STRATEGY   TARGETING   COST   HOW TO SCALE
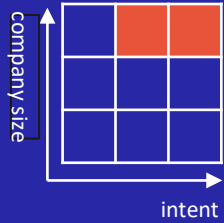
BJREES MARKETING

ABM (6Sense)

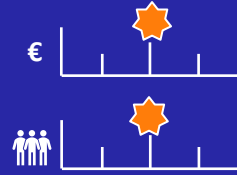**Strategy:** Pre-define target account list, target with digital ads and outreach, while monitoring intent signals, and increasing spend where appropriate, using 6Sense platform plus SalesLoft
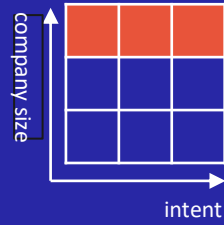
How to scale:
1. Increase digital budget on 6Sense once we know what's working
2. Work from regional marketers creating SalesLoft cadences and others (Marketing Ops?) to create automated campaigns based on intent
3. Automation infrastructure – nurture prospects at volume

Field mktg (events, media, sponsorship)

Strategy: Attend events and tradeshows (big and small) speaking directly to attendees. (later run our own events)
Also includes budget for other regional activities – media, sponsorships and so on
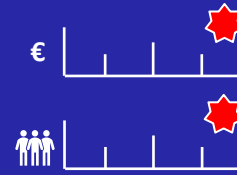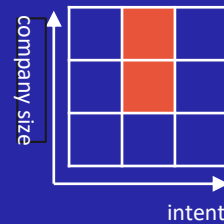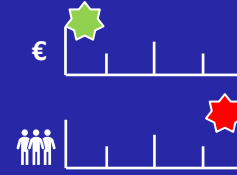
How to scale:
1. Difficult to scale – time-intensive activities
2. Very limited by availability of events to attend
3. Can send SDRs/AEs to smaller events, but prep. still required

Content (and SEO)

Strategy: Write blog posts and other content about interesting topics for our target audience(s). Found by customers through general research. Can also place on 3rd party sites. Build out community newsletter of people with whom we have "permission to market"

How to scale:
1. Difficult to scale – time-intensive activity
2. Need to maintain quality
3. Slow to build – impact of content/SEO is long-term
4. Use mix of external and internal authors. Eventually hire editor

Paid Social (LinkedIn)

Strategy: Place high-quality, relevant ads and content in the feeds of our target audience. No intent yet shown by audience, but reliant on good targeting from platforms. Primarily LinkedIn, but others available
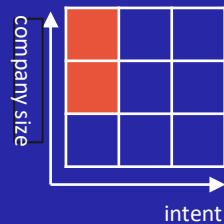
How to scale:
1. Increase budget on LinkedIn
2. Time from Demand Gen team to create quality targeted ads and content for different segments – quality and relevance is key.
3. Time from creative/Canva to create ads

SEM (Google ads)

Strategy: Any customer, large or small who is searching for a solution to their problem should find you. Spend money on Google ads (mostly text ads) to capture these searches
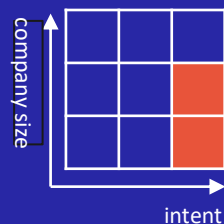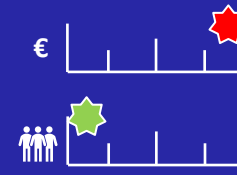
How to scale:
1. Difficult as based on levels of activity from customers
2. Spend time on long tail of obscure searches for specific needs
3. Ensure we're capturing all relevant searches

(Targeting axes: company size vs. intent)
(Cost indicators: € and people)