

ACCOUNT-BASED MARKETING ENABLEMENT

How Marketlauncher Used Personalized Outreach to Move Fortune 500 Buyers Into the Pipeline



A well-known leader in corporate learning uses an Account-Based Marketing approach to focus on a small group of top priority accounts, while the Marketlauncher team maintains personalized outreach to the remainder of the addressable market to ensure that net new opportunities are moved forward when the timing is right.

With more opportunities in the sales pipeline, the MarketLauncher team provides a comprehensive update for the client each quarter that offers market intelligence about overall market needs and appetite.

Marketing Lifecycle & Sales Lead Status

A comprehensive sales and marketing program uses **Strategic Outbound** to build an audience, **Inbound** to attract buyers who are actively looking for solutions, and **Targeted Follow Up** to develop and convert leads. As leads move from Marketing Qualified to Sales Qualified, it is important to establish a lead status at each stage. This helps ensure that each lead has the opportunity to move forward at a pace that is consistent with the prospect's level of need and interest, and is converted to a sales opportunity when the timing is right.

The MarketLauncher team used a combination of outbound calling, email campaigns and content from the client's website to create awareness. This allowed us to establish a one-way dialogue with relevant information being put directly into the hands of potential buyers. The goal was to become a trusted resource for subject matter that is relevant to the client's offering.

STAGE 1 - AWARENESS



Lead Status: Stage 1 - Verified

The first stage of the marketing lifecycle was to verify that the right decision maker had been identified so that we could begin creating awareness.

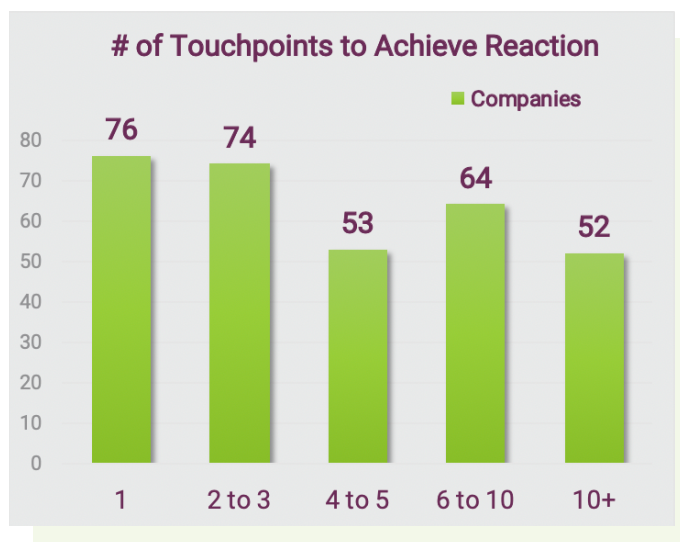
Buyers at 84% of those companies reacted to outreach either directly or through engagement with content.

Examples of companies where outreach by the ML team created awareness with a buyer:

- Expedia
- Ally Financial
- SC Johnson & Sons
- Bon-Ton Stores
- Novartis AG

Stage 2 - Reacted & Developed

Once a buyer at a target company reacts to outreach or engages with content, the ML team immediately begins follow up to develop the lead and determine their current status.



As the chart indicates, for this client, a little more than half of the leads required **4 or more touchpoints** before they began to react. This client has high brand recognition, therefore this number of touchpoints is slightly lower than the average across most MarketLauncher clients.

Through each interaction, the ML team collected intelligence to continue to build an account-based profile. We were looking to proactively identify the key triggers that might indicate a potential buying decision now or in the future. The ML team communicated and interacted with these decision makers by linking information about their pain points with a relevant message about the client's offering.

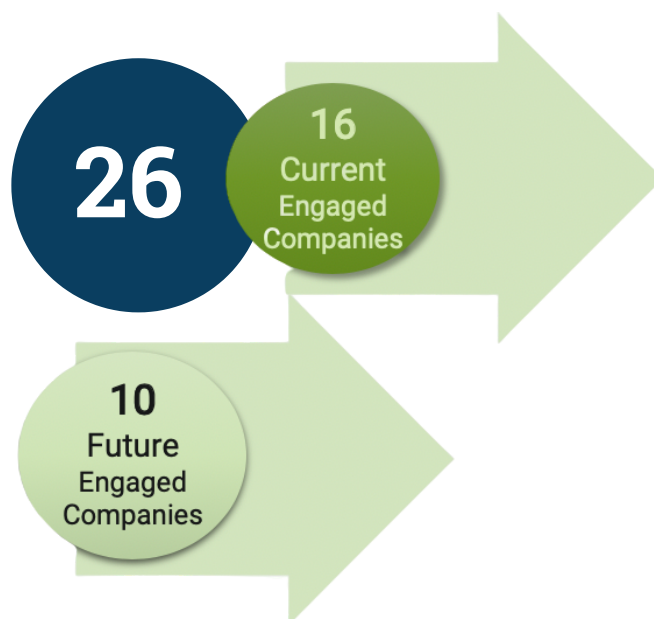
Examples of companies where a lead was further developed from follow-up activity after initial awareness was established:

- CarMax
- Google
- J Crew
- Marks & Spencer
- Tesla

Stage 3 - Engaged

Engaged leads are those who have shown interest or have provided intel that would indicate they have a current or future need.

The number of companies in the current engaged pipeline created a leading indicator for the number of opportunities the team expected to move forward to a meeting in the next 30 to 60 days.



In this example, the quarterly report presented to the client showed that the ML team had **26 companies** that had achieved some level of engagement with decision makers; and of those, **16 were active** and expected to move forward within 30 days as the lead was further developed.

Examples of companies where the ML team created interaction with decision makers and stakeholders and progressed their lead status to current engagement:

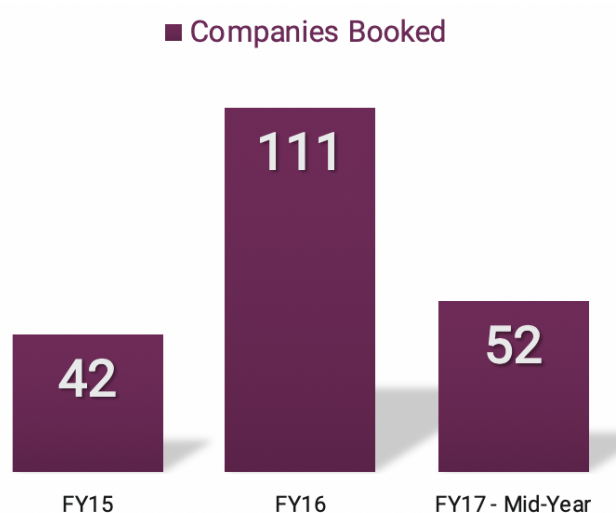
- BBC
- Extrolux
- Guitar Center
- P.F. Chang's
- Timken

Stage 4 - Converted / Booked Appointment

When need, interest and timing were established, the ML team converted and engaged leads into active sales opportunities by booking meetings with prospects and designated Sales Directors on the client side.

As the chart indicates, the program for this client started in 2015 and ramped up to **100+ sales meetings** in 2016.

At the mid-year point in 2017 the team was right on track to repeat the same volume of new sales opportunities.



Activity scheduled for the second half of the year was critical to ensuring we continued to maintain a predictable pace for pipeline growth.

Examples of companies where an executive-level decision maker has been converted to an active sales opportunity for this client based on timing, needs and interest:

- Adesa
- Kindred Health
- Pactive Corporation
- WaWa
- Cisco Systems

An Active Sales Pipeline



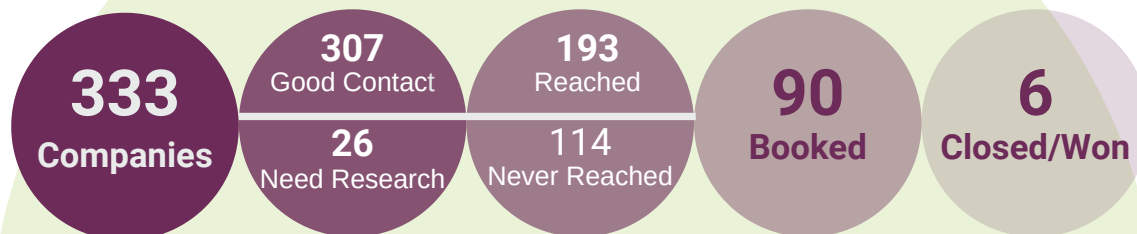
\$8M+
Additional
dollars

\$2.4M
Closed
Business

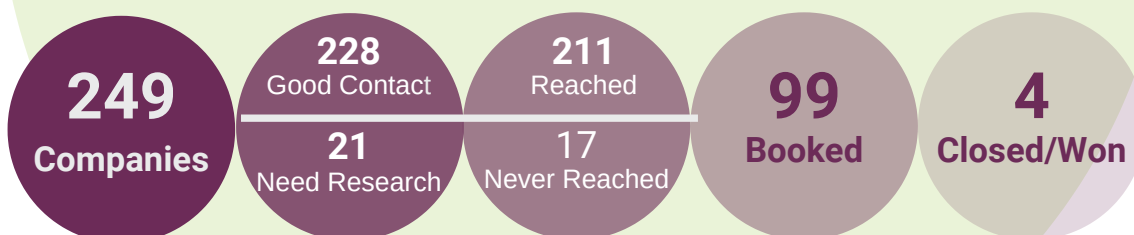
10
New Logos
to client
base

To date the ML team has **converted 26% of the client's target accounts** to introductory meetings for the Sales Directors, resulting in **\$8M+** additional dollars added to the sales pipeline of which **\$2.4M** has closed, adding **10** new logos to the client's customer base.

In the first year, 27% of companies the ML team targeted for this client were converted into sales opportunities.



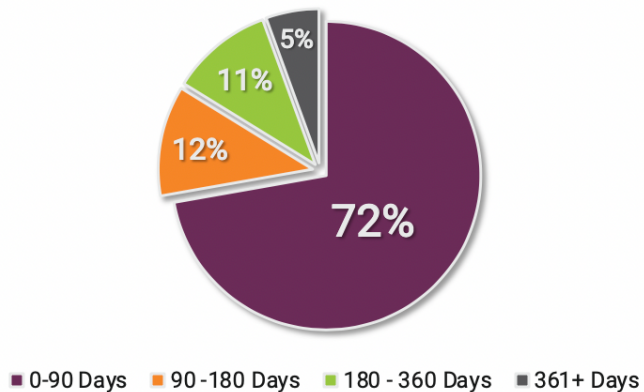
In year two, 40% of the companies who have been pursued over the entire 2-year timeframe converted to a sales meeting.



Keeping the Momentum Going

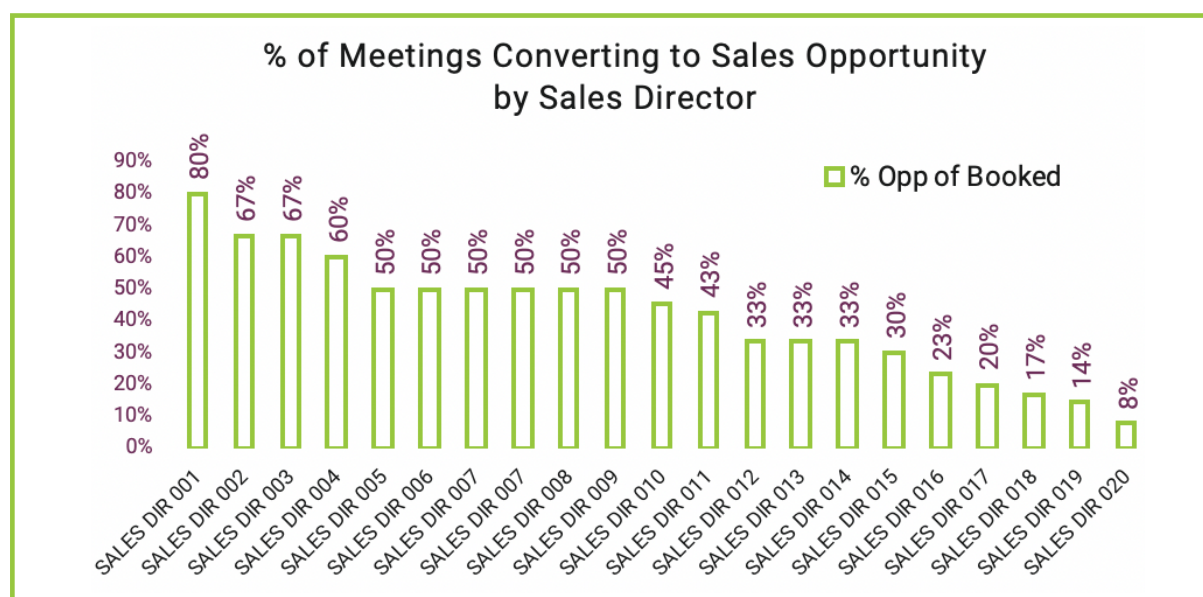
Though the ML team has been working many of the same accounts for this client over a two-year period, we continue to receive referrals to new potential buyers in the companies. This creates new opportunities to engage and uncover prospects in the target accounts.

of Days from Identifying a Potential New Buyer to Booking a Sales Meeting



Analyzing Sales Performance

The ML team ensures a steady flow of qualified leads are converting to sales meetings on an ongoing basis. By tracking the percentage of meetings that convert to an opportunity in the sales pipeline, the client is able to get a snapshot view of which Sales Directors are achieving the best yield from the lead activity.





SUPERCHARGE YOUR ACCOUNT-BASED MARKETING STRATEGY

MarketLauncher's lead development programs are designed to identify and confirm decision makers at target companies, generate responses, collect market intel, and advance prospects to the next stage of the sales process when need and interest in the client's offering are aligned.

Thus, companies are able to focus on the latter stages of the sales cycle and achieve greater return simply as a result of exposure to qualified, actionable sales opportunities.

Get in Touch

marketlauncher.com

