FIP

2025
Demand Generation Guide:
Scaling Growth in HR Tech

Contents

Introduction

Demand generation is key to scaling your HR tech company, and success depends on using proven, results-driven approaches.

In each chapter of this guide, we'll tackle a critical aspect of demand generation while providing clear explanations, step-by-step implementation tactics, and real-life examples.

Discover how to:

01

Build stronger connections with HR leaders and other key decision-makers.

02

Create meaningful buyer experiences that resonate with your audience.

03

Optimize your marketing efforts to drive measurable growth.

Chapter

01

Rethinking
Demand Generation

for HR Tech
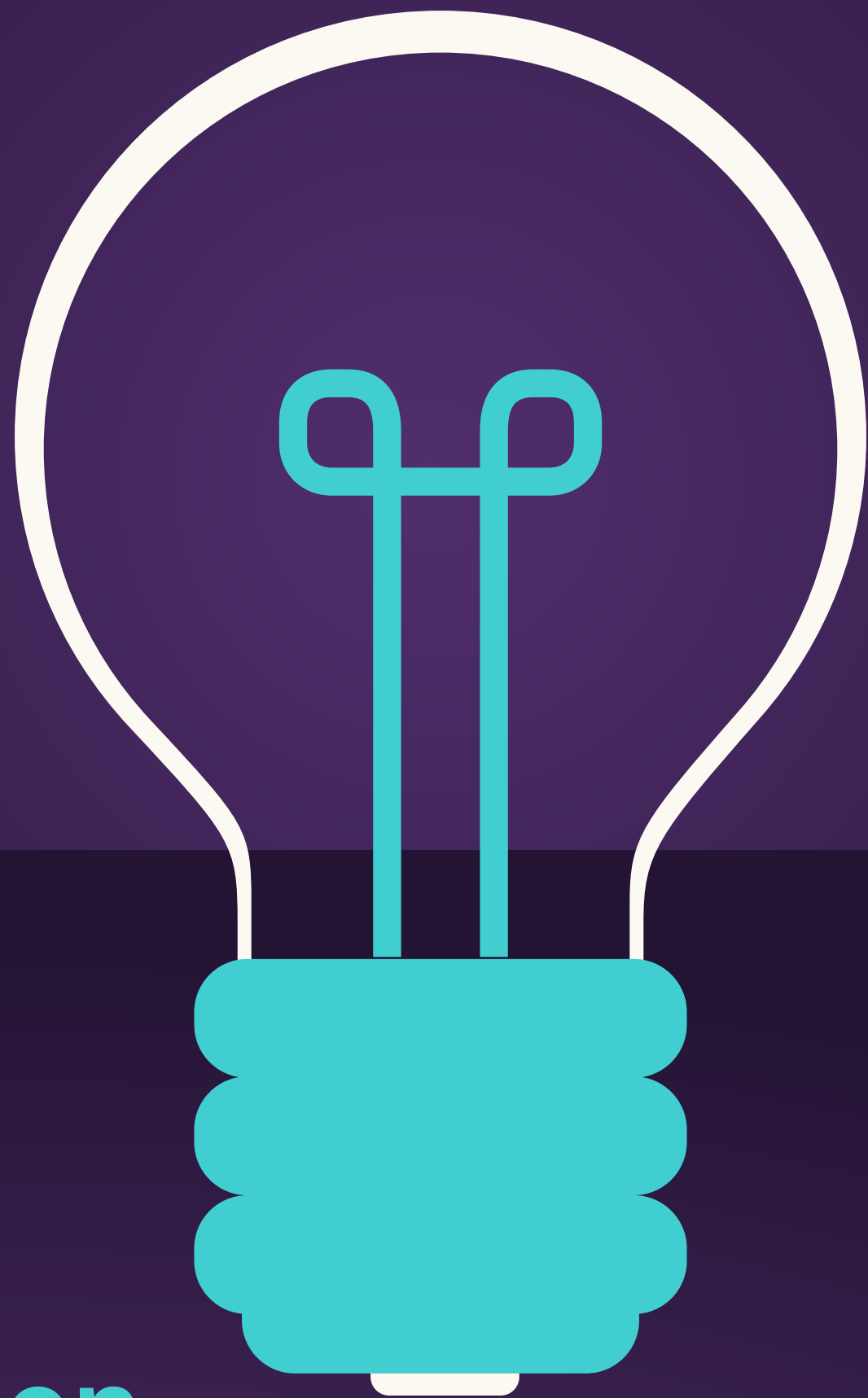
Why Demand Generation
is Essential

Demand generation goes well beyond filling your pipeline. Through this strategic process, you'll improve brand awareness and trust while ensuring your team is aligned around valuable opportunities.

Once you demonstrate how your HR tech solutions impact decision-makers and the workforce they serve, you'll set your brand apart in the industry.

You will also foster more credibility while positioning your company as a trusted partner in solving workforce challenges.

Lead Gen vs. Demand Gen: Understanding the Key Differences

| Aspect	Lead Generation	Demand Generation
Primary Goal	Capture contact information to build a database of leads.	Create interest while positioning your brand as a trusted solution.
Content Focus	Specific, gated content (eBooks, whitepapers) focused on data collection and creating leads.	Value-driven, ungated content (blogs, videos, case studies) focused on educating and building trust.
Timeframe	Short-term, transactional.	Long-term, relationship-driven.
Metrics	Measured by the volume of leads (e.g., MQLs).	Measured by engagement, brand awareness, and pipeline velocity.
Audience Engagement	Targets anyone who fits basic criteria (broad approach) for your audience.	Targets the right audience at the right time with tailored messaging (precision approach).
Sales Impact	Sales team often receives cold or unqualified leads, requiring more time to nurture.	Sales team often receives engaged and informed opportunities, improving close rates.
Execution	Heavily reliant on paid ads and email campaigns, which can often result in a limited approach.	Integrates paid ads, content marketing, organic outreach, and thought leadership for a holistic approach.

Actionable Steps
to Transition to Demand Generation
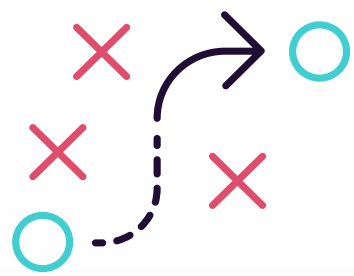
Audit Current Tactics

Identify areas overly focused on simply collecting leads instead of creating meaningful value.

01

Modify Content Strategy

Create content that addresses HR challenges and showcases employee impact.

02

Foster Long-Term Relationships

Build connections and trust using ungated content, thought leadership, and nurturing campaigns.

03

Effective Strategies

to Transform Demand Into Revenue

Create Content Centered
on Workforce Impact

Focus Areas:

Blogs, eBooks, and videos that address common HR challenges, including diversity, equity, and inclusion (DEI), employee wellness, and hybrid work management.

Actionable Steps:

- **Conduct Interviews:** Arrange interviews with HR leaders and team members to capture relatable success stories.

- **Develop a Content Calendar:** Plan a content calendar with strategic themes tied to significant workforce challenges.

Develop Personalized Campaigns **for Key Accounts**

Focus Area:

Tailored account–based marketing (ABM) strategies for high–value prospects.

Actionable Steps:

⬡ **Audience Segmentation:** Categorize the audience based on job title, company size, and specific challenges.

⬡ **Personalized Outreach:** Use customized email sequences, video outreach, and dynamic ads to engage segmented groups.
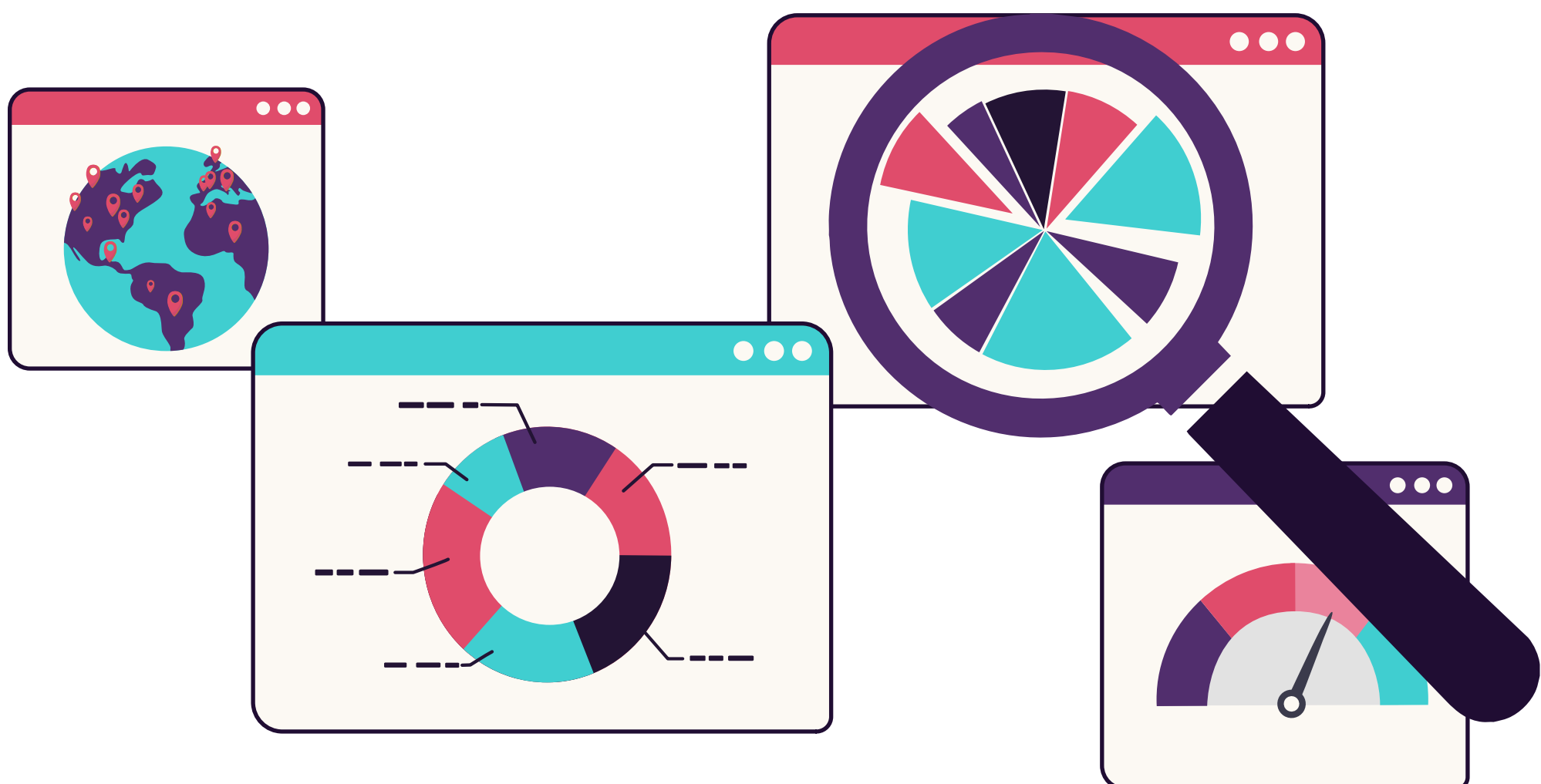
Optimize Paid Media for
HR Leaders and Champions

Focus Area:

Effective use of paid media to target HR decision–makers.

Actionable Steps:

○ **Test Ad Formats:** Experiment with different ad formats like video and carousel, making adjustments based on performance metrics.

○ **Enhance LinkedIn Targeting:** Leverage LinkedIn's targeting tools to reach key decision–makers like CHROs or Talent Acquisition Directors.

Enhancing
the Buyer's Journey

1 Shifting from Leads to Opportunities

- ◇ **Focus on Quality:** Reduce emphasis on vanity metrics like MQL count. Instead, prioritize creating opportunities that align with strategic sales goals.

- ◇ **Refine Qualifications:** Enhance lead qualification processes by using qualifying questions, personalizing communication, and monitoring lead engagement.

2 Improving the Middle-of-the-Funnel

- ◇ **Develop Nurture Campaigns:** Build campaigns specifically tailored to nurture leads with moderate engagement. Focus on developing a strategy, and optimizing outreach.

- ◇ **Provide Educational Content:** Offer resources like checklists, ROI calculators, and free trials to educate and engage prospects.

3 Aligning Marketing and Sales Teams

- ◇ **Implement Shared Dashboards:** Use collaborative dashboards to increase transparency and enhance communication between marketing and sales teams.

- ◇ **Focus on Sales-Accepted Leads:** Establish guidelines to ensure sales-accepted leads are handled efficiently, focusing on quick response times and follow-up.

Practical Playbooks

for HR Tech Growth

Playbook 1:

Build a Demand Gen-First Website

Your website should be optimized to convert visitors into leads by providing a seamless, engaging, and user-focused experience.

1 Website Optimization for Conversions:

- Create clear pathways for HR tech decision-makers that guide visitors to key actions like downloading industry-specific resources and scheduling demos.

- Use forms and valuable gated content, such as HR tech white papers, case studies, and product overviews, to capture lead information.

2 Interactive Tools and Features:

- Develop engaging tools like cost calculators and HR tech configurators that allow users to explore tailored solutions.

- Add AI chatbots to answer FAQs, guide users to relevant HR tech resources, and collect valuable insights about visitor interests.

3 Content Personalization:

- Use visitor data to deliver personalized content, such as industry-specific HR tech insights, tailored product recommendations, and case studies.

- Implement dynamic content to showcase relevant HR tech topics based on a visitor's previous interactions with your site.

Playbook 2:

Host Monthly Roundtable Events

Roundtable events are a powerful way to build trust, showcase expertise, and create meaningful connections with your target audience.

1 **Event Planning and Promotion:**

- Plan a series of webinars or virtual roundtable events that address trending topics in HR tech. Consider seasonality and current industry challenges to keep topics relevant.

- Increase reach using a multi-channel promotion strategy incorporating email, social media, paid advertising, and partner networks.

2 **Engagement and Interactivity:**

- Design interactive segments within events, such as live polls, Q&A sessions, and breakout rooms, allowing networking and deeper discussions.

- Offer virtual "office hours" after events where participants can discuss their specific challenges one-on-one with experts.

3 **Follow-up and Lead Nurturing:**

- Develop a structured follow-up strategy for event attendees, including personalized emails, access to event recordings, and exclusive offers.

- Segment attendees based on their engagement level during the event, tailoring follow-up content to their specific needs.

Playbook 3:

Drive Engagement With Social Media

Leverage social media to engage with your audience and establish your brand as a trusted authority in the industry.

1 **Thought Leadership Content:**

- Develop a regular cadence of value-driven posts on platforms like LinkedIn, focusing on industry insights, personal experiences, and actionable advice for HR tech professionals.

- Share in-depth articles, case studies, and opinions on emerging trends to position your brand as a go-to expert.

2 **Social Selling Strategy:**

- Encourage your sales team to actively engage on social platforms by connecting with prospects, commenting on posts, and sharing personalized insights.

- Offer templates and frameworks for outreach messages and connection requests that focus on building authentic relationships, not just making a pitch.

3 **Content Amplification:**

- Repurpose key pieces of content (e.g., event highlights, product updates, and customer success stories) into bite-sized posts, videos, or carousels for maximum reach.

- Use employee advocacy programs to encourage team members to share company content, expand its impact, and strengthen their personal brands.

Insights and
Perspectives

From Industry
Leaders Like You

Angela Dib
Sr. Director, Marketing + Sales Enablement

" Demand generation is very different from lead generation—it's more of a long game, similar to SEO. "

Brett Van Buskirk
VP of Marketing at Datapeople

" AI has tremendous potential for positive impacts, but it is incumbent on every organization to consider the risk-reward equation for themselves. "

Courtney Steele
Director of Marketing at DeepHow

" You need to tailor your approach to meet people where they are, ensuring the message lands well and keeps everyone moving in the same direction. "

Eerik Beeton
Head of Growth at Teamed

" The future of HR is all about flexibility and connection. Remote work isn't going anywhere; in fact, it's becoming more embedded in how we operate globally. "

Garrett Genest
Director of Growth at Kudos

" The worktech space is only going to become more competitive. Adaptation is key, and the fundamentals of building trust and building an audience are going to be more important than ever. "

Joseph Lee
SVP of Marketing at Paradigm

" AI isn't as new as people think – we've been using it in marketing for years. It's great for automating repetitive tasks and analyzing data to produce insights. "

Liza Mischel
Head of Marketing at retrain.ai

" Empathy is everything in marketing. HR professionals are often treated like the stay-at-home parent of the workplace. "

Phil Strazzulla
Founder of SelectSoftware Reviews

" One of the major challenges in marketing to HR leaders is breaking through the noise, as they constantly receive sales pitches via phone and email, making it difficult to stand out. "

Richard Mendis
Chief Marketing and Strategy Officer at HireLogic

" In HR tech, especially as a newer company, we approach demand generation by building strong partnerships within the HR ecosystem. "

Conclusion:

Building a Foundation for Demand Generation Success

Demand generation will be the cornerstone of your scalable growth in 2025.
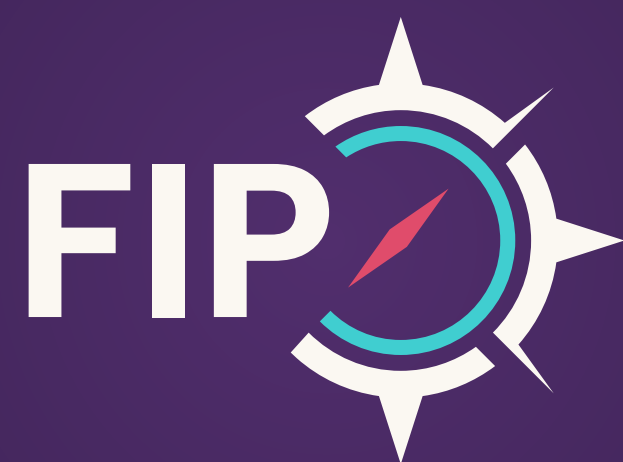
By following the actionable tips in this guide, you'll build stronger connections with HR leaders, internal team members, and prospects while driving impactful, measurable results.

With improved results, you'll position your company as a trusted partner in the HR tech space and set the stage for sustainable growth.

Want to dive deeper into implementing demand generation strategies for your business? Reach out to us today to get started.

Contact Us