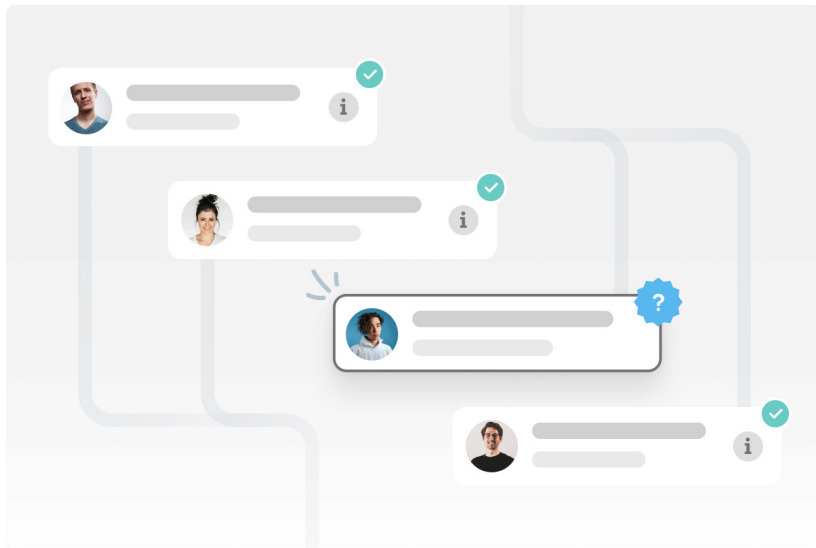


Orchestration Plays by Use Case



Strategic air cover for sales



When to Use

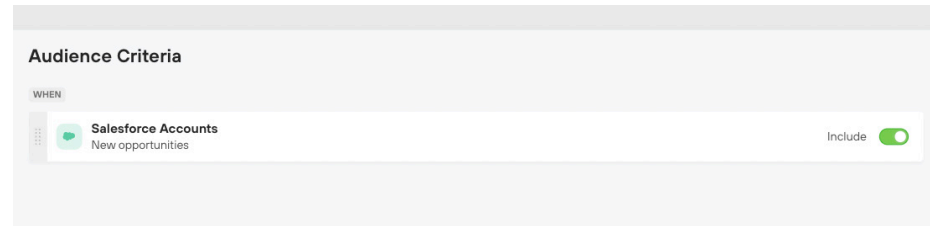
This orchestration play is best used to maintain engagement with your prospects as they go through the sales process. Oftentimes, prospects are not reached enough with marketing messages once they enter pipeline due to a fear of the marketing team stepping on the sales team's toes. This orchestration speaks to those concerns while continuing to engage pipeline accounts across channels.

How to Measure Success & Optimize

Success with this campaign looks like increased engagement within pipeline accounts and higher closed-won rates in specific risk scenarios (competitive, objections, and so on). To optimize this campaign after launch, look at reach and conversion rates between stages—if either is dropping, you need to refresh messaging or adjust channel tactics. Combine insights like these with clickthrough rates to determine what works and what doesn't.

Audience Criteria:

- New opportunities



Stage 1 - Discovery Stage

- Display ads to C-suite - Brand Awareness
- LinkedIn: Case study for buying team
- Personalized homepage: Featured customer story
- Add to Hubspot list: Do not email
- Personalized landing page

Triggers

- 2a - Opportunities that reach Proposal stage
- 2b - Stuck in stage for 30 days

Stage 2a -Proposal Stage

- Display ads to buyers: differentiation
- Display ads to CxO: ROI message
- Salesforce campaign: Gift to CxO

Stage 2b - Deals at Risk

- Salesforce campaign: Executive outreach
- Salesforce task: Set up customer reference

