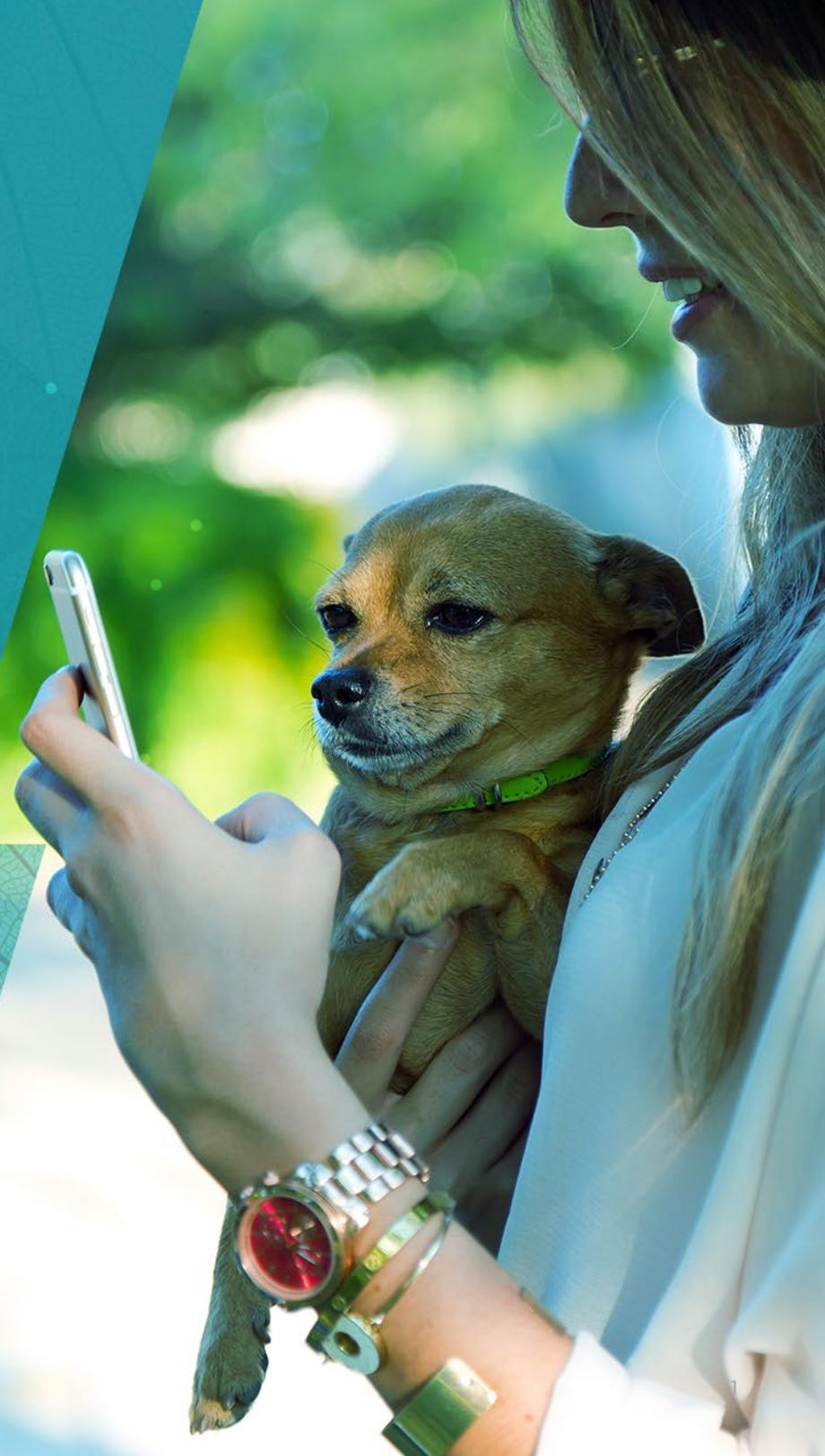


How To

CONVERT LEADS FASTER

Using Targeted Demand Acceleration



INTRODUCTION

Marketers; we know you're under pressure to provide net-new leads (we are too). So let's just cut to the chase—there's a solution that will help you generate more, higher quality leads.

Meet predictive marketing.

Predictive marketing is the practice of extracting information from both existing customer datasets and external data to determine a pattern that predicts future outcomes and trends.

Predictive has the capability to forecast with an acceptable level of reliability what companies are the best fit for your business, so that you can take the appropriate actions to convert them into buying customers sooner, and more effectively.

When implemented into the facets of your demand generation efforts, predictive marketing takes

you a league beyond demand generation, and into demand acceleration.

Demand acceleration allows you to use your existing marketing channels with a new level of precision to land bigger deals in shorter sales cycles.

But, predictive isn't a silver bullet. You still need to nurture your leads, creating relationships with them overtime. However, predictive *does* change how you create those relationships, since you have access to much more data than you would otherwise.

In this ebook we will cover how to accelerate leads to become customers.

Learn how to:

- Craft the right content to guide your best-fit accounts through your sales funnel
- Nurture your leads with the right email messaging
- Personalize your website experience for target accounts and industries
- Attend the events that your customers are attending, and plan events that your customers want to attend
- Target your social media outreach and find the right influencers to evangelize your product
- Use paid ads to attract leads throughout the funnel
- Optimize your database to improve sales and marketing alignment

TOP ISSUES FACING DEMAND GENERATION MARKETERS TODAY

Before we get into the details on building these relationships, let's take a step back and talk about the issues facing traditional demand generation marketers today—particularly surrounding lead generation.

We have narrowed it down to the top five.



- 1 Targeting the Wrong Accounts**

Traditional demand generation calls for wide top-of-funnel programs. This means you are casting a huge net—targeting anyone who might listen to your marketing messages. And do you truly know if the people who respond to these programs are the right accounts? Targeting the wrong accounts costs time, money, and resources.
- 2 Not Providing Enough Qualified Leads for Sales Teams**

This is such a common problem. Picture this, your Sales Development Reps (SDRs) get a list to call down from one of your marketing programs only to find out that most of the leads are not a good fit. Not only does this waste their time, but it also causes friction between sales and marketing teams.
- 3 Avoiding the Adoption of New Technology**

Marketers are so busy. Overtasked and understaffed, marketers can be overly risk-averse about adopting new technology. This mentality puts marketers in danger of missing out on tools that can have a big positive impact on their bottom line.
- 4 Having Trouble Selling into a New Market**

Marketers are often looking to enter a new market, sell into a new vertical, or launch a new product. It's tough to know where to start and who to target. Marketers in this situation try a number of programs without knowing if their dollars are returning the right customers.
- 5 Implementing Account-Based Marketing**

Account-based marketing is a big buzzword right now. When executed well, it can consistently land you those big “sales whales”. But what does that actually entail and how do you execute on this strategy?

WHAT IS PREDICTIVE MARKETING?

Predictive marketing helps marketers overcome many of the challenges listed on the previous page. The introduction of predictive marketing into an organization enables marketers to be much more targeted and precise with their methodology.

With predictive marketing, marketers and sales teams can:

- Spend more time selling and less time guessing
- Determine with a reasonable level of accuracy, who you should target with your efforts
- Get hyper-personalized with account-based marketing and selling

This is the nature of predictive marketing. Predictive marketing is the practice of extracting

information from existing customer datasets, combined with external account data, to determine a pattern and predict future outcomes and trends through data modeling. Predictive marketing has the capability to evaluate your total addressable market (TAM) to forecast with an acceptable level of reliability what customers are the best fit for you and your business. Predictive marketing does this through predictive demand generation, predictive scoring, and predictive ad targeting.



WHAT IS PREDICTIVE MARKETING?

What is Predictive Demand Generation?

As previously discussed, marketers are constantly being asked to deliver more leads. But you and your sales team know that more does not necessarily mean better. Predictive marketing delivers more high quality, net-new leads into your funnel.

Predictive demand gen is the practice of leveraging your customer data model to fill your top-of-funnel with the right accounts--the ones with the highest propensity to close. Now, to be clear, this is not the crystal ball of marketing (we wish). These are leads that should focus your demand generation efforts, making your marketing investments more targeted and precise. Imagine spending your budget on accounts and leads that look like your best customers instead of marketing to every business out there.

How is this possible? In the the case of EverString, we combine your data with our own data to deliver a list of highly targeted accounts. We look at fit, engagement, and intent using 20,00 different signals from our database of over 11 million B2B companies. We then create your data model and provide you with your entire total addressable market



(TAM), identifying the accounts that are most likely to buy.

With more of the right accounts placed in your top-of-funnel marketing strategy, you can quickly shift your focus from the top-of-the-funnel to the middle-of-the-funnel, where you can build highly personalized and targeted relationships.

We like to call this phase demand acceleration vs demand generation. This is where things get interesting, and it is what we will talk about in detail. But first, we also wanted to define another key element of predictive marketing—predictive scoring.

What is Predictive Scoring?

You may be familiar with lead scoring in your marketing automation platform. Scoring is the process of ranking a lead's level of interest and sales readiness according to a methodology that you and your sales team define together. Marketing automation platforms capture and score engagement data, which is the set of interactions prospects have with directly with your brand. These are your website visits, webinar attendance, whitepaper downloads, and so on.

Predictive scoring is the process of applying your predictive data model to your own database—helping to prioritize who you and

WHAT IS PREDICTIVE MARKETING?

your sales team should spend time nurturing. By combining your predictive score with your marketing automation score, you are able to fully optimize your database campaigns.

Essentially, your marketing automation tool scores based on real-time engagement, and your predictive tool scores based on data collection about a prospect beyond the prospect's engagement with your brand. Together they provide a nearly complete picture of your pipeline. Don't be intimidated by how well you can understand your database!

However, something to note--the best predictive scoring products are not just for predictive lead scoring (applying the predictive score to individuals in your database) but rather predictive account scoring broadly, which is scoring applied to both leads and accounts. In fact, EverString is the only predictive vendor to do both account and lead scoring. At EverString, we emphasize the

importance of account scoring before lead scoring. Why? Because B2B businesses sell to accounts and not leads. You sell into the company that makes the most sense for your business. In most cases, a buying committee is actually made up of numerous leads—so instead of spending time focusing on individuals, you focus your time on all of the decision makers and influencers within a single account.

Need more evidence? Engagio, an all-in-one Account-Based Marketing (ABM) Platform, and the go-to for all things ABM, points out **“it's called ‘business to business’ not ‘lead to business’”**. Makes sense right? Predictive scoring allows you to execute ABM so that you can:

- Focus time and resources on the right accounts
- Close bigger and better deals, faster
- Better integrate your sales and marketing teams

PREDICTIVE ACCOUNT SIGNALS

Fit

Fit measures firmographic data (e.g. company size, industry and geography), tech stack data (i.e. what products and technologies a company is using), and personal-level data about title, background skills, etc. Fit data can tell you everything you need to know about a company to decide if it's the right company for you to sell into.

Engagement

Engagement measures a prospect's interactions with your brand. It measures things like website visits, pricing page visits, webinar attendance, whitepaper downloads, etc. Engagement gives insight into how familiar a prospect is with your brand and what she's interested in.

Intent

Intent data looks at potential intention to buy. In other words, it tracks prospects' visits to your competitors' websites, when they look at third-party blogs, and when they search for relevant keywords to your product. However, not that these signals aren't always present because only a small percentage of all prospects are actively looking to buy at any given time.

YOU HAVE PREDICTIVE DEMAND GENERATION. WHAT HAPPENS NEXT?

OK, back to issue at hand. How can you use predictive marketing to accelerate your leads to become customers?

Clearly, predictive marketing helps you build pipeline and optimize conversion. But, it's not a silver bullet! You still have to build relationships with buyers over-time, just like you would if you were using traditional demand generation. It is unlikely that you would call any account and have them respond immediately with "where do I sign?!".

However, because these accounts have been cherry-picked by data-backed intelligence and look like your best customers, they have a much higher propensity to close. To accelerate these accounts to become customers, you have to employ focused and targeted marketing programs.

We'll show you how it's done.



CREATE THE *RIGHT* CONTENT TO TARGET THE *RIGHT* ACCOUNTS

Once you know who you should be targeting, next you need to build a content strategy. Many of you will already have a content strategy in place before you implement predictive marketing. And that's great! But based on the data you have gleaned with predictive marketing, you can create content that is even more targeted to your ideal customer.

Why is creating content important?

In the words of Jon Miller, CEO of Engagio, and Co-founder of Marketo, "Content marketing has transformed B2B by letting marketers initiate conversations and develop relationships earlier in the buying process". Not only that, but content also gives salespeople the ability to reach out with the right piece of information for each prospect, adding real value at the first touch point.

Content marketing is truly full-funnel—it comes in at the tippy top of the funnel and plays a roll all of the way through to customer renewals.

Support Your Buyer Journey with Content

Content marketing is the best way to provide the approachable, detailed content that buyers need.

You can create:

- Thought leadership on important areas of your space to establish your brand as trustworthy and knowledgeable
- Content about the impact your product has beyond the technical implementation (like this ebook!)
- Content to address questions or concerns about your product specifically



CREATE THE RIGHT CONTENT TO TARGET THE RIGHT ACCOUNTS

Different types of content are more or less relevant depending on the buying stage of the account and prospect. Let's take a look at how content can be applied for each funnel stage.

The Beginning of the Journey: Top-of-funnel (TOFU)

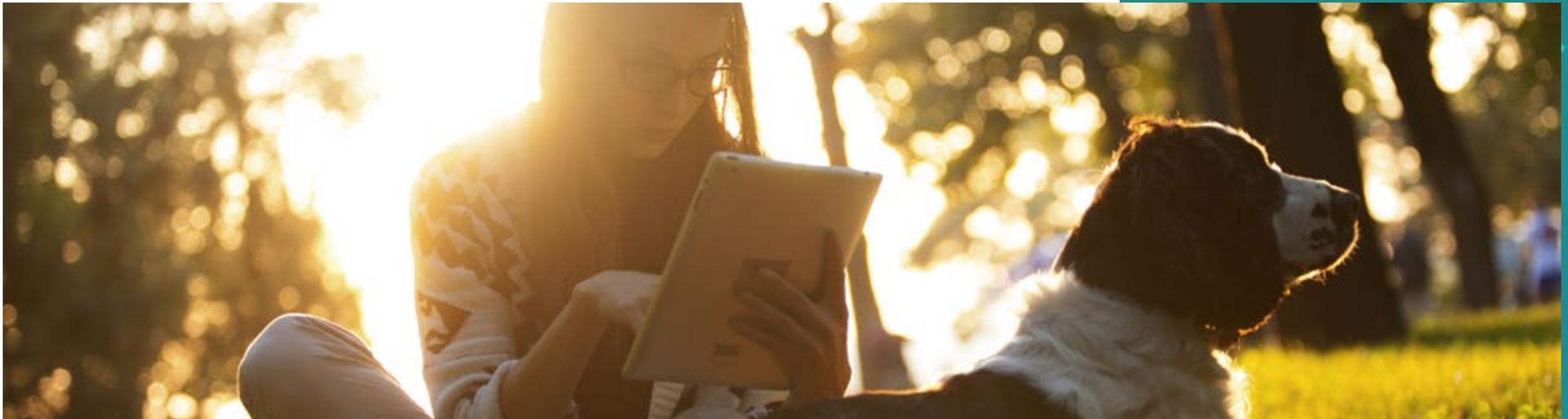
TOFU content is introductory and educational. Here, especially as it pertains to predictive marketing, you are targeting an account and lead that may or may not even be aware of your product. This account has had no meaningful interactions with your brand. They probably have a lower engagement score than you'd like, but a high fit score. This is the content you most often use in your traditional demand generation programs. This is also the type of content you will most likely use initially

with the accounts and leads you received from your predictive demand generation platform. When creating your TOFU content, keep in mind what information you have learned about the account through your predictive model. Do most of your key accounts come from the healthcare industry? Are they large enterprises with over 5,000 employees? Create your TOFU content with these insights in mind. Write relevant content that speaks directly to the attributes that make up your top targets.

Pro-Tip: *If you don't have time to create multiple different specialized versions of content assets, consider taking an asset that you already have and changing the title, cover, and some interior copy to be more relevant to the attributes you are looking to target.*

Use Predictive Data to Determine Content Performance

Use the data from your predictive marketing and marketing automation platforms to inform what type of content you should create more of and what type of content just isn't cutting it. For example, let's compare two pieces of content—both of them get high conversion rates. However, one brings in high fit leads and the other brings in low fit leads. You can use that intelligence to create more content similar to the one that brings in the high fit leads.





BY KEEPING YOUR INITIAL CONTENT TOUCHES EDUCATIONAL, ENTERTAINING, AND USEFUL, YOU CAN START TO WARM UP YOUR PREDICTIVE LEADS TO MOVE THEM TOWARDS THE MIDDLE-OF-THE-FUNNEL.

The Middle of the Journey: Middle-of-funnel (MOFU)

Once you have won your prospect over with your amazing TOFU content, she is now ready to move through your funnel. She should know about your brand and if she has successfully moved to this stage, she is likely have a high engagement score.

MOFU content discusses topics that are more closely related to your product or service. You're targeting the buyer who has shown quantifiable signs that he is interested in your brand. Depending on what you know about his company and industry from your predictive model, offer him a piece of content that shows how your product impacts his day-to-day job or overall business.

The End of the Journey: Bottom-of-funnel (BOFU)

BOFU content gets to the heart of your product or service. This is where you get more aggressive with your offering. This account and prospect has high fit, high engagement, and high intent scores—culminating in a very high overall predictive score. BOFU content is very specific to your product or service, like, for example, a pricing guide or customer testimonial. The only prospects that should be getting BOFU content are the ones that you think are ready to pull the trigger and buy your product. If you give it to them any sooner, it will come off as pushy, and can damage the relationship. This is a critical point to note when it comes to the accounts from your predictive marketing platform—don't shove your sales-focused content in their face immediately, take time to build the relationship.

Account-Based Content Marketing Checklist

Conduct a Content Audit

- Discover all the potentially relevant content you have right now.
- Tag it by account, persona, purchase stage, and issue.
- Identify content gaps that need filling.

Adapt Existing Content

- Pick content that's relevant and usable as is.
- Identify content that needs simple revisions to make it account-relevant.

Create New Content

- Prioritize themes and issues for the account based on your insight.
- Identify sources: subject matter experts, existing content, etc.
- Create editorial calendar for content creation.
- Create content briefs and assign to internal team or agency

NURTURE YOUR ACCOUNTS WITH THE RIGHT EMAIL MESSAGING

Email is one of your main distribution channels, and arguably the most crucial. With the insights you have from your predictive marketing platform, email shouldn't just be a way to broadcast messages to your prospects.

Instead, now that you have thousands of data points on your customers, you should be sending targeted, personal messages through your nurture streams using the personalized content you have created. In order to stay relevant and targeted, it is critical to segment properly and use the personalization features available in your marketing automation platform.

Segment Your Database

When you segment your email database, you can group accounts and leads by various different attributes, such as industry, behavior, and more, in order

to create more personalized communications. Using a one-size-fits-all approach (like email batch-and-blast) to your targeted, predictive accounts simply won't have the impact you are looking for.

Look at the insights gleaned from your predictive marketing platform and find:

- New opportunities for segmentation
- Places you can optimize your existing nurture streams
- New nurture streams to create that get to the heart of what your best customers are looking for



For example, maybe you learn that some of your best customers use marketing automation in their technology stack. From there, you may decide to segment your database by tech stack, and create a marketing automation-specific nurture stream. Or maybe your predictive marketing platform tells you that the accounts that look like your best customers are located in Australia. Using that information, you can create nurture streams that cater to what's going on locally in the country—even talking about the weather in a locality can make a difference in conversions!

Once you've added your new contacts to your existing nurture streams and created a few new streams in response to the data that you found out from your predictive marketing platform, it's time to get started.

Craft Personalized Emails

In the age of the noisy internet, personalization is key. While we do recommend sending individualized emails to your target accounts as much as possible, it is simply impossible to expect that every email to every account is

personalized to that degree. Although, you can certainly make it look like it!

Don't underestimate the power of the customization features available to you through your marketing automation system to help show your new predictive accounts that you know who they are and what they are interested in.

Email Tokens

Email tokens in your marketing automation platform allow you to create personalized and replicable emails and assets. They're an absolute must for any successful email campaign. A token is a shortcut in your marketing automation platform that enables you to personalize emails in an automated way. For instance, you can create tokens that populate an individual buyer's name, company, industry, and so on.

Adding tokens gives your email recipients the impression that your large email send has gone out to each individual directly—making them much more likely to engage.

Personalizing Your "Big Fish" Target Account Outreach

It's important to note that your "big fish" target accounts are a different ball game. According to ABM thought leader, Jon Miller, in his new ebook, *The Clear & Complete Guide to ABM*, you should actually take targeted accounts out of your lead generation programs and generic nurture mailing programs, so they can be treated in a more personalized way.

You should setup systems, like predictive marketing, to gather insights on these accounts in order to send timely and relevant messages.



REMEMBER, EVEN IF YOU'RE PERSONALIZING WITH EMAIL TOKENS, YOU SHOULD BE INSERTING CONTENT THAT IS PERSONAL TO THAT CONTACT OR COMPANY WHENEVER POSSIBLE.

You may even find new email tokens to create based on the information in your predictive tool. Maybe you create a new token related to a piece of software that all of the contacts in your segment use, or a location where all of the accounts in that email stream reside.

Personalized Banners

For those high target accounts, consider creating personalized

banners in your emails. You can ask your designer to create a banner with your target account name and logo. While most people in the industry have capitalized on the benefits of tokens, not many marketing teams will go the extra mile to personalize email banners. Consider doing this for your high engagement, best fit accounts that your predictive marketing platform helped you procure.



PERSONALIZE YOUR WEBSITE TO TARGET THE RIGHT INDUSTRIES AND ACCOUNTS

Once a prospect opens an email from you, she will likely to visit your website. Make sure you're there to greet her with an experience relevant to her industry or even company.

Your website is your first impression. You want to make sure that your website is optimized so that when your best-fit accounts go to your site, they are greeting with an experience tailored to them. Consider dedicating some of your strategy and budget to website personalization.

With website personalization, you can create unique experiences

based on an account or industry. As an example, let's say that you learn most of your top tier accounts are in healthcare. Using a personalization tool, you can create a unique homepage with content that speaks directly to healthcare. You can also do this for individual accounts.



Account and Industry-Based Website Personalization

With personalization tools like Marketo's Real-Time Personalization, Optimizely, Tribilio, or Evergage, your web experience can be as personalized as your email. This kind of tool identifies the account or industry that a visitor belongs to and then adjusts the content of your website to reflect the most relevant images, case studies, and calls-to-actions (CTAs) you have for that account or industry. Use the insights gleaned from your predictive platform to know where to focus your efforts around this initiative.

By including account-specific content and visuals on your website, you are much better positioned for relationship-building. Trust us, a prospect coming from a key target account is going to be incredibly impressed to see a truly personal and customized website experience.

Real-Time Website Conversion Optimization

In addition to account and industry-based website personalization, you should also consider using a real-time website conversion optimization platform, like Reactful. This type of software analyzes visitor behavior to improve real-time engagement. Is a potential buyer about to exit your page or lagging on a form-fill? Using a real-time conversion optimization platform, you can trigger different site reactions to get your buyer to do your desired action. Think a pop-up promoting the download of your latest and greatest content asset or something visual like the shaking of a CTA button.



PROVIDE A PERSONAL TOUCH WITH THE RIGHT EVENTS

In addition to your website and email, events are another key way to engage your target accounts. Predictive marketing enables you to be extremely effective in identifying and planning your most worth-while events, and it can also minimize costs by ruling out events that aren't right for you.

From big road shows, to webinars, and dinners, the data gleaned from predictive marketing is critical to helping you determine which events you should be attending or hosting. To move the needle with your predictive accounts, plan events that are relevant and personalized.

Choose the Right Big Reach Events

It's important to choose the right events. With all of the cost in travel, sponsorships, exhibitions, and tickets—events add up

quickly. And it's tough to know what events are worth your time. Did you know that your predictive marketing platform can help with these critical decisions?

Check out the list of past attendees for each large show you are considering. How many of your target accounts are on that list? Cross check your target list with the past event attendee list. You want to be where your targeted accounts are. That alone can do wonders for your time and budget.





BE WHERE YOUR ACCOUNTS ARE

Be sure you have a good geographic spread when you think through your field marketing event strategy, not all of your prospects are going to be conveniently located in your state. Go to where your targeted accounts are, show them you'll go the extra mile.

Additionally, you can even take that attendee list and score that list using your predictive model. How many accounts on that list are highly qualified to purchase your product and how many of the attendees are not a great fit? Use these methods to help determine what events you should attend.

Before a chosen event, make sure that you take time to set up meetings with your key predictive accounts. This helps you get valuable one-to-one face time, which is critical for building that lasting relationship and making an impression.

Plan Field Marketing Events for Face-time With Target Accounts

In contrast to the large events you attend, field marketing events are intimate gatherings where your prospects can learn about you and your product offerings. You should think about hosting these for the accounts that your sales team is starting to build relationships with.

With your predictive marketing platform, you can now be much more targeted in where you hold events and who you choose to invite to these intimate events—ensuring that you spend your time, resources, and budget on the accounts that are most likely to close.

Breakfasts and Dinners

Who doesn't like pancakes or a night on the town? These events are outside of work hours, which shows you are really trying to create a relationship with a 1:1, in person conversation. Here you can learn much more about a buyer's pain points, so you can better address them in your continued marketing and sales efforts.

Invite a small number of your high scoring accounts to one of these intimate gatherings, facilitating the opportunity for your reps to create valuable relationships that drive the deal forward.



Lunch and Learns

A lunch and learn is an event you'd host in your office with catered food, or you can rent out a room at a restaurant with a projector. Talk about a problem in your industry, best practices, or another hot topic. If you can educate your key accounts on best practices for their roles and industries, you can further foster the trust you need for your prospect to become a customer.

Additionally, it's a great way to have like-minded people share their thoughts and network. Your predictive marketing platform can help you hone in and get very specialized with these types of events so that you can address the right people and problems.

Panels

Panels are events that feature members of your executive team, along with hand-picked industry experts to discuss the current state and future of your industry. It's a great way to position your brand as a thought leader and gain credibility. As with lunch and learns, your predictive marketing platform is really going to be there for you as you plan these events.

Out-of-the-Box Invite-Only Events

What else can you think of that will break through the noise? Find budget to buy tickets to cool events. Whether that's a movie premier, wine tasting, or a sports game, inviting your prospects to do something unique is a great

How to Throw the Ideal ABM Event

According to Jon Miller, CEO of Engagio and Co-Founder of Marketo, there are best practices around planning a great target account event.

The best ABM events tend to share these characteristics:

- A timely, relevant topic – on a specific pain point or trend.
- A balanced content mix – not just product talk – think panels, cases, chalk-talks... and fun content that's not commercial.
- Third-party participation – customers, experts, analysts, partners, etc.
- A curated audience – people who will learn from each other.
- A softer sell – not pushing sales decks to a captive audience.

PROVIDE A PERSONAL TOUCH WITH THE RIGHT EVENTS



way to get stand out. Prospects are more likely to have their guard down and speak candidly if they're mingling with you at a fun event.

As an example, for the premiere of the new Star Wars movie, EverString rented out an entire theater on opening day to give our prospects and customers an opportunity to see a private showing of a very popular movie.

Use your predictive marketing platform to determine what your high target accounts are into. Identify those target accounts and see if they've posted on their social channels about their hobbies or interests. Maybe you find that a target account is really into the Chicago Blackhawks. Find out when they're coming to town and invite them to a game!

Use Web Events to be Where You Can't Be

Web events can put you anywhere you need to be to reach your prospects. They are often very budget sensitive and can be really impactful. Not to mention you have huge reach across geographical and physical lines—from New York to San Francisco, you can get a few hundred people in a virtual room and not have to front the bill for the exhibit space. This is content that you can record and use again, post about on the blog, and send out to customers.

Webinars

Webinars are web-based events that are centered around a presentation or discussion. These events can help with brand awareness, generating leads, and providing education to your potential customer base. Your predictive marketing platform can help you decide what you should be talking about and who your target audience should be.

Consider hosting targeted webinars for your large accounts. For instance, if you have determined that your top priority account is, let's say, "Acme Corp" and you are trying to penetrate into various divisions, you may want to host a "Acme Corp" exclusive webinar and only invite contacts from that company.

TARGET THROUGH SOCIAL MEDIA OUTREACH

Now that we've gone through how to approach events with your predictive marketing platform, it's time to think through a highly targeted social strategy using predictive.

Social media is a great opportunity to get to know your audience. Depending on your industry, most likely your potential buyers spend time on social media. Whether it is Facebook, LinkedIn, or Twitter, using predictive insights to focus and prioritize your social efforts helps to amplify your message and accelerate your potential buyers to become customers.

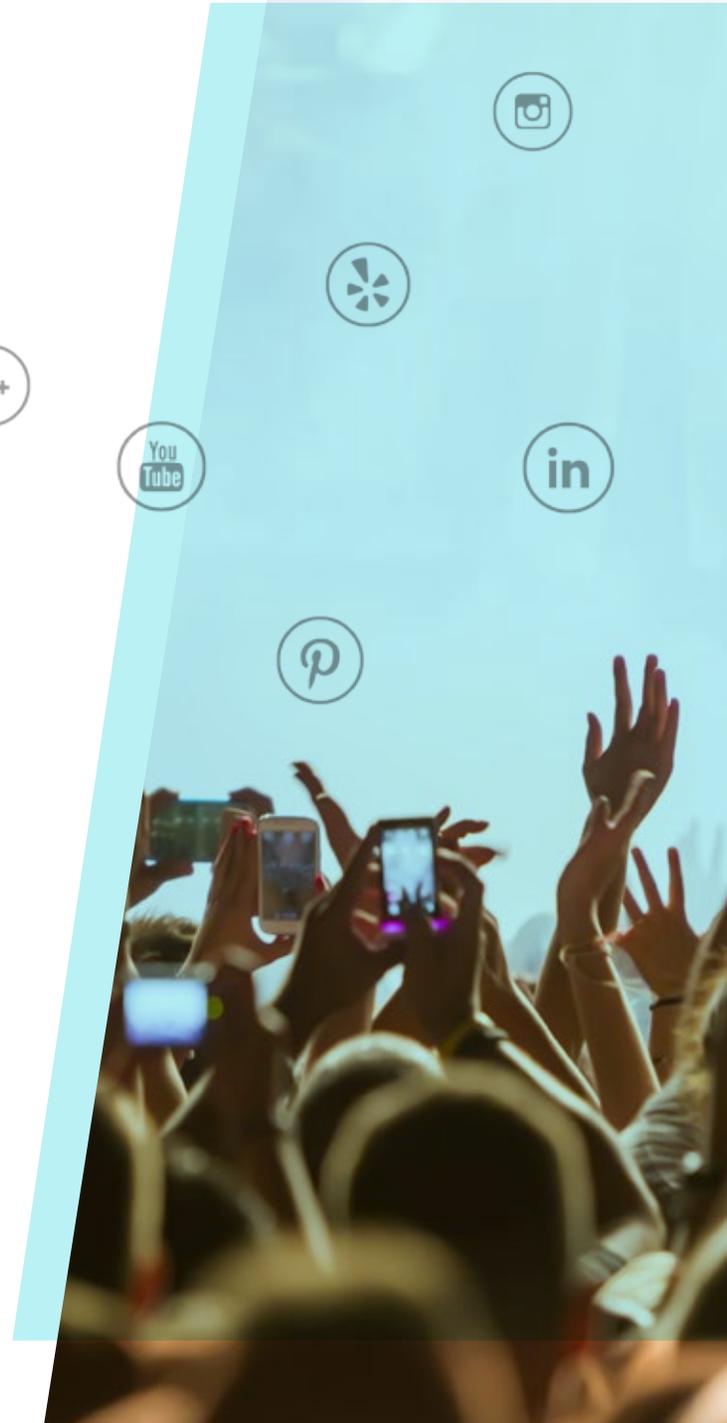
Connect with Social Media Marketing

Once you receive your account and contact list from your predictive platform, it's time to strategize a highly focused social outreach plan. Your first move on social is to follow, like, or connect with every target account and associated decision maker that your predictive

platform has deemed best-fit. This may sound tedious, however, keeping tabs on target accounts through social media gives you an incredible amount of insight.

Tell your sales reps to do the same. Be sure your sales team is ready to respond directly on Twitter or other channels if your accounts post about industry news or exciting company announcements. Trust us, that CMO you're targeting will notice if you're consistently engaging with her content.

Have your social marketing manager build a campaign where they @mention the primary buyers at these companies with a great piece of content—you'll be surprised at how many responses you'll get. Social marketing is one of the few ways you can connect with a prospect on a personal level at virtually no cost.



BREAKING THROUGH THE NOISE WITH DIRECT MAIL INITIATIVES

Direct mail fell out of fashion as email became the primary communication vehicles for marketers. However, direct mail continues to prove its value, especially when it comes to target account marketing and moving your predictive accounts through your funnel.

Canada Post did a study on direct mail as a marketing tactic and found that, “by combining the intimacy of ritual, the impact of physicality, and the power of data-driven relevance, direct mail can mean the difference between contributing to the noise and breaking through it”. Their results showed:

- Direct mail inspires. The concept of mail is so engrained in our lives that prospects feel emotionally attached to it, making them more susceptible to inspiration from brands.
- Direct mail increases open rates. Buyers are more likely to notice, open, read, and enjoy

a direct mail offering than they are a digital form of marketing.

- Direct mail is lasting. Prospects keep mail and display it in their homes and businesses. In some cases, they even share it with others (shout out for cookie bouquets!). This creates more opportunities for brand awareness and visibility.
- Direct mail is persuasive. Studies show that direct mail delivers a call-to-action that resonates, making prospects more likely to engage.

So, choose the top 100 accounts from your predictive list and send a direct mailer. Make sure your





mailer is personalized and also make sure it is fun! No one is going to read a printed version of an email you'd send. Get creative here! There's a bit of Don Draper in each of us. Your direct mail initiatives should be unique—make it interesting. We'll give you some ideas.

1. Holiday Cards

This is easy and inexpensive. The creativity here is going to come in the design of your card and message. And we are not just talking Thanksgiving and Christmas. Maybe you've noticed that images of French Bulldog puppies do really well with your audience (we know they work with ours!), there's a day for that. That's right, National Dog Day is August 26th. Use that as an opportunity to put a smile on someone's face.

2. Creatively Display Your Offerings

Think about fun ways to display your product offerings or company culture. As an example, Skype sent a Rubik's Cube direct mailer that had a different message depending on which

way you put the cube together. Something like this is much more fun to play with and touch vs. that same old content on a computer screen.

3. Object Recognition, Brand Recognition

What's an object that resonates with your audience and your brand? For instance, at EverString we have considered sending out Magic 8 Ball direct mail or fortune cookies. Think about it, predictive marketing...Magic 8 Balls...fortune cookies...Get it?! Can you think of any household favorite that represents your brand?

4. Executive Mailers

For your key accounts, focus on the decision maker—which is most likely an executive. Sure, everyone loves a fun direct mail piece like a Magic 8 Ball, but you also want to make sure that you are sending out something a bit classier. For an executive at a key account consider sending a printed piece of thought leadership, a purchased book on her industry, a high quality piece of company swag, and so on.

Syncing your Marketing Automation Platform

If you haven't tried a direct mail initiative, you may be concerned about how to manage the distribution of direct mail. How do you manage the metrics you can track with an email (i.e. open rates, click-through rates (CTR), response rates, and follow up programs)? Don't worry, direct mail has kept up with the times. You can actually integrate direct mail campaigns with your marketing automation platform. For example, you can setup your marketing automation tool to send a trigger email to you when someone has signed for a direct mail piece (open rates!). Personal URLs (PURLS) are often used in direct mail to personalize a direct mail offering, promote action, and provide another metric for marketers (i.e. CTR).

OPTIMIZE YOUR DATABASE WITH PREDICTIVE TO IMPROVE SALES AND MARKETING ALIGNMENT

You're putting so much time and effort on the marketing side to target your predictive accounts, but have you been wondering how you're going to get your sales team on board? We have good news. Predictive marketing inherently helps improve sales and marketing alignment.

After setting up your predictive marketing platform, it is not only your marketing team that is going to start seeing a dramatic increase in conversions. Now that sales and marketing have a data-driven understanding of the accounts already in your database and what new accounts and leads to spend time on, deals are going to start closing faster and the sales team is going to be much more efficient. With predictive marketing, your sales team no longer needs

to waste their time with low converting leads. There is no need to call every single lead in your database; ever.

It's a waste of you and your team's time. If you're only calling your high scoring accounts, you're going to optimize your reps' time, increase conversions, decrease sales cycles, increase deal size, and dramatically increase efficiency overall. And what marketer doesn't want that?!



Use Predictive to Help Facilitate Sales and Marketing Alignment

Sales and marketing alignment is talked about often, but it's not easy to achieve. Historically, sales and marketing teams have worked in very different worlds, spoken different languages, and used different measurements to define success.

In the age of the self-educating buyer, sales must lean on marketing more than ever before for warm leads. This has created a new point of friction for sales and marketing teams—sales teams are hungry! They often complain about not having enough leads and not having enough high quality leads.

Predictive marketing provides data-backed sales and marketing alignment. With predictive, 'good' and 'bad' leads are statistically defined based on accounts that have previously become opportunities or customers. This

forces sales and marketing to be on the same page about who they need to be targeting with their efforts. After all, your data doesn't lie! There is only one sales funnel, and marketing and sales are pushing the leads through that funnel with the same goal—*conversions*.

When you implement predictive, the revenue of arm of your organization will revolve around your high scoring accounts, because these accounts have the leads that are most likely to buy.

For sales, this means reps are:

- Operating out of an optimized database, meaning they are only spending time calling the right accounts
- Working with content written by marketing that's geared to the type of company they're talking to
- Using predictive scoring to know who is a best fit company that knows about your product.



Sales Follow-Up and Predictive Marketing

While predictive marketing certainly provides that much-needed, data-backed alignment between the two teams, there are certainly some important concepts to keep in mind when it comes to strategic sales follow-up.

Once you get your predictive accounts it is certainly very tempting to simply give the list to sales so that they can start closing deals. However, as we have previously noted, although these accounts have a high-propensity to buy, you still should develop relationships with them before sales gives them a call.

Remember, although *you* know that they are a good fit for your product or service, *they* may not know that yet. Use all of the tactics listed in this ebook in order to get them where they need to be, and then, once they are warm and have exhibited engagement, your sales teams should make contact.

Using your marketing automation score combined with your predictive score, you can still set scoring thresholds based on behavior. Work with your sales team to determine what the appropriate score and actions are in order for sales to start closing those deals.



CONCLUSION

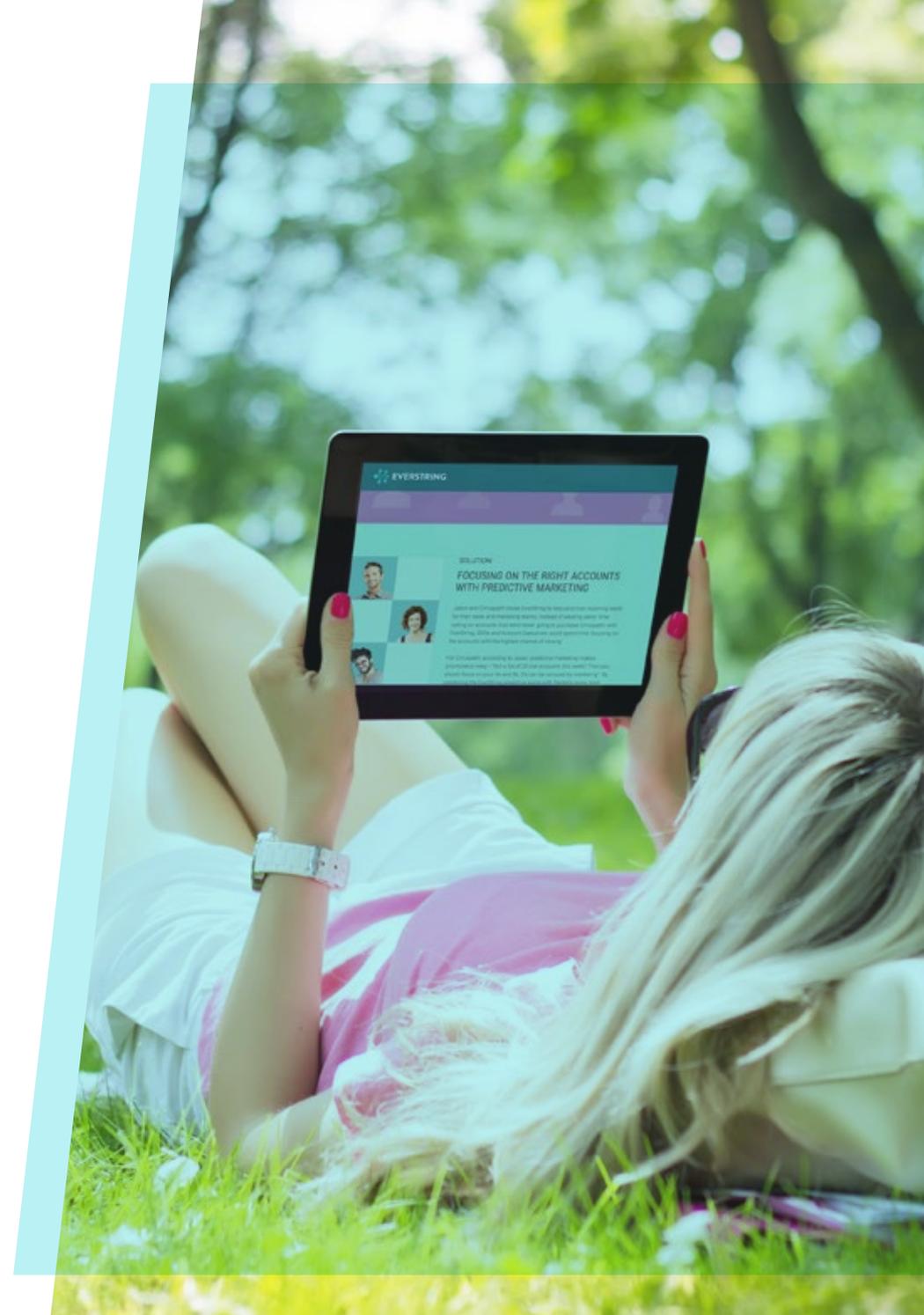
Demand generation is tough! As a demand generation marketer, your organization is counting on you to build relationships with the right accounts and prospects—not to mention your sales team is always hungry!

Predictive marketing can help marketers focus their efforts on the right prospects. It has the ability to show you who you should target with an incredible level of accuracy, and that's huge, but it's not the end of the story. With that information, marketers need to go out and do what marketers do best—build relationships those predictive buyers.

When you build relationships with predictive marketing, you step into a league beyond demand

generation, and into demand acceleration. Demand acceleration allows you to use your existing marketing channels with a new level of precision to land bigger deals in shorter sales cycles.

By following the predictive marketing strategies in this ebook you can create targeted content, programs, and outreach to touch the right accounts and prospects—bringing in those high quality leads and increasing revenue for your business.





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