

# 13 Warning Signs You Might Be Stuck in a Demand Generation Rut

Try this checklist to find out if you've hit the limit on your current marketing strategy.

|                                                                                                                                  | True                     | False                    |
|----------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| My marketing strategy focuses on capturing demand, not creating it.                                                              | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Cost per Lead (CPL)</b>                                                                                                       |                          |                          |
| I don't actively track my CPL.                                                                                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| My CPL has risen drastically compared to last year.                                                                              | <input type="checkbox"/> | <input type="checkbox"/> |
| The CPC for Google search ads for my category has also increased over the last year.                                             | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Rate of return</b>                                                                                                            |                          |                          |
| I don't regularly monitor my conversion rate.                                                                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| My conversion rate has dropped compared to last year.                                                                            | <input type="checkbox"/> | <input type="checkbox"/> |
| My lifetime value (LTV) to customer acquisition cost (CAC) ratio is under the recommended benchmark of 3:1.                      | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Sales</b>                                                                                                                     |                          |                          |
| My sales team finds it difficult to meet their quota.                                                                            | <input type="checkbox"/> | <input type="checkbox"/> |
| My opportunity-to-won ratio is under the recommended B2B benchmark of 20-30%.                                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Engagement</b>                                                                                                                |                          |                          |
| I don't see a lot of engagement on emails, social media and ads.                                                                 | <input type="checkbox"/> | <input type="checkbox"/> |
| My content is focused on highlighting my product/service instead of discussing recent trends and challenges that customers face. | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Success</b>                                                                                                                   |                          |                          |
| I measure the success of marketing campaigns solely by the number of MQLs.                                                       | <input type="checkbox"/> | <input type="checkbox"/> |
| I don't use performance marketing and/or brand building metrics to measure ROI.                                                  | <input type="checkbox"/> | <input type="checkbox"/> |
| If these sentences resonate with you, it might be time for you to rethink that demand generation strategy.                       | <input type="checkbox"/> | <input type="checkbox"/> |