

New agency challenges the MQL-obsessed marketing model by unifying brand and demand gen



DemandVitals
Integrated Brand + Demand

BRAND TODAY GROWTH ENGINE DEMAND TOMORROW

Brand imprints today become purchase decisions tomorrow.

www.demandvitals.com

The diagram features two overlapping green circles. The left circle is labeled 'BRAND TODAY' and the right circle is labeled 'DEMAND TOMORROW'. In the center, where they overlap, is a purple circle labeled 'GROWTH ENGINE'. A black arrow points from the left circle towards the right circle, passing through the 'GROWTH ENGINE' circle.

Fremont, California Jan 13, 2026 (Issuewire.com) - Today marks the official launch of [DemandVitals](http://DemandVitals.com), a specialized marketing agency designed to address the fundamental challenges facing B2B technology companies in an increasingly fragmented digital landscape. Founded by industry veterans with deep expertise in technology marketing, DemandVitals introduces a practical approach that bridges the artificial divide between brand building and demand generation.

If you're still measuring marketing success and impact by lead volume, you're optimizing for a world that no longer exists," said Ash Sharma, COO of DemandVitals. "MQLs don't pay the bills; customers do. Yet businesses continue to rely on desperate tactics such as cold calling, mass emailing, and content syndication, resulting in poor marketing and sales outcomes. Prospects are flooded with sales offers and product information, ignoring the fact that approximately 95% of them are not even active buyers."

A New Approach to B2B Marketing

DemandVitals introduces a fundamentally different approach to B2B marketing:

- **Brand Today, Demand Tomorrow** - Branding today determines tomorrow's demand. Businesses need a unified Brand + Demand strategy engaging in-market as well as future buyers to generate quality leads that convert to revenue faster.
- **Beyond MQL Obsession** - While most agencies focus on vanity metrics like lead volume, DemandVitals measures what actually matters: pipeline contribution, conversion rates, and customer acquisition efficiency.
- **The Complete Buyer Journey** - Traditional marketing funnels fail to account for how modern B2B buying actually happens. DemandVitals maps the complete buyer journey, including both the 5% actively buying and the 95% who will enter the market in the future.

AI as the Foundation: From Hours to Outcomes

DemandVitals leverages AI as a foundation for its approach, not as a buzzword. "We believe AI is a general-purpose technology that helps us deliver better outcomes faster," explains the Founder. "AI transforms what used to take agencies hours into measurable results, enabling us to focus on strategy and creativity rather than manual execution."

The agency launches with a comprehensive suite of services:

Marketing Audit & Consulting

- * Identify strategic gaps in your marketing infrastructure
- * Comprehensive GTM roadmap and ICP definition
- * Customized growth architecture for measurable success
- * Metrics framework to measure both brand and demand

Brand Marketing

- * Category Entry Mapping to position your brand strategically
- * Content strategy targeting buyers not yet actively searching
- * Distinctive brand assets to ensure recall at key decision points
- * Strategic channel selection with metrics tied to brand objectives

Demand Activation

- * Insider Intent leveraging customer data for precision targeting
- * AI-powered personalized outbound programs for increased efficiency
- * Personalization at scale through AI-driven messaging

SearchX

- * Comprehensive visibility across all search stages
- * AI assistant optimization, ensuring your visibility in emerging recommendation systems
- * Authority-building content strategy that ranks and educates
- * Technical SEO for maximum visibility and brand authority

RevOps

- * AI tool integration to boost marketing capabilities
- * Sales and marketing automation for streamlined workflows
- * Unified performance analytics across all channels

Early Results Challenge Industry Norms

Early adopters of DemandVitals' methodology are seeing compelling results that challenge conventional marketing metrics:

- * Client companies are experiencing a 25% boost in lead conversion rates through the integrated approach
- * Personalized outreach campaigns achieve dramatically outperforming industry standards
- * Companies implementing the full Brand-Demand Flywheel see pipeline growth within 90 days while simultaneously building brand equity

For more information about DemandVitals and its approach to integrated marketing, visit www.demandvitals.com or contact info@demandvitals.com.

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