INTEGRATE


Making the winning moves.
CROSS-CHANNEL EXECUTION
How to activate, govern, and measure every channel in the B2B buyer's journey.
Play to Win in Four Strategic Moves:
• Digital Advertising
• Content Syndication
• LinkedIn Paid Social
• In-person and Virtual Events
AD
CROSS-CHANNEL EXECUTION
CROSS-CHANNEL EXECUTION

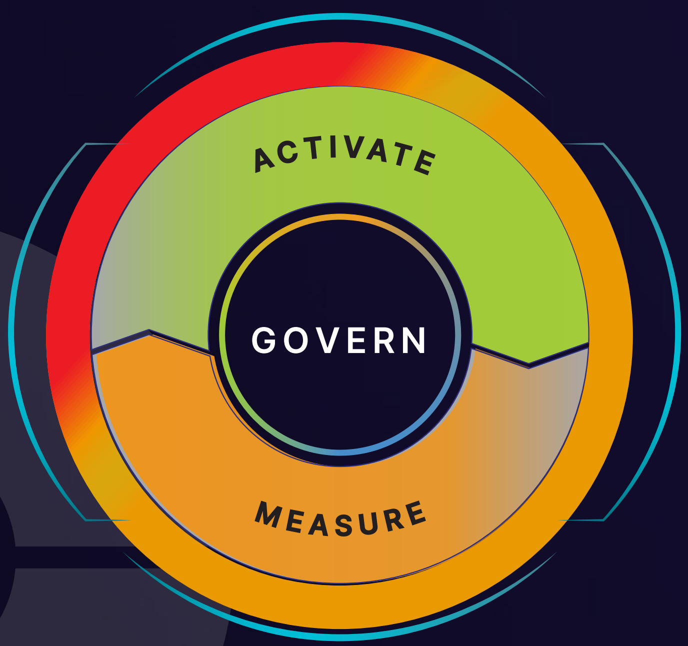
It’s Game on for B2B Marketers

As a B2B marketer, you know the rules of the game have changed. To win in today’s environment, you either connect with buyers on their terms or it’s game over.

In part one of our Cross-Channel Activation guide, we showed you how to get your target account list, buyer personas, content, and messaging together to support the implementation of a precise, multi-touch, cross-channel activation process. If you haven’t read part one, please take a look.

In this, the second in our series of guides, we’ll focus on accelerating your cross-channel velocity by teaching you exactly how to create a repeatable process that delivers precisely the right messages, on precisely the right channels, at precisely the right times—to key buyers at in-market accounts. Here, you’ll learn how to:

- Activate, govern, and measure on each channel—the right way to avoid common mistakes.
- Set data-driven engagement thresholds for each channel.
- Maximise your cross-channel velocity to score big with today’s digitally savvy buyers.



Play to Win in Four Strategic Moves.

Target accounts, complex buying groups, multi-channel journeys – you're marketing in a buyer-driven world where individual buyers do their own research and spend very little time talking to sales. To build trust, every touch point matters. To win, take a consistent, strategic approach, and be judicious when selecting accounts for further activation. Make your moves quickly and execute with precision, preferably in this order:

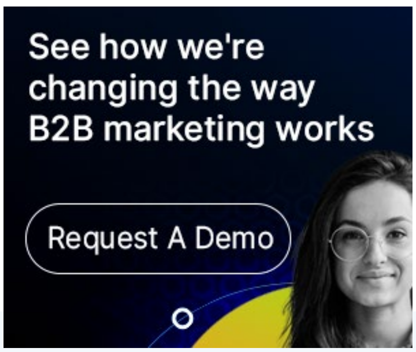
Digital Advertising	Content Syndication	LinkedIn Paid Social	Events
Start here because digital is a cost-effective way to generate high-level awareness with target accounts and key buyer personas.	A smart way to identify all members of a buying group at engaged in-market accounts.	Use this channel for later consideration and conversion stages.	Depending on the type of event you're executing; events can be used at any stage of the cross-channel activation process.

The faster you're able to activate buying units at in-market accounts with the right message, on the right channel, at the right time – the greater the impact your marketing will have on pipeline and revenue.

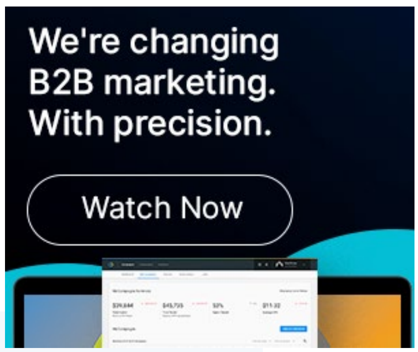
Step 1: Build Awareness with Digital Ads
Activate Your Target Account List

Digital display advertising isn't a great source of leads or website traffic; the click-through rates are just too low. But it is a winning approach for building broad account-level awareness of your brand, content, and solutions. Use these best practices to activate digital ads to your entire target account list (TAL).

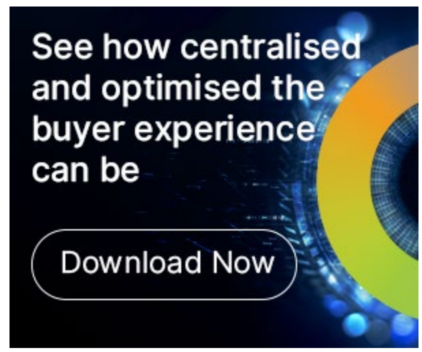
AWARENESS



CONSIDERATION



CONVERSION



Create at least three ads, one for each stage of the buyer's journey—awareness, consideration, and conversion.

Do not add non-ICP accounts to your target account list; even if those buyers engage with your marketing efforts on other channels or are identified as in-market by your data intelligence/intent solutions. Why? Because marketing to non-ICP accounts reduces the efficiency of your cross-channel activation process, by having you spend budget and time on companies that aren't a good fit for your products. Furthermore, because cross-channel activation starts with your TAL, if your TAL isn't precise, all subsequent activation activities will become sloppy and unpredictable.

If you have the bandwidth, make your digital ads even more relevant by creating a digital ad nurture flow for each key buyer persona. Then segment your campaigns, targeting accordingly. For example, design three ads for each persona using messaging relevant to specific stages of that buyer's unique journey.

How to Progress Accounts Through the Digital Ad Nurture

You need to set an impression threshold for each account, at each stage of the digital ad nurture. That threshold will allow you to intelligently advance buyers from awareness to consideration, and from consideration to conversion. To optimise your spend, set an impression cap at the conversion stage to avoid delivering ads to accounts that aren't interested in buying from you. Test the impression thresholds to determine the best number of interactions required to transition a buyer to the next step. Use your existing data as a starting point. And don't be afraid to experiment.

Whether you're delivering the same three ads to all personas at an account, or using individual, persona-specific ads, always set the impressions thresholds at the account level. Here's why:

- Within any account, individual buyers may come and go.
- A buyer with the same job title may have a different role in the purchasing process depending on the account.
- Buyers at different accounts may prefer other channels over digital.

Setting the impression threshold at the account level instead of the buyer or persona level allows you to meet buyers where they are.

Think of this progression like a score card. How many impressions does it take, at each stage, to move a buyer forward?

AD NURTURE SCORECARD

Use All the Cards in the Deck

This guide focuses on third-party channels, but to achieve maximum cross-channel velocity, you should also create first-party channel engagement via persona-based email nurture tracks in marketing automation. Just keep in mind that data governance is essential to getting the most from first-party channels.

Without accurate, valid, marketable data, your leads won't show up as contacts. And if they don't show up as contacts, they won't be enrolled into the correct persona-based email nurture campaigns. Even worse, these buyers won't be associated with your target accounts —making it impossible to use their data for your third-party channel activation efforts.

Step 2: Build the Buying Unit with Content Syndication
Activating In-Market Accounts

After an account has met your impression threshold and you're targeting it with consideration ads, your next move is content syndication. Just remember, once you've activated your entire target account list through digital advertising, you do not need to activate the whole list again through content syndication—that's not a very precise approach.

To *consistently* hit the bullseye, use intent data, predictive analytics, first-party analytics, and third-party analytics to activate only those ICP accounts that are demonstrating active buying signals, and:

- Make sure any ICP accounts that moved from unknown to known via intent data or predictive analytics were added to your target account list and engaged in step one.
- Use third-party analytics to identify ICP accounts that engage with your awareness stage digital display ads as in-market.
- Use first-party channel analytics to tag ICP accounts that come to your website via organic search or online forms as in-market.

In-Market Activity Signals

Data Source	In-Market
Intent Data	ICP accounts researching terms relevant to your solutions
Predictive Analytics	ICP accounts likely to be looking for solutions like yours
1st Party Analytics	ICP accounts that have engaged with you on owned channels
3rd Party Analytics	ICP accounts that have engaged with you on third-party channels

Stay in the Lead with Syndication

To keep your brand at the front of the pack, create a mix of both awareness and consideration stage content that's written to resonate with specific personas. Then syndicate that content through targeted global media publications. Provide these publications with lists of your target accounts, job titles, and fields you'd like to capture. Just make sure your team keeps its eye on the ball: Vet vendors to ensure they'll capture leads in a manner that complies with applicable regional privacy laws and specific country data regulations.

Don’t Roll the Dice with Data Quality

Governance isn’t just about compliance. It’s about data quality. Develop a game plan that ensures that publishers will promote your content to the right target accounts, and that they’ll only capture accurate business emails, phone numbers, and titles. To ensure content syndication efforts provide actionable data, refer to the chart below. Following these best practices will generate quality data you can use to confidently activate on additional channels.

Bad Leads	What to do about them
Incomplete leads lack enough data to be marketable and require additional data to make them actionable.	Make sure every lead includes every field you requested from your publisher.
Invalid leads contain non-working email addresses, fake phone numbers, inaccurate job titles, or untargeted/ unsuitable audiences.	Ensure all data is valid before entering it into your systems. Reject all leads from non ICP accounts and non-person job titles.
Unstandardised leads are complete and valid, but their field formatting renders them unmarketable when the data is routed to your marketing automation or CRM system for follow-up.	Work with a third party to standardise your lead data before it enters your marketing systems, even if it means creating a process or acquiring technology.
Duplicate leads are separate, multiple records for the same individual.	Check for duplicate leads and reject duplicates.

Measure to Identify Engaged Accounts

When done well, content syndication is one of the most cost-effective ways to build out the buying groups for ICP accounts in your database. But identifying engaged accounts is a part of the process too many marketers take lightly or even overlook.

Just remember, today B2B marketing is more like playing a highly strategic game of 3D chess than a good old-fashioned game of checkers. So, it's no longer sufficient to get a single contact from an account, declare that the account has engaged, and begin emailing and calling the prospective buyer.

The number of contacts necessary in order to determine engagement should reflect the size of your typical buying group and the complexity of your sales cycle. The more rigorous your sales process is, the more buying committee members you'll need to opt in before you can declare an account as "engaged" via content syndication.

Step 3: Influence Opportunities with LinkedIn Paid Social Ads

Activate All In-market Accounts

Step three begins just like step two does, by targeting all the accounts that engaged with your content syndication campaign. You may also want to include target accounts identified as in-market by intent data, predictive analytics, first-party analytics, or your marketing automation platform (MAP)/CRM systems.

Deliver the Right Content to the Right Personas

Once you've identified the accounts, launch LinkedIn paid social campaigns that precisely target the right personas with the right messages. Ideally, you should create a single campaign for each persona; that way you can deliver specific content directly to the right buyers at in-market accounts.

If the audience for a particular campaign is small, include both consideration and conversion stage content. If the audience is relatively large, create two campaigns per persona. Use the first campaign to target the persona with consideration stage content. Use conversion stage content in the second campaign to target the buyers who engaged with your consideration stage campaign.

Govern LinkedIn Data Carefully

LinkedIn lead gen forms keep buyers focused on your message—without having to leave LinkedIn just to complete a form on another website. This buyer-centric approach can help increase conversion rates by up to 5X. There is one important issue to note. Native lead gen forms can auto-populate with personal emails, missing business email addresses, and other important firmographic data. To ensure you consistently hit the right targets, with maximum cross-channel velocity, establish a process to ensure your LinkedIn data is:

- Will map to the correct accounts
- Contains accurate business emails, phone numbers, and relevant titles
- Enriched with firmographic and demographic information

Measure to Identify Accounts for Further Activation

As with the previous steps, just because one person from an account opts in as the result of a LinkedIn Paid Social campaign it doesn't mean that entire account is engaged. Study your LinkedIn analytics carefully and look at the following data points at the account level:

LinkedIn Checklist

- AGGREGATE IMPRESSIONS
- CLICKS
- LEADS

Then, measure true engagement using a mixture of these metrics. Again, set your own rules and experiment to determine the number of impressions, clicks, and/or leads you need to certify the account as engaged.

Step 4: Build on Momentum with Events

Step 4 has a bit more nuance to it. The data from steps 1 through 3 can be used to guide your approach to live, virtual, and hybrid events. Start by identifying all accounts showing engagement on multiple channels. You can use that data to activate accounts with small group in-person events, virtual experiences, and in-person experiences. Your event data is equally valuable as it can be used to guide cross-channel activation. The way a buyer engages with you at an event can tell you a lot about their readiness to buy.

Use Cross-Channel Engagement Data to Inform Event Strategy

Identify ICP accounts engaging with you on multiple channels. Then, determine if any contacts at those accounts are clustered in cities or regions. Deliver localised small group event experiences to those clusters of buyers—anything from a workshop to a roundtable or a networking session.

Consider that many ICP accounts showing engagement across multiple channels will have contacts that are not near each other, or who aren't attending events in person. Engage these buyers with small group virtual event experiences designed exclusively for them.

Cross-reference the accounts you've identified as engaged on multiple channels against a list of known accounts attending specific events. Build on momentum with these engaged buying groups. Invite them to attend experiences that their account tier qualifies them for such as speaker sessions, dinners, customer panels, or private events.

Activate Accounts Showing Event Buying Signals

Virtual, in-person, and hybrid events can provide data to inform your cross-channel activation. For example, if a buyer attends a demo webinar or engages in a live demo at your booth, they are sending a strong buying signal. After an event, if they are from an ICP account, activate that account on all 3 steps: digital ads, content syndication, and paid social.

However, if a buyer from an ICP account attends an event but doesn't engage with your event activities, enroll them in step one, digital advertising. Guide them through your cross-channel process using the rules explained in this guide. After they engage in one channel, activate them on the subsequent channel. That's how you accelerate their buyer's journey to full velocity.

Increase Your Cross-Channel Velocity with Integrate

Today's B2B buyers are doing research on the channels of their choice. Most contact sales teams only when they're ready to buy, if at all. When they do, they expect their interactions with B2B vendors to be as immediately gratifying and personalised as the B2C experiences they engage with every day.

The Integrate Demand Acceleration Platform (DAP) delivers exactly what you need to compete and win in this environment. It offers the activation, measurement, and governance capabilities necessary to efficiently deliver relevant, cross-channel messages to large in-market buying groups—not just once, but again and again with precision.

With DAP, cross-channel activation happens at the speed of today's buyers. So you can spend your time and money generating predictable pipeline. In B2B marketing, that's game, set and match.

Learn how the Integrate Demand Acceleration Platform can help you increase your cross-channel velocity to reach your buyers where they are.

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Where Business Starts