Enterprise ERP Demand Generation in the UAE

ERP implementation services | UAE

Objective: Create relevant enterprise consultations for an ERP services offer through a sequenced campaign.

Anonymised interview assignment. Recommendations, roadmaps and any modelled targets are proposed.

TARGET AUDIENCE

CIOs and IT leaders evaluating system change and implementation requirements. CFOs and operations leaders assessing process, reporting and business value.

STRATEGIC CHOICES

Start with the business problem. Create separate messages for finance, operations and technology buyers rather than treating all ERP interest as the same need.

Sequence education and consultation. Use practical content and a problem-led webinar to build understanding, then offer a consultation to buyers with a relevant use case.

Nurture the buying group. Follow engagement with appropriate proof, implementation questions and business-value content.

Prioritise sales readiness. Judge the campaign by accepted consultations and qualified opportunities.

30-60-90-DAY ROADMAP

Days 1-30	**Research and prepare.** Validate sectors, personas, competing messages and the campaign offer.
Days 31-60	**Activate and nurture.** Launch a limited search and professional-social test.
Days 61-90	**Support qualified evaluation.** Offer relevant demonstrations or solution assessments.

MEASUREMENT

Accepted enquiries by sector and buying role. Webinar-to-consultation conversion. MQL-to-SQL conversion and consultation attendance. Qualified opportunities, stage progression and acquisition cost.

VALIDATION BEFORE SCALE

Expand the campaign only when the target sectors and consultation path show credible opportunity potential.