THE 7-STEP GUIDE TO SALES ACCELERATION FOR B2B MARKETERS

InboxInsight

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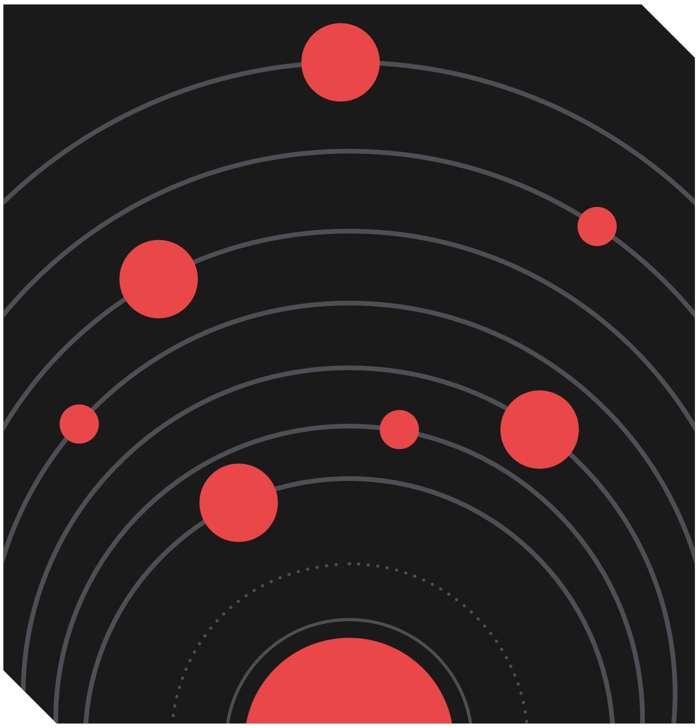
Number of deals		Deal size		Win rate		Length of sales cycle		Sales velocity
#	x	$	x	%	/	L	=	V

THE B2B MARKETING LANDSCAPE IS EVERCHANGING AND EVOLVING, WITH THIS COMES CHALLENGES – PARTICULARLY IN ACHIEVING THE ULTIMATE GOAL OF LEAD CONVERSION.



It takes up to 6 months to set a qualified meeting with a senior DM according to 58% of B2B marketing professionals, and 78% of average sales cycles are between 1- 12 months. With such long lead times for meetings and lengthy sales cycles, the more you can accelerate the process, the better.

There are lots of different Sales Acceleration solutions that promise to deliver timely data and insights designed to increase the velocity and relevance of customer conversions, but there's plenty that can be done without having to invest in yet another piece of MarTech!

Identifying key areas across your marketing strategy that play a pivotal role in accelerating the sales process and ensuring they're fine-tuned will help you drive maximum conversions and ROI while keeping costs optimal.

If you've not reviewed your approach in the past 12 months, you're likely to be missing out on many opportunities to help accelerate the sales process and deliver better business outcomes.

IFP RESEARCH

What value will this report deliver to B2B marketing professionals?
This report sets out to provide B2B marketers with 7 strategies that can aid accelerating the sales process without having to invest and onboard more into their existing tech stack.

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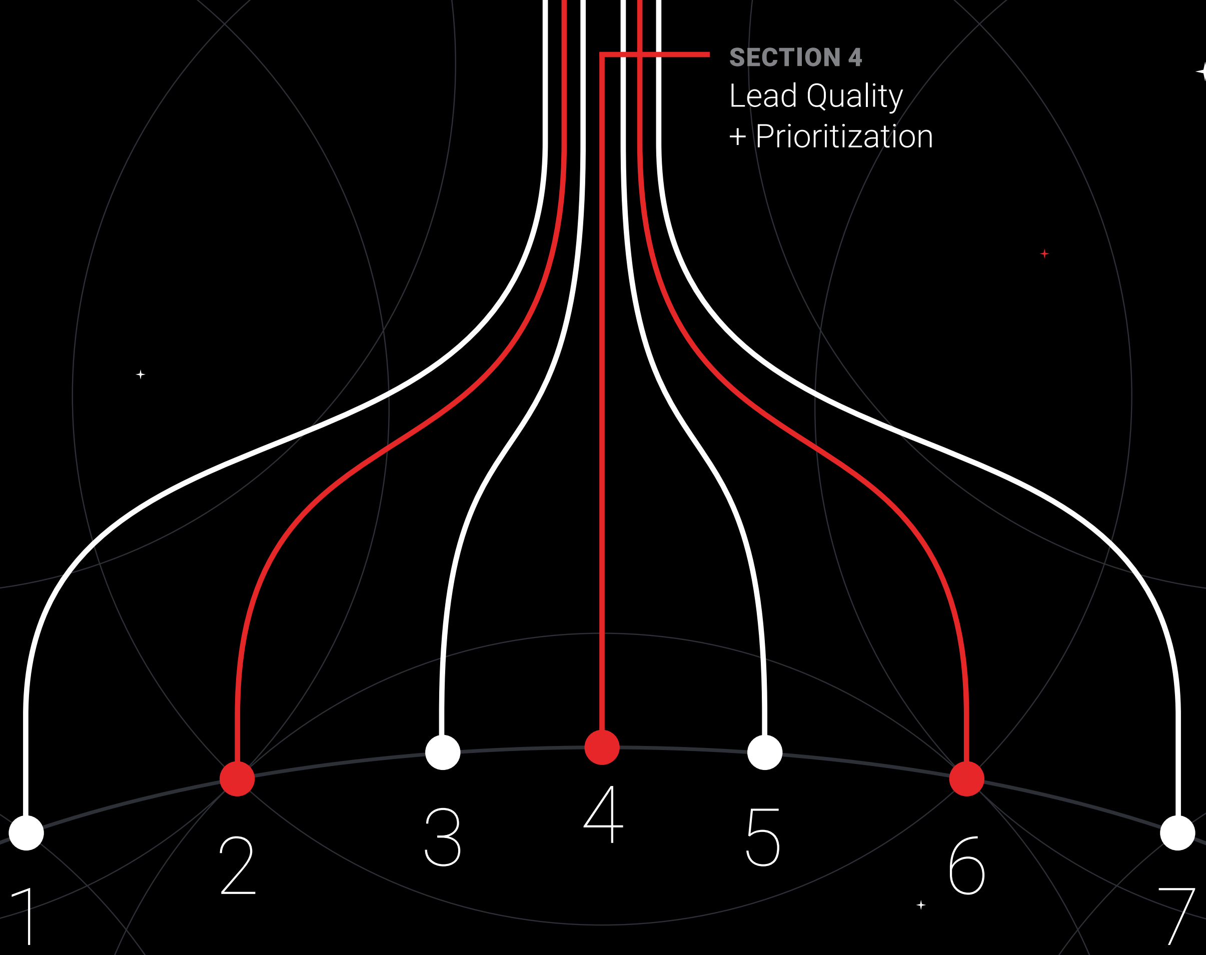


DATA SCIENCE:

Look-a-Like Modelling, Intent Data and Propensity Modelling

1

How to use data science to find the most relevant target accounts for your business, who is in market and what tendencies are trending upstream for potential new business.

DATA SCIENCE:

Look-a-Like Modelling, Intent Data and Propensity Modelling

Accurate targeting minimizes waste and maximizes efficiency whilst driving lead quality – but what does that look like? We take a look into Look-a-like modelling, Intent data and Propensity modelling to uncover how data science can help you better understand your Ideal Customer Profile (ICP) and supercharge the lead conversion process.

When asked what insights they use to inform their audience segmentation criteria, the majority (61%) of senior B2B marketers rely on **Action Intent**, closely followed by **Search Intent** (60%), **Customer Look-a-likes** (54%) and **Behavior Intent** (53.5%) (*B2B Content Intelligence Report*). This highlights how effective Intent data and Look-a-like modelling are in their targeting capabilities, hence why they are greatly relied upon.

Look-a-like Modelling with AI and Machine Learning

In its simplest form, look-a-like modelling allows us to identify businesses that have the same characteristics (industry, size, revenue etc.) as ones that have already bought your products or services and are likely to have similar business challenges that need similar solutions.

The following example shows what the output of look-a-like modelling can achieve at both account and domain level. The companies listed possess key characteristics and attributes matching that of Data Management Solutions specialist Netapp. This type of intelligence is unrivalled in its ability to provide lists of relevant accounts you may never otherwise come across.

AI and machine learning can be used to recognize trends and patterns to identify accounts that mirror your existing customers. Look-a-like modelling is an excellent tool to help build a Target Account List (TAL) to apply to your advertising campaigns.

Understanding who your Ideal Customer Profiles (ICPs) are makes creating persona based advertising at scale significantly more achievable. Once you know what messaging resonates with various account profiles and personas, you can feel confident that the same tailored messaging will resonate with your expanded audience based on the prediction of behaviors and actions of similar accounts and personas.

Example — Input	Example — Look-a-Like Account	Example — Look-a-Like Domain
netapp.com	--	--
	Veritas Technologies	veritas.com
	Cisco Jabber	cisco.com
	Nutanix	nutanix.com
	Commvault	commvault.com
	Pure Storage	purestorage.com
	Juniper Networks	juniper.net
	Veeam	veeam.com
	IBM	ibm.com
	HP Enterprise	hpe.com
	VMware	vmware.com

AI Look-a-Like | Output

Intent Data

Knowing which accounts fit in your ICPs is a great start, but understanding who in that list is actively researching for a solution is where you start to create a data driven approach to your marketing strategy. Knowing how to prioritize them is crucial in order to focus your efforts on accounts that are in-market and ensure you can deliver the right message to each account, depending on where they are in their purchase journey.

Through mapping your target accounts and understanding what topics are spiking you can understand where you need to focus your efforts to engage the audience.

US	Topic Field	Percent Change	Businesses with Spiking Intent
1	B2B Sales Acceleration	94%	49,657
2	Content Aggregation	-23%	42,037
3	Brand Awareness	196%	41,320
4	Lead Generation Software	14%	29,036
5	Demand Generation	127%	28,369
6	Multichannel Marketing	259%	19,965
7	Customer Aquisition	-6%	19,225
8	Online Lead Generation	-39%	16,998
9	Demand Generation Consulting	153%	14,809
10	Lead Generation	-69%	10,426

Bombora | Intent Topic Trends

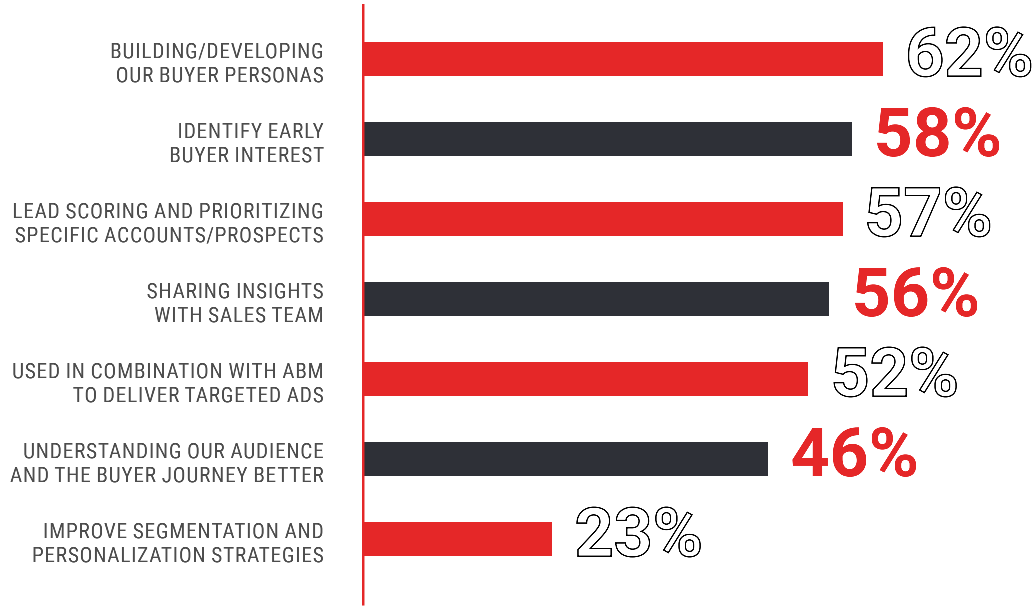
UK	Topic Field	Percent Change	Businesses with Spiking Intent
1	B2B Sales Acceleration	120%	3,362
2	Content Aggregation	-2%	2,254
3	Brand Awareness	130%	1,946
4	Demand Generation	176%	1,585
5	Lead Generation Software	-20%	1,094
6	B2B Marketing	53%	1,051
7	Online Lead Generation	16%	986
8	Customer Aquisition	52%	771
9	Intent Data	259%	688
10	Demand Generation Consulting	133%	661

Bombora | Intent Topic Trends

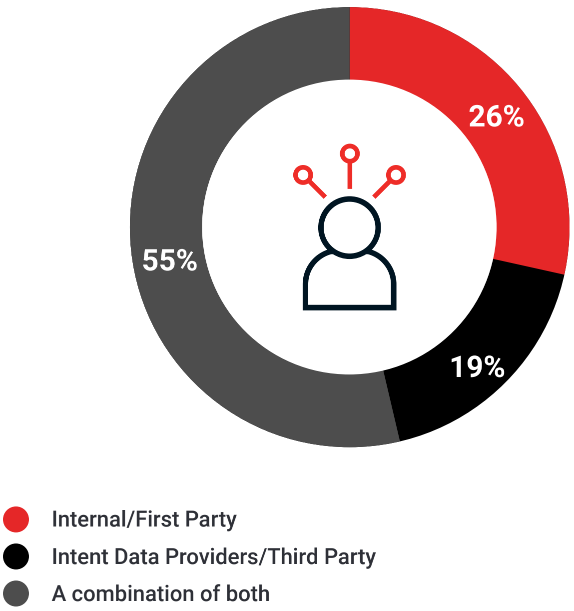
This is reflected by the majority of senior marketing professionals who cite their main objectives when using intent data as '**building or developing buyer personas**' (62%), '**identifying early buyer interest**' (58%) and '**lead scoring and prioritizing specific accounts or prospects**' (57%) (Inside Intent Data).

As intent data provides a huge amount of additional insight into the mind of prospective buyers, helping to improve content performance and ensure B2B marketers are getting the right messages in front of the right member of the decision making unit (DMU), it's no wonder that the majority use intent data with the intention of building and developing buyer personas.

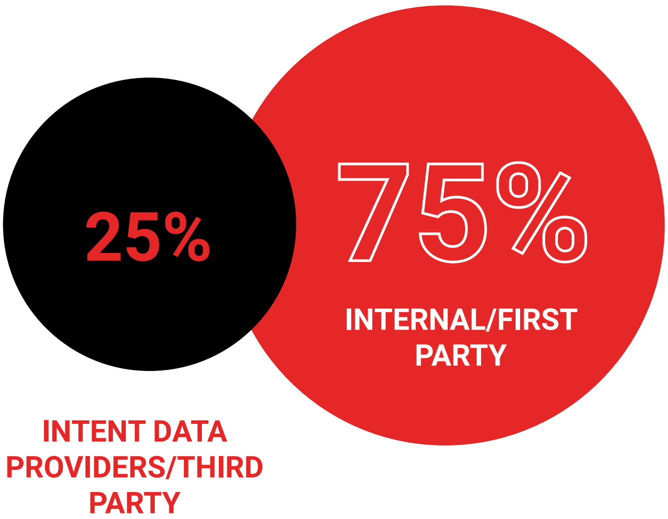
WHAT IS YOUR OBJECTIVE WHEN USING INTENT DATA?



HOW DO YOU GATHER INTENT DATA?



WHICH SOURCE OF INTENT DATA DO YOU RELY ON MOST?

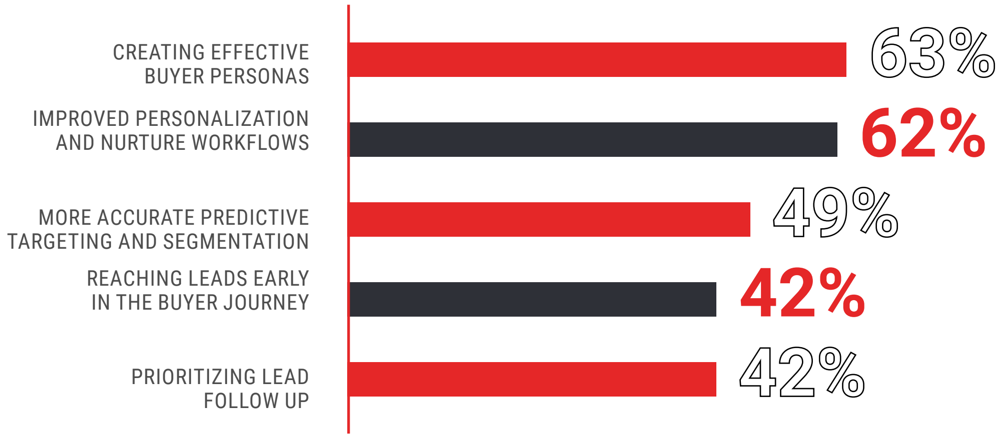


Intent data allows us to track and measure content consumption at an account level to understand exactly which topics are currently of interest. Where significant surges against a base line in consumption of a particular topic from an account are identified, it is safe to assume there is a project in place as members of the DMU are researching and gathering information around a topic or solution.

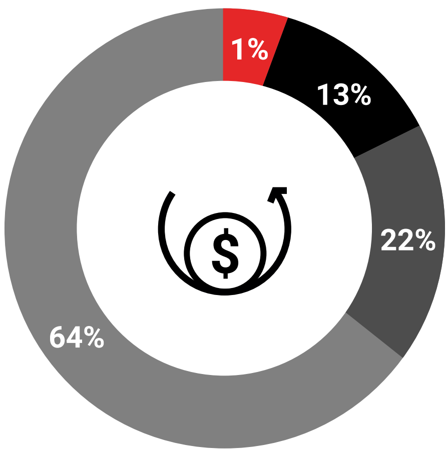
Putting the two together and analyzing intent data against an identified list of accounts that fit your ICP enables you to segment businesses that are showing signs of surging against a relevant topic to your products and solutions and prioritize them – this is the optimum TAL you want to execute your media against.

This is further confirmed by the significant benefits seen by senior B2B marketers utilizing intent data, including '**creating effective buyer personas**' (63%), '**improved personalization and nurture workflows**' (62%), '**more accurate predictive targeting and segmentation**' (49%), '**reaching leads early in the buyer journey**' (42%) and '**prioritizing lead follow up**' (42%).

WHAT BENEFITS HAVE YOU SEEN FROM UTILIZING INTENT DATA?

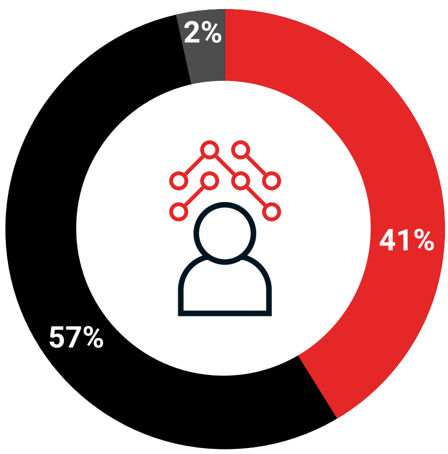


HAS YOUR COMPANY RECOGNIZED AN INCREASE IN ROI OR CONVERSION RATES SINCE USING INTENT DATA?



- Too early to tell
- Yes — ROI
- Yes — CR
- Both

WOULD YOU CONSIDER INTENT DATA TO BE FUNDAMENTAL IN YOUR MARKETING/SALES JOURNEY?



- Absolutely — it's at the heart of what we do
- Yes — it's very important
- No — we use it where possible but it's not fundamental

Here's an example of how intent signals can be mapped by country against competitors. This provides the basis for competitor conquesting activity where content that demonstrates the strengths and USPs of your product against specific competitors can be served to accounts that have been actively researching another brand.

	Country	Canada	France	United Kingdom (Great Britain)	United States	Total
	Topic Name	Businesses with Spiking Intent	Businesses with Spiking Intent	Businesses with Spiking Intent	Businesses with Spiking Intent	Businesses with Spiking Intent
1	Company A	16,491	2,591	16,951	233,635	258,084
2	Company B	11,267	2,643	11,052	130,124	147,206
3	Company C	8,747	1,097	8,696	118,881	130,991
4	Company D	8,265	1,510	8,108	108,560	119,901
5	Company E	3,525	452	2,486	27,039	30,633
6	Company F	3,215	823	2,537	39,402	43,489
7	Company G	3,208	530	3,817	56,285	61,445
8	Company H	2,865	393	2,180	15,460	18,848
9	Company I	1,404	190	1,334	17,333	19,613
10	Company J	1,249	282	999	10,887	12,677
11	Company K	1,145	252	1,214	12,806	14,307
12	Company L	1,058	106	515	9,172	9,926
13	Company M	816	81	588	10,286	11,297
14	Company N	291	177	271	4,164	4,802
15	Company O	213	66	231	8,049	8,368
16	Company P	86	47	149	1,903	2,124
17	Company Q	39	6	61	925	1,006
1		33,427	6,687	30,002	387,103	424,856

Bombora | Competitive Analysis

Propensity Modelling

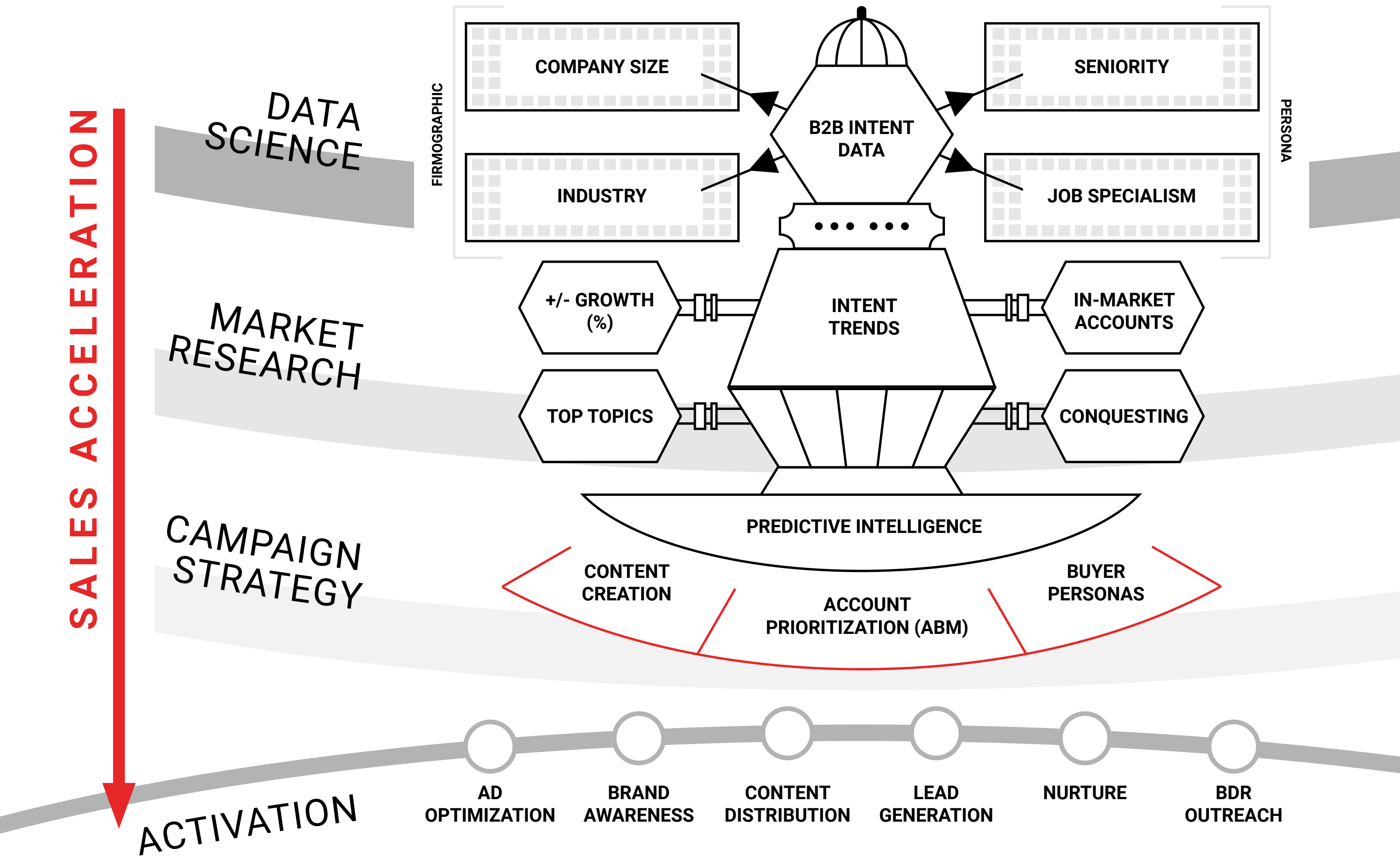
Propensity is predictive analytics geared around delivering mutual value. A detailed propensity model shows signals of unique user intent and combines it with an aggregate of the interests of others who share similar features. This includes both personal level (*content consumption history, job title*), account level (*size, industry*) and contextual (*content format, time of day of action*) to create a picture of the highest likelihood of engagement of that user.

It combines this with a machine learning model that understands what content is about and how popular it has been in the past with that particular user's persona segment – allowing you to dynamically match content to users based on interests, as well as predicting information gaps they are likely to have. You can drive demand by showing people problems they don't know they have yet, or confirm intent at the perfect time to maximize cut through to lower funnel buyers.

So while other intent markers are based on real-time and historic data, predictive intent models take things to the next level and compare a prospect's pre-purchase behavior with that of thousands, sometimes millions, of previous customers to find similar attributes or behavior patterns to suggest they are ready to complete a specific call to action. Propensity modelling predicts the next best move and identifies the likelihood of leads, customers and site visitors performing a specific and desired action.

By focusing on targeting and engaging prospects with the greatest propensity to convert, propensity modelling has the potential to boost conversion rates even further, enhance campaign ROI and reduce media spend – aiding acceleration of the sales process.

The flowchart below demonstrates how propensity modelling and predictive intelligence can be achieved by using data science to analyze behaviors within firmographic and persona parameters, before conducting market research:



The goal for the market research is to then identify key intent trends, including:

- **Spikes in interest for certain topics**
- **Keywords experiencing the largest growth patterns (and even declines)**
- **Spikes in the number of accounts (organizations) researching a topic area**
- **Conquesting opportunities if the analysis has been run on brand/vendor names**

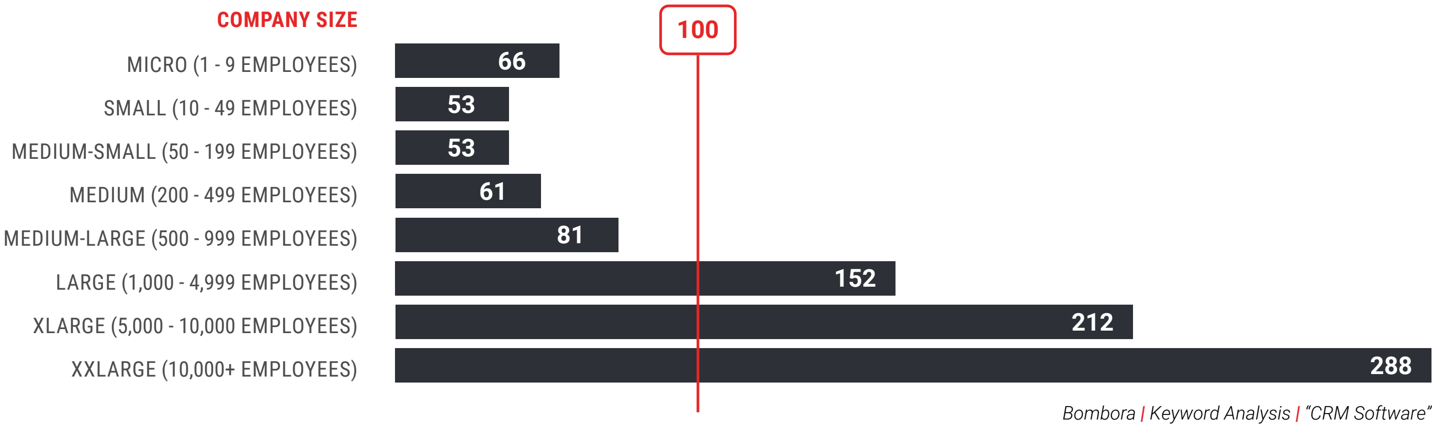
As soon as you've identified those trends, they can be applied to a campaign strategy phase where account prioritization (creating a target account list), content creation and development of B2B buying groups can be drawn up.

These campaign strategies can be applied across various phases and channels of marketing activations to ultimately drive sales acceleration. For example:

- **Bid optimization towards certain keywords within your PPC strategy**
- **Focusing digital brand awareness campaigns around a specific group of accounts or personas**
- **Ensuring that any new content that's been created is distributed and used for proactive lead generation**
- **Nurturing prospects with relevant touch points relating to their intent history**
- **Ensuring marketing and sales are aligned so that BDR outreach can take place when leads are nurtured enough.**

Example: researching “CRM” as a topic within the UK & US marketplace to help a CRM vendor work out ways of successfully engaging their audience and drive strategy into their campaign activations:

1) Identify higher levels of interest in “CRM Software” as a topic from 1,000+ employee sized organizations, giving us a firmographic data point to conduct market research on:



Bombora | Keyword Analysis | “CRM Software”

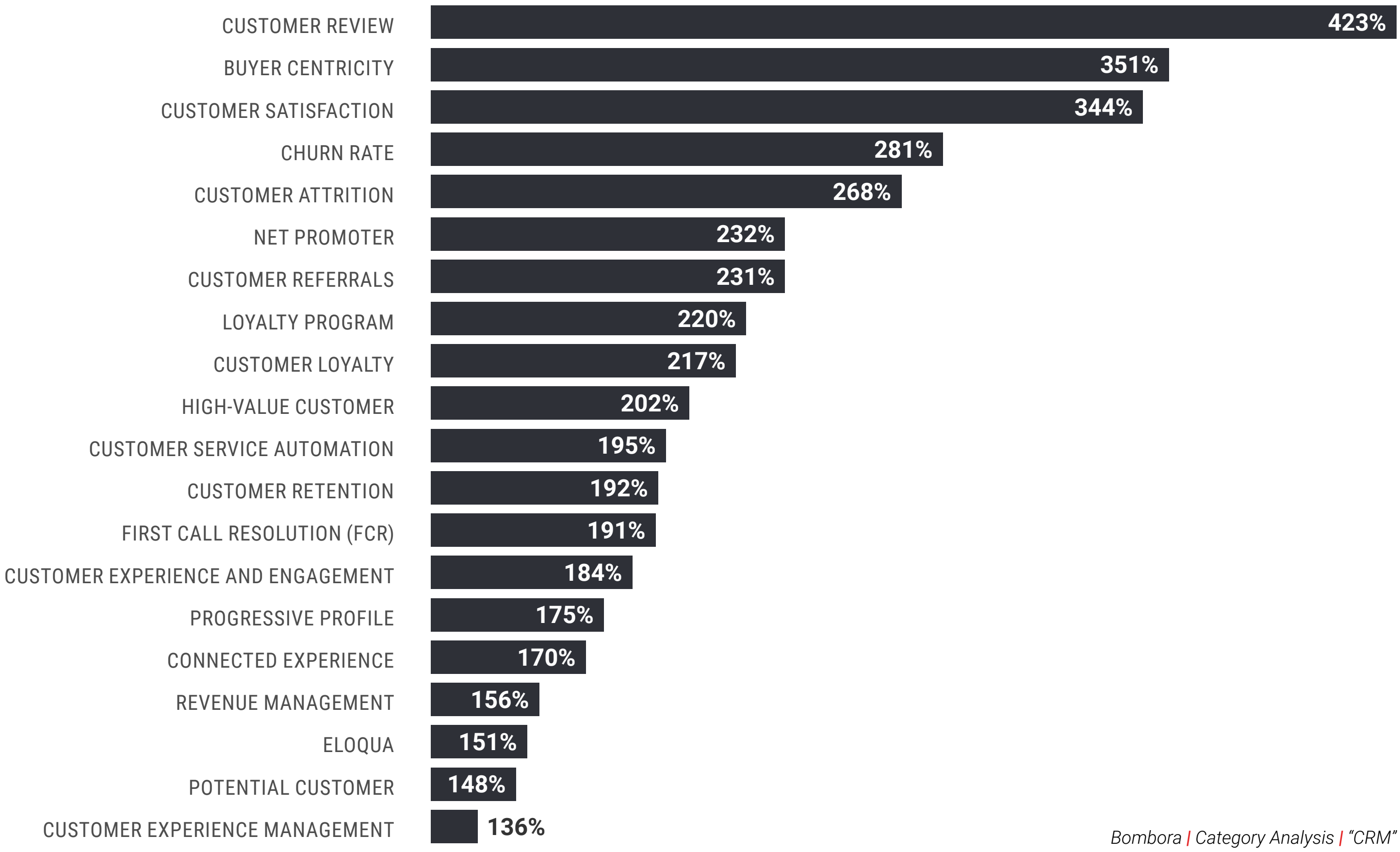
2) Analyze the “CRM” intent topic category with a 1,000+ company size overlay, to identify keywords that are ranking highly within those accounts in the last 90 days:

Topic Field	Spiking Businesses (Weekly Avg.)	Research Spikes
Customer Satisfaction	5,790	75,392
Potential Customer	4,590	59,370
Customer Loyalty	4,128	53,927
Retail Therapy	3,826	49,476
Buyer Centricity	3,279	42,715
Email Management Service	3,214	42,356
Loyalty Program	3,111	40,738
Customer Facing	3,092	40,047
Customer Lifetime Value (CLV)	2,900	37,967
Salesforce Partners	2,709	35,023
Customer Attrition	2,680	34,919
Customer Retention	2,673	34,544
High-Value Customer	2,635	33,874
Progressive Profile	2,571	33,583
Marketo	2,515	32,607
Customer Review	2,486	32,000
Salesforce (CRM)	2,338	30,390
Customer Behavior	2,287	29,811
Custoemr Referrals	2,272	29,400
Customer Experience and Engagement	2,270	29,232
Customer Data	2,190	28,438
Churn Rate	2,167	28,216
Channel Partner Program	2,148	27,999
Remarketing	2,144	27,952
Customer Success Management	1,768	22,885
Omnichannel	1,448	18,815
Connected Experience	1,388	18,031
Customer Intent	1,308	17,032
Customer Communications	1,259	16,355
Customer Centricity	1,178	15,285
Customer Journey	1,162	15,093
Customer Journey Map	1,110	14,424
Customer Support Analytics	1,105	14,367

Bombora | Category Analysis | “CRM”

We can see “**Customer Satisfaction**”, “**Potential Customer**” and “**Customer Loyalty**” as top topics so far. All of these trends can demonstrate the size and scale of an actively researching potential customer base.

3) Identify the largest % increases in research of those topics, looking at the last 3 months vs. the prior 3 months:



Bombora | Category Analysis | "CRM"

This shows a slightly different narrative, in the sense that "**Customer Reviews**" is witnessing the biggest spike in interest, growing 423% - "**Buyer Centricity**" is experiencing the second largest growth and finally "**Customer Satisfaction**" appears again.

CUSTOMER REVIEWS

IS WITNESSING THE BIGGEST SPIKE IN INTEREST:

423%

4) Analyzing swings in the number of 1,000+ organizations researching specific topics, to give account prioritization recommendations:

	Topic Field	Percent Change	Businesses with Spiking Intent
1	Retail Therapy	13%	188,217
2	Customer Loyalty	140%	179,810
3	Potential Customer	81%	169,982
4	Email Management Software	19%	157,097
5	Customer Satisfaction	419%	95,903
6	Buyer Centricity	253%	77,062
7	Salesforce (CRM)	-31%	69,114
8	Salesforce Partners	45%	59,193
9	High-Value Customer	123%	59,072
10	Customer Lifetime Value (CLV)	85%	50,522
11	Loyalty Program	82%	46,814
12	Remarketing	26%	41,201
13	Customer Facing	-25%	41,020
14	Customer Behavior	6%	40,890
15	Customer Review	176%	35,142
16	Channel Partner Program	-24%	32,491
17	Marketo	20%	31,785
18	Customer Experience & Engagement	105%	29,586
19	Progressive Profile	81%	28,588
20	Customer Retention	98%	28,220
21	Customer Attrition	298%	26,013
22	Customer Referrals	190%	25,684
23	Connected Experience	114%	20,387
24	Customer Data	92%	20,299
25	Churn Rate	238%	19,927

Bombora | Category Analysis | "CRM"

This provides insight into "**Customer Satisfaction**" being the topic currently gathering the largest uptick of research from enterprise organizations in the last 3 months, with 419% more businesses researching this particular topic.
Recommendation: use this topic to provide maximum coverage.

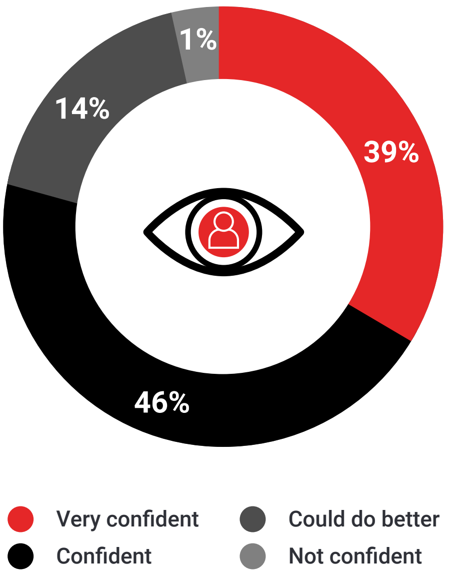
"**Customer Attrition**" is also growing as a topic, with 298% more businesses researching this.
Recommendation: develop a specific piece of content on this topic and distribute that to the 26,013 businesses actively researching.

Demonstrating that a data driven approach improves Sales Acceleration

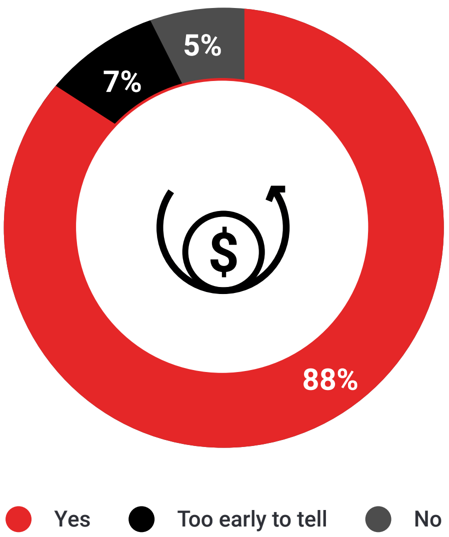
Understanding your ICP, tracking digital touchpoints on content topics relevant to your brand and calculating the propensity of an account to convert will significantly increase the affinity of your advertising to your audience. The better quality your targeting, the higher your conversion rates will be and the more your sales velocity will increase.

There has been a significant increase in the use of data modelling to identify accounts that are in-market, though the important statistic to note is that **88% of marketers have seen an improvement in conversion rates through the application of a data driven strategy to their marketing**.

HOW CONFIDENT ARE YOU AT IDENTIFYING OR PREDICTING ACCOUNTS THAT ARE IN-MARKET?



HAVE YOU SEEN IMPROVEMENT IN CONVERSION RATES?



88%

OF MARKETERS HAVE SEEN AN IMPROVEMENT IN CONVERSION RATES

3 Takeaways to tighten your data strategy for 2022 and beyond

Make sure you're being smart with your targeting strategies and let the data do the hard work. Apply the below to have a data driven approach to your marketing strategy to minimize waste and maximize effectiveness.

1. Use Look-a-like modelling to find new accounts that match your ICP.

Identify accounts who look and act like your existing and most profitable customers. Start by analyzing your seed audience – use your CRM to isolate your best fit customers in terms of product/market fit and profitability, then use a data partner with a machine learning model that can understand account features and scale that out across datapoints to deliver you next best fit customers.

This can then be applied to your overall data – made up of first, second and third party data – to determine the key characteristics you want to be targeting as your ICP, enabling you to find the closest matching profiles.

2. Prioritize your Target Account List (TAL) based on intent behaviors.

Focus your marketing efforts on businesses that are in-market and actively researching relevant topics and competitors to you. Use intent data to segment your target audiences based on their area of interest and deliver relevant content to each.

By getting the right content in front of each audience segment at the right time on their buyer journey, you can nurture and intercept exactly when they're ready to make a purchase.

3. Focus on engaging prospects with the greatest propensity to buy.

Go one step further and predict the next best move to focus on those likely to take your desired call to action.

Are you utilizing data effectively across different channels?

Use our ***checklist*** to understand all of the different ways you can harness intent data within your channels and marketing strategy.

ABM

Velocity and Penetration

2

How to use ABM to identify the accounts you want to reach, crafting specific messages to engage and resonate with decision makers in those target accounts and measuring key performance metrics.

ABM:

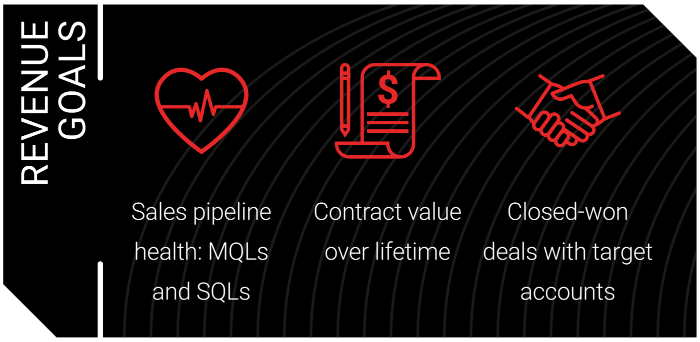
Velocity and Penetration

Account-Based Marketing (ABM) lets you get closer to a persona based approach to your marketing. Once you've identified accounts to reach, your marketing team can craft specific messages designed to engage and resonate with various key decision makers in target companies, and the result is greater than the sum of its parts.

This more focused approach improves accuracy, boosts ROI, creates stronger relationships and provides a greater sense of purpose for metrics and building influence that drives better business outcomes. That is why 62% of marketers have reported a positive impact since adopting ABM in their strategy (Forrester).

ABM goals

When using ABM as a strategy, it's important to focus on setting the right goals before focusing on the metrics that matter. Both revenue and non-revenue goals are equally important – here are some to consider:



ABM Metrics that matter

With clear goals defined, assigning KPIs that are relevant to delivering tangible outcomes is crucial to ensuring you don't get weighed down in irrelevant media metrics like CTRs and CPCs. So, what key ABM metrics should B2B marketers report on?

- **Account Engagement Rate** = Engaged accounts / target accounts. The % of accounts that are meaningfully engaged with your organization.
- **Opportunity Rate** = Accounts with a new opportunity created /target accounts. The % of accounts with a new opportunity created.
- **Account Win Rate** = Accounts won / target accounts. The % of the account list with a new win in a given period of time.
- **Target Account Pipeline** = Pipeline created in target accounts. The value of pipeline created with target accounts.
- **Bookings or Revenue** = Value of new closed-won deals with target accounts.
- **Customer Lifetime Value** = Average customer revenue across their entire lifetime with your organization.
- **Number of Marketing Qualified Accounts (MQAs)** = Indication of an account's overall interest rather than of individual leads within it.
- **Average deal size** = Total revenue / closed-won opportunities in a set period (i.e. a month, quarter, year).

Tracking key metrics at an account level allows you to effectively measure the performance of your ABM campaign and helps to prioritize accounts and feedback for sales.

Once you have mapped your accounts into your reporting suite you can then score the account engagement at an organization level to help you understand account engagement and track the progress. Here's an example from Bloomreach's Hub, demonstrating levels of engagement at organization level:

Organization	Score
Company A	95
Company B	45
Company C	40
Company D	40
Company E	20
Company F	20
Company G	20
Company H	20
Company I	20
Company J	20
Company K	20

InboxINBOUND Dashboard | Account Engagement

You can also track the performance of your marketing activity against your Ideal Customer Profile (ICP) which will help you to understand what firmographics are taking the most interest in your content. Visitor insight for Payactiv via our Inbound dashboard shows page views sorted by time on page, where company size was identifiable by Bombora:

Company Size	User	Bounce Rate	Avg. Session Duration
Medium-Small (50 - 199 Employees)	348	44.92%	00:02:51
Small (10 - 49 Employees)	296	35.33%	00:02:25
XLarge (5,000 - 10,000 Employees)	102	30.45%	00:01:58
Medium (200 - 499 Employees)	251	54.69%	00:01:48
Large (1,000 - 4,999 Employees)	275	50.11%	00:01:43
Micro (1 - 9 Employees)	106	51.70%	00:01:37
XXLarge (10,000+ Employees)	303	47.95%	00:01:30
Medium-Large (500 - 999 Employees)	194	51.99%	00:01:14

InboxINBOUND Dashboard | Company Size Engagement

By looking at the dwell time and number of users engaged at an account you can identify high levels of engagement at prospect accounts, number of users, and engagement levels, indicating a higher level of intent at an account. The following visitor insight table demonstrates this:

Domain	User	Bounce Rate	Avg. Session Duration
Domain A	1	60.00%	00:10:53
Domain B	5	80.00%	
Domain C	2	50.00%	00:11:31
Domain D	3	100.00%	
Domain E	1		00:02:15
Domain F	3	100.00%	
Domain G	3	100.00%	
Domain H	2	100.00%	
Domain I	2	100.00%	

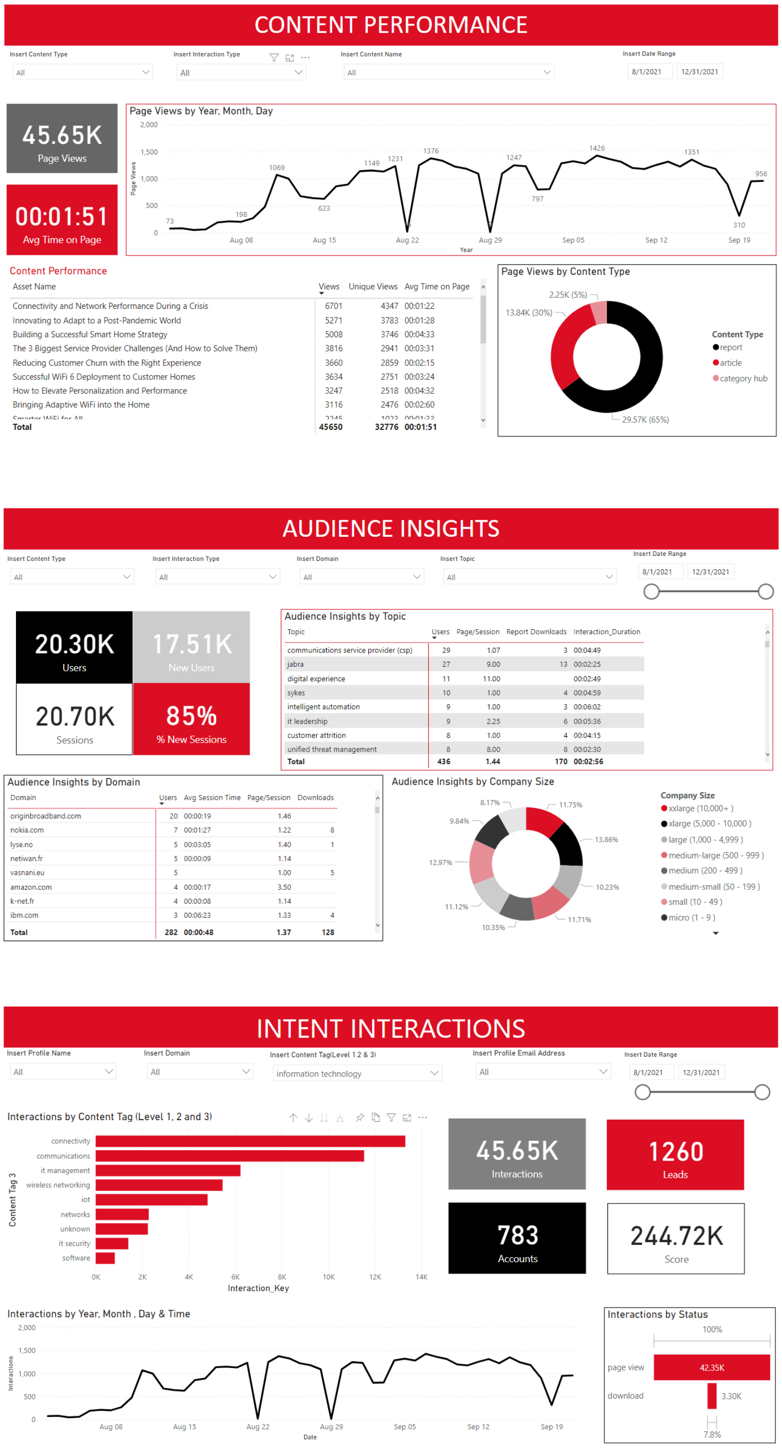
InboxINBOUND Dashboard | Account Engagement

And you need to understand the topics that are continuing to demonstrate high intent to inform additional activity and sales follow up. Visitor insight for Kofax via our Inbound dashboard demonstrates identifiable intent habits and behaviors from page visitors:

Topic	User	Bounce Rate	Avg. Session Duration
Accounts Payable	69	74.01%	00:01:24
Intelligent Automation	53	45.11%	00:02:35
Mobile Workforce	19	66.67%	00:05:01
Robotic Process Automation (RPA)	16	84.00%	00:00:36
Deep Learning	12	82.61%	00:00:04
Chatbot	11	66.67%	00:02:18
Digital Experience	10	75.00%	00:00:09
AI Automation	9	35.71%	00:03:20
CMS Tools	9	76.47%	00:16:32
Mobile App Inbox	8	50.00%	00:02:12
Password Management	7	19.05%	00:03:08
Vaccination	7	77.78%	
Video Conferencing	7	57.89%	00:01:17
Digital Asset	6	100.00%	
IBM (IBM)	6	50.00%	00:06:33
Ransomeware	6	100.00%	
Virtual Meeting	6	87.50%	

InboxINBOUND Dashboard | Audience Interest

Through data source integration you are able to attain the complete picture and distinguish key learnings from one central dashboard or reporting hub – an example of which is shown below for [InboxINBOUND](#).



InboxINBOUND Dashboard

Integrated reporting allows B2B marketers to uncover exactly how their multi-channel strategy is performing as a collective, to assess its success. From this, informed decisions can be made as to any adjustments and enhancements, aiming to boost ROI and drive sales acceleration to its maximum potential based on solid data and facts.

BDRs

Business Development Representatives

3

How BDRs should be utilizing all available resource to generate a constant flow of inbound leads by driving awareness and education using a variety of email, cold calling, networking and social selling.

BDRs

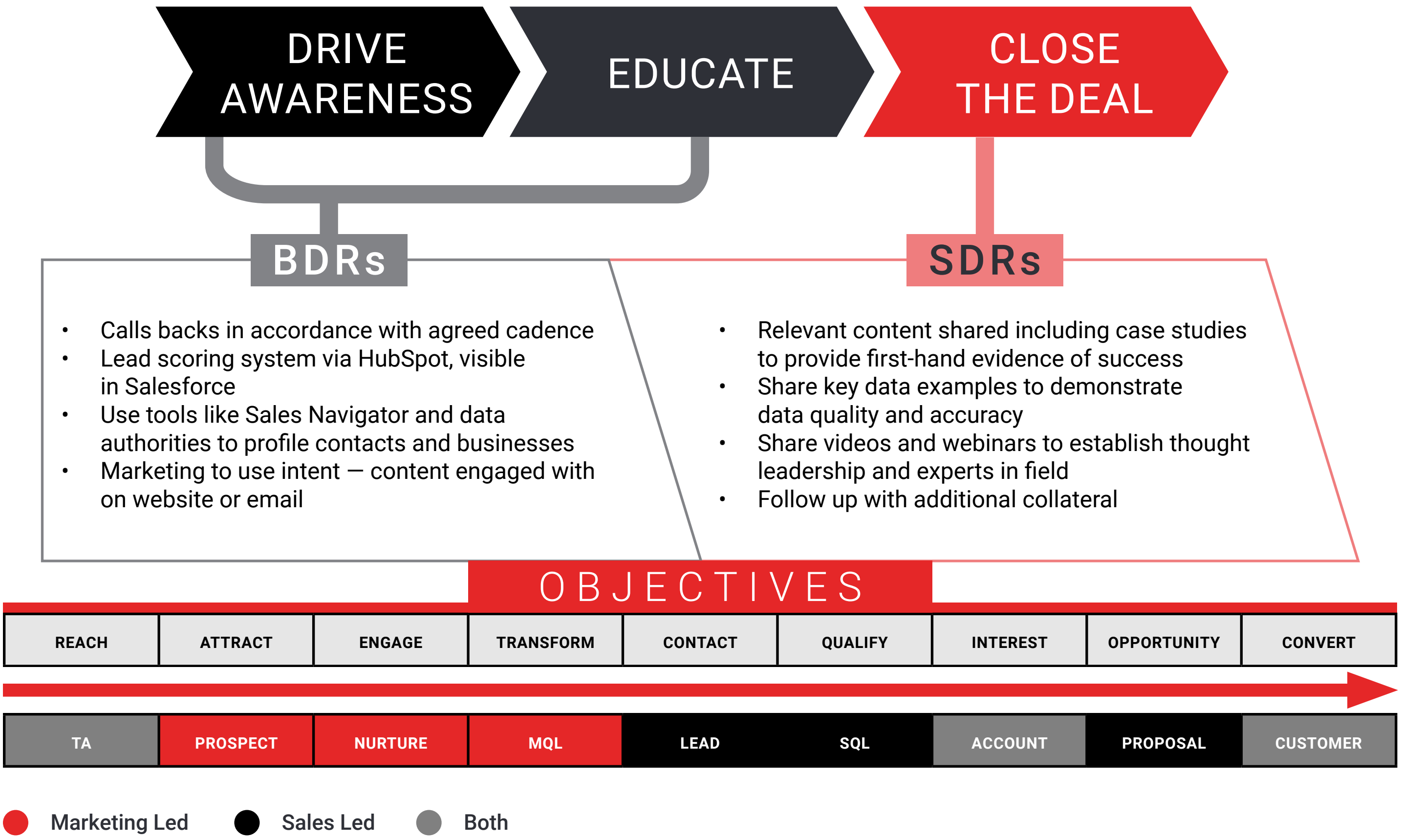
Business Development Representatives

Think of BDRs as the front line – they are often the first point of contact for potential customers. They work within a company's sales team and are responsible for providing a constant flow of inbound leads through prospecting using a variety of email, cold calling, networking and social selling. They provide one-to-one customer service tailored to specific business needs helping drive growth and creating strategic opportunities.

How do BDRs work?

BDRs are responsible for growing a company's customer base, but how can they structure meaningful and progressive meetings that achieve this? Here's a good starting point:

GIVE VALUE	TALK ABOUT THEM	WHY US
Has little awareness of brand	Has some knowledge of brand	Has deep knowledge of brand
Make an impression	Learn about their challenges	Explain clear benefits
provide relevant, accurate info	Show you are credible	Give them proof (case study)



While BDR teams tend to fall under sales, it's important to differentiate in that their role is not to close deals, but to set them up. They drive awareness and education, allowing the SDR to seal the deal. BDRs therefore tend to be measured by the number of meetings booked and potential deals generated or influenced by them. Make sure your BDRs are set up for success and are tapping into all resources at their disposal to identify potential customers and fill SDR's pipelines to the brim.

Are your BDRs utilizing all that's available to them?

Here's 6 key areas every BDR should be covering:

1

Cold Calling

A highly effective way of engaging with a high volume of potential leads. Track calling effectiveness and call to meeting ratio on accounts with intent vs without.

2

Cold Emailing

Developing effective email cadence and crafting email copy that resonates from the outset. Send your email sequences with content personalized based on their previous interests and research intent.

3

Lead Generation

A primary task of every BDR, to continually build and grow lists for outreach. Having them prospect any account is a waste if you already have a TAL, but having them spend time on the right job titles based on knowing your persona data is invaluable.

4

Research

Invest in audience research. BDRs should be provided with all the information they need to creatively expand reach and generate leads. Utilize current data on record as a starting point for research to be conducted from.

5

Networking

Building face-to-face relationships helps drive trust and loyalty, resulting in increased leads. Meet in person where possible to bring a more personable element to the table.

6

Social Selling

Social media helps to demonstrate expertise, build trust and stay front of mind as well as connect with prospects directly. Leverage LinkedIn for example, to reach and interact with prospects and provide a more personal feel by doing so.

LEAD QUALITY & PRIORITIZATION

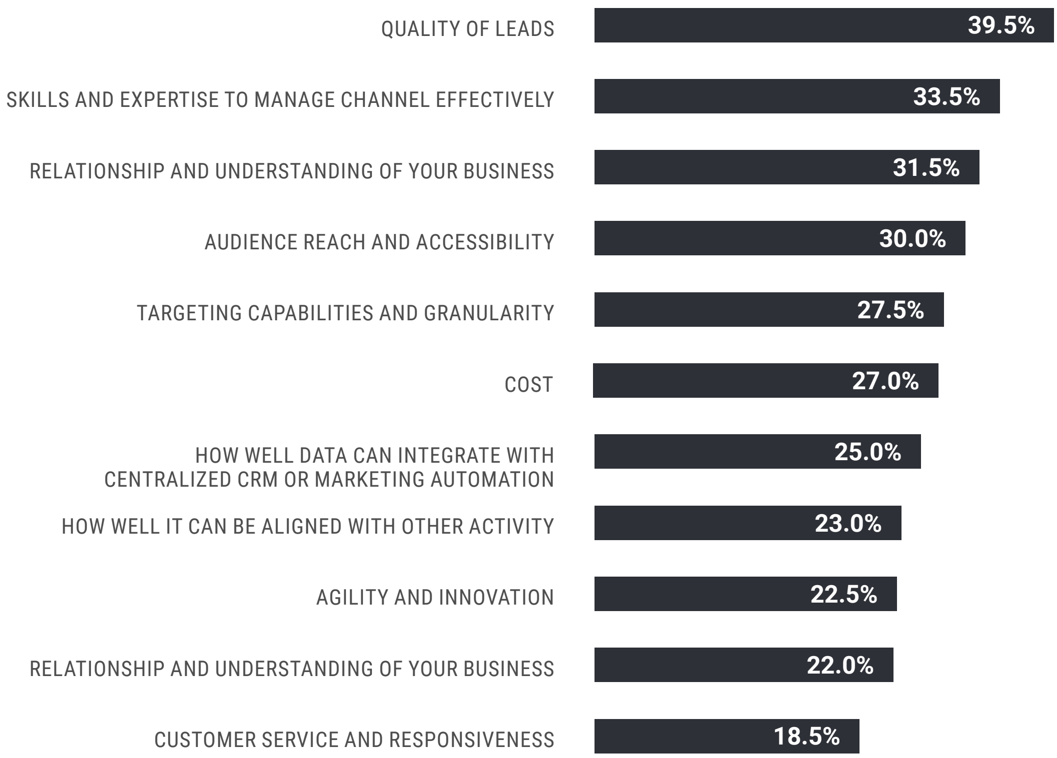
4

How to identify what a high-quality lead looks like and not only prioritize these but effectively nurture them to help move your top of funnel leads through to becoming SQLs.

LEAD QUALITY & PRIORITIZATION

Effective lead generation comes down to quality, not quantity (though lots of high quality leads is clearly the nirvana everyone is aiming for). This is the top area of focus for B2B Marketers in 2022 with circa 40% citing it as their top area of focus (*IFP Survey 200 B2B Marketers 2022*).

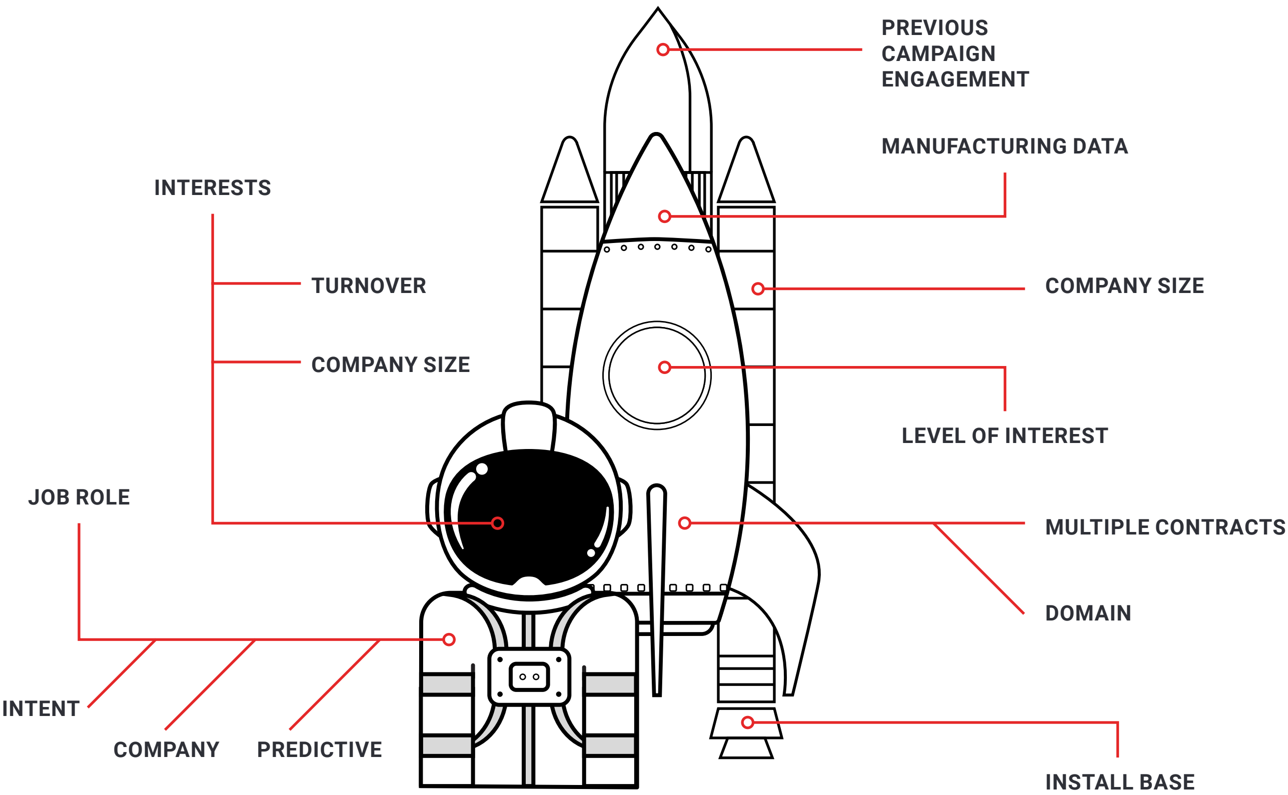
WHAT ARE YOUR KEY AREAS OF FOCUS FOR DEMAND GENERATION IN 2022?



It's easy to get tied up in trying to generate higher lead volumes, but having more isn't always better – bad leads are simply a waste of valuable time and resources. Knowing which leads to prioritize and which are likely to convert is therefore essential to speeding up the B2B sales process.

What does lead quality look like?

Determining lead quality is somewhat subjective – there are lots of different types of leads out there and what's deemed as 'good' for one company might not be for another. A standard lead where business card details are provided in exchange for a whitepaper tends not to hold as much value as a BANT qualified lead, but doesn't mean it should be disregarded.



The above diagram demonstrates some of the key data points that can be tapped into, to develop a holistic view of your ideal customer profile (ICP) and to help ensure campaigns drive the highest quality of leads.

Using this variety of data points should help you develop an in-depth profile of who your audience is, where they work, what their job role entails, what they are interested in, what challenges they face, and what content is most relevant for them. Developing informed relationships with prospects is one of the biggest ways B2B marketers can enhance lead quality.

Understanding how leads have been generated, the content your prospect is engaging with and where they are likely to be in their purchase journey significantly influences how leads should be treated. Ensuring leads are nurtured and scored correctly before being passed to sales is crucial to maintaining a high MQL to SQL conversion rate, reducing lead rejections and keeping sales accelerating.

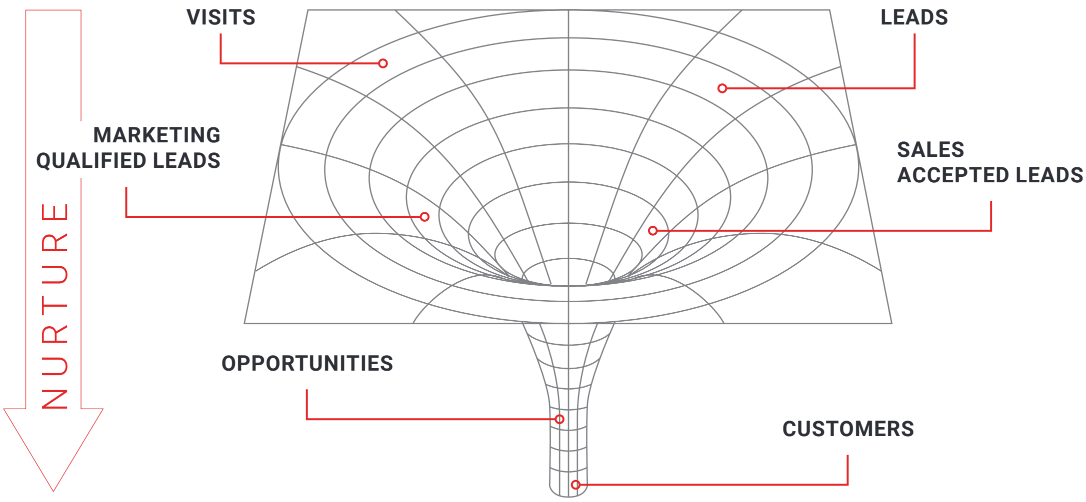
Why is lead quality so important?

Quality leads not only enable business growth and success, they can help to:

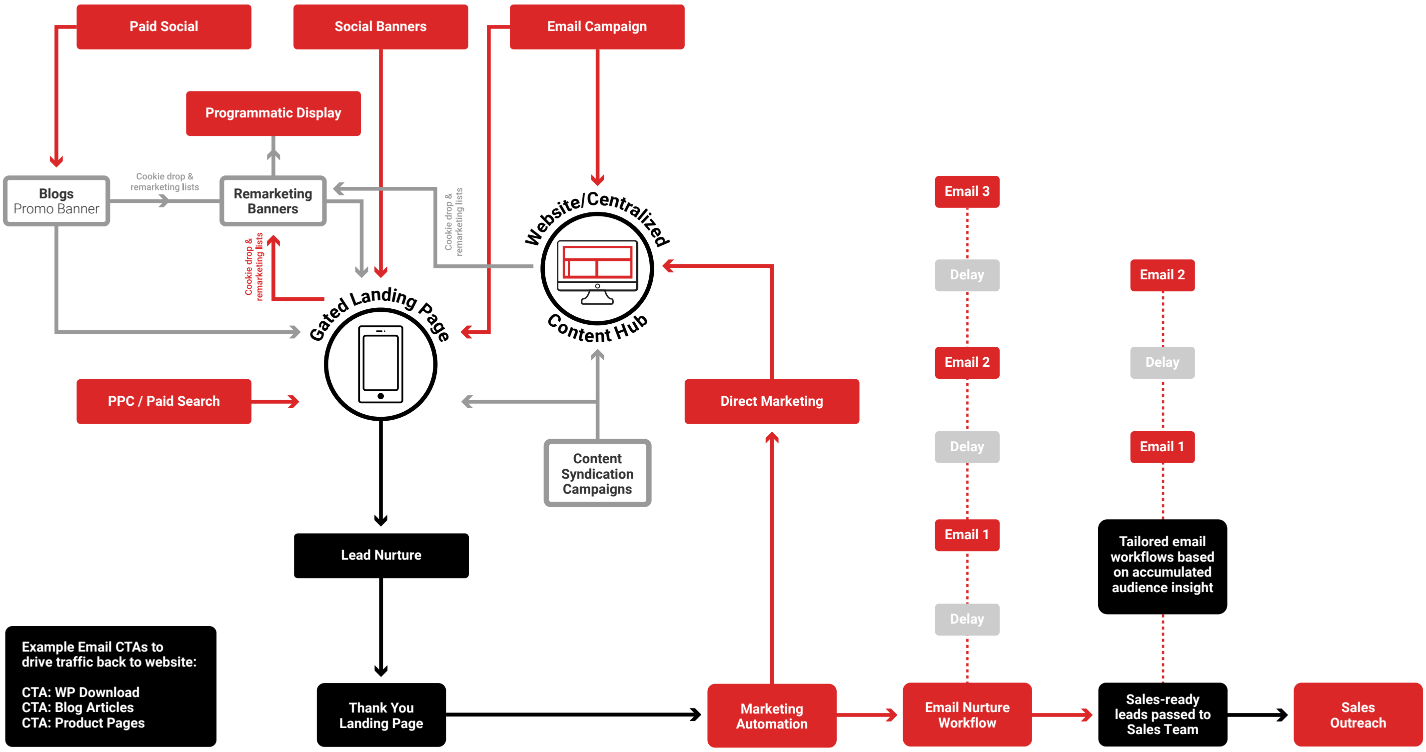
- **Prevent wasted time and resource** – this is a key reason why lead quality is deemed greater than lead quantity by many B2B marketers
- **Increase conversion rates** – being selective and ensuring only high quality leads qualify can help generate higher conversion rates
- **Increase efficiency** – if you are pushing customers into your sales funnel too early then your efficiency will be impacted and you won't be able to identify whether the channels you have been using to acquire those leads have been successful or not
- **Provide a more focused and consistent sales process** – by avoiding waste, streamlining the entire process
- **Motivate sales teams** – it can be demoralizing trying to build relationships and promote solutions to bad leads who aren't quite the right fit, or data is out of date.

Nurturing

Nurture streams are vital to help move your top of funnel leads through to becoming SQLs. It's not sustainable to be permanently bottom feeding and your brand awareness activity will help keep creating top of funnel leads so you have a constant flow.



Nurture streams help prevent losing lead interest and keep them moving down the funnel through the lengthy B2B sales cycles. However, the velocity at which you are able to push leads into becoming SQLs is what is really important. The faster you're able to convert leads > MQLs > SQLs > Opportunities, the sooner you'll start to make a real impact on Sales Acceleration.



The above is just one example of how you can nurture leads through a nurture stream that effectively creates a digital ecosystem for leads to orbit. Bringing together both first and third party data and leveraging a combination of owned and paid channels is how you can achieve maximum effectiveness and drive lead conversions.

Much like your targeting, creating multiple nurture streams to align to different personas, product interests and buying stages with content that resonates will help maintain momentum in accelerating B2B sales.

CONTENT

5

How to understand where your prospect is in the buyer journey to identify the right content to serve at the right time, in the right formats, and across the right channels that will engage and intercept your in-market buyers while keeping you front of mind.

CONTENT

Great content has the ability to build positive experiences and keep prospects coming back for more – that's why it's so important to deliver engaging, consistent and high-quality content that can instantly capture your audience's attention and continuously reinforce your brand in a positive light. This helps to:

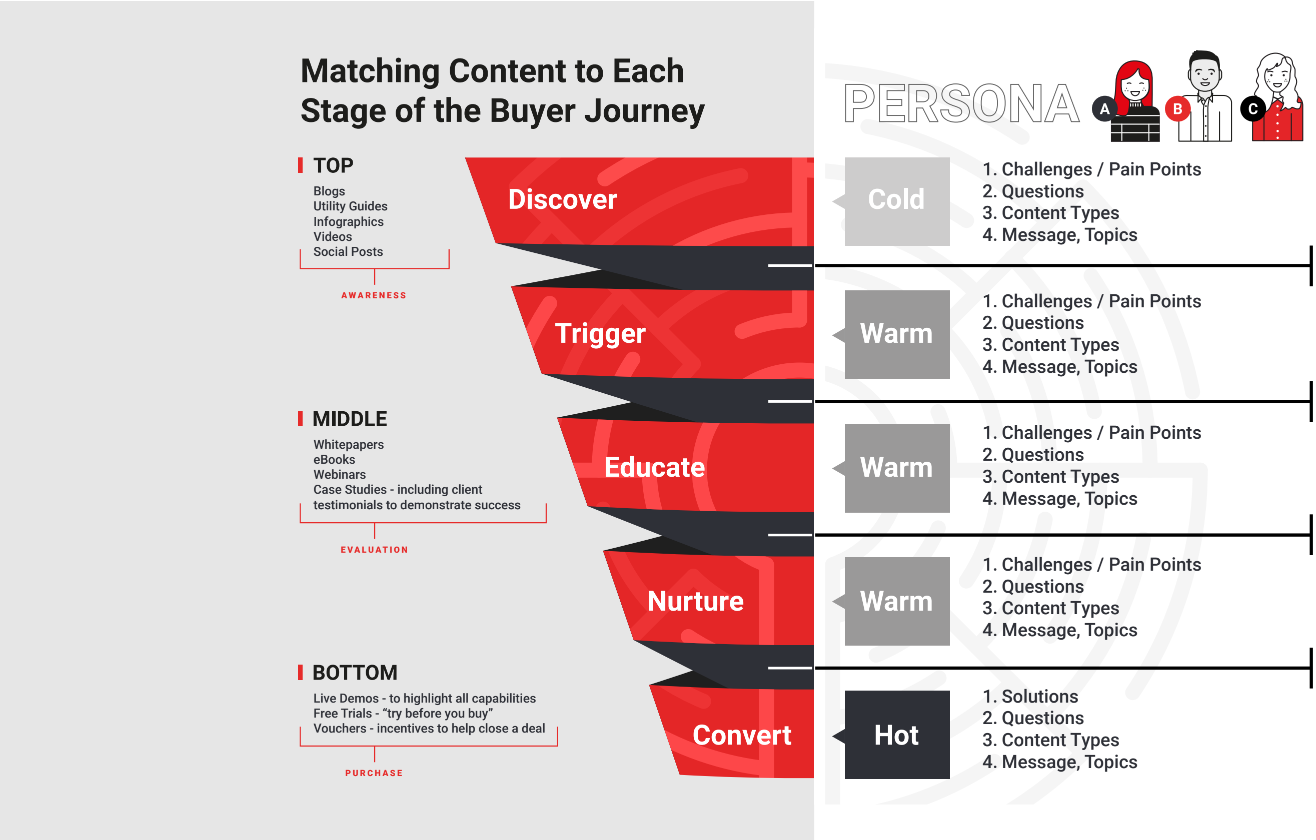
- Build trust and retention
- Establish your credibility
- Enhance your reputation

The importance of serving the right content at the right time

Understanding where your prospect is in the buyer journey means you can serve them relevant content at the right time, in the right formats, across the right channels. This allows you to effectively intercept with your message and remain front of mind at every stage of the funnel.

Content is critical to B2B Sales Acceleration for its ability to demonstrate your company's expertise and understanding of audience pain. It can show as well as tell what you are capable of which not only promotes trust and credibility with your audiences, it drives brand awareness, leads and sales.

However, one size does not fit all; matching content to your personas to ensure you are delivering timely content that is relevant to each persona and their needs is how you can really drive awareness and brand integrity. Here's how to achieve a persona based content approach:



Sequential messaging is also essential for aligning your content and messaging to deliver seamless multi channel experiences. With over half (51%) of senior B2B marketers citing their confidence levels in delivering sequential messaging across multiple channels as 'Med-High', 31% 'High', 15% 'Medium', and just 3% 'Medium-Low' (*B2B Multi Channel Strategy: Market Research Report*), it's clearly becoming a more established practice to aid content creation and relevancy.

The following template can help to plot your persona based content, formats and channels and map them out sequentially to resonate and make an impact with every persona.

	USER	INITIATOR	INFLUENCER	DECISION MAKER	BUYER
Job Titles (e.g. Executives/Managers/ Shareholders/Directors/ Finance etc.)	Marketing Assistant/Executive	Marketing Manager	IT Manager/CIO	Marketing Director/CMO	Finance/Purchasing Team
Priorities (e.g. Efficiency/productivity/ cost/reduction etc.)	Increase productivity and reduce inefficiency in their workflows	To support marketing strategy through delivering tactics and KPIs set for the marketing objectives (such as attract, engage, and nurture leads from MQLs to SQLs)	Develop IT roadmap, IT security and system integration, data breaches and management, keeping up with best technological innovations	Setting strategic agenda ensuring right resources and technologies are deployed and optimized to acheive overarching business agenda	Optimizing cost base through minimizing waste, increasing productivity and profitability
Information Needs (e.g. Advice/product/info/ cost/analysis etc.)	Actionable tips such as best practice tutorials, quick-win techniques, utility guides, templates etc.	Analyst reports, thought leadership, peer recommendations, industry bulletins etc.	Info about set-up, security, risk migration, integration and technical information	Top level information that demonstrates how solution will deliver efficiencies, increase productivity and support profitability	Solution benefits articulated in monetary terms - ROI, cost of doing nothing, cost of breakdowns, cost comparison etc.
Content Preferences (e.g. Infographics/checklists/ analyst reports etc.)	Easy-to-digest formats such as checklists, infographics, podcasts, instructional videos etc.	Survey reports, industry publications, email bulletins, Google Alerts, webinars etc.	Technical product sheets, manuals, product spec etc.	Case studies, business cases, media pack, product sheets, review sites, demos etc.	RI calculator, rate card, feature breakdown, testimonials etc.
Channel Engagement (e.g. Social/email/ subscriptions/display etc.)	Social, peer groups, online learning platforms, supplier website etc.	Email, online publications, exhibitions, networking events, social etc.	Direct communication with vendor tech team, peer groups, online publications etc.	Email, team meetings, supplier websites, sales reps etc.	Review sites, specific web pages, sales reps etc.
What stages of the buyer decision process do they appear in?	Need Recognition/Information Search/Post-Purchase Evaluation	Need Recognition/Information Search	Research/Research Evaluation/Decision	Research/Research Evaluation/Decision/Post-Purchase Evaluation	Decision/Post-Purchase Evaluation
Out of 1-5, what's their influence on the buying decision?	2	4	3	5	4
Who do they want to impress?	Line manager/peers	Marketing director and wider C-Suite	C-Suite	CEO, shareholders, external stakeholders, peer networks	C-Suite
What do they fear?	Slow deployment, complicatd set-up, lack of new skills required	Prioritizing wrong problem causing misalignment of resources and budget, damaging organization's reputation	System breaches, information silos, lack of ownership/ control	Selecting wrong solution that fails to produce ROI, damaging organization's reputation	Being let down by the supplier, hidden costs, lack of long-term value

	BUYER PERSONA A	BUYER PERSONA B	BUYER PERSONA C	BUYER PERSONA D	BUYER PERSONA E
CONTENT HOOK (directly informed by identified pain points)	e.g. 10 Quick Tips for Working Smarter not Harder	e.g. The Ultimate Book of Marketing Tactics	e.g. Seamless and Safe Integration Best Practices	e.g. Does your Technology Support your Game Plan? 10 Secrets from the Strongest Brands	e.g. The Cost of Doing Nothing
INTENT SIGNALS (Searching/Browsing/Action/ Firmographic/Predictive etc.)	e.g. Browsing: Marketing Automation	e.g. Searching: Content Marketing Methods	e.g. Action: 'Top SaaS Predictions of 2019 report' download	e.g. Browsing: Digital Transformation	e.g. Firmographic: Growth Rate
FORMATS (infographics/checklists/ whitepapers/thought leadership etc.)	Bitesize infographics, checklists, blog post, short video tutorial	Thought leadership, sponsored survey report, blog article, campaign planning template	Sponsored analyst report, technical product sheets	Thought leadership, sponsored analyst report, whitepaper, infographic, media pack, ROI calculator, case studies, product sheet	Infographic, media pack, ROI calculator, case studies, product sheet, listing
PRIMARY CHANNELS (email/social/third party platforms/events/blogs etc.)	Blog, social, email, YouTube, web pages, programmatic display	Third party publishing platforms, email, social, programmatic display, events, web pages	Specialist third party platforms, email, social, programmatic display, events, web pages	Networking events, third party publishing platforms, email, programmatic display, landing pages, social, web pages, third party review site	Third party review site, web pages, email, third party publishing platforms
TONE OF VOICE (TOV)	Accessible, friendly, relatable	Professional, useful, informative	Specialist, technical, accurate	Expert, trustworthy, authoritative	Accurate, persausive, reliable

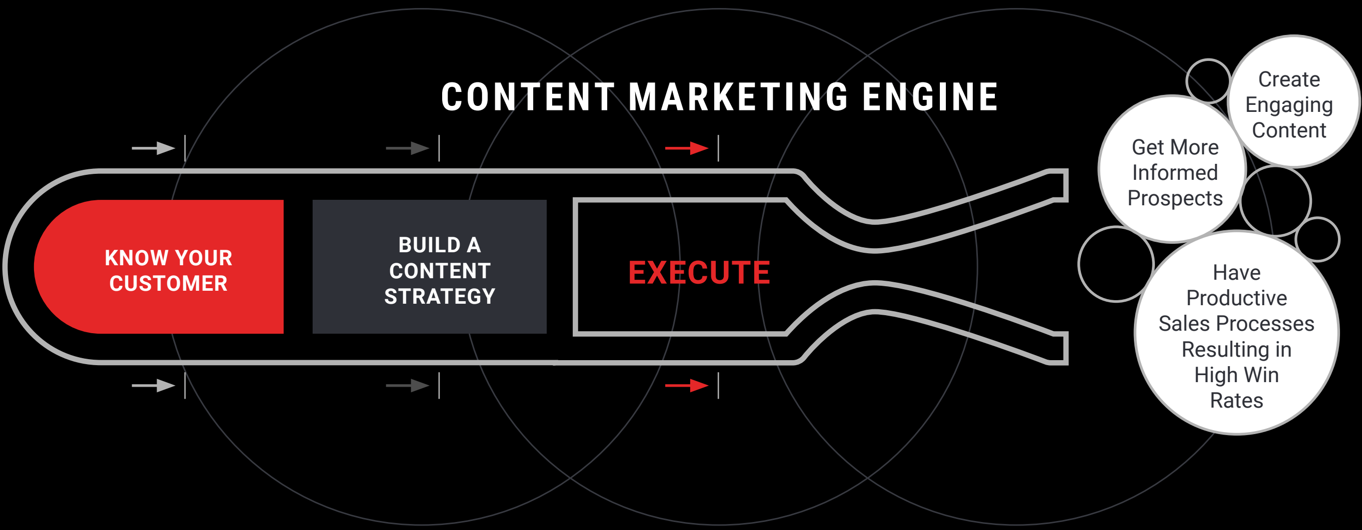
Ensure you're harnessing the power of content to accelerate B2B sales

Conducting a content audit to gain insight into content performance is a great place to start when seeking to leverage the power of content in your Sales Acceleration efforts. This allows you to figure out what content works for your target audiences, helping set out a clear and consistent content marketing strategy.

Mapping content against the customer journey to make sure you have plenty to satisfy all channels effectively from start to finish, as well as all members of the DMU, ensures your content will get in front of the right people when it matters most to them – pushing the right message based on their individual interests and goals.

You should align your content to the challenges faced by potential buyers – subtly proving how your product or service solutions can help to alleviate them. Make sure that with each piece of content you offer, you are providing next steps to move them further along the funnel. This can be achieved through a series of nurture emails for example, to guide them to the ultimate goal of conversion.

Here's a *content map template* to help you start thinking about how and where you can best deliver your content to amplify Sales Acceleration.



SALES & MARKETING ALIGNMENT

6

How to encourage Sales and Marketing alignment to bring the two teams closer together for a more unified approach that makes for a highly-converting lead generation strategy.

SALES & MARKETING ALIGNMENT

When Sales and Marketing teams unite, great things can happen. Yet, while alignment between the two teams can be difficult to achieve, it's not impossible. Working in harmony makes for a highly-converting lead generation strategy.

Why does Sales & Marketing Alignment matter?

Companies with aligned Sales and Marketing teams are over two-thirds (67%) more effective at closing deals, generate over 200% revenue growth from marketing tactics, and experience 24% faster revenue growth (*MarTech Alliance*).

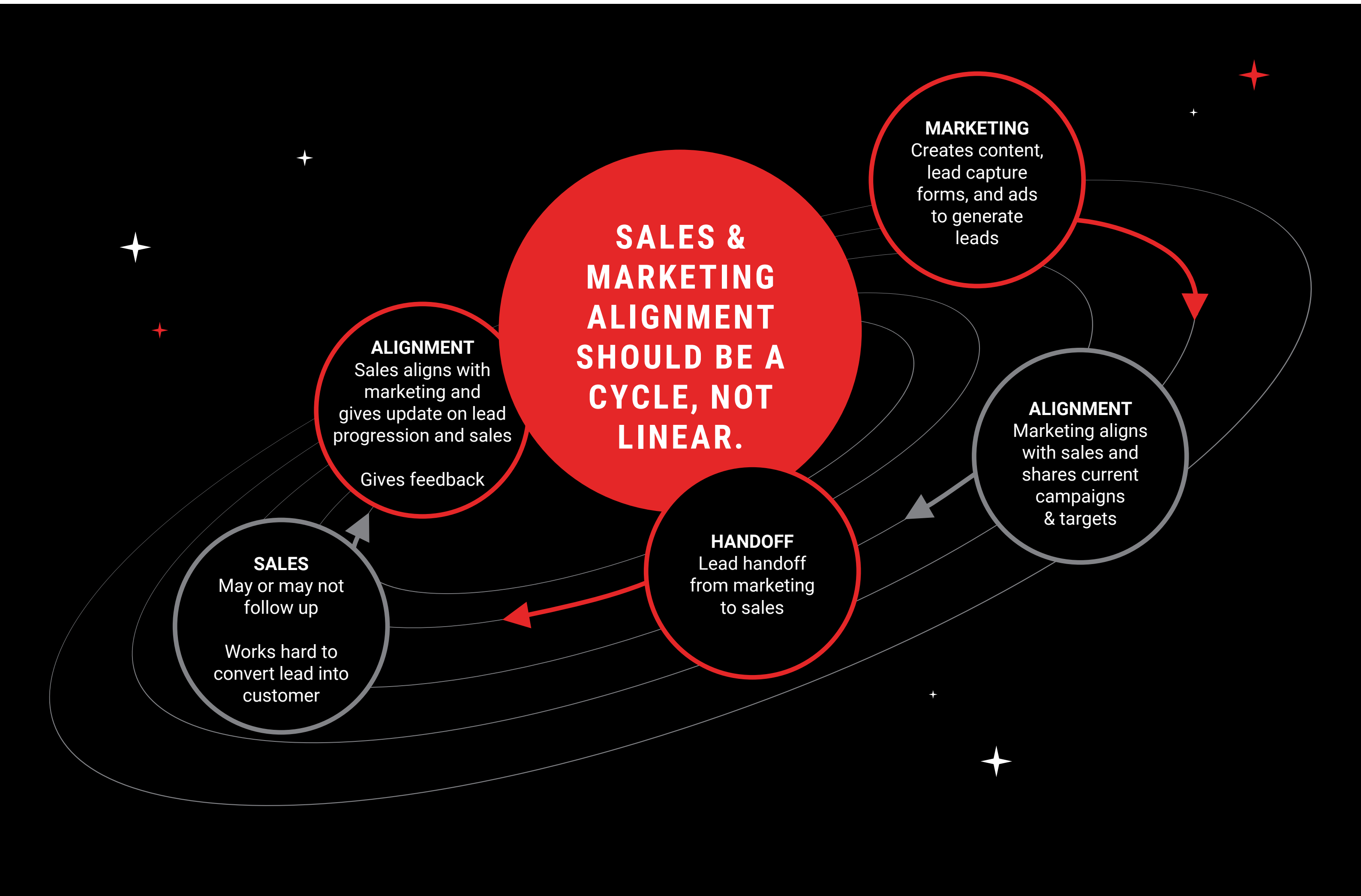
When the two teams align, they are working towards shared business goals rather than individual team objectives which are often very different. They are in a better position to take full advantage of business growth and see significantly improved:

Return on Investment (ROI)

Accelerated Sales process

Top-line growth.

This is because the closer Sales and Marketing are, the more effective and efficient the sales cycle will be. Whilst it may seem that there's a line at which leads get flipped to Sales and it's over to them to close the deal, in reality behind all of that there needs to be a closed communication and feedback loop, and a whole load of collaboration.



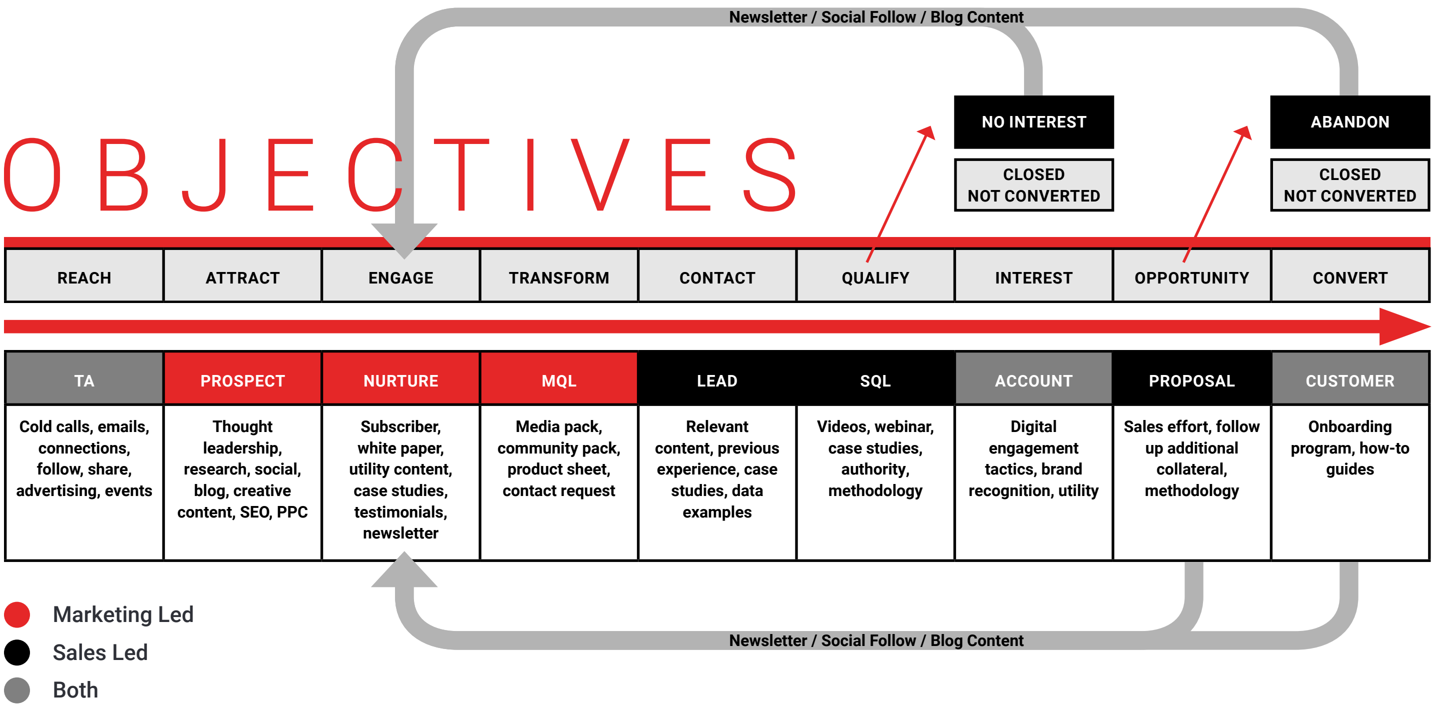
Planning for Sales & Marketing alignment

Critical to improving Sales and Marketing alignment is to have all roles within each team clearly defined along with expected timescales, budgets and expectations to generate accountability among team members. This ensures everyone is working towards the same agenda – after all it's vital that your sales team are working from the same page as your marketing efforts. Use the following framework to set out key tasks and responsibilities.

Task Setting Framework	Sales & Marketing
Task Description:	
Agreed Goal:	
Assigned to:	
Budget:	
Timeframe:	
Deadline:	

Marketing vs Sales Accountability

The below diagram helps to visually understand the role of both Marketing and Sales throughout the B2B Sales journey, indicating exactly which activities they are accountable for. This is a good way of gauging how well your current roles and responsibilities align with best practice.



How to improve Sales & Marketing alignment to support B2B Sales Acceleration

Encouraging both teams to work as one isn't going to happen overnight, however the following steps can be taken to help lessen the divide and create a unified team.

- **Set clear responsibilities**
  Ensure Sales and Marketing know their tasks and responsibilities for a smooth hand-off of leads, encouraging accountability
- **Regular meetings**
  Make sure expectations are being fulfilled and the two teams are not working in silos – this helps everyone stay on track and connected
- **Communicate content marketing**
  It's important to keep Sales updated with any new marketing content or promotions that leads are receiving, helping conversations remain professional and accurate
- **Content creation**
  Sales reps learn a lot from prospects on a daily basis, so develop an easy way they can feedback key areas of interest or pain points to help Marketing create content that resonates
- **Learn from one another**
  Share reports and analysis with the other team to gauge performance of key activities, areas for improvement and strategic takeaways
- **Shadow sales**
  For marketing to really understand what happens on sales calls, allow time to shadow calls to appreciate how sales work and the challenges they face
- **Establish a location for sales enablement resources**
  Include all marketing assets in one, easy to access location so that sales can utilize company guides, presentations, promotional information and so on
- **Encourage teamwork**
  Get to know one another by arranging Sales and Marketing team lunches, workshops or after work drinks – the more the teams know one another as people, the more likely they are to work closely together.

MEASUREMENT

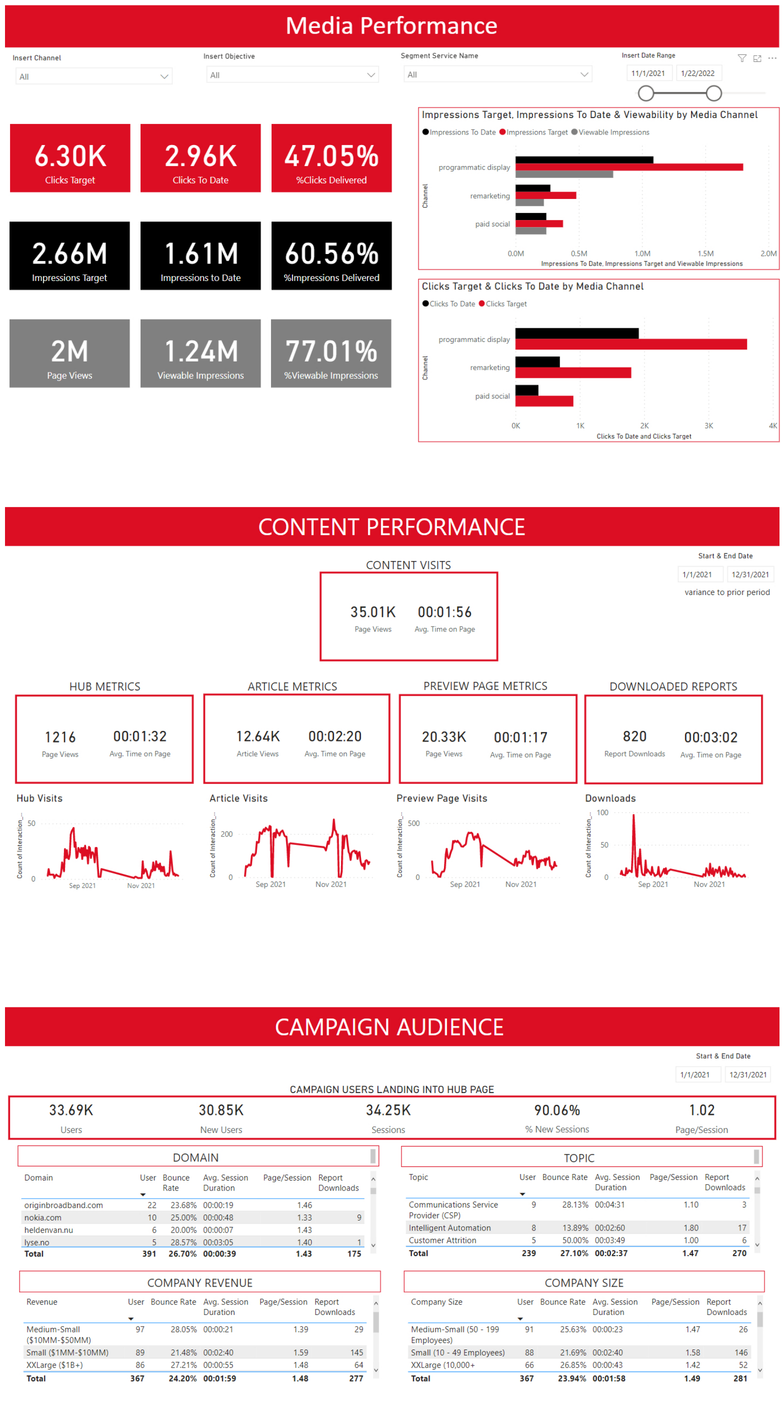
7

How to accurately and reliably report on key metrics for a single source of truth that can provide direction, invaluable learnings and greater brand integrity.

MEASUREMENT

You can't manage what you don't measure! Without visibility on the performance of all your marketing elements and an understanding of how they are or aren't working together, making changes and optimizations becomes a difficult task. Yet, reporting has its challenges; creating one accurate report that unifies data from different channels is a top pain point for over a third (35%) of senior B2B marketing professionals (B2B Multi Channel Strategy: Market Research Report).

That is why Inbox Insight create campaign dashboards (see example below) that pull together all relevant metrics from across different platforms to track a complete, accurate and real-time picture of current Media, Content and Audience performance for campaigns. This level of insight goes a long way in understanding exactly what is and isn't working, allowing under-performing content, formats and channels to be quickly addressed and optimized.



InboxINBOUND Dashboard

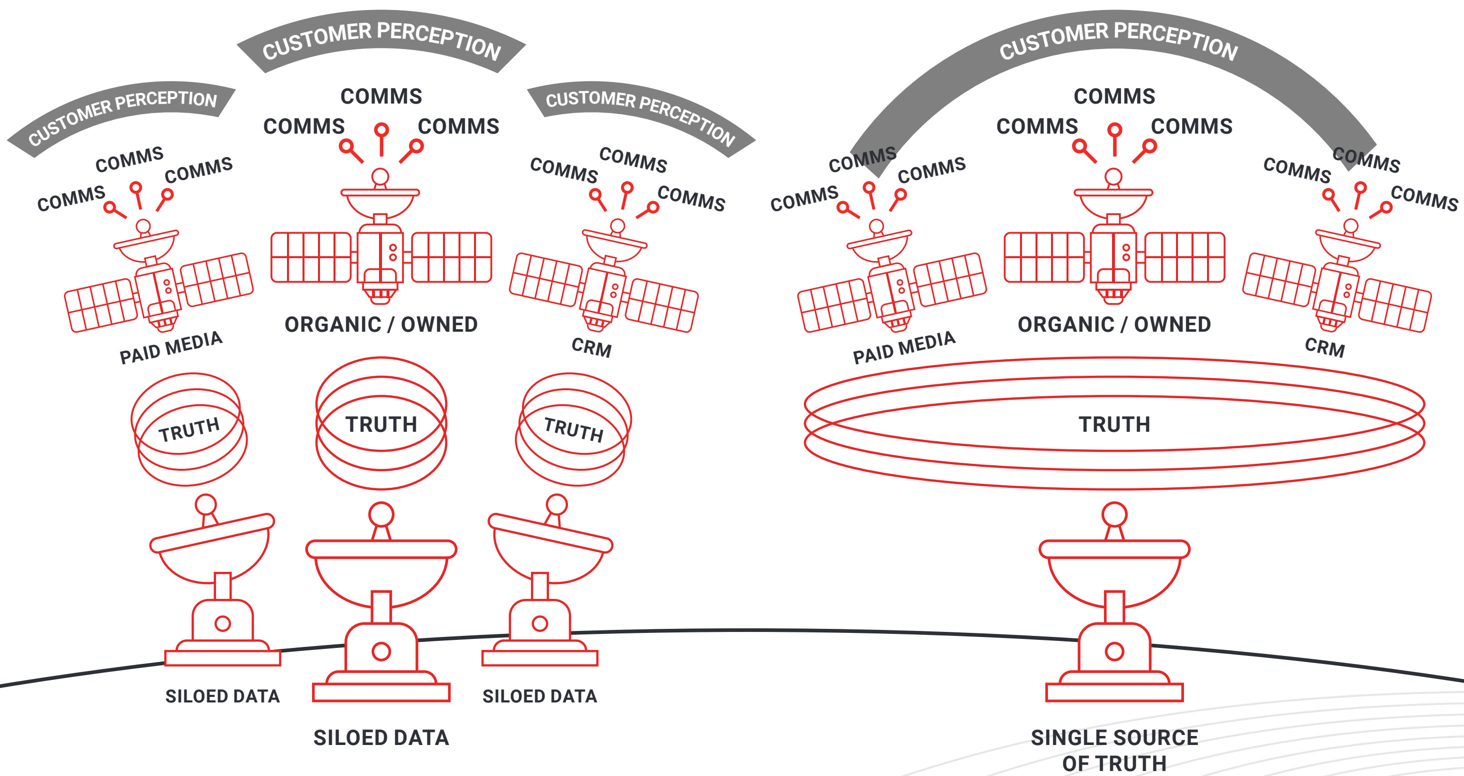
5 Reasons why accurate and reliable reporting is essential

The importance of regular, accurate reporting should not be underestimated for its ability to provide clear measurements and direction as well as valuable learnings and greater brand integrity. It helps to:

1. Define next steps and how to get there
2. Drive planning and forecasting
3. Promote consistency
4. Fuel decision making
5. Aid optimization

Creating a single source of truth to accelerate B2B sales

Transparent and connected reporting ensures a red thread on every opportunity, enabling improved optimization across your channels and targeting strategies. A single source of truth pulls together different metrics from various reporting tools and platforms to provide a single view allowing you to identify reliable insights and make data driven decisions that will increase your marketing efficiency, increase Sales Acceleration and deliver better business outcomes.



KEY TAKEAWAYS

By delving into the 7 most prominent strategies that can aid accelerating the sales process, B2B marketers are now able to fine-tune their current state of play to drive maximum conversions and ROI in the most effective, tactical and efficient ways. To summarize, here's our top findings:

Adopt a data driven approach to your marketing strategy by leveraging data science to help better understand your ICP and amplify the lead conversion process. Apply Look-a-like modelling, Intent data and Propensity modelling to minimize waste and maximize effectiveness. The better quality your targeting, the greater your conversion rates and the quicker your sales velocity will increase.

Benefit from ABM's more focussed approach, allowing you to tailor messaging to key decision makers in target companies and resonate at an even greater level. ABM metrics matter – clearly define your revenue and non-revenue goals, assign relevant KPIs, and report regularly to understand exactly how to further accelerate sales in your target accounts.

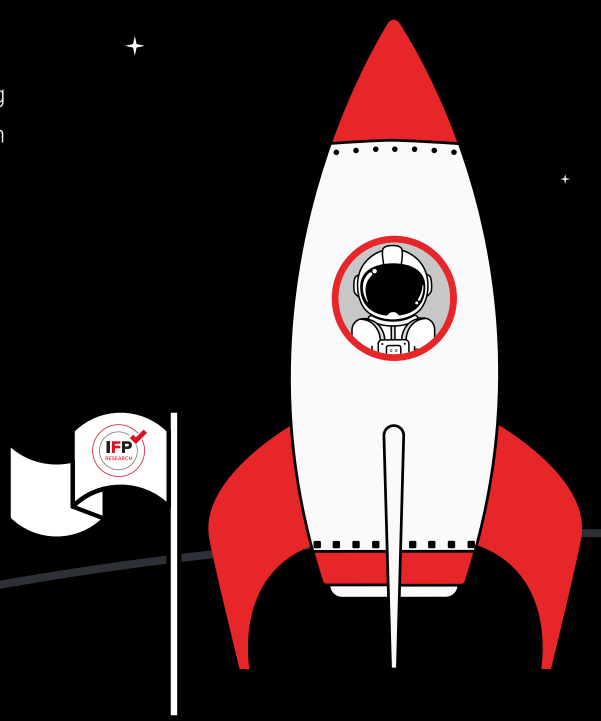
Utilize BDRs as the first point of contact with prospects and make sure they are using all resources available to them to tailor their customer service to the specific needs of each business. They are key to growth and Sales Acceleration, driving awareness and strategic opportunities by getting deals set up ready for SDRs to close.

Focus on lead quality over quantity. Bad leads are a waste of precious time and resources that can be better utilized elsewhere, so understanding which high-quality leads to prioritize and those with the greatest propensity to convert is key. Nurturing and scoring leads correctly before passing them to sales is also vital to maintain a high MQL to SQL conversion rate, reducing lead rejections and keeping sales accelerating.

Create engaging, consistent and useful content to instantly capture your audience's attention and increase trust, retention, brand credibility and reputation. Delivering the right content at the right time, across the rights channels and in the right formats is essential. Conduct a content audit and map content against the customer journey to ensure you have enough relevant content to push in front of the right people when it matters most to them.

Persevere with Sales and Marketing alignment, for the results can be significant. It may be difficult to achieve at first, but once you're there the benefits of working coherently make for a highly-converting lead generation strategy. Encourage team work, meet regularly, set clear responsibilities and maintain communication and feedback to help create a unified team.

Measure, and continue to measure! Report regularly and transparently on the performance of all your marketing elements to gauge how well they are achieving your overarching goals. By creating a red thread on every opportunity, you're able to bring together a single source of truth to make data driven decisions, increase your marketing efficiency, optimize your channels and targeting strategies, and accelerate the B2B sales process.



ABOUT INBOX INSIGHT

Inbox Insight amplify content globally to a community of 4.1M active IT, HR, Marketing and Business Professionals, for some of the world's most successful brands.

Using their first party research facility along with powerful AI technology, Inbox Insight are able to combine a 360° perspective of your target audience with the right multi channel product suite to support your demand generation objectives.

Learn how to put these insights into action to drive cut through and long-lasting audience engagements.

For a custom report of your specific market or competitor intelligence book a demo.

IFP Insights For Professionals

About Insights for Professionals

VISIT THE IFP WEBSITE

IFP is a centralized knowledge platform that brings together professionals across multiple disciplines and sectors through the common goals of professional development and knowledge acceleration.

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