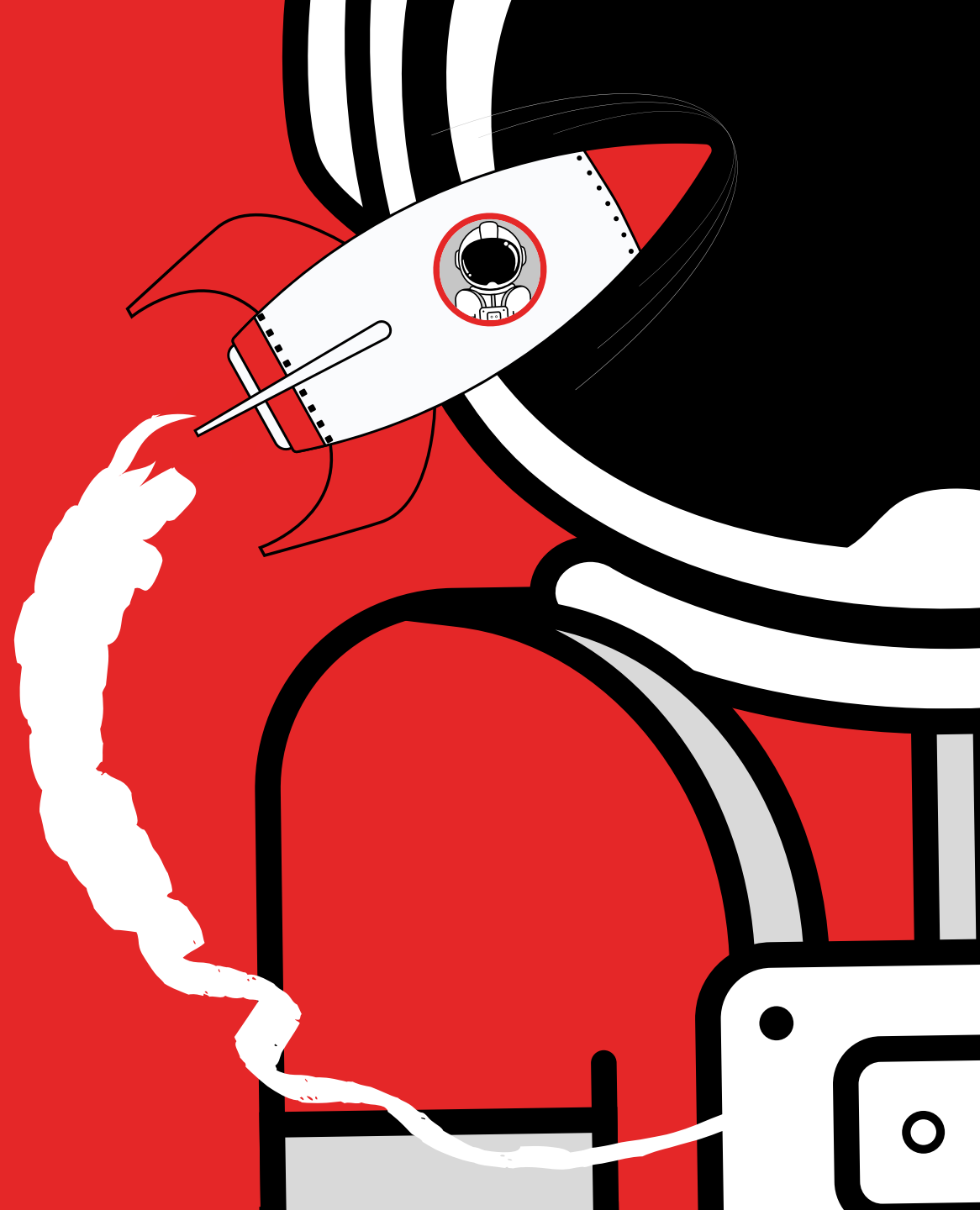


InboxInsight 

A B2B MARKETER'S  
**POCKET GUIDE**

TO

**SALES  
ACCELERATION**



# A B2B MARKETER'S POCKET GUIDE TO SALES ACCELERATION

Our first party intent data has seen a surge in B2B marketers researching the topic of Sales Acceleration.

Perhaps unsurprising when you consider the mounting pressure on the marketing function to demonstrate ROI due to factors such as margin compression and economic uncertainty.

One small step for some marketers, one giant leap for others, this shift towards more revenue based marketing demands a fresh perspective and earns demand generation a significant seat at mission control.

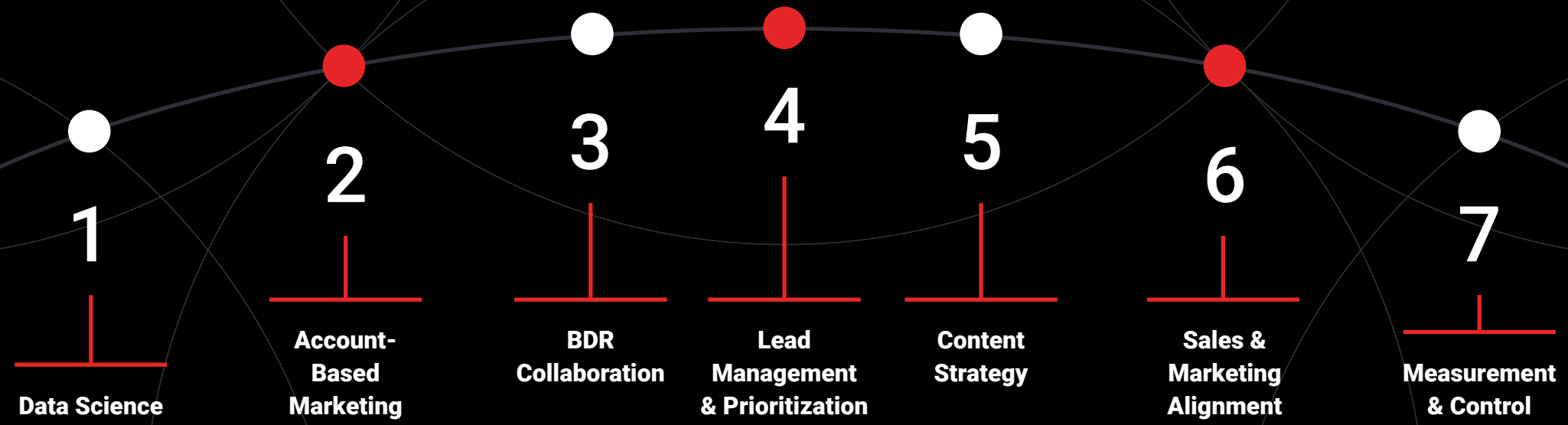
This pocket guide is brimmed full of actionable strategies to help marketers create demand generation programs that positively impact the effectiveness and efficiency of the sales pipeline.

Read on to discover how you, *the marketer*, can engineer greater sales velocity to keep the revenue flame blazing.

$$\begin{matrix} \text{Number} \\ \text{of Deals} \end{matrix} \# \times \begin{matrix} \text{Deal} \\ \text{Size} \end{matrix} \$ \times \begin{matrix} \text{Win} \\ \text{Rate} \end{matrix} \% \div \begin{matrix} \text{Length of} \\ \text{Sales Cycle} \end{matrix} L = \begin{matrix} \text{Sales} \\ \text{Velocity} \end{matrix} V$$

# HOW CAN THE MARKETING FUNCTION IMPACT SALES VELOCITY?

## STRATEGY



# DATA SCIENCE: IN 3,2,1...

Leveraging data science is essential to accelerating sales. Why? Because it has the potential to find:

- *Your most relevant target accounts*
- *Which accounts are in-market*
- *Spikes in trends and topics researched by your target audience*

## HERE ARE 3 KEY APPROACHES TO LEVERAGING DATA SCIENCE:

### 1. USE LOOK-A-LIKE MODELLING TO FIND NEW ACCOUNTS THAT MATCH YOUR ICP.

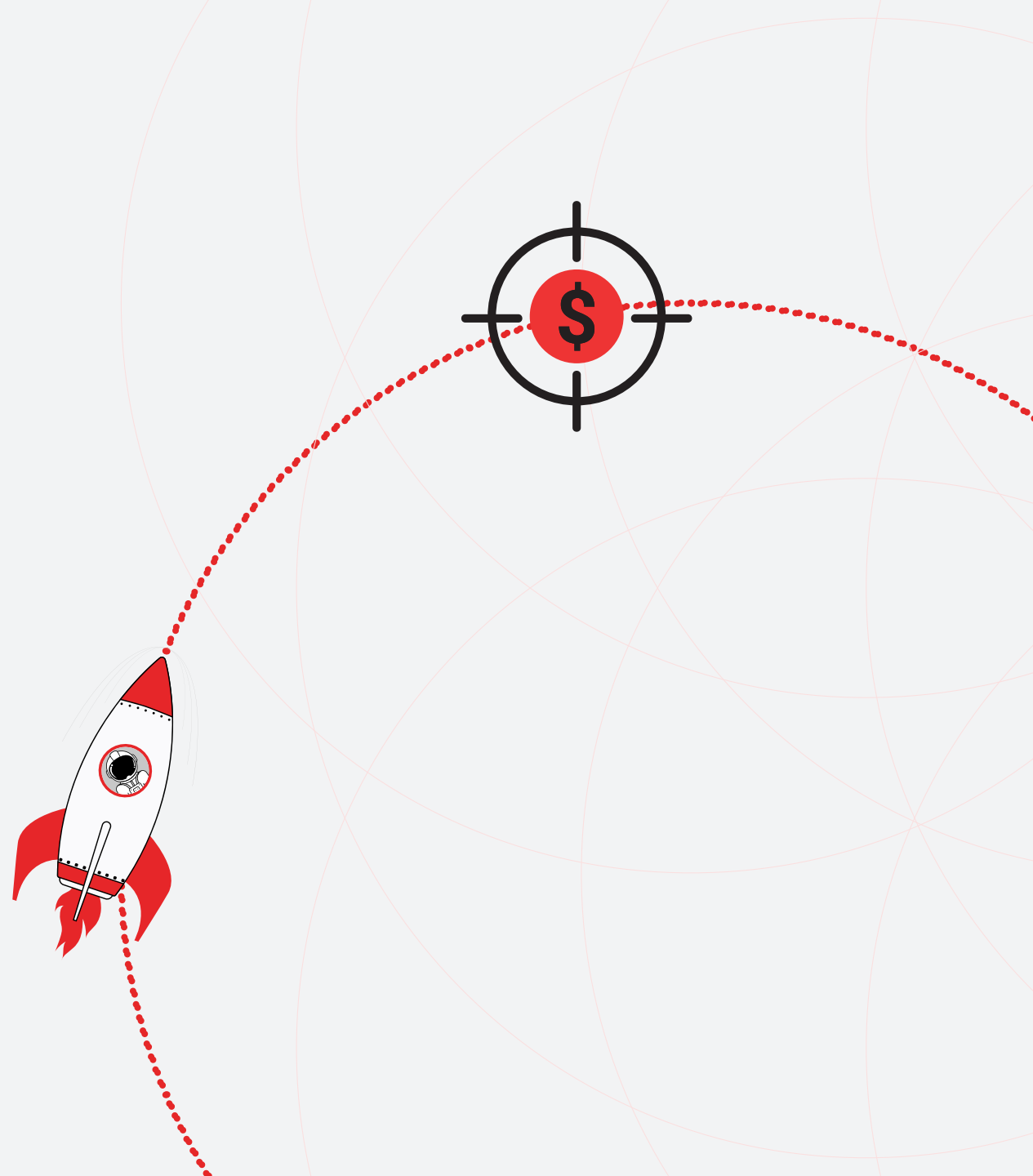
- Analyze your seed audience – use your CRM to isolate your best fit customers in terms of product market fit and profitability.
- Leverage a machine learning model that identifies account features and scales across datapoints to deliver you next best fit customers.
- Apply this to your overall data 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.



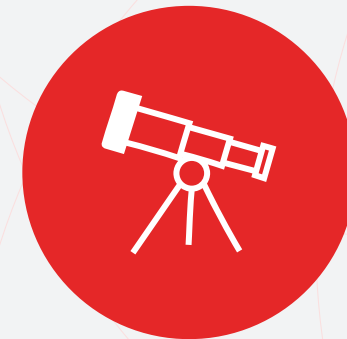
### 3. FOCUS ON ENGAGING PROSPECTS WITH THE GREATEST PROPENSITY TO BUY.

Boost conversion rates, enhance campaign ROI and reduce media spend by focusing on targeting and engaging prospects with the greatest propensity to buy.

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 at:

- ***Personal level***  
(content consumption history, job title)
- ***Account level*** (size, industry)
- ***Contextual*** (content format, time of day of action)

Combined with a machine learning model that understands what content is about and how popular it has been with that particular user's persona segment, allows you to dynamically match content to users based on interests and predict information gaps.

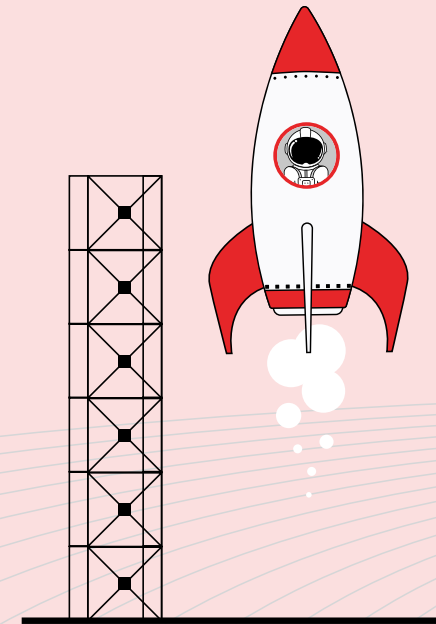


# ABM: ACHIEVING VELOCITY AND PENETRATION

**MARKETING PENETRATION CAN BE ACHIEVED AT A HIGH VELOCITY PACE THROUGH TARGETED ACCOUNT-BASED MARKETING (ABM).**

ABM lets you get closer to a persona based approach to your marketing. Once you've identified key accounts to reach, your marketing team can craft specific communication programs designed to engage and resonate with various key decision makers in your target companies.

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.



## WHAT ABM METRICS MATTER?

Defining clear goals and assigning relevant KPIs is crucial to delivering an ABM strategy that helps boost sales velocity.

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## HERE ARE SOME KEY METRICS B2B MARKETERS SHOULD BE FOCUSING 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).



# HOW TO LEVERAGE BDRS FOR EXTRA THRUST

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BDRs play the most pivotal role in the revenue lifecycle and accelerating sales, sitting at the hand off between Sales and Marketing.

## WHAT CAN MARKETING DO TO SUPPORT THE BDR FUNCTION?

*Lead prioritization* – pass over only high quality leads with the greatest propensity to convert. Lead scoring is a great way to determine lead quality.

*Workflows and cadences* – nurture workflows to guide leads through the lead generation funnel, effectively taking them on a journey, are invaluable to keeping your brand front of mind.

*Enablement tools* – sales enablement tools help close the loop between Marketing, Sales and Customers by effectively streamlining processes, aiding relationship management and providing greater insights. From prospecting tools to content management platforms – equip your BDRs with the right solutions to boost their performance.

## 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
<i>Has little awareness of brand</i>	<i>Has some knowledge of brand</i>	<i>Has deep knowledge of brand</i>
Make an impression	Learn about their challenges	Explain clear benefits
Provide relevant, accurate info	Show you are credible	Give them proof (case study)



# HOW TO HANDLE LEAD QUALITY & PRIORITIZATION

Essential to speeding up the B2B sales process is to understand:

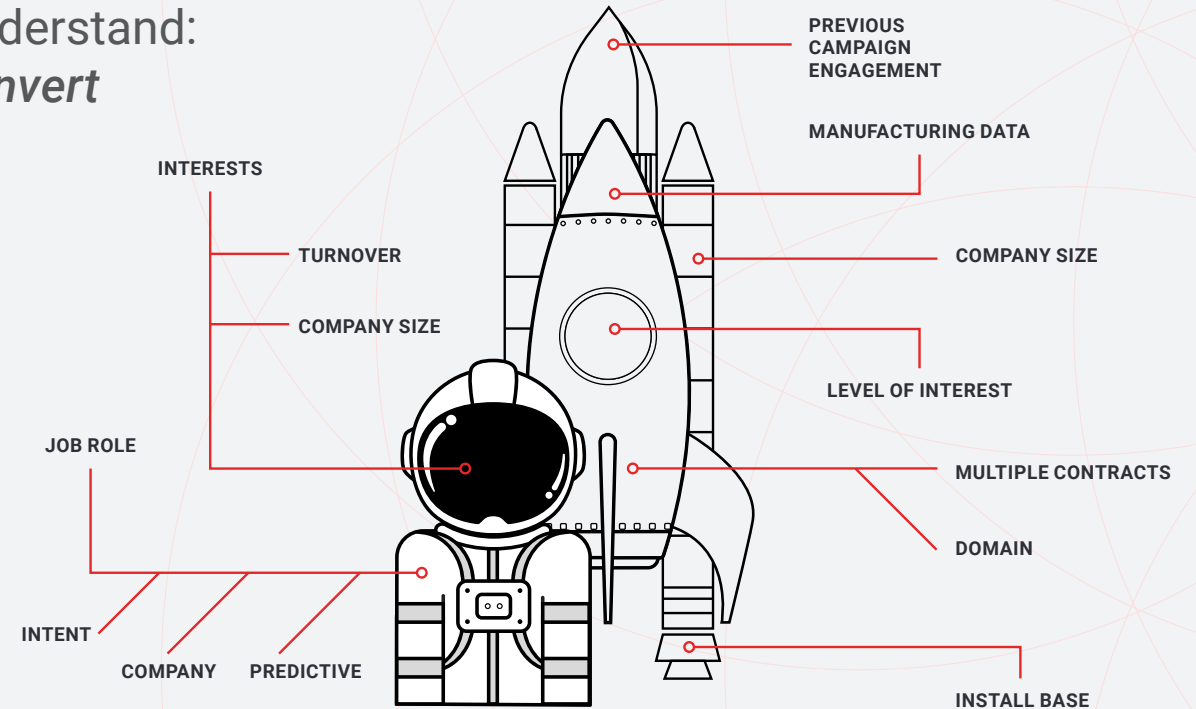
- *Which leads to prioritize*
- *Which are likely to convert*

This will help move your top of funnel leads through to becoming Sales Qualified Leads (SQLs).

## BUT HOW CAN B2B MARKETERS DETERMINE HIGH QUALITY LEADS?

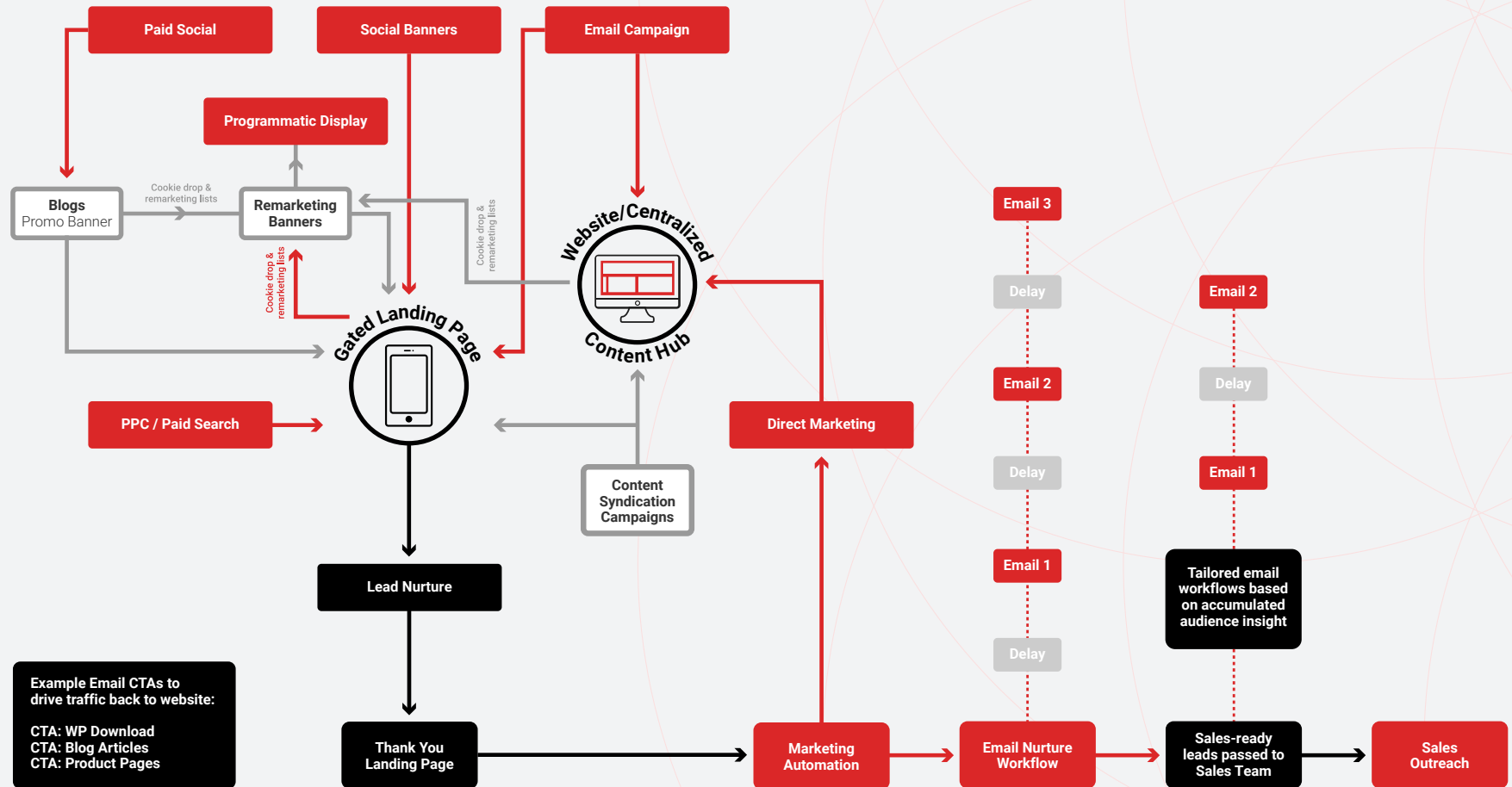
This diagram demonstrates some of the key data points you can tap into to develop a holistic view of your Ideal Customer Profile (ICP).

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.



Nurture streams are vital for keeping quality leads orbiting your brand and moving down your funnel with momentum. Here is one example of a nurture stream that brings together both first and third party data, along with a combination of owned and paid channels to 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 enable sales acceleration.



# CONTENT TO KEEP ICP ORBITING YOUR ECO SYSTEM

**ARE YOU HARNESSING THE POWER OF CONTENT TO ACCELERATE YOUR SALES?  
IF NOT, HERE'S HOW...**

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.

Ensure you map content against the customer journey to make sure you have plenty to satisfy all information needs, format preferences and channels requirements.

Align your content to audience pain points to provide value generating solutions. Make sure your CTAs are also aligned and work towards progressing your audience down the funnel.

The most forward thinking B2B marketers leverage multi-channel campaigns enhanced with data insights to provide rich immersive content experiences that keep target audiences orbiting their brand.

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.

## Matching Content to Each Stage of the Buyer Journey

### TOP

Blogs  
Utility Guides  
Infographics  
Videos  
Social Posts

AWARENESS

### MIDDLE

Whitepapers  
eBooks  
Webinars  
Case Studies - including client testimonials to demonstrate success

EVALUATION

### BOTTOM

Live Demos - to highlight all capabilities  
Free Trials - "try before you buy"  
Vouchers - incentives to help close a deal

PURCHASE

Discover

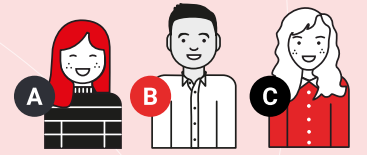
Trigger

Educate

Nurture

Convert

PERSONA



Cold

1. Challenges / Pain Points
2. Questions
3. Content Types
4. Message, Topics

Warm

1. Challenges / Pain Points
2. Questions
3. Content Types
4. Message, Topics

Warm

1. Challenges / Pain Points
2. Questions
3. Content Types
4. Message, Topics

Warm

1. Challenges / Pain Points
2. Questions
3. Content Types
4. Message, Topics

Hot

1. Solutions
2. Questions
3. Content Types
4. Message, Topics

# SALES & MARKETING ALIGNMENT: HOW TO HARMONIZE THE ENGINE

## ARE YOUR SALES AND MARKETING TEAMS WORKING TO THE SAME AGENDA?

Improve Sales and Marketing alignment with these 8 steps and see your sales velocity soar...

1. Set clear responsibilities
2. Regular meetings
3. Communicate content marketing
4. Content creation
5. Learn from one another
6. Shadow sales
7. Establish a location for sales enablement resources
8. Encourage teamwork

# MEASUREMENT & CONTROL

Following these simple yet highly effective measurement tactics will help perfect your approach and create a sense of unity not only between Sales and Marketing, but the wider business as a whole.

**1. Set SMART objectives:  
(Specific, Measurable,  
Achievable, Relevant,  
Timely.)**

Follow this mantra for each objective you set to ensure it holds a clear goal, can be measured and is time-bound to avoid wasted resource.

**2. Set KPIs against  
objectives with the  
right combination of  
marketing metrics**

Ensure your KPIs marry up with your objectives so that you're measuring and making improvements to the areas that matter in driving sales pipeline velocity.

**3. Align team and  
individual objectives with  
overarching objectives.**

You're highly unlikely to succeed if there's no alignment to the wider objectives at stake. It's important to ensure everyone is working off the same hymn sheet to create and work towards a shared goal.

**4. Create a single  
source of truth.**

Creating one accurate report which pulls in key metrics from all marketing activity is crucial to understand the true and complete picture, to really gauge performance.



This pocket guide has introduced the 7 most prominent strategies for aiding sales acceleration.

For a deeper dive into how to execute them, download our comprehensive guide [\*\*\*“The 7 Step Guide to Sales Acceleration for B2B Marketers”\*\*\*](#) now.

You can also find more dedicated resources on our [\*\*\*Sales Acceleration Content Hub\*\*\*](#).

# READY FOR MORE?

DOWNLOAD OUR FULL  
7-STEP GUIDE TO B2B SALES  
ACCELERATION HERE:

DOWNLOAD NOW



## 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.

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