TURNING NATIONAL INTEREST INTO A GEO BLUEPRINT FOR SALES AND MEDIA EXPANSION

How a B2B SaaS company used search interest, digital demand, and lead efficiency to decide exactly where to add reps, where to scale media, and where to hold investment.

OUR GEO DEMAND & READINESS FRAMEWORK

We built a 4-layer model to score every market and assign it to a clear action tier:

- National Interest – Search as a proxy for category demand

We analyzed paid search traffic and category keywords by state/region to identify where unaided awareness and intent already existed.

- Why it matters: Search volume and click density reveal where buyers are actively trying to solve the problem you serve, a common proxy for in-market demand.

Digital Demand – On-site engagement signals
Using web analytics, we measured where that interest turned into meaningful site behavior:

- Active users by market
- Engagement rate
- Completion of high-value actions (e.g., pricing page visits, calculators, contact flows)

We rolled these into a Target Index to capture the concentration of ideal audience and high-intent behaviors in each market.

- Why it matters: Modern demand programs rely on multi-signal engagement indexes to separate casual curiosity from real buying behavior.

Lead Signals – Conversion into real pipeline

- We then brought in CRM data: high-value leads by market, weighted by depth of intent (e.g., demo requests > content downloads > newsletter signups).
- These were aggregated into a **Composite Score** for each geo, capturing where intent was actually turning into revenue potential.
- *Why it matters*: Lead scoring models that combine fit and engagement are standard practice for prioritizing sales action and improving efficiency.

Lead: Demand Score – Engagement-to-Demand Efficiency
Finally, we calculated an Engagement-to-Demand Index (Lead: Demand Score) =
Composite Lead Score ÷ Digital Demand Target Index
This showed how efficiently each market converted digital interest into qualified leads.

- Why it matters: Similar to advanced engagement or “readiness” scores, this metric reveals where additional reach will convert to pipeline vs. where it might be wasted.

SWM DIGITAL

THE TIERING MODEL (WHAT CAME OUT)

Based on these scores, each market was assigned to one of four tiers with a clear "job to be done":

- **Tier 1** – Expand Sales + Scale Media
- **Pattern:** High search interest, strong digital demand, efficient lead conversion (high Lead: Demand Score).
- **Action:** Add or split sales territories in these markets and support with incremental upper-funnel channels (e.g., CTV, Demand Gen, awareness video) to accelerate scale.
- **Tier 2** – Media First, Reps Next
- Pattern: Strong interest and engagement but moderate lead efficiency (room for conversion improvement).
- **Action:** Prioritize paid media (search + upper funnel) to convert existing interest into high-value leads. Reassess rep expansion once Lead: Demand efficiency improves.
- **Tier 3** – Marketing-First, No Sales Expansion
- **Pattern**: Search and site signals present, but weak high-value lead conversion (low Lead: Demand Score).
- **Action**: Do not add reps. Use targeted media and journey optimization to improve demand quality and education before any sales investment.
- **Low Priority** – Maintain Baseline Only
- Pattern: Low interest, low digital demand, weak lead conversion.
- **Action:** Maintain only a baseline digital presence for coverage. No incremental sales or media investment until demand indicators change.

Bottom Line: Sales expands where demand is efficient. Media leads where interest exists but conversion lags. Investment is held where neither is present

THE OUTCOME

- The company moved from intuition-led territories to a data-backed geo roadmap for both sales hiring and media allocation.

Leadership aligned around a simple rule:

- "We put people where engagement already turns into pipeline. We put media where interest is high but readiness is not."

- The framework is now refreshed quarterly as new search, web, and CRM data flow in, ensuring rep placement and media spend track actual market readiness.

HOW OTHER BRANDS CAN REPLICATE THIS FRAMEWORK

You can run the same analysis with your own stack using this simplified recipe:

- Define your signals
- Search / category interest:
  - Paid search impressions and clicks by state/region for your core non-branded keywords.

Digital demand (web analytics):

- Active users by geo
- Engagement rate (or time on site / pages per session)
- Completion of "money" events (pricing, calculators, product pages, trial flows).

Lead signals (CRM/marketing automation):

- Count of qualified leads by geo, weighted by intent level (e.g., demo = 3 points, trial = 2, content = 1). (leadpipe.com)

Build three simple scores

Target Index (Digital Demand):

- Normalize your high-intent website events by region (e.g., index each market vs. your national average = 100).

Composite Lead Score:

- Sum your weighted qualified leads by region and normalize the same way.

Lead: Demand Score (Engagement-to-Demand Index):

- Lead: Demand Score = Composite Lead Score ÷ Target Index
- Values >1.0 = very efficient; ~0.7–1.0 = moderate; <0.7 = inefficient.

Tier your markets

Tier 1 – High Target Index & high Lead: Demand Score

- Move: Add/expand reps + scale media.

Tier 2 – High Target Index & mid Lead: Demand Score

- Move: Media-first; improve conversion; revisit reps later.

Tier 3 – Mid Target Index & low Lead: Demand Score

- Move: Marketing-first; no new reps.
- Low Priority – Low Target Index & low leads
- Move: Baseline only.

Translate tiers into GTM plays

- Tie each tier to specific sales actions (hiring, territory splits, SLAs) and media actions (channel mix, budget ranges, creative goals), similar to how demand unit or account scoring frameworks trigger plays in ABM and demand gen.