

AS Demand Gen Diagnostic Report

Template Overview - 2026

Overview

This template is an example of the Demand Gen Diagnostic report you would receive, and serves as a comprehensive assessment of your current digital demand generation strategies. It is designed to provide insights and recommendations for optimising your marketing efforts to drive growth and improve conversion rates. The framework covers key areas such as website conversion, LLM discoverability, social channel presence, and other critical components of digital demand generation.

Key Demand Generation Priorities

Website Conversion

If your digital shop window - your foundation is weak, any traffic-driving spend is wasted, so it's essential your website showcases your services to the best of your ability. Buyers explore your offering before engaging for a sales conversation.

Current Performance

- The 5-Second Test:
- Conversion Ease
- User Experience
- Friction Audit:
- Content Quality

Recommendations

- Optimisation Strategies
- A/B Testing
- SEO Enhancements

LLM Discoverability

Over $\frac{3}{4}$ of B2B buyers now use LLMs in their process. In 2026, if you aren't visible to AI, you are invisible to the market and you are missing out on leads.

Current Performance

- Visibility in Search Engines.
- Content Quality and Relevance
- Offsite
- Technical SEO

Recommendations

- Keyword Strategy
- Content Updates
- Technical Improvements

Social Channel Presence

Focus on **Strategic Continuity**. This isn't about "posting frequency"; it's about **Category Ownership**.

Current Performance

- Engagement Metrics
- Content Strategy
- Platform Utilisation
- The Founder/Executive Voice

Recommendations

- Content Calendar
- Audience Engagement
- Platform-Specific Strategies

The GTM Roadmap: Priority & Impact

Priority	Action Item	Effort	Expected Outcome
Immediate			
Short-term			
Medium-term			

Internal checklist priorities

Email Marketing

- **Performance Analysis:**
 - Evaluate open rates, click-through rates, and conversion rates.
- **List Segmentation:**
 - Assess the effectiveness of audience segmentation and targeting strategies.

Paid Advertising

- **Current Campaign Analysis:**
 - Review the performance of paid campaigns across search and social platforms.
- **Budget Allocation:**
 - Evaluate the efficiency of budget distribution across channels.

Analytics and Reporting

- **Data Accuracy:**
 - Ensure data tracking systems are accurate and comprehensive.
- **KPI Alignment:**
 - Check alignment of KPIs with business goals.

Tech Stack

- **CRM & Data Hygiene:**
 - Is the lead-to-opportunity tracking actually working, or is the attribution a "guess"?
- **MarTech Stack Efficiency:**
 - Identifying "bloatware", tools being paid for but not utilised to drive demand.

Conclusion

Summarising the key insights from the audit and the recommended strategies with the expected results of implementing these changes outlined.

To receive your completed Demand Generation Diagnostic Audit report, [schedule a Discovery Call today.](#)