in marketplaces with multiple competitors and noise.

Assigning clear names, feature sets, and unique visuals per product, allows offerings to be assimilated naturally by buyers in their self-paced journeys. The idea is to develop awareness of brand value through consistency.

#2 Strategize self-paced buyer discovery

The support of sales, events, and additional GTM motions is necessary to ensure that a brand is acknowledged as a potential solution.

Buying groups navigate a myriad of digital channels daily, placing them under pressure to filter through the noise to enable growth for their organizations. Brands seeking to succeed in this crowded environment must aim to decrease the complexity of the buying process.

Therefore, develop outreach that enables buyers to save time in their decision making process by effectively addressing knowledge gaps and de-risking solutions.

The framework below helps establish a self-paced journey for decision makers:

B2B CHANNEL STRATEGY FOR SELF-PACED BRAND DISCOVERY

1

Evaluate your current strategy to inform optimizations

1. Audit your current channel mix

If possible, perform this audit via a third party for an “outsider” view of your channel strategy

2. Perform a competitive analysis

Analyze competitor messaging and channel strategies to determine how to differentiate your branding for better outcomes

2

Adopt a nurturing approach for newcomers (TOFU stage)

1. Craft snackable and educational content

Fuel your channels with educational, awareness stage assets that cover key challenges and knowledge gaps

2. Nurture prospects via a mindful series of touchpoints

Launch outreach focused on furthering a positive buyer perception of your brand and UVP.

3

Design a “sticky” brand experience for buyers evaluating options (MOFU stage)

1. Generate demand across channels via “sticky” content, matching persona/ Ideal Client Profile (ICP)

MOFU is the longest funnel stage, so generating demand for your solutions through timely and “sticky” content that explores industry problems, prospect pain points, and the future of the target audience’s market helps solidify your position in buyer journeys.

4

Drive meaningful action toward a purchase (BOFU stage)

1. Monitor intent signals and deliver timely touchpoints

Analyze data at the BOFU stage, to assess sales readiness and action outreach accordingly.

For instance, engage buyers demonstrating comparative research intent with touchpoints showcasing product specs against competitors’ solutions

3. Compile insights to inform optimizations

Craft an action plan from your key takeaways to inform the next stage of this framework

Sequences should focus on providing value to encourage engagement, rather than pushing for a sale, and must be hyper personalized

This content should have a compelling hook to encourage rapid engagement and provide clear, lasting value to remain “top of mind”

Examples:

State of the Market reports, webcasts on pressing industry issues, eBooks with solutions tailored to prospects’ roles

2. Leverage ABX to engage the entire buying committee

Account Based Experiences (ABX) provide a custom-built brand experience for each stakeholder in the buying group. ABX strategies can be highly effective in maintaining engagement during the MOFU phase

2. Drive engagement with experts

Feature your technical experts in valuable resources that can be accessed by buyers on a self-serve basis (such as a content hub).

If possible, book consultations where experts can address remaining concerns and de-risk solutions

3. Develop post-sale services to ease onboarding and transition

Offering services such as an onboarding workshop can encourage decision makers to make a purchase in your favor

Recommendations for clear B2B productization:

- Create cohesive branding for all offerings across all channels
- A/B test product copy and visuals deployed on owned channels
- Conduct surveys to inform marketing, sales, and product development efforts
- Develop content that addresses common questions buyers have at each buying stage
- Craft lead nurturing that enables self-discovery through multiple channels

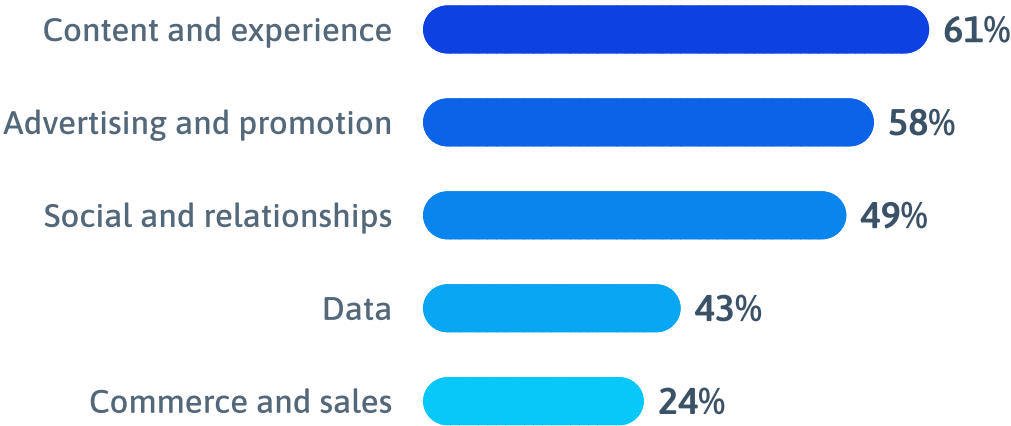
“In a self-paced buyer’s journey, the challenge is standing out without overwhelming decision makers. Success lies in guiding buyers through well-timed touchpoints, not adding to the noise they navigate daily.”



— **Dan Freeman**
CRO
INFUSE



What marketing technology do you plan on investing in 2025?



LEARN HOW TO BUILD B2B BUYER’S JOURNEYS THAT DRIVE CONVERSIONS



#3 Refine the brand experience via 4 pillars

To fuel your self-paced channel strategy, it is essential to refine your brand experience to ensure client centricity and buyer enablement. This, in turn, will result in greater brand awareness, perception, and loyalty.

To aid this process, structure your brand experience around four pillars. This not only sustains your brand but also the delivery of relevant and timely interactions with buyers throughout their journeys.

These four pillars are:

- **Account Based Experience (ABX):** To engage all buying group members at target accounts with personalized and relevant outreach
- **Brand-to-demand:** To establish a framework for generating long-term demand with your branding efforts
- **Client success (CS):** To support clients after a sale and encourage upsells and referrals, as well as build a pool of brand evangelists
- **Consultative sales:** To engage decision makers at the crucial middle (MOFU) and bottom (BOFU) stages of the sales funnel, addressing relevant pain points and securing favorable positioning

“Creating a brand experience that truly resonates with the entirety of buying groups requires a commitment to understanding their needs and delivering value.”



— **Alexander Kesler**

Founder & CEO
INFUSE

“Exceptional brand experiences center every touchpoint on client needs and buyer enablement. By activating pillars like ABX, brand-to-demand strategies, client success, and consultative sales, brands can drive awareness, loyalty, and lasting demand.”



— **Cristopher Picanso**

Senior Demand Strategist
INFUSE

The framework below lists the steps to execute each pillar of this brand experience, and ensure a cohesive buyer’s journey for your key stakeholders:

BRAND EXPERIENCE FRAMEWORK

Account Based Experience (ABX)	Brand-to-demand	Client success (CS)	Consultative sales
<div><div>1. Identify the common pain points of your target accounts</div><div>2. Identify the roles of decision makers at target accounts</div><div>3. Craft a personalized outreach experience per buying group and its members</div></div>	<div><div>1. Define your organization’s North Star and relevant KPIs</div><div>2. Attribute branding and demand efforts to the KPIs</div><div>3. Orchestrate your brand experience to activate demand</div></div>	<div><div>1. Personalize onboarding per ICP/ buyer persona</div><div>2. Analyze product usage for insights and identify challenges</div><div>3. Upsell and cross-sell with a focus on enhancing outcomes for clients</div><div>4. Field incentivized surveys and action feedback to encourage referrals and evangelists</div></div>	<div><div>1. Train sales to act as consultants, with a comprehensive overview of top buyer challenges</div><div>2. Enable sales with materials and content to approach and nurture different members in buying groups</div><div>3. Monitor social selling initiatives and collect data to inform optimizations</div></div>

Recommended buyer enablement resources

<div><div>ABX guide to launch a relevant experience to engage accounts</div><div>→</div></div>	<div><div>Brand-to-Demand Outlook 2025 article</div><div>→</div></div>	<div><div>How to build B2B client journeys that drive conversions</div><div>→</div></div>	<div><div>5 ways to revolutionize your B2B buyer experience</div><div>→</div></div>
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TALK WITH A DEMAND EXPERT TO STRATEGIZE AND LAUNCH BUYER-CENTRIC DEMAND GENERATION

→

INFUSE buyer enablement example: Personalized content hub

Below is an example of a demand generation strategy developed and launched by our demand experts to engage key stakeholders for a leading cloud provider based in APAC.

INFUSE BUYER ENABLEMENT STRATEGY FOR A CLOUD PROVIDER



The objective

A cloud provider in APAC received feedback that buyers were finding its product suite too complex.

As a result, buying group members in the same account would often discuss at length which solution was the right fit, causing friction in the buyer's journey.

The client had a pool of 6,000 enterprise accounts to target across multiple industries, including:

- Banking
- Insurance
- Manufacturing
- eCommerce
- Digital



The solution

INFUSE demand experts developed a personalized content hub, organized into key topics relevant to each buyer persona at target accounts.

This included content that addressed trends in the cloud industry and top challenges, presenting the most suitable solutions to resolve them.

Personas:

- C-suite
- Directors
- Managers
- Individual contributors



The solution

This content also fueled targeted nurture cadences to engage multiple stakeholders at every account, enabling decision making.

Content assets:

- Newsletters
- Whitepapers
- Articles

Accounts and their prospects were qualified via buyer intent data and progressed to the middle and bottom of the funnel based on their behavior characteristics. Non-engaged prospects continued to receive content drips from the personalized hub.

The program ran for four months, to generate demand for the cloud vendor and enable key buyers. Through targeted nurturing, buying groups gained a clearer understanding of the vendor's solutions, allowing them to confidently select the best fit for their needs.



The results

The campaign results include:

- 6,000 accounts engaged
- Sales pipeline, with engaged stakeholders at key accounts advancing in their buyer journeys
- Expansion of the strategy for other geos in APAC, due to its success in multithreading accounts across multiple industries

“Empowering buyers means simplifying their journey and equipping them with the right information to make confident decisions. By creating tailored content hubs that address specific challenges and speak directly to each persona’s needs, you not only remove friction from the buying process but also build trust and alignment within buying groups.”



— **Larysa Zakirova**

COO
INFUSE

“Driving engagement requires crafting demand generation content that resonates with each persona’s unique challenges. Personalized content hubs activated with strategic nurturing empower buyers to explore solutions at their own pace, fostering trust and clarity throughout the buying process.”



— **Petya Dolaptchieva**

VP of Global Client Success
INFUSE

READ OUTLOOK 2025: BRAND-TO-DEMAND FOR MORE EXAMPLES OF HOW INFUSE DEMAND EXPERTS CRAFT GROWTH STRATEGIES



Key takeaways

When planning your client-centric demand generation strategy, consider these key takeaways to enable your buying groups:

- **Deliver rich experiences to engage defensive buying groups:** Organizations must implement client-centric demand generation to favor self-paced buyer journeys and facilitate brand discovery
- **Align teams to fuel personalized strategies:** Delivering memorable experiences and personalization relies on collaboration across marketing, sales, and client success teams to launch high-level strategies (such as ABX)
- **Build relationships by demonstrating commitment to buyer needs:** By monitoring engagement and buyer behavior throughout the sales funnel, organizations can gain valuable insights into pain points. Adopting a nurturing, consultative approach that addresses buyer challenges establishes a solid foundation for client retention and advocacy across the entire buying group

LAUNCH CLIENT-CENTRIC DEMAND GENERATION THAT ENGAGES DEFENSIVE BUYERS

INFUSE demand experts can design, launch, and optimize a buyer's journey custom-tailored to the needs of your target buying groups—empowering you to generate long-term demand and achieve your growth objectives.

Contact the team to craft your client-centric demand strategy and drive qualified engagement



OUTLOOK 2025

BRAND-TO-DEMAND: THE FUTURE OF B2B GROWTH



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Introduction

Delivering buyers a unified brand-to-demand experience is critical for driving engagement and securing competitive displacement in an increasingly crowded marketplace.

However, achieving the alignment of brand and demand approaches remains a common challenge. This is due to both being commonly perceived as separate—rather than complementary—marketing tactics to gain positioning within target markets.

As expanding buying groups face ever more complex and extended journeys, delivering a cohesive branding and demand experience is paramount to ensure organizations resonate with decision makers throughout the entirety of the sales cycle.

This need is both emphasized and hindered by an overt focus on demonstrating marketing performance and contribution to revenue. Added pressure to deliver results quickly has the potential to harm efforts to build long-lasting brand identity and client relationships, through personalized experiences that solidify trust and brand reputation.

This article explores how to bridge the gap between demand and brand, to enable predictable and scalable growth while reinforcing your brand presence.

“The work that many B2B companies perform can be compelling and consequential, but few of them communicate in ways that bring this to light for key stakeholders. After all, brand marketers are rarely forced to appreciate the full sales funnel, and demand marketers are rarely asked to build audience enthusiasm.”

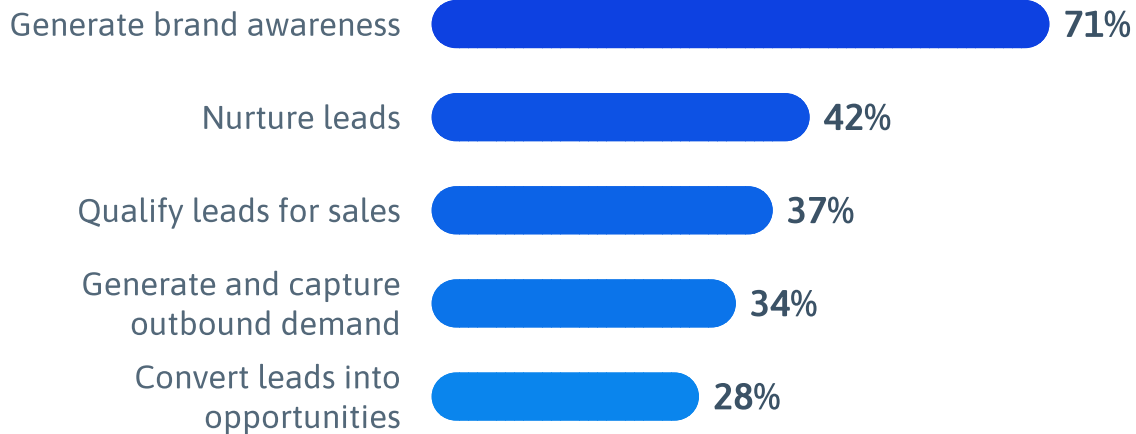


— **Alexander Kesler**

Founder & CEO
INFUSE



What areas of the buyer's journey does marketing have primary ownership of?



How to build your brand-to-demand strategy in 4 steps

Building a brand-to-demand strategy from scratch is a challenging process that can be facilitated by first establishing a core objective (the North Star). This will orient all your brand and demand efforts and inform the best ways to achieve results.

Depending on this goal, you will need to consider:

- 🔸 The necessary branding initiatives that are required to influence buying groups
- 🔸 Potential complexities that may arise, and proactive measures that can be taken to address them
- 🔸 Available budget, team capacity, and resources to achieve your brand-to-demand strategy

"A well-defined North Star transforms your brand-to-demand strategy from a set of tactics into a unified, purpose-driven roadmap to revenue and growth."



— **Alexander Kesler**
Founder & CEO
INFUSE

#1 Define your North Star

WHAT IS A NORTH STAR?

Your North Star represents the overarching vision for the entirety of your organization, however, it should still be attributable to revenue. As a result, your North Star will act as an anchor for both your aspirational and day-to-day goals to guide your branding and demand generation initiatives through regular benchmarks.

NORTH STAR EXAMPLE



Objective

Establish a clear, overarching goal to guide all brand and demand activities



Example

Outpace competitor growth by 2026 with product and solution innovation



Recommendations

- Align all messaging across your channel mix with your North Star
- Communicate your North Star to each one of your teams, including how this will impact their departmental goals
- Ensure that the North Star is achievable, and a source of inspiration, rather than an intimidating challenge

Develop your North Star in collaboration with your team leaders to ensure the scope and vision of your North Star is appropriate. Holding town hall meetings, company-wide summits, and workshops can be invaluable for collecting feedback and securing alignment around this shared goal.

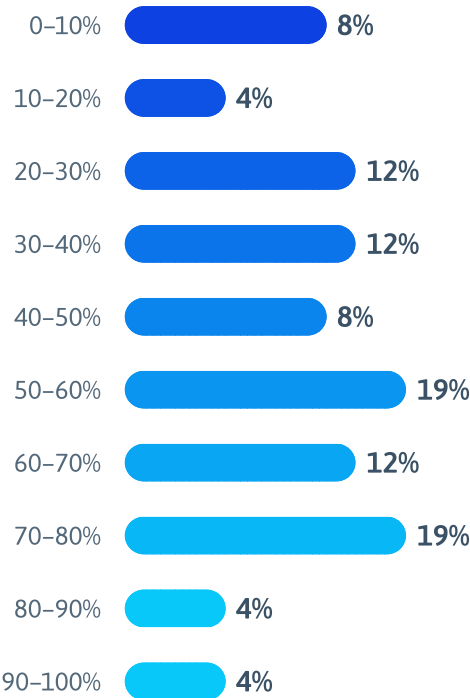
This approach can also help make your North Star an inspiring objective rather than another performance target.

#2 Build your initial framework

Given its scope, successfully implementing a brand-to-demand strategy requires a comprehensive framework to ensure interdepartmental alignment for all its required activities.

Adopting a framework helps deliver a seamless and consistent experience for your key buyers, while also supporting performance analysis and optimizations.

How much of your marketing budget is allocated to demand generation?



“A successful brand-to-demand strategy connects every touchpoint of the brand experience to KPIs. This ensures that demand efforts deliver tangible outcomes that align with your long-term business goal (your North Star).”



— **Andrew Sambrook**
SVP of Global Demand Generation
INFUSE



A 3-STEP FRAMEWORK FOR LAUNCHING YOUR BRAND-TO-DEMAND STRATEGY

1

Define KPIs that align with your North Star

Objective

Determine measurable outcomes that reflect progress toward the North Star

Examples

- Increase brand recall by 40% by Q2 2025
- Increase the number of successful sales deals by 15% by the end of 2024
- Increase the Net Promoter Score (NPS) from 60 to 90

2

Attribute brand and demand generation metrics to the KPIs

Objective

Connect branding and demand generation activities (metrics) with your KPIs

Examples

- Increase conversions at the top and the middle of the funnel via demand marketing and social selling
- Increase sales pipeline velocity toward the bottom of the funnel (BOFU) stage
- Decrease client churn rate

3

Orchestrate your brand experience to activate demand among buyers

Objective

Align the brand experience across all touchpoints (channels, outreach, sales, Client Success - CS) with KPIs. This will ensure that the experience delivered to prospects drives progress toward your objectives

The key challenge of this phase is to adequately craft multiple touchpoints to engage all stakeholders within buying groups (i.e., multithreading). This requires a brand-to-demand experience that leverages personalization, and, if possible, [Account Based Experiences \(ABX\)](#)

Examples and best practices

- Identify the most suitable channels for generating awareness of your UVP among [top of funnel \(TOFU\) prospects](#)
- Sponsor events to engage qualified middle [MOFU and bottom BOFU](#) of funnel prospects and address remaining buyer concerns
- Adopt a [multithreaded nurturing approach](#) to engage decision makers throughout the sales cycle
- Launch a paid media campaign to re-engage prospects with touchpoints that reinforce your UVP and competitive benefits
- Enhance the onboarding experience and adopt a “consultative” approach with CS

Continually refer to this brand-to-demand framework to guide the launch of your strategy, and encourage alignment across teams to deliver buyers a cohesive and relevant experience.

GET IN TOUCH WITH A DEMAND EXPERT TO PLAN YOUR
BRAND-TO-DEMAND STRATEGY



#3 Evaluate performance

Once your brand-to-demand strategy is in motion, be sure to routinely monitor performance to glean insights and inform your future efforts.

Achieving the perfect brand-to-demand experience from your first iteration is highly unlikely, however, it can create the basis for fielding valuable feedback and insights to inform your future iterations.

Below is a framework to effectively evaluate brand-to-demand performance:

“The true power of brand-to-demand lies in its adaptability. Consistent performance reviews keep your strategy sharp and buyer-focused, enabling you to pivot in response to market changes and client preferences, ultimately driving sustained engagement and growth.”



— **Alexander Kesler**

Founder & CEO
INFUSE

BRAND-TO-DEMAND EVALUATION FRAMEWORK

1

Measure performance against KPIs

Objective

Assess KPI performance to evaluate your team alignment, brand experience, and overall progress toward North Star objectives

Recommendations

- Conduct quarterly performance reviews across all teams
- Align teams via organization-wide meetings and a real-time analytics dashboard
- Analyze channel performance
- Identify quarterly action points by team to enhance performance

2

Glean insights to inform future brand-to-demand strategies

Objective

Collect data and KPI results to refine brand-to-demand efforts for the next strategy (or quarter)

Recommendations

- Analyze client feedback to evaluate brand perception
- Conduct surveys with qualified MOFU and BOFU prospects for insights on critical conversion touchpoints and messaging impact
- Identify patterns among qualified buyers via [demand intelligence](#) to inform future messaging, content, and outreach
- Identify friction points in your buyer’s journey
- Optimize your [omnichannel mix](#) by refocusing investments to high performers

What role does brand play in your demand and revenue generation efforts?



#4 Optimize your brand-to-demand efforts

Given the wealth of insights you will have collected in the previous step, identifying which adjustments to prioritize is essential for delivering the best outcomes and ROI. This step breaks down how to orchestrate your data to guide the optimization process.

Leverage the framework below to inform your brand-to-demand optimization process, and assess priorities effectively:

“Optimizing your brand-to-demand means focusing on what truly drives results. Prioritize smart, low-effort actions that offer the greatest return, and continuously evolve your strategy to meet buyer expectations.”



— **Mike Wallace**
VP of Display Advertising
INFUSE

BRAND-TO-DEMAND OPTIMIZATION FRAMEWORK

1

Reevaluate your North Star

Objective

Determine if your North Star requires adjustments, in light of findings from your brand-to-demand strategy

Recommendations

- Check if teams are engaging with the North Star and if it is enabling organizational success
- Assess if market shifts necessitate an update to the North Star
- Evaluate the longevity of your North Star and whether it requires a strict timeline, or recalibrating to remain a benchmark for brand-to-demand efforts in the next years

2

Reevaluate your KPIs and metrics**Objective**

Evaluate if your KPIs and metrics are effectively guiding your team and resulting in a rich brand experience

Important note

Changing KPIs and metrics fleetingly should be avoided, unless highly necessary

Recommendations

- Collect feedback from each team and assess the quality of insights the KPIs and metrics provide
- In the case of updating KPIs, implement these changes in phases to avoid discrepancies in performance evaluation

3

Reevaluate your brand experience (channels, multithreading, and nurturing)**Objective**

Assess if your brand experience is adequately meeting buyer expectations and promoting your UVP effectively

Recommendations

- Evaluate survey findings with clients, prospects, and client-facing teams to inform optimizations
- Analyze multithreading and nurturing touchpoints to determine priority adjustments to enhance the brand experience
- Assess gaps in your brand experience, such as specific pain points, and [develop content catered to these challenges](#)

4

Leverage AI to streamline optimization efforts**Objective**

Utilize AI tools to streamline optimization efforts for your brand-to-demand strategy. Focus on high-level activities that enable long-term outcomes for your organization, such as increasing Client Lifetime Value (CLTV)

Recommendations

- Determine where AI can be implemented to streamline analysis and create assets for A/B testing, personalization, etc
- Leverage AI for predictive and behavioral analysis, prioritizing accounts for Account Based Marketing (ABM) initiatives or creating dynamic total addressable markets (TAMs)
- Identify pain points and behavior patterns of key stakeholders from buying committees, by analyzing social media, website, and activity on owned and partner channels
- If possible, assign a team member well-versed in AI to be in charge of this

Read the Outlook 2025 AI chapter for the latest best practices and use cases by demand experts



5

Compile a list of low effort, big wins**Objective**

Plan tasks that will result in the best outcomes with the least effort and risk. Rank these tasks accordingly to guide their execution and leverage AI whenever possible.

Developing this list helps guide your teams with tangible “to-do’s” to improve brand-to-demand efforts consistently

Recommendations

- Focus on a maximum of five tasks (action items) per quarter, to assign responsible teams and track performance. Limit the number of tasks to maintain efficiency
- Identify partners that can help expedite these tasks and increase their scope, reach, and performance
- Monitor AI usage and identify points of improvement to continuously enhance results

Learn more in our Outlook 2025 Channel and Partnerships chapter



6

Relaunch brand-to-demand and monitor performance (continuous optimization)**Objective**

Once optimizations have been actioned, re-launch the campaign to feed this process and yield better outcomes

Recommendations

- Monitor engagement and performance for metrics that align with the North Star
- Understand that “continuous improvement” is a part of brand-to-demand, and catalog findings and insights to share with teams

Consider these frameworks as an initial step to executing, monitoring, and optimizing your brand-to-demand.

Brand-to-demand is a strategy that requires precise alignment across teams and a nuanced approach to content, outreach, and buyer enablement to ensure exceptional buyer experiences.

“Demand intelligence transforms data into decisions. By aligning insights with action, marketers can elevate their brand-to-demand efforts and deliver exceptional value at every buyer touchpoint.”



— **Michelle Churchill**
VP of Global Client Strategy
INFUSE

TALK WITH A DEMAND EXPERT TO CRAFT YOUR BRAND-TO-DEMAND STRATEGY AND FUEL LONG-TERM GROWTH FOR YOUR ORGANIZATION



INFUSE brand-to-demand use cases

Below are two use cases of brand-to-demand strategies that INFUSE delivered to clients, engaging key buyers and generating long-term interest in their brand and offerings.

Case #1: Educational approach for a software company

For this client, the key objective was to generate awareness for their brand and UVP by educating prospects through a comprehensive, educational content hub.



Below is a complete overview of the strategy delivered:

EDUCATIONAL BRAND-TO-DEMAND STRATEGY



#1 Identify unique pain points of prospects and craft personalized content

INFUSE demand experts analyzed the client's [buyer personas/ Ideal Client Profiles \(ICPs\)](#) and content library to determine:

- What pain points/challenges these buyers face
- Whether existing content adequately caters to these pain points

Based on this audit, brand-new, personalized content was crafted, and key existing content pieces were optimized to fuel touchpoints.



#2 Educational hub and 6-month nurture program

INFUSE launched an educational hub, complete with personalized content for key accounts, under an [ABX approach](#).

This content hub empowered [personalized nurturing](#) sequences for each buyer persona, engaging key buyers with relevant data and assets that addressed their unique challenges.

As a result, the client was positioned as a trusted source of information, encouraging repeat engagement by stakeholders, and advocacy within buying groups.

This customized hub has increased video views by 258.7%, page views by 78.5%, and the average session duration by 59.8%. With over 7k repeat visitors, the hub attracts an average of 37k page views each month.



#3 Precision demand generation for 2 months

INFUSE launched a highly precise demand generation campaign to re-engage key buyers, as well as expand the pipeline with qualified prospects.

This demand campaign leveraged an [omnichannel](#) and [content activation](#) approach, seeking to address any remaining concerns and prime key buyers for sales conversations.



#4 Routing of qualified buyers to sales teams

Buyers were then qualified, with those demonstrating [clear intent](#) and meeting the client's criteria being routed to sales teams.

Buyers who were not sales-ready received continuous nurturing, until they met the client's qualification criteria.

Case #2: Targeted Display and qualification surveys for a data management client

For this client, INFUSE demand experts leveraged targeted display to re-engage key stakeholders and launched surveys to qualify buyers and glean unique insights into pain points for future strategies.

BRAND-TO-DEMAND STRATEGY FUELED BY TARGETED DISPLAY AND SURVEY INSIGHTS



#1 Engagement via Targeted Display

INFUSE demand experts engaged, re-engaged, and guided stakeholders within target buying groups with strategic content.

These assets provided compelling data to showcase the client's unique value to prospective buyers.



#2 Email nurture and survey

Buyers were also nurtured via [personalized and targeted emails](#).

This sequence incorporated [surveys](#) to qualify prospects, as well as glean unique insights on their [specific pain points, budget, and technographics](#).



#3 Analysis and reporting

By adopting a [demand intelligence](#) approach, INFUSE demand experts analyzed the brand-to-demand campaign's performance and crafted a wrap-up report for the client.

This included key insights designed to enable them to make strategic decisions for future demand initiatives.



#4 Sales enablement

The client's sales teams received:

- Wrap-up report with key takeaways and insights on the buyer personas and their challenges
- An outreach strategy with clear steps of how to engage prospects in the pipeline via a consultative and nurturing approach

CONTACT US TO EXPLORE THE ACCLAIMED INFUSE DEMAND ACCELERATOR, OUR REAL-TIME INTELLIGENCE PLATFORM



Key takeaways

When planning your brand-to-demand strategy, keep in mind these takeaways to enable positive, enduring outcomes:

- **Define your North Star and set KPIs and metrics for evaluating progress:** As the grand vision for your organization, this serves as a guiding compass for all branding and demand generation efforts. Defining clear KPIs and metrics is essential for driving progress toward achieving objectives client-centric demand generation to favor self-paced buyer journeys and facilitate brand discovery
- **Launch your initial brand-to-demand strategy and glean insights:** Monitor performance to yield actionable insights into your brand experience to engage key buyers
- **Adopt a continuous learning and optimization approach for brand-to-demand:** Success from brand-to-demand comes from continuous optimization. Focus your efforts on strategies that further performance with each iteration, and maximize outcomes

LEVERAGE A BRAND-TO-DEMAND STRATEGY CRAFTED TO EXCEED YOUR UNIQUE GOALS

INFUSE demand experts can identify and engage your key buyers with a custom-tailored brand-to-demand strategy—empowering you to achieve your growth objectives

Contact the team to craft your brand-to-demand strategy and drive qualified engagement



OUTLOOK 2025

DEATH OF THE MQL? HOW TO QUALIFY PROSPECTS IN 2025



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Introduction

Marketing Qualified Leads (MQLs) are among the most used qualification methods in B2B organizations for determining a prospect's initial purchase intent and fit for their solutions.

However, despite being widely-adopted, MQL-based models often fail to route prospects that are truly in-market to sales teams.

Often, this can result in organizations targeting prospects that are actively engaging with their brand but are not viable buyers, based on them scoring as an MQL. This stems from definitions for what constitutes an MQL becoming largely arbitrary due to the reliance on pre-determined and unactionable criteria, rather than observable buyer behavior and data.

“Buyers are more independent than ever. Forcing prospects into a one-size-fits-all MQL category is ineffective as the buyer’s journey becomes intricate and self-paced. We need to rethink prospect qualification, focusing on actionability and data that reflects buyers’ true in-market readiness.”



— **Dan Freeman**
CRO
INFUSE

Although long a popular topic of debate, the inefficiency of MQLs has resurfaced as a key challenge, often holding back growth. This comes as marketers navigate the pressure to support sales teams and demonstrate marketing value in the face of diminished budgets and increasingly defensive buyers.

As such, this dilemma has prompted the need for a new, more flexible qualification system that is buyer-centric, adapting to reflect the true behavior of B2B buyers.

Here, we discuss how to replace MQL criteria with a more effective, in-market prospect qualification process designed to enable your teams to accurately assess where your buyers are in their journey.

What are your top challenges as a B2B demand marketer?



How to phase out MQLs for in-market buyer qualification: 4 steps

The following steps suggest a proven approach on how to replace MQLs with actionable criteria that can be leveraged to assess prospects as qualified and in-market.

The goal is to pinpoint the specific data points your organization requires to accurately determine sales readiness and enable your client-facing teams to deliver seamless, personalized buyer experiences.

“In-market signals tell a story—a buyer’s journey and their knowledge, intent, and purchase readiness. Companies that successfully interpret these signals can accurately respond with precise demand activation of in-market buyers and accounts. This helps to establish their brand as a valuable partner and supports stronger client relationships.”



— **Mukesh Rajpurohit**

VP of APAC Sales
INFUSE

i Important note

The iterative approach explored in this guide is designed to provide granular insights that your revenue teams need to drive performance. However, to ensure your strategies accurately align with your specific buyer needs, the frameworks explored below must be regularly optimized in order to yield the best outcomes.

What areas of the buyer’s journey does marketing have primary ownership of?



#1 Collect signals that identify a prospect as in-market

In this first step, the goal is to establish the key criteria your organization will use to identify prospective buyers as in-market.

Assessing this criteria requires a broad range of data insights, and will vary depending on your industry, as well as the key preferences and behavioral trends of your key buyers.

What does in-market mean?

In-market prospects:

- Are knowledgeable of the brand, its solutions, and unique benefits
- Have addressed most or all of their primary knowledge gaps and pain points via buyer-led research
- Have budget available and are exploring options with the objective of purchasing a new solution within this sales cycle or the next. This distinction will determine the longevity of strategies that are activated to drive engagement

Below is a process for organizing this data analysis that can be custom-tailored to your needs:

IN-MARKET PROSPECT QUALIFICATION FRAMEWORK

Demand intelligence

- 1st-party data on your prospects (pain points, technographics, budget, etc.)
- Lead scoring according to behavioral insights and predictive analytics
- Account data sourced via partners

Learn more in our demand intelligence article

Intent data

Signals that demonstrate the current interest of buyers:

- Informational: Interaction with informative content
- Navigational: Searches for a particular brand, seeking more insights
- Investigational: Comparative research on multiple providers and their solutions
- Transactional: Searches that indicate interest in a purchase

Learn more about intent activation in our guide

Historical data

- Ideal Client Profiles (ICPs) and buyer personas, with insights on the common characteristics of high-value clients
- Account-level insights into the buyer's journey of clients similar to current prospects

The goal of this process is to orchestrate and analyze your data insights. This will enable your teams to clearly define when prospects can be considered as qualified and in-market for your solutions.

While achieving this is a challenge, the framework above can be used to continually refine your criteria until it aligns with your organization's goals and empowers your teams to interpret buyer behavior efficiently.

DISCOVER THE KEY DIFFERENCES BETWEEN LEAD
AND DEMAND GENERATION



#2 How to identify the best qualification criteria for your prospects

Accurate qualification is a challenge for many B2B organizations, particularly as buyer's journeys have become increasingly non-linear.

As a result, qualification methods and sources of intelligence should be constantly tested to better understand which accounts within target audiences are qualified and in-market.

The process below simplifies the testing process to identify the best criteria for pinpointing the fit and in-market status of your prospects.

"The key to pinpointing the most effective prospect qualification criteria lies in a structured, iterative process. By defining initial benchmarks, testing them extensively, and adjusting based on insights, B2B organizations can identify prospects who are well-qualified and in-market, leading to more successful conversions."



— **Mukesh Rajpurohit**
VP of APAC Sales
INFUSE



3 STAGES TO DISCOVER YOUR PROSPECT QUALIFICATION CRITERIA

1

Establish basic qualification criteria

2

Test (for at least a quarter)

3

Adjust your criteria to fill information gaps

#1

Select up to 3 data points

Evaluate which data points you will test to assess the qualification and in-market status of your prospects

Examples:

State of the Market reports, webcasts on pressing industry issues, eBooks with solutions tailored to prospects’ roles

Plan nurturing campaigns for each funnel stage and persona

Nurture prospects per persona and funnel stage with [demand-ready content](#). This should address pain points and encourage prospects to advance to the evaluation stage to consider making a purchase

Create tailored content that resonates with your buyers



Collect feedback for client-facing teams

Collaborate with all other teams to evaluate what information is missing about qualified prospects to verify their in-market status and guide strategies

Examples:

If budget availability is frequently an unknown factor, then consider crafting a touchpoint designed to extract this information

#2

Create a sample of in-market accounts that match the criteria above

This sample will then be used in the second stage of this framework

Measure the conversion rate per funnel stage

Assess how many prospects converted from one sales funnel stage to the next throughout the quarter. This should include the speed of conversion, as well as notable touchpoints that precede prospects converting

Collect and rank a list of missing prospect information

Rank these information gaps in order of priority to inform the development of strategies to address them

Examples:

1. Budget availability
2. Transactional intent data
3. Technographic data

#3

Segment these prospective buyers

Create segments based on buyer persona, industry, and funnel stage. These will inform the campaigns you launch in the next stage

Evaluate churn points

Record common points where prospects drop out of your funnel, to identify common characteristics and strategies to address these gaps

Update your initial three criteria

Seek to add as many criteria as possible to your initial mix. If resources are limited, add at least two criteria

#4

Assess if sales are receiving qualified prospects

Based on direct feedback from sales, determine if the prospects advancing from the BOFU stage are truly in-market and qualified. Consider automating this step by training sales to add feedback into your Client Relationship Management system (CRM) based on common options

Create qualification criteria tailored to buyer personas

Consider amplifying your process by creating qualification criteria for each buyer persona in your buying groups. This will help to improve accuracy and align with the unique activities each member performs during their journeycriteria

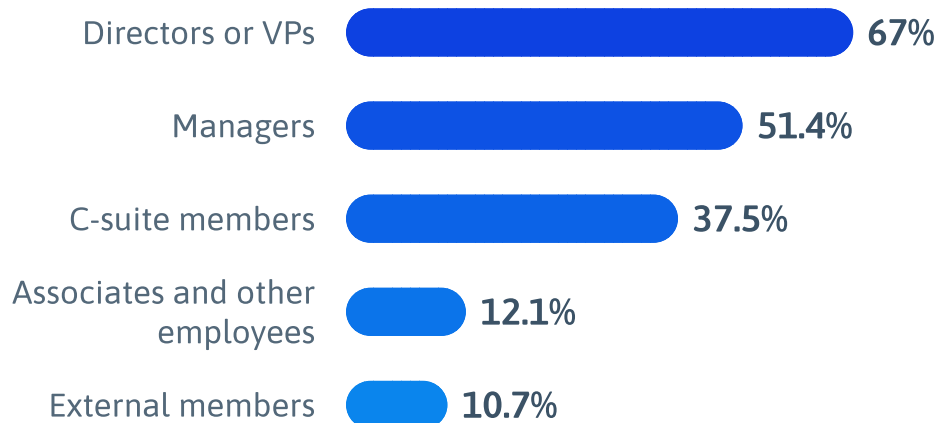
i Important note

Continually evaluating the in-market status of target accounts is essential to adapt strategies to meet the needs of buying group members as they freely navigate between stages of their buying journeys. **Adopting this approach also helps to ensure the link between the account's true progress through the buying journey and the criteria that has been set, unlike the current MQL-based model.**

For example, should an account that is categorized as "BOFU stage" demonstrate activity associated with earlier stages in the funnel (such as requesting a demo), this may suggest a regression to the MOFU stage. Such insights should be leveraged to activate the appropriate buyer enablement strategies to encourage progression.

Alternatively, if the same example is occurring across multiple instances, this may indicate that the qualification criteria by buying stage needs to be adjusted to account for this pattern for similar target accounts.

Who forms the buying group at your organization?



In the next step, you will learn how to launch a demand generation campaign with your recently established qualification criteria.

#3 Launch a demand generation campaign

Once you have tested your initial qualification criteria on existing prospect data, it is important to launch a demand generation campaign to engage new prospects and further evaluate its suitability. This should ideally run for at least a quarter in order to collect a rich base of data insights.

This demand campaign can be leveraged to evaluate:

“Testing and refining qualification criteria through demand generation is key to informing optimizations with actionable data. This approach allows you to assess targeting, messaging, and conversion rates simultaneously, providing insights that will bring you closer to achieving your revenue goals.”



— **Dan Freeman**

CRO
INFUSE



Targeting

If the prospects match [ICPs](#) and [buyer personas](#)



Actionability

If the criteria successfully informs your strategies with insights to encourage conversions and the [progression of prospects down the sales funnel](#)



Quality

If the criteria effectively results in prospects that are qualified and in-market being advanced to sales teams



ROI

If the new criteria has generated more sales prospects that result in greater ROI compared to the prior qualification process

Conduct your pilot demand generation campaign in three steps:

DEMAND GENERATION PILOT FRAMEWORK

1 Execute

- Determine your targeting and the key pain points, as well as the themes that are relevant to the campaign's audience
- Structure touchpoints and create assets mapped to key stages
- Determine the available budget, your channel mix for outreach, and the campaign's timeline

2 Monitor

- Analyze engagement per channel, asset, and touchpoint
- If possible, survey a sample of prospects to benchmark them against your qualification criteria
- Enhance data findings with qualitative feedback from salespeople during and after the campaign

3 Analyze

- Check if the number of qualified prospects in your pipeline has increased
- Evaluate if the prospects meet your overall growth and revenue goals
- Validate if sales are receiving prospects that are truly qualified
- Assess the pilot's performance to inform your next campaign and optimizations for the qualification process. This will also identify new elements to test

Developing and launching iterative demand generation campaigns is invaluable for collecting data insights into the behavior and preferences of your buyers. This can be continually leveraged to refine your qualification criteria, targeting, channels, content, and touchpoints—allowing you to optimize the impact of your demand generation investments over time.

“Demand generation is a strategic investment in understanding your buyers. Use data-driven campaigns to refine your approach, strengthen targeting, and increase ROI.”



— **Greg Campbell**

Head of Strategic Growth
INFUSE



Performing this analysis and making necessary adjustments is essential before advancing to the final stage of this process.

**SPEAK WITH A DEMAND EXPERT TO DEVELOP AND LAUNCH
HIGH-PERFORMANCE DEMAND PROGRAMS**

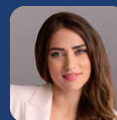


#4 Create a single source of truth

The next step is to consolidate the data that you are collecting into a single source of truth for your organization.

This is critical for ensuring that data insights are available to all client-facing teams and strategists, enabling them to access up-to-date information on in-market prospects—and will, in turn, allow them to make timely and informed decisions on the strategies they action.

“Consolidating our prospect data into a custom-tailored, real-time platform (INFUSE Demand Accelerator) has empowered our client success team and clients to engage prospects in a timely manner, as well as make strategic decisions to maximize budget outcomes and growth.”



— **Larysa Zakirova**

COO
INFUSE



Below are recommended steps to ensure your single source of truth is actionable and easily accessible:

HOW TO ESTABLISH A SINGLE SOURCE OF TRUTH FOR PROSPECT QUALIFICATION

1

Start with your CRM or prospect database

- Identify data that can be attributed to your prospect qualification criteria, such as investigational intent data or budget availability
- Make this information sharable and presentable, such as via an automatic email or integration with a data visualizer
- Assign a team member/department to own this process and be accountable for its quality and distribution across the organization

2

Collect feedback

- Consult client-facing teams to evaluate the quality of the data
- Evaluate the accessibility of the data and whether it is actionable in its current format
- Discuss strategies with team leads and any possible insights that may be missing

3

Enhance data visualization

- Utilize data visualization tools to allow teams to gain data insights quickly
- Build a dashboard that will act as your single source of truth and enable teams to access relevant data freely. Make sure that this dashboard is privacy compliant and cyber secure

EXPLORE THE DEMAND ACCELERATOR, OUR ACCLAIMED REAL-TIME ANALYTICS PLATFORM TO TRACK DEMAND PERFORMANCE



Key takeaways

When phasing out MQLs for an accurate, data-driven qualification approach, consider these key takeaways:

- **Adopt and optimize buyer-led qualification models:** Implementing in-market qualification methods that are informed by observable buyer behavior data is essential for enabling revenue teams to deliver seamless, personalized buyer experiences
- **Start with the fundamentals:** Identify what is missing to assess a prospect's fit and in-market status, and then test your initial qualification criteria to guide future optimizations
- **Execute a demand generation campaign to test your approach:** Generate new prospects to assess if newly engaged buyers align with the opportunities that sales requires to fuel growth
- **Make information readily available for client-facing teams:** Seek to create a "single source of truth" to ensure that your teams analyze data effectively, compiling information to facilitate strategic thinking and decision making

LEVERAGE DEMAND INTELLIGENCE TO IDENTIFY AND ENGAGE KEY BUYERS

With access to a proprietary 252+ million B2B profile first-party database, INFUSE demand experts can evaluate your data and recommend tailored strategies—empowering you to qualify key buyers and achieve growth objectives

Contact the team to craft your data-driven demand strategy and drive qualified engagement



OUTLOOK 2025

THE FUTURE OF DEMAND CONTENT IS BUYER-LED



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#1 The state of content

Increased scrutiny from B2B buyers continues to shape stakeholder expectations as the B2B buying experience evolves and becomes increasingly complex. This, combined with AI's impact on content production and perception have renewed the focus on content quality and its role in delivering seamless buying experiences.

During its inception and the hype cycle that followed, generative AI resulted in a flood of derivative and low-value content as organizations and their buyers alike sought to identify the best uses for AI beyond content production.

Indeed, 51% of buyers reported that content was too generic and irrelevant to their needs, up from 38% in 2023 ([Demand Gen Report, 2024](#)). This marks a concerning trend of how buyers view the content they receive, and heralds a challenging environment for content marketers striving to drive buyer engagement.

“Content is a critical element in demand generation to drive engagement and conversions—especially when considering the prevalence of buyer-led research.

The need for buyer enablement places a heavy emphasis on the role of content in the buyer's journey. Poorly planned or executed content marketing strategies are, therefore, a major reason demand generation programs fail.”



— **Joseph Braue**

VP of Custom Content Solutions
INFUSE

Why the future of demand content is buyer-led

The complexity and difficulty of the B2B buying process have highlighted the importance of facilitating the buyer's journey through enablement. Indeed, buyers navigate 69% of this process on their own terms, before ever engaging with sales ([6sense, 2024](#)).

Therefore, ensuring that buyers have access to the right content throughout their journey is the primary way that organizations can deliver the support they need to facilitate their decision making, while adhering to their research preferences.

These factors indicate that success in 2025 will be achieved via a renewed buyer-centric approach, which is personalized and informed by buyer needs for a seamless experience.

The dissonance between how marketers and buyers perceive the value of content types is just one example of the change that needs to happen to better serve buyers with content that enables them to make decisions—in other words, crafting content that is demand-ready.

This Outlook 2025 chapter explores how content marketing strategies should evolve to align with buyer preferences and support greater buyer enablement and performance.

What are the most effective content formats in your demand marketing strategy?



#2 How to create buyer-led content

WHAT IS BUYER-LED CONTENT?

Buyer-led content is demand content that is informed by the behavior, preferences, and intent of prospective buyers. At the core of this principle is buyer centricity and prioritizing buyer enablement to ensure that content contributes to a richer, more valuable buyer experience.

Adopting a buyer-led content strategy involves analyzing the behavior and unique preferences of your buyers, to enable you to shape content to meet buyer needs with greater accuracy. This will also avoid a prescriptive approach to content creation.

Leverage data insights to inform your buyer-led content

Activating buyer-led content strategies requires translating buyer insights into actionable intelligence.

Below are some data sources to consider for informing your content strategies:

“Buyers continue to place a higher value on buying experiences that are hyper-relevant to their needs and facilitate their decision making. The pressure is on demand marketers to leverage their data to create optimized, relevant, and valuable content that can be activated to enhance the buyer’s journey.”



— **Alexander Kesler**
Founder & CEO
INFUSE



“The long development cycles of demand content can often result in content being created in isolation from buyer preferences. This ultimately results in a prescriptive approach that has the potential to not only harm performance but also weaken brand positioning through a failure to align with specific needs. Adopting a buyer-centric approach that is rooted in demand intelligence is far more likely to be effective.”



— **Joseph Saunders**
Content Marketing Manager
INFUSE



Data type

Definition

**Demand intelligence**

The combination of buyer persona, marketing segmentation data, buyer intent, lead scoring, and behavioral data points. This data is leveraged to activate precision demand generation strategies which, in turn, further enrich these findings with performance insights.

**Account intelligence**

A subset of demand intelligence, this includes insights into the DNA of buying groups at target accounts. Depending on the depth of this data, this may include the approximate role of each member in the buying process. This can be informed by the past performance of demand generation efforts to create strategies based on commonalities.

**Organic content performance**

Organic traffic to your content that can be assessed to identify how well your content is meeting the search intent of your prospective buyers. Bolster this information with other data sources to ensure its accuracy and align it with your buyers' top priorities.

**Sales feedback**

Direct feedback from your sales team on the content that has contributed to conversions and opportunities won. This can help identify key themes and content needs relevant to pivotal stages in the buying process.

Leveraging a combination of these insights helps to anchor the development of your buyer-led content strategies with performance data from a wide variety of channels and target audiences/accounts.

This will enable you to develop granular strategies that are aligned with each buying group member's unique challenges and needs, thereby enhancing your content's role in facilitating the buyer's journey.

Commonalities can also inform this process and serve as an effective measure for managing your team's capacity to craft a library of buyer-led content. Once you achieve initial engagement with this content, your strategies can then be further refined and tailored as necessary, to meet granular buyer preferences at high-value target accounts.

DISCOVER HOW INFUSE DEMAND EXPERTS CRAFT CONTENT STRATEGIES TO MEET YOUR GOALS



#3 How to launch a buyer-led content strategy

Aligning content with the needs and preferences of buyers is essential for enabling their buying journey and yielding optimal demand outcomes.

Below is a five-step framework for developing your buyer-led content, as well as two examples of strategies to meet the specific needs of different buyer personas:

“Buyers don’t just consume content—they rely on it to navigate complex decisions. A tailored, data-driven content strategy ensures your brand is their trusted guide.”



— **Victoria Albert**
VP Marketing
INFUSE



BUYER-LED CONTENT STRATEGY FRAMEWORK

Step	Strategy
<div>1</div> <div>Analyze data insights</div>	Leverage the intelligence at your disposal to identify core themes, topics, and formats that meet preferences and buyer intent.
<div>2</div> <div>Develop your content strategy</div>	Organize your findings into pillars that support your Go-To-Market (GTM) motions, mapped out per month or quarter. This should include content targeting (buyer persona, buying journey stage, etc), as well as the publishing timeline. Consider outlining interlinking strategies and content series to support greater engagement and buyer enablement.
<div>3</div> <div>Determine your channel mix</div>	Activate your channel mix in accordance with your team’s capacity and more importantly, your target audience’s behavior preferences and objectives. Monitor each channel’s performance based on its unique goals to inform optimizations or removing the channel entirely if needed.
<div>4</div> <div>Gather analytics and feedback</div>	Enrich your intelligence with data on content performance, including the role of content in key touchpoints in your buyer’s journey. Bolster these findings with feedback from your client-facing teams on content pieces that influenced deals.
<div>5</div> <div>Feed your content cycle</div>	Apply data insights to your content maps, channel mix, and your content audit process. This will help you maximize the impact of your content, at minimal cost.

EXAMPLE #1:

Buyer persona:

IT Professional at an enterprise company specializing in financial services.

Buying journey history:

According to the buyer signals received from other members of the buying group, this account is likely in the middle of the sales funnel (MOFU).

Role in the buying process:

This stakeholder has been introduced into the process to assess the impact of implementing the proposed solution and any potential security risks. Their approval will be instrumental in ensuring that the buying process continues.

Content type:

Technical one-pagers, industry-specific case studies, video content with in-house technical experts.

Content strategy:

In order to enable this buyer, content should be on-demand and outline the technical specifications of solutions, reinforced with social proof. However, CTAs within the content can encourage the prospect to contact the vendor's team for more technical support should they need it.

EXAMPLE #2:

Buyer persona:

Manager at a mid-market company specializing in time-tracking software.

Buying journey history:

Following buyer signals from another contact lower in seniority, this account is likely at the top of the sales funnel (TOFU), with the input from this stakeholder being instrumental for buying group engagement and ultimate decision making.

Role in the buying process:

Having received recommendations from their team members (end users of the proposed solution), the manager is looking to validate the information shared with their own research. This includes familiarizing themselves with the key value of the brand, helping the stakeholders determine the impact of the solution on operational and tactical goals.

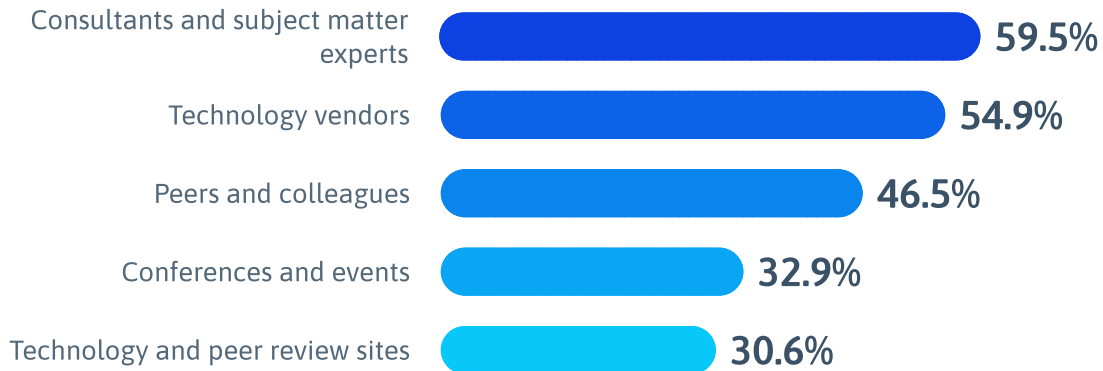
Content type:

Thought leadership articles, proprietary research, case studies, and testimonials.

Content strategy:

The content should enable this stakeholder to familiarize themselves with the brand's Unique Value Proposition (UVP). Prepare a mix of self-serve materials that include social proof to cement the brand's expertise and earn buy-in from this stakeholder.

What sources do you rely on to scope, research, evaluate, and select vendors throughout the purchase process?



#4 Content for brand positioning

The impact of the continued scrutiny of B2B buyers has led to the “brand-to-demand journey” resurfacing as a popular topic of debate, as organizations explore how to engage buyers as they face increasingly complex buying processes.

This has led to a refocus on the role that brand plays in creating a foundation of demand and de-risking solutions to deliver the seamless experiences that buyers have come to expect.

Given this emphasis on buyer-led research, content is at the heart of this process and a key driver encouraging prospective buyers to make contact with the vendor of their choice.

“Creating engaging and valuable content requires a clear understanding of your target buyers and how they navigate their buyer’s journey. By gaining insights into their needs, preferences, and behaviors, you can tailor content to meet that at each stage of the process. This is key to providing the right information and incentives towards completing a purchase.”



— **Alexander Kesler**
Founder & CEO
INFUSE



How to orchestrate your content

In order to support the best buyer and brand experience, content must be tailored to the unique role each buying group stakeholder plays, and the stage at which they enter the buying process. This includes matching the content being shared with their unique priorities and needs.

Not only does this refer to the type of content, but also to the focus of the content, and is essential for cementing your value with respect to their specific goals and pain points.

What role does brand play in your demand and revenue generation efforts?



Content as a competitive advantage

Buyers are under immense pressure to make correct purchasing decisions. Therefore, brands that facilitate and remove stress from the buying process are likely to secure a competitive advantage. Given its buyer-centric nature, buyer-led content is ideal for achieving this, as it contributes to your brand identity, authority, and value while also supporting buyers.

i Important note
Each buying group is structured differently. The model below is based on responses from our [INFUSE Insights Voice of the Buyer research](#).

FUNNEL STAGES	BUYER TYPES	CONTENT	CONTENT FOCUS
Awareness TOFU	→ Business professionals	Whitepapers, articles	Thought leadership and brand expertise
Consideration MOFU	→ Managers	Reports, research, case studies, and testimonials	Social proof, brand positioning, and UVP
Decision BOFU	→ Executives	Demos, tools, and technical resources	Product and technical information
Post-purchase	→ Client buying group	Guides, certification programs, benchmarks, and reports	Strategic guidance and enablement

LEARN HOW TO CREATE DEMAND GEN-READY CONTENT TO ENGAGE QUALIFIED BUYERS

→

#5 AI content

The advent of generative AI in late 2022 had an instantaneous impact on B2B content marketing, as organizations sought to harness LLMs to scale their content strategies. This has remained prevalent, even amidst the scrutiny AI-powered solutions have triggered for B2B buyers looking to optimize their tech stacks.

While AI can be used to augment strategies to enhance business outcomes, the emphasis on its use for content creation has resulted in the B2B space becoming flooded with AI-generated content. Indeed, despite 72% of content marketers confirming its usage in their strategies, a shocking 61% reported that they lack guidelines for AI use ([CMI, 2024](#)).

This, along with the increasing speed and ease of AI content generation, has contributed to the sheer volume of content that is often low-quality, derivative, and devoid of the value that buyers are looking for.

The prevalence of AI content has only reinvigorated the focus on content quality, prompting marketers to invest in the proper application of AI for content marketing to avoid losing out on valuable opportunities for their organization.

“Content produced with the assistance of AI must be unique in order to adequately serve buyers. AI content that is derivative has a relatively short shelf life as both marketers and buyers alike quickly become more discerning.

Marketers need to be mindful of the increasingly complex journey their buyers are facing and expand their use of AI beyond automating processes to augmenting outcomes. This includes how content is activated, optimized, and promoted across marketing channels. AI has the potential to contribute to greater demand content performance, if used correctly.”



— **Alexander Kesler**

Founder & CEO
INFUSE

READ OUR OUTLOOK 2025 AI CHAPTER FOR MORE INSIGHTS



Key takeaways

- **For content marketing** to effectively drive demand, organizations must invest in innovation and buyer-led strategies that effectively de-risk their solution
- **Buyer-led content strategies** should leverage a variety of the latest data insights to align with buyer needs and preferences. Campaigns should feed into this pool of data to fuel an iterative process that improves over time
- If successful, **demand content can play a pivotal role** in supporting the brand-to-demand journey, contributing to valuable brand positioning
- **Content marketers must approach AI's application** to their content strategy as an optimization tool, rather than a replacement for production

LAUNCH DEMAND-READY CONTENT THAT GENERATES QUALIFIED ENGAGEMENT

INFUSE demand experts develop custom-tailored content that matches the unique needs of your key buyers, and activates demand through a proprietary first-party 252+ million B2B profile database.

Contact the team to craft your content strategy and drive qualified engagement



OUTLOOK 2025

A NEW ERA FOR CHANNEL PARTNER MARKETING



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Introduction

With 73% of the IT market passing through intermediaries, channel and partnership ecosystems have become critical drivers of business growth (Canalys, 2024). Yet, partner marketing is still widely misunderstood.

Partner ecosystems have become more complex over the last few years, creating pressure for already overburdened marketing teams to manage them. This can lead to partnerships not receiving the attention needed to drive positive outcomes.

At the same time, **channel partner marketing is undergoing a rapid transformation thanks to technological innovation and the evolving buyer behaviors**. For the foreseeable future, the focus has shifted to buyer enablement, collaborative ecosystems, and seamless integration through partnerships.

Therefore, it is time to define the next phase in partner marketing: an era where partners assist vendors in creating unified buying experiences that foster long-term growth and enhance client satisfaction.

This article explores the five factors impacting this development, and how to overcome the challenges of the channel to drive qualified demand generation.



1. The rise of the partner ecosystem

2024 has been a year of recovery and growth in the channel, reflecting a broader trend of companies shifting toward partner ecosystems to meet increasingly sophisticated buyer demands—and simplify client experiences.

While complexity has increased due partly to [overinvestment in tech during the early 2020s](#), buyers now favor integrated, end-to-end solutions that reduce risk and improve clarity around spending.

Partner ecosystems empower growth by allowing vendors to expand existing client bases, reach new markets, and innovate faster.

“Strategic partnerships are the key to long-term growth. There is a new focus on the deeper integration of diverse technologies, buyer behaviors, and touchpoints. These types of partnerships are pushing the boundaries as vendors continue to prioritize performance with lower funnel solutions and pipeline creation.”



— **Alexander Kesler**
Founder & CEO
INFUSE



The decline of traditional channel sales

Channel partnerships can no longer rely solely on independent reseller networks—they must be part of a broader ecosystem that delivers holistic solutions spanning independent software vendors (ISVs), managed service providers (MSPs), consultancy firms, and other channels.

Partner ecosystems must drive innovation through collaboration, empowered by Cloud computing and connected data. This is fundamental to increasing market reach and supporting the scalability and agility needed to thrive and generate sustainable demand.

This has created an emphasis on delivering client-centric experiences that span the entire buyer's journey, prompting vendors to work closely with the right partners to deliver personalized, integrated, and data-driven solutions.

Nonetheless, partner ecosystems have become more complex as both vendors and partners face pressure from one another: vendors need their partners to drive growth, and partners are increasingly expected to deliver measurable results in minimal time.

At the same time, both parties must integrate multiple technologies, such as cloud and AI, to deliver the seamless solutions and experiences that clients expect.

LEARN HOW TO DRIVE YOUR PERFORMANCE WITH CHANNEL PARTNERS



2. The role of cloud computing and AI

Cloud computing and AI have fundamentally reshaped partner ecosystems. Most organizations migrated to the cloud years ago, but AI has become a force multiplier by making tech more accessible and scalable.

How cloud marketplaces and AI are supercharging channel growth

Forward-thinking organizations are turning to the cloud to build highly integrated ecosystems, augmented by AI-powered analytics that allow for enhanced insights, deeper personalization, and comprehensive buyer journey mapping.

“We’ve been discussing data migration to the Cloud for years, but we’re still only scratching the surface. Organizations are working to reengineer their services around this migration and the value it brings. Acting now is crucial to staying ahead of the competition.”

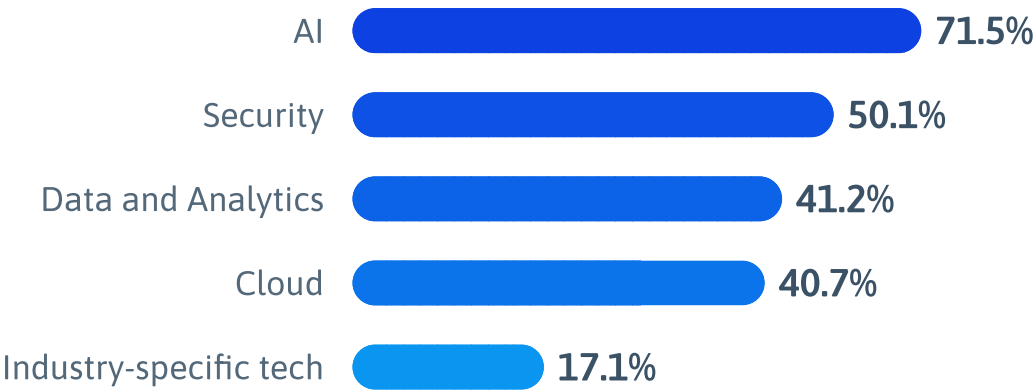


— **Andrew Sambrook**

SVP Global Demand Generation
INFUSE



Which of the following technologies do you plan on evaluating in the next 12 months?



Cloud marketplaces have become hubs for collaborative innovation, giving them a central role in channel marketing. Most computing infrastructures reside on platforms like Amazon AWS, Microsoft Azure, or Google Cloud—the “Big Three” hyperscalers that dominate a whopping 60%+ of the global cloud market. These platforms are now partnering with hardware vendors, such as Nvidia and Qualcomm, to scale AI adoption in use cases like model training and advanced analytics.

The benefit of the cloud is that it allows businesses to continuously improve and adapt their operations, capitalizing on emerging technologies in a way that is rarely feasible on-premise.

Additionally, AI-driven personalization has also become a key competitive differentiator in channel partner marketing. By migrating data and analytics to the cloud, marketers can analyze vast amounts of information in real-time with the help of AI. This allows them to deliver targeted solutions at every stage of the buying journey.

By working with major cloud vendors and AI, companies can standardize their offerings via an already-established industry-standard ecosystem.

[LEARN MORE IN OUR OUTLOOK 2025 AI CHAPTER](#)

→

3. Partner engagement and buyer enablement

Buyer enablement depends on the availability of information that supports every stage of the buying process, while also [matching the unique needs of different decision makers](#) in buying groups.

Therefore, partners must be equipped with relevant resources for each target audience to make a measurable impact, which includes personalization by [buyer persona and Ideal Client Profile \(ICP\)](#).

Below are two examples:

“Partner ecosystems must be more aligned to how buyers want to buy. Vendors, (particularly Cloud providers) are relying increasingly on partners to drive their brand presence and expansion within existing accounts—as well as net new. It is about having everyone working together to meet buyer expectations to bring the best solution to the end client.”

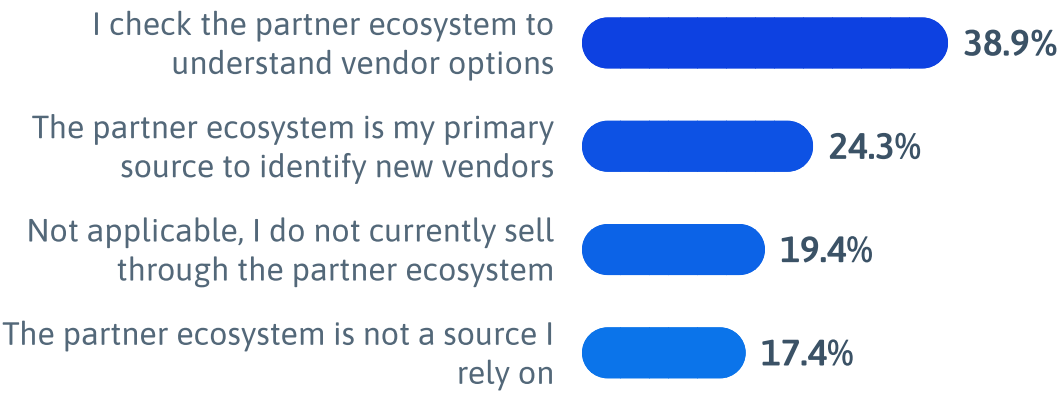


— **Matt Dalton**
EMEA Channel Growth Director
INFUSE

	Prospect 1 <i>Procurement teams</i>	Prospect 2 <i>Information security teams</i>
Content shared	<ul style="list-style-type: none">Cost analysis reportsVendor comparison chartsSocial proof and case studies	<ul style="list-style-type: none">Security certificationsData compliance guidelinesClient testimonialsTechnical content hub

Collaborating with partners to understand their needs and ensure they are able to leverage relevant resources is key to channel partner marketing success. This, combined with deeply integrated partner ecosystems, empowers buyers and builds trust.

How important is it for your technology providers to be part of your primary vendors’ platform ecosystem?



Adapting to expanded buying committees and cycles

As buying committees grow to include as many as 10 or more decision-makers, the sales cycle lengthens accordingly, now stretching to an average of 11 months ([INFUSE Insights Voice of the Buyer, 2025](#)).

Channel partners must adapt in order to engage multiple stakeholders in buying groups over this extended period.

AI-assisted decision making, behavioral analytics, and direct feedback (contextual and qualifying questions) can inform buyer engagement strategies and facilitate a seamless buyer experience.

Below is a framework of how partners can precisely align with buyer expectations:

	Partner engagement	Buyer enablement
Awareness	Partners raise awareness with co-branded marketing campaigns and thought leadership	Buyers seek third-party validation through educational content that aligns with their priorities
Consideration	Partners share detailed product comparisons, webinars, and case studies tailored to different needs	Buyers want tailored solutions that resonate with the pain points and needs of their specific role
Evaluation	Partners provide hands-on demos and personalized consultations to address buyer concerns	Buyers carry out in-depth research to address all concerns within the buying committee
Decision	Partners assist in closing deals by offering special incentives aligning with the buyer’s specific needs	Buyers want clear demonstrations of ROI, clarity over pricing options, and security compliance data
Post-purchase	Partners offer ongoing support and training along with additional resources to ensure continued engagement	Buyers need ongoing support with client success (CS) programs and continuous learning resources

VISIT THE INFUSE CHANNEL HUB FOR CUSTOM-TAILORED DEMAND SOLUTIONS AND THE LATEST INSIGHTS

→

4. Barriers to improved partner performance

B2B buyers expect integrated solutions and seamless experiences. In the face of buyer scrutiny and self-paced buyer journeys, partners can no longer deliver sustainable ROI without viewing and implementing demand generation holistically.

MDF and ROI challenges

There is often a substantial divide between partner engagement and funding. This impacts the availability of partner performance insights, making it challenging for vendors to identify and capitalize on the best partner opportunities.

This, in turn, can result in MDF being allocated to support ad-hoc, experimental demand generation campaigns, with no effective way to validate investments.

This challenge is compounded by the added pressure from vendors on partners to demonstrate measurable success and ROI.

Vendors must collaborate with partners to ensure that they have robust, integrated analytics tools necessary to track performance KPIs in real time.

Navigating a competitive partner landscape

Smaller partners, while potentially valuable, often face a lack of resources and funding.

This creates difficulty in delivering seamless buyer journeys, ultimately incentivizing vendors to prioritize and reward more established partners.

“The great thing about Cloud marketplaces is being able to implement data unification while integrating multiple partnership layers to support your business. These form part of a larger partner ecosystem, where the smaller partners follow the larger ones to support big buying groups looking for approved vendors.”



— **David Verwey**
VP of EMEA and DPO
INFUSE



What challenges does your team face in supporting channel and partner sales?



Indeed, these larger partners are more likely to grant vendors the performance that stakeholders increasingly demand. However, smaller partners can also deliver value through their unique specializations.

While major players offer more generalist support, smaller partners can refer prospects more aligned with niche qualification criteria. These partners may need more time and resources to succeed, but investing in these relationships can be extremely beneficial.

CONTACT A DEMAND EXPERT TO BOOST PARTNERSHIP PERFORMANCE
WITH A CUSTOM-TAILORED DEMAND GENERATION STRATEGY

5. Empowering partners to drive demand

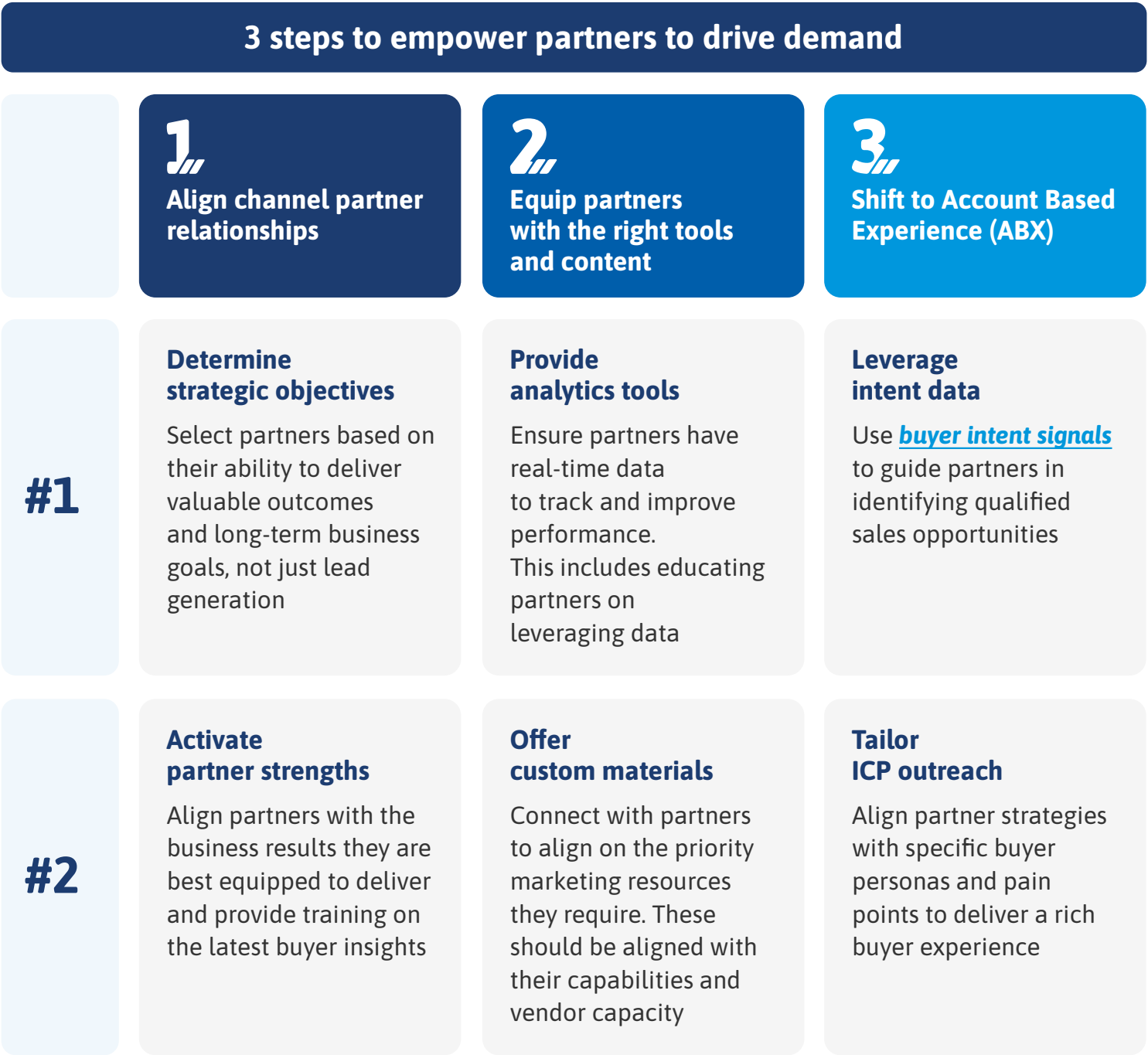
The channel space is plagued by a common disconnect. Vendors expect partners to be proficient in creating their own demand, however, many partners lack the knowledge, tools, or resources—and are primarily focused on lead generation.

This often results in a poorer brand experience, as partners are unable to deliver the strategic brand-to-demand campaigns necessary to resonate with buyers. This also creates a prioritization of quantity over quality, as partners turn to familiar short-term lead generation strategies to utilize MDF.

However, without the capability to implement nurturing campaigns, programs can yield lower partner performance and Client Lifetime Value (CLTV). Not only does this highlight the need to provide partners with educational support on the buyer's journey, but it also emphasizes the role of vendors in enabling their partners to meet buyers' expectations.



To thrive in the new partner ecosystem, vendors must follow a strategic framework that aligns business goals with channel marketing efforts:



#3

Structure the ecosystem

Ensure smaller partners are integrated with the broader demand generation ecosystem

Enhance portal UX

Improve user experience in partner portals to increase adoption and engagement

Communicate regularly

Collect real-time data from each touchpoint to enable accurate personalization for different buying committees/accounts. Encourage feedback on resources and partner portals

#4

Set clear expectations

Define success parameters for partners based on specific goals per partnership

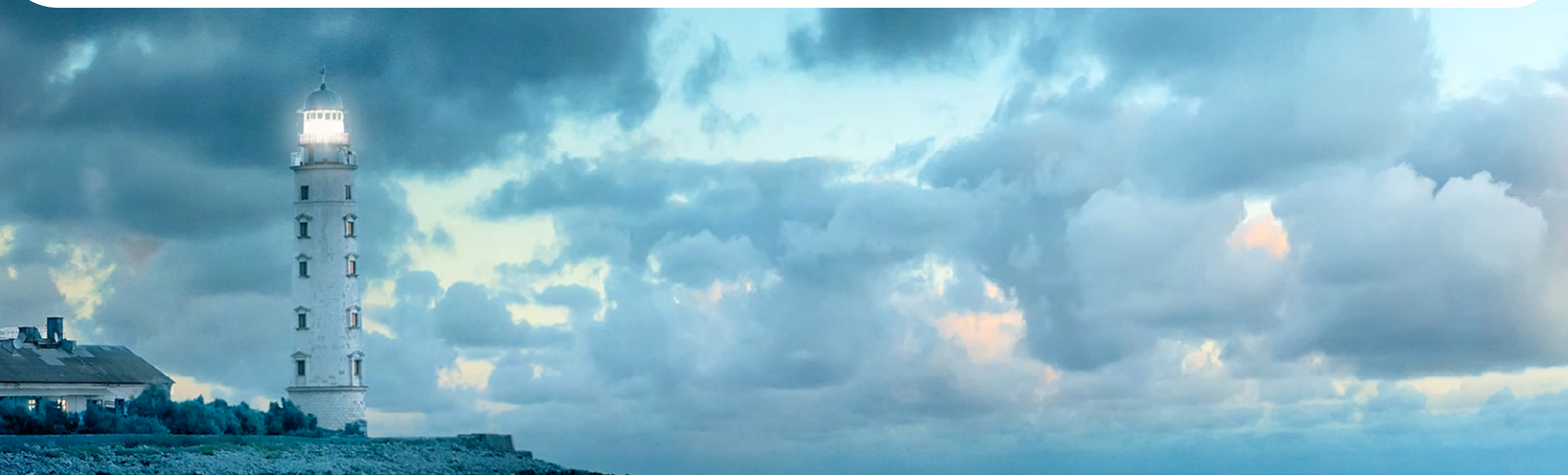
Automate processes

Equip partners with the tools needed to automate routine processes effectively

Measure partner ROI

Track partner performance based on metrics that reflect sales opportunities and go beyond engagement rates

Ultimately, success in channel partner marketing is deeply rooted in strategic collaboration across partner ecosystems that are integrated and data-driven with the help of cloud and AI technologies.



How to drive channel performance with ABX



Leverage intent data to find qualified opportunities and drive meaningful engagement



Nurture support by ensuring your partners address buyer persona/ICP pain points across touchpoints



Focus on demand generation to amplify reach and connect with key client personas



Engage at the right time, in the right place, through the right partner channels

“In today’s channel ecosystem, success hinges on delivering personalized solutions that truly resonate with niche audiences. ABX helps partners focus on creating meaningful, tailored experiences that generate demand and quality engagement.”



— **Mukesh Rajpurohit**

VP of APAC Sales
INFUSE



“Aligning content with specific buyer personas and buying stages is an essential step, yet very much still a work in progress. Vendors that are able to provide partners with assets that empower nurturing and late-stage outreach are likely to pull ahead of the competition—and propel their partner-driven growth.”



— **Andrew Sambrook**

SVP of Global Demand Generation
INFUSE



Key takeaways

To activate channel partner ecosystems, consider the following key steps:

- **Focus on collaborative innovation:** Instead of viewing partners merely as resellers, vendors should collaborate closely with partners to deliver integrated solutions
- **Leverage the Cloud for scalable AI:** AI has become a force multiplier of Cloud-based ecosystems and their ability to drive data-driven decision making and personalization
- **Adopt buyer-centric strategies:** Buyer enablement has become the focal point, and partners need the right resources to match engagement strategies to decision makers
- **Prioritize long-term value creation:** Major partners can deliver quick wins, but small partners, through continuous engagement, can drive long-term success

ACTIVATE CHANNEL DEMAND AND ENGAGE KEY BUYERS THROUGH A HIGH-VALUE PARTNER ECOSYSTEM

INFUSE Channel is your trusted partner for activating demand generation in the channel space, with the right relationships and expertise to deliver a cohesive experience for your key buyers that enables long-term growth

Talk with a demand expert to plan your channel strategy



OUTLOOK 2025

THE HEALTHCARE CHALLENGE:

Balancing Security and AI in 2025



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Dual Priorities Reshape Healthcare Technology

Security has long been a top priority for healthcare organizations—a trend that is not expected to change given the prevalence of cyber threats.

However, as technology purchases continue to increase in complexity, healthcare organizations are now refocusing on operating efficiencies to improve outcomes in 2025—while mitigating risk. AI, which has helped other sectors improve productivity, is poised to become a key driver of operational innovation for healthcare in the years to come.

By 2023, AI had already reached the “peak of inflated expectations” in its hype cycle across many industries ([Gartner, 2023](#)). Healthcare has shown a comparative delay in the adoption of AI due to [security and privacy concerns](#), regulations, and budget constraints as a result of extreme staffing shortages ([HealthExec, 2024](#))—until now.

As healthcare technology decision makers prepare for AI adoption, they do so with support from patients and consumers. A survey by The Ohio State University Wexner Medical Center found that most Americans are both comfortable with AI in healthcare and recognize its potential benefits ([Wexner Medical, 2024](#)).

Now that AI has become a leading priority, reconciling its efficiencies with security is a final, imperative challenge for healthcare organizations and their solution providers.

AI is the top priority for **75%** of healthcare organizations.

Security technology remains not far behind at **70.8%**

Source:

[INFUSE Insights Voice of the Buyer 2025](#)

“This is the year that healthcare organizations will tackle obstacles surrounding AI solutions, turning AI from an unknown risk into a valuable operational asset.”



— **Alexander Kesler**
Founder & CEO
INFUSE



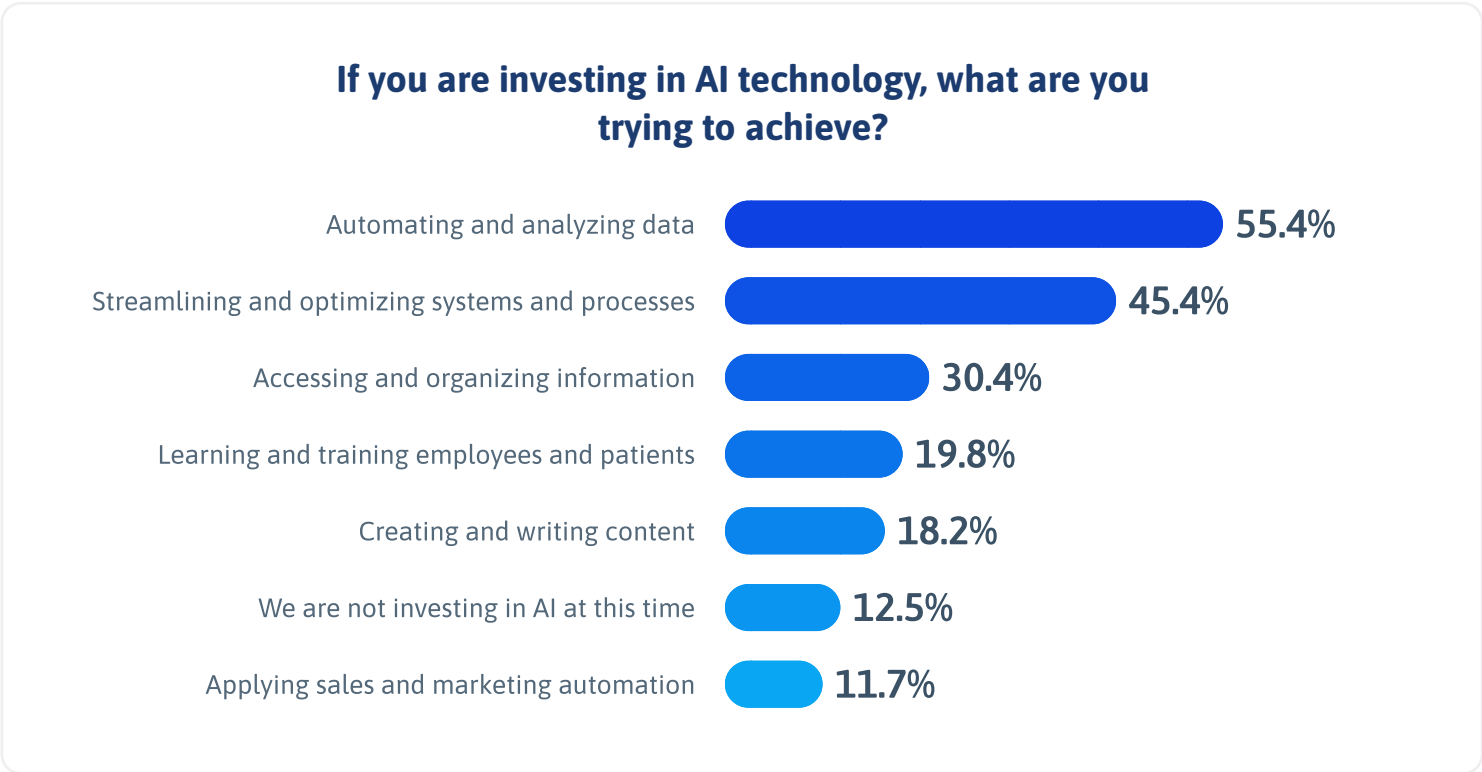
READ THE VOICE OF THE BUYER 2025 REPORT



Three obstacles to healthcare AI adoption

The INFUSE Insights [Voice of the Buyer 2025 report](#) indicates that 70.8% of responding healthcare organizations deem operating efficiency a primary desired outcome from technology investments in 2025.

This focus underscores the healthcare sector’s drive to invest in AI. Use cases associated with this desire for better operating efficiency include the following.



Healthcare organizations must carefully navigate the complex landscape of technological solutions to ensure their investments align with their specific operational needs and constraints.

For many healthcare organizations, the decision to purchase certain technology to help achieve this goal will be based on a **few key hurdles to overcome:**

- Understanding purchase drivers behind investments like AI
- Maintaining security and privacy while embracing innovation
- Tackling interoperability, scalability and other key issues

#1 Understanding purchase drivers behind investments like AI

Engaging buying groups at healthcare organizations is uniquely challenging due to the higher number of stakeholders involved in decision making than other sectors.

62% of healthcare technology purchases span more than seven decision makers, compared to an average of 50% among other organizations ([Voice of the Buyer 2025](#)). In addition, approximately 20% of healthcare organizations include more than 15 people throughout the purchase process for a technology solution.

Individuals within these healthcare buying groups have conflicting priorities, influence, tech knowledge, risk tolerance, and more. For example, IT professionals are by far the most engaged in identifying, researching, evaluating, and selecting vendors for technology solutions ([Voice of the Buyer 2025](#)). However, finance, legal, operations, security, and other business professionals also participate at key moments in the buying process, along with external consultants, partners, and subject matter experts (SMEs).

In response to this complexity, **most healthcare marketers (67%)** list creating more high-converting content assets as their top challenge in 2025.

Yet, **approximately half** plan to develop content strategies focused on educating their target audience on pain points and solutions, indicating the prioritization of TOFU content ([Voice of the Marketer 2025](#)).

62% of healthcare technology purchases include **>7** decision makers in the buying process

20% of healthcare technology purchases include **>15** decision makers in the buying process

Source:

[INFUSE Insights Voice of the Buyer 2025](#)

“Given the complexity of healthcare technology purchases, marketers must craft strategies that engage each stakeholder effectively, aligning messaging with their unique concerns and priorities. Doing so can reduce disengagement and guide these intricate buying processes towards successful conversions, even in the face of conflicting opinions and varying levels of influence within healthcare organizations.”



— **Alexander Kesler**

Founder & CEO
INFUSE



This challenge is compounded by the **disconnect between marketer's approach and goals**, particularly considering the difficulty of building consensus within these immensely complex teams.

Sudden buyer drop-off can be triggered when the wrong contacts are engaged or messaging is misaligned. Therefore, it is essential for demand generation and sales efforts to leverage the latest data intelligence to adapt strategies accordingly.

Recommended resources

LEARN WHY YOUR BUYERS HAVE GHOSTED YOU



DISCOVER THE TOP CHALLENGES YOUR B2B BUYING GROUP ARE FACING (AND HOW TO OVERCOME THEM)



#2 Maintaining security and privacy while embracing innovation

The emphasis on security and privacy for healthcare technology investments cannot be overstated. **Healthcare decision makers are navigating high levels of risk** due to the factors below:

- 🔪 **Sensitive patient data:** The confidentiality and integrity of medical records, insurance information, financial information, and more
- 🔪 **The value of patient data:** Stolen health records may sell up to 10 times or more than credit card numbers on the dark web ([AHA, 2024](#))
- 🔪 **Patient safety:** Cyber attacks on healthcare systems can directly impact patient safety and care delivery because of how interconnected IT systems and medical devices can be ([AHRQ, 2024](#))
- 🔪 **Regulatory compliance:** Breaches can result in a Health Insurance Portability and Accountability Act (HIPAA) violation, among others, leading to severe financial penalties and reputational damage

As a result, technology purchases must pass stringent requirements to mitigate risk and address these issues. In many ways, AI now meets these standards and is even being leveraged to facilitate other technology purchases. For example, organizations utilizing AI threat detection, response, and recovery have lowered the damages from data breaches by an average of \$2.2 million ([IBM, 2024](#)).

Before investing fully, healthcare organizations will need to know how to mitigate cybersecurity risks associated with their AI technologies. **Below is a checklist to facilitate this process:**

“In healthcare, security and privacy are more than checkboxes—they are the foundation of patient trust and organizational integrity. As AI matures, it’s transforming into a powerful ally in our cybersecurity arsenal.”



— **Brian Glynn**
VP of INFUSE Health
INFUSE



AI & Security checklist

Does the AI solution implement cybersecurity measures?

- ☒ Strong encryption for data in transit and at rest
- ☒ Access controls and multi-factor authentication
- ☒ Security audit and vulnerability assessment approved
- ☒ Prompt security patches and updates
- ☒ Network segmentation to isolate AI systems
- ☒ Endpoint Detection and Response (EDR) to detect and mitigate potential security threats when interacting with AI systems
- ☒ Robust logging mechanisms to trace breaches or unauthorized activity
- ☒ Threat intelligence to identify and counter emerging attacks targeting AI systems

Are data privacy and compliance addressed?

- ☒ Compliance with HIPAA and data privacy policies like the GDPR
- ☒ Privacy-enhancing technologies like federated learning
- ☒ Data governance frameworks and policies
- ☒ Privacy impact assessment approved
- ☒ Data pseudonymization and anonymization techniques
- ☒ Data residency requirements and retention policies to establish guidelines in line with legal and ethical standards

Were other AI-specific risks considered?

- ☒ Initial security measures (coding, design, and development)
- ☒ Protection against adversarial attacks and data poisoning
- ☒ AI model integrity and prevention of unauthorized modifications along with defense against model inversion attacks
- ☒ Bias monitoring in training data and AI outputs
- ☒ Ethical AI frameworks to inform guidelines that ensure AI solutions align with organizational values

FUEL YOUR PIPELINE WITH FIRST-PARTY AND CYBERSECURE BUYER DATA



#3 Interoperability, scalability, and affordability

Cloud solutions are the fourth most popular technology investment planned by healthcare organizations in 2025, according to the [INFUSE Insights Voice of the Buyer report](#). AI is a main driver for this priority, as investments in cybersecurity and Cloud solutions are fundamental to providing the necessary infrastructure for AI implementation.

Cloud solutions support healthcare AI investments in several ways:

- Cloud platforms offer scalable computing resources and storage capabilities that can accelerate the development and deployment of AI and support robust security solutions and needs
- Cloud solutions can also significantly enhance interoperability for healthcare organizations by centralizing data storage and access, supporting standardized data formats, offering scalability and flexibility, and allowing for real-time sharing—as well as collaboration, and remote care
- Cloud technology can be a cost-effective approach to implementing and maintaining IT infrastructure, especially for healthcare organizations with varying workloads and budget constraints. Pay-as-you-go models, in particular, allow organizations to avoid significant upfront costs associated with purchasing and maintaining on-premises hardware and software

The enhanced technology capabilities that cloud solutions provide are numerous, however, they require clear objectives, system analysis, adoption of standards like Fast Healthcare Interoperability Resources (FHIR), and usage of APIs for seamless data exchange

“As healthcare organizations consider technology investments in 2025, they face the challenge of balancing security imperatives with the transformative potential of AI. The industry’s shift towards embracing AI for operating efficiency while maintaining a strong focus on security marks a significant turning point. Success will hinge on addressing key hurdles such as understanding AI’s specific applications, ensuring robust security and privacy measures, and leveraging complementary technologies like cloud solutions. This balanced approach will be crucial in shaping a more efficient, secure, and technologically advanced healthcare ecosystem in the years to come.”



— **Alexander Kesler**
Founder & CEO
INFUSE

DISCOVER THE HIDDEN IMPACT OF HEALTHCARE’S LACK INTEROPERABILITY



Key takeaways

- **Increasing operating efficiency is the primary motivation** for healthcare technology investments in 2025. AI solutions are leading the charge, complemented by cloud technologies.

GTM teams must reconcile AI efficiencies with security risks to ensure successful integration.

- **Healthcare technology purchases can involve more decision makers** than other industries, with 62% of purchases spanning more than seven stakeholders.

Buyer's journeys must account for multiple personas and pain points to address the entirety of buying groups.

- **AI investments in healthcare are being motivated by a desire to automate** and analyze data, as well as streamline and optimize systems and processes.

To remain competitive and deliver improved patient care, healthcare organizations must embrace this innovation while adhering strictly to cybersecurity standards and industry regulations.

ENGAGE KEY STAKEHOLDERS WITH TARGETED DEMAND GENERATION FOR HEALTHCARE

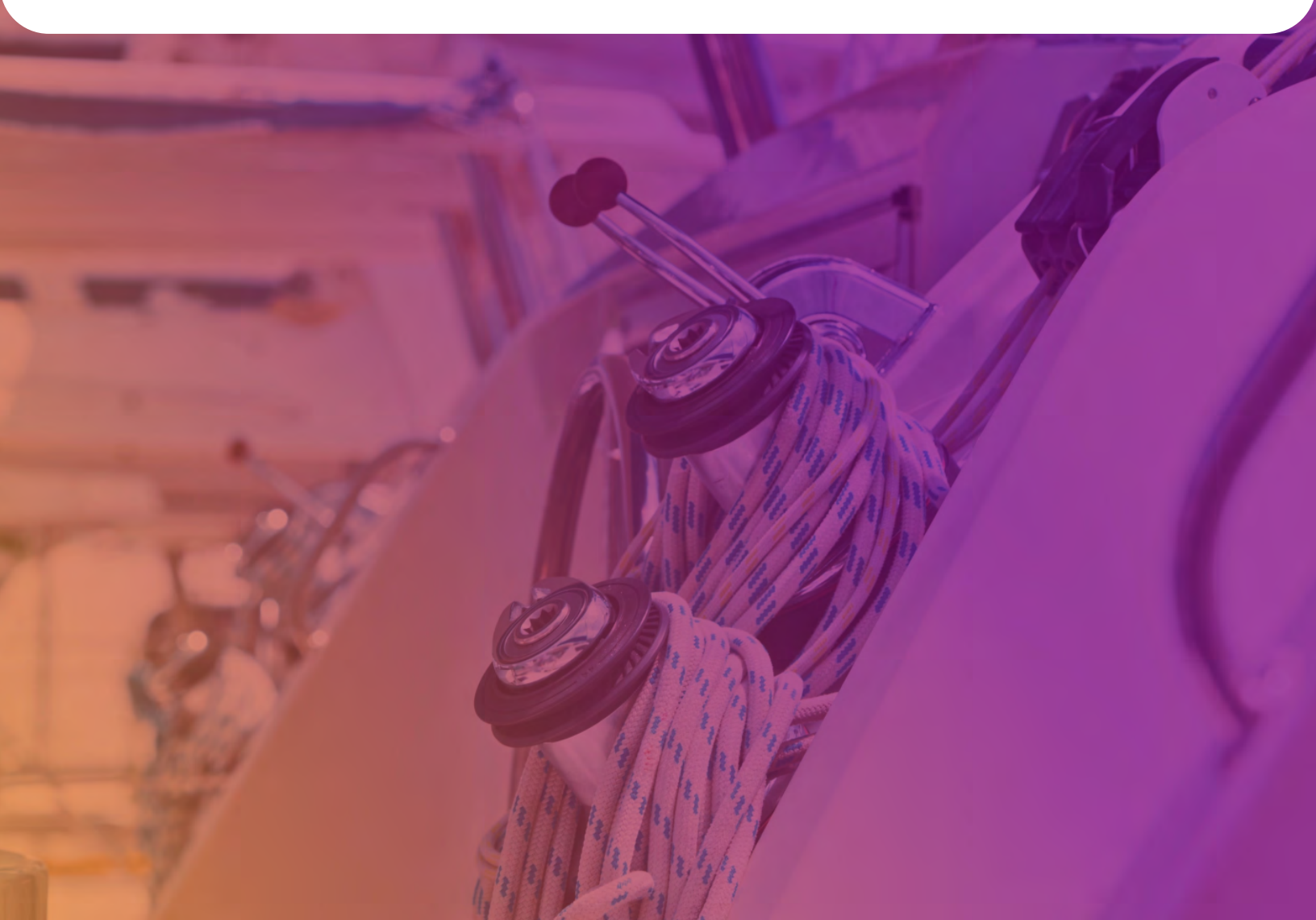
INFUSE Health experts understand the challenges facing healthcare organizations and offer tailored demand generation support to drive qualified buyer engagement

Contact an INFUSE Health expert to craft demand strategies to achieve your unique goals



OUTLOOK 2025

HOW TO ACTIVATE DEMAND STRATEGIES WITH AI IN 2025



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The AI transition redefines growth

Artificial intelligence continues to drive a fundamental shift in demand generation. As AI passes the peak of its hype cycle, GTM teams have become increasingly cautious with respect to its adoption, as evidenced by the [influx of new roles and departments throughout 2024](#).

71% of leaders now prioritize AI skills over experience, with 66% stating that they would not hire candidates without these skills ([Microsoft 2024 Work Trend Index Report](#)).

GTM teams are under immense pressure to move away from ad-hoc applications to activate AI in a strategic manner to drive continuous innovation and revenue attainment—all while reducing costs.

However, organizations impatient to drive rapid returns from AI applications risk impacting their growth. According to Forrester, 49% of US generative AI decision makers shared expectations for ROI from AI investments within one to three years, and 44% indicated a timeline of three to five years ([Predictions 2025, Forrester](#)).

Despite these forecasts, uncertainty plagues AI adoption and ingenuity. Indeed, [Microsoft's 2024 Work Trend Index Annual Report](#) found that 60% of leaders worry that their organization lacks a congruent plan and vision for implementing AI—with a further 59% expressing concerns about quantifying the impact of AI on productivity.

Therefore, to successfully leverage AI, organizations must now focus on building **unified AI strategies that drive innovation through efficiency, rather than growth at any cost.**

2025 will be a transitional year for AI-augmented demand generation, with more solutions and startups built around the technology entering the market. Those who succeed will do more than simply eliminate mundane tasks—they will drive innovation and encourage businesses to rethink their GTM and demand strategies.

AI is now integral to the buyer's journey. Its strength lies in interpreting complex data to forecast buyer intent and enable precise targeting and personalization, making it a powerful solution for scaling demand generation and ABM. However, the future of AI is less about automation and more about intelligent augmentation, allowing revenue teams to devote more time to strategic work.

The goal is to augment the human intellect, not replace it.

This article explores the fundamental ways organizations can align AI strategies across all teams to meet objectives and enhance the buyer experience.

55.4%

**of marketing teams
are investing in AI
for automating
& analyzing data**

Source: [*INFUSE Insights
Voice of the Buyer 2025*](#)

“Organizations need to explore how AI can enhance demand performance, and that requires breaking down silos to leverage AI for transformative thinking and data-driven decision making.”



— **Alex Kesler**
Founder & CEO
INFUSE



1. Building a sustainable AI strategy for demand generation

Marketers face increasing pressure to deliver results, despite limited resources and budgets. AI is often touted as a resource for enhancing marketing efficiency, yet the influx of AI-driven tools hinders the ability to identify solutions that best align with their unique goals. This challenge is further complicating B2B buying decisions, with a notable increase in buyer's journeys that last longer than 12 months ([Voice of the Buyer 2025](#)).

As a result, GTM teams struggle to address the complexities of AI adoption as they balance this challenge with developing strategies.

Our research suggests that demand generation teams are often expected to use AI to drive organizational transformation with little understanding of how to integrate it strategically throughout the buyer's journey. To succeed, they need clear guidance, realistic expectations, and well-defined outcomes. Only then can teams align AI adoption with organization-wide go-to-market (GTM) strategies that break down the silos that inevitably result from ad-hoc implementations.

The first step in building a sustainable AI strategy is forming a specialized team that takes ownership of AI adoption for the entire organization. This involves upskilling and reskilling team members in various use cases for AI in demand generation. GTM teams can then build a structured approach for AI adoption—one characterized by robust governance and standardization.

The importance of governance and ethical standards cannot be understated. These two aspects are much more challenging to enforce without an organization-wide strategy.

Below are the fundamental characteristics of a sustainable AI demand strategy:

- 🔥 **Privacy and transparency by design:** Ensure personalization is based on consent data and clearly communicated privacy policies. AI usage must also comply with new standards and legislation as they evolve, such as the [EU AI Act](#)
- 🔥 **Clear alignment with buyer needs:** Anchor AI practices with buyer needs to fine-tune your targeting, messaging, and campaign optimization. Brand perception and the quality of the buyer experience depend on this alignment

- Accountability and governance: Establish a governance framework for ethical AI use. This must include the regular review of AI models and applications to mitigate bias and ensure fair and inclusive targeting and personalization

AI IS INTEGRAL TO THE OPTIMIZATION OF THE BUYER'S JOURNEY, BUT ITS ADOPTION MUST BE BUYER-CENTRIC



Alignment with buyer motivations

Align strategies with buyer needs and pain points to deliver genuine value



AI-augmented personalization

Leverage AI for demand intelligence to build tailored experiences for each buyer persona



Foundational principles

Maintain trust by ensuring that AI enhances buyer confidence, rather than undermining it



“Many AI implementations have centered on cutting costs or saving time when we really should be exploring its potential to boost transformative outcomes. Without supporting AI adoption with the correct strategy and organizational alignment, it’s likely that AI will simply amplify existing problems and limitations in your demand generation processes.”



— **Alex Kesler**

Founder & CEO
INFUSE



2. Improving targeting with AI-augmented demand intelligence

The rise and fall of the AI hype cycle has led to increased scrutiny surrounding the utility and validity of AI-powered solutions. This is not only true of software companies offering new AI tools, but also those who are incorporating AI into their current technology stacks. As buyer awareness of AI rises, brand perception has become heavily dependent on strategic implementations that do not overpromise outcomes.

Instead of viewing AI tools as ad-hoc shortcuts in demand generation workflows, GTM teams must prioritize their potential to deliver long-lasting success and enhanced buyer experiences. Provided its adoption is anchored in a thorough strategy, AI offers a robust solution for compiling demand intelligence necessary to fuel innovation.

61%

of marketers use intent data to identify and prioritize accounts for targeting

Source: [INFUSE Insights Voice of the Marketer 2025](#)

DEMAND INTELLIGENCE FOR AI

First-party data sources

Data collected directly from your clients through owned channels like websites and social media:

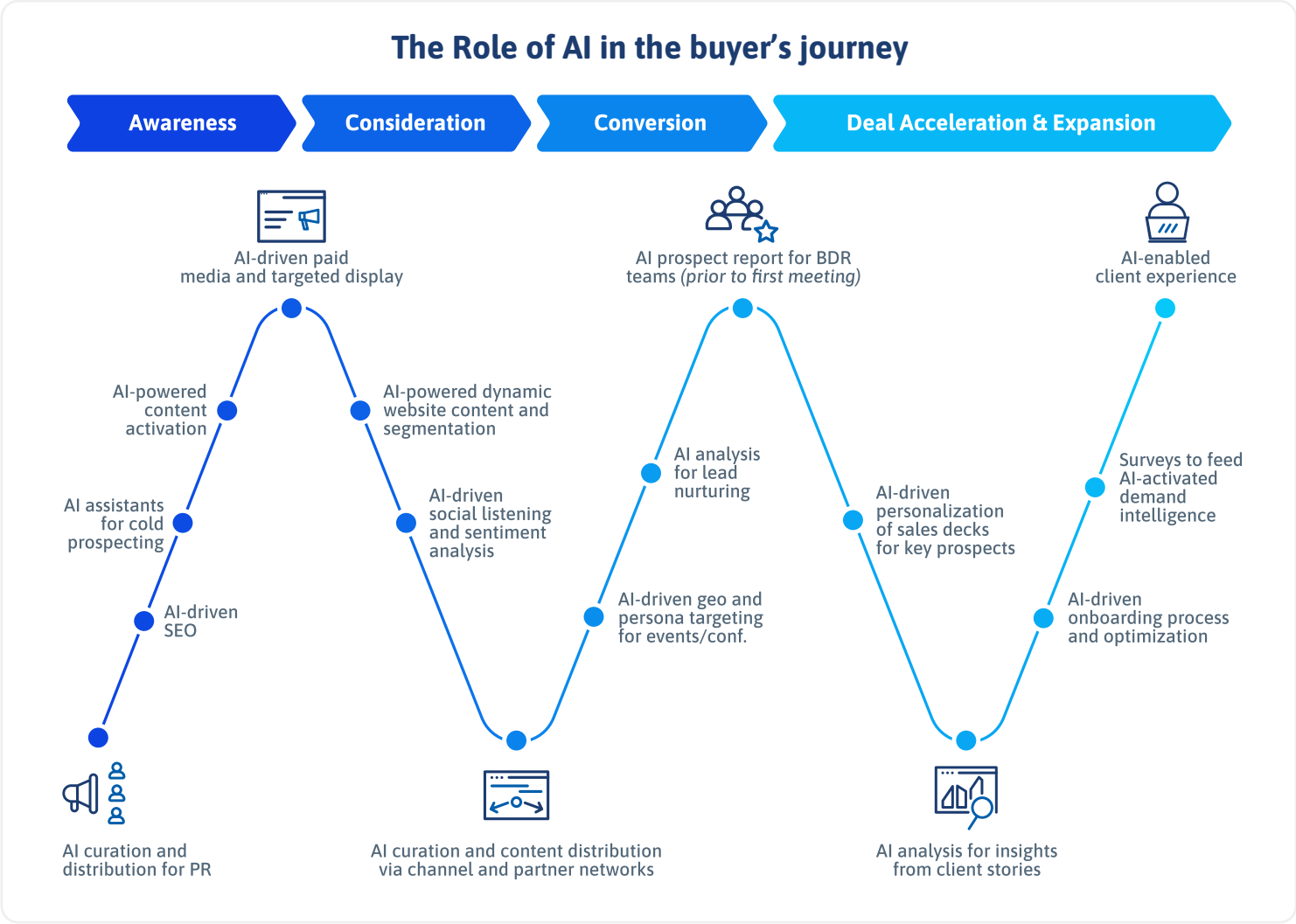
- Website analytics
- CRM data
- Email metrics
- Social media metrics
- Surveys and feedback
- Historic campaign data

Third-party data sources

Data available in the public domain or via third-party websites/platforms, such as industry reports:

- Intent data providers
- Firmographic data
- Technographic data
- Industry reports
- Funding announcements

Once you have access to demand intelligence, AI tools can accurately map buyer journeys and enable in-flight optimizations, providing the insight needed to target buyers in a way that truly resonates.



“AI offers huge potential in driving demand and empowering better brand experiences, and the key to supporting that is close alignment around buyer needs and priorities. With an AI-augmented demand intelligence strategy, you can more accurately identify those needs and differentiate your value proposition. This will allow you to deliver valuable experiences rooted in buyer enablement that drive your growth.”



— **David Verwey**
VP of EMEA and DPO
INFUSE



3. Enhancing brand experience with AI-driven personalization

AI-augmented demand intelligence empowers marketing and sales teams to optimize their targeting and personalization thereby giving them a strong foundation upon which to develop tailored strategies. This is essential as B2B buyer's journeys are becoming increasingly complex, as demonstrated in our [Voice of the Buyer 2025 report](#).

For instance, when purchasing new technology, almost every team is involved in some capacity. 77.7% of buying groups refer to IT professionals for conducting initial research into potential solutions. However, business and security professionals are often involved in signing off on new purchases. Depending on the nature of the purchase (and company size), the buyer's journey might also cross over into legal, finance, or operations departments.

B2B buying groups are not only bigger—they also span different sources of information throughout every stage of the buyer's journey. 59.5% of decision makers refer primarily to consultants and subject matter experts (SMEs), while 54.9% refer to technology vendors directly. This variation in preferences is born from differing responsibilities and priorities per buyer persona.

For example, business professionals are more likely to be concerned with driving immediate ROI, while security and legal teams will prioritize areas such as governance and regulatory compliance.

UNDERSTANDING THE DISCONNECT BETWEEN BUYERS AND MARKETERS

72%

of marketers are still prioritizing AI use for content creation and optimization over buyer experiences and personalization

45%

of marketers consider analyst firm reports to be their most effective content format in their demand strategy

Source: [INFUSE Insights Voice of the Marketer 2025](#)



Creating demand-ready content that drives conversions remains a key challenge for demand marketers. This is why many continue to explore generative AI's potential to enhance content creation and build scale. However, such content rarely contributes to building trust and authenticity, or delivering memorable brand experiences—as discerning buyers are overwhelmed with the amount of content being shared and its low quality.

Therefore, marketers must explore AI's **ability to inform an omnichannel demand generation strategy enhanced by rich demand intelligence, beyond uses for content creation.**

AI can help to deliver more compelling brand experiences by augmenting these four core pillars:

WHAT ARE THE MAIN INFLUENCERS OF PURCHASE DECISIONS?

Biggest winners:

Peers and colleagues, conferences and events, peer review sites, and AI

Biggest losers:

Analyst firms, having dropped from 45% to 20.5% from 2024 to 2025

Source: [INFUSE Insights Voice of the Buyer 2025](#)

AI CORE PILLARS



Content

- 1. Marketers can leverage AI to implement dynamic website content** and deliver personalized content experiences. This strategy can be fueled by account engagement history and firmographic data to ensure greater accuracy
- 2. Performance insights from this strategy can then inform the creation of content** aligned with specific buyer persona needs and preferences
- 3. This can include the creation of “conversational content”** that adapts to specific users based on their behavior



Nurture

1. **AI can empower marketers to tailor email campaigns** according to prospect behavior and engagement levels
2. **This also allows marketers to make in-flight optimizations** based on performance to deliver prospective buyers personalized nurture streams
3. **Given the complexity of the average buying group, this is a critical strategy** for targeting buyers, rather than the en masse approach afforded by traditional email marketing solutions



Messaging

1. **Marketers can harness AI tools to orchestrate consistent messaging** across omnichannel strategies to ensure a seamless brand experience
2. **This technology can also be applied to manage all communications and outreach** across multiple channels to ensure that messaging is relevant to prospects and builds brand trust



Buyer enablement

1. **Propensity modeling and demand intelligence** can be enhanced by AI to help buyers navigate solutions
2. **This can include the recommendation of complementary products** to increase prospective or existing account value with relevant cross-selling and upselling opportunities
3. **However, this approach should be buyer-centric** and deployed via sales teams in a consultative manner that facilitates the buying process—creating a better brand experience

“B2B buying groups are constantly expanding, with stakeholders engaging with a variety of content through different channels at each buyer journey stage. No two buyer’s journeys look the same, making it vital to build a demand generation engine that’s highly adaptable to drive personalization at scale. This is a clear use-case for leveraging AI.”



— **Alex Kesler**
Founder & CEO
INFUSE



4. Preparing AI for demand generation: Use cases

The AI demand generation use cases below demonstrate how intelligent augmentation and data-driven insights can drive precision and personalization at scale.

Case #1: AI-augmented ABM

A mid-sized software company provides project management software for the financial services industry. As a highly regulated and risk-averse sector, buying groups consist of stakeholders spanning operations, legal, compliance, and information security.

1 TARGETING AND LEAD SCORING

- AI aggregates third-party demand intelligence, such as funding and hiring announcements from financial services companies to identify high-value accounts
- AI-augmented lead scoring analyzes first-party data such as web interactions and engagement history from existing accounts to build a model for identifying new accounts with high conversion potential
- AI behavioral analysis maps out the most likely buyer’s journey and identifies key decision makers to target within the accounts

2 DYNAMIC CONTENT PERSONALIZATION

- AI-powered content hubs display content dynamically based on the individual needs and preferences of specific visitor profiles
- Based on past engagement and opt-in status, AI informs the personalization of follow-up emails per persona: for example, investment strategy insights to financial advisors or regulatory updates to compliance professionals

3 IN-FLIGHT CAMPAIGN ADJUSTMENTS

- AI-based optimization drives continuous improvement by providing in-flight email sequences and content modifications by analyzing real-time engagement data

Case #2: AI-enhanced personalization

A large technology company provides mission-critical cloud infrastructure to businesses across a broad range of industries. Buying groups are highly varied, making targeting and personalization especially challenging.

1 AUTOMATED NURTURE CAMPAIGN

- AI segments accounts and prospects based on engagement data to identify common interests among specific buyer profiles, such as scalability, security, and cost-efficiency
- AI initiates targeted nurture campaigns with content tailored to each account. For instance, healthcare decision makers are sent content on compliance, while IT professionals receive content focused on scalability and integrability

2 TARGETED EMAILS FOR QUALIFIED BUYERS

- As prospects progress through the demand funnel, AI continuously adjusts the nurture sequence to better align with engagement levels and interests
- AI provides increasingly targeted email content to generate demand based on the prospect's specific use cases as identified during the nurture phase
- AI optimizes account-based appointment setting by informing demand marketers about optimal timing and key pain points

3 UPSELL RECOMMENDATIONS

- At the conversion stage, AI continues to analyze engagement patterns to identify upsell and cross-sell opportunities, such as interest in advanced security or additional storage capacity

“Delivering enhanced and highly personalized buyer experiences must be at the core of AI adoption. Marketers should explore and tailor AI applications that facilitate the buyer's journey. This will be a critical strategy for buyer enablement and leveraging AI to secure differentiators from competitors.”



— **Larysa Zakirova**
COO
INFUSE



Key takeaways

When adopting AI for strategic demand generation, keep in mind the following takeaways to deliver better brand experiences:

- **Focus on how AI can enhance brand-to-demand and drive innovation:** The true potential of AI is its ability to enhance how brands connect with their target audiences by delivering highly personalized demand generation. AI should also be applied to the execution of campaign tactics to empower teams to focus on high-level strategy and planning
- **Prioritize the strategic adoption of AI, instead of siloed, ad-hoc implementations:** To realize the full potential of AI for demand generation, it must be integrated across teams and functions to support the entire buyer's journey and long-term outcomes
- **Use data to fuel and continuously improve the role of AI in demand generation:** Every AI initiative must be grounded in high-quality, consented, and actionable data, allowing marketers to use demand intelligence to deliver enhanced brand perception and buyer experiences

LEVERAGE DEMAND INTELLIGENCE TO FUEL BRAND-TO-DEMAND STRATEGIES PRIMED FOR GROWTH

IINFUSE demand experts identify data-driven strategies to engage your key buyers with compelling brand-to-demand experiences

**Contact the team to drive qualified engagement
with brand-to-demand strategies**



A photograph of a sailboat on the ocean at sunset. The sky is a mix of blue and orange, and the water is dark blue. The sailboat is white with a blue sail and a blue stripe. The sun is low on the horizon, creating a warm glow.

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