

Orchestration Plays by Use Case



Convert intent into sales meetings



When to Use

This play works best when you are trying to be the first sales team to reach an account after an intent signal was detected. It allows your sales team to focus their time on only the highest quality accounts (those who confirm intent via engagement with a marketing tactic) and then pushes the other accounts into further marketing nurture to develop engagement.

How to Measure Success & Optimize

If you're reaching a truly high intent audience with messaging that correlates to their intent, you should see higher click-through rates on your LinkedIn and display ads. Ultimately, campaign success would look like booked meetings from the sales campaign. After the campaign has run for some time and generated a few meetings, you can then evaluate the quality of the targeting by looking at the accounts that engaged and booked meetings - were they high-fit? If not, you can then adjust your dynamic audience to more strictly fit your intended firmographic audience.

Audience Criteria:

- Accounts with intent signals are added to orchestration daily

Stage 1 - Target likely buyers

- Display ads run to raise brand awareness and validate interest

Triggers

- 2a - Clicked on ad or CTA
- 2b - No clicks after 21 days

Stage 2a - Send warm accounts to sales

- Accounts that click Stage 1 ads are moved to Stage 2a automatically
- New display ads run to promote the benefits of taking a meeting with sales
- Leads are automatically added to a sales campaign for fast activation

Stage 2b - Nurture cold accounts on LinkedIn

- Accounts that ignore Stage 1 ads are moved to a LinkedIn campaign after three weeks
- Accounts that convert on LinkedIn route to the sales campaign

Audience Criteria

WHEN



Neon Intent Data

Include ☒

