

Orchestration Plays by Use Case



Execute an event nurture



When to Use

This play works best when you have a list of leads from an upcoming (or past year's) event that you can leverage to maximize your return from the event.

How to Measure Success & Optimize

Success for this play would look like an increase in meetings from accounts who attended the event. For additional campaign optimization, you can add an additional 'kickout' stage to reduce wasted ad spend. Accounts can be triggered to move to this stage if they don't engage with ads or the nurture campaign within the Unengaged Accounts stage after a certain amount of time.

Audience Criteria:

- Develop TAL by combining event leads from your MAP and your CRM

The screenshot shows the 'Audience Criteria' configuration interface. It is divided into two sections: 'WHEN' and 'AND OR'. Under 'WHEN', there is a criterion 'Hubspot List' with the description 'Matches Event Leads' and an 'Include' toggle switch that is turned on. Under 'AND OR', there is a criterion 'Salesforce Accounts' with the description 'Accounts who attended in the last three years' and an 'Include' toggle switch that is also turned on.

Stage 1 - Target likely attendees

- Display ads run to promote case study
- Personalized homepage offers prompt leads to book meetings
- Leads are added to a timed drip campaign to promote the case study

Stage 2a - Convert responsive accounts

- Accounts that click on stage 1 ads are moved to stage 2a automatically
- Display ads, website popups, and LinkedIn ads use the same offer
- Leads are added to a SalesLoft sequence for immediate BDR touches

Stage 2b - Nurture unresponsive accounts

- Accounts that don't click ads are targeted with online resources instead
- After two weeks, ads are turned off, and leads are sent a final Hubspot email promoting related resources from the even

