

# Journey Acceleration

By Madison Logic

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Today, B2B marketers have more to think about than just the top of the funnel. They need to think about the full customer journey, from acquisition to customer growth and retention. It's a lot to think about. Customers have different concerns in each unique, vital stage. Marketers need to make sure customers see the right messages throughout the entire customer lifecycle.

By using **Journey Acceleration™**, marketers can engage the right members of the buying committee with relevant content and messaging at the right time to speed them down the funnel.

Marketers achieve this by:

- **Dynamic Targeting:** Dynamically target and segment prospects by understanding who they are and where they are in the buying journey through powerful integrations with Salesforce and Marketo, as well as intent and firmographic data.
- **Messaging:** Achieve better conversion by continuously engaging target prospects with relevant content and the right messaging strategy throughout their journey.
- **Acceleration:** Speed the buying committee to close by automatically moving prospects into the proper media and content program. Data pushes back into marketing automation platforms allowing marketers to target existing opportunities by looking at intent data and feeding them relevant content to keep them moving down the pipeline.

By getting the right message to the right people wherever they are in the funnel, you'll accelerate your revenue growth by converting your best accounts faster.

# Journey Acceleration Playbook

Demand Generation, Product Marketing, Sales, and even Customer Marketing teams all play vital roles in accelerating pipeline — it takes a marketing village. Each stage of the funnel requires a unique approach and content strategy. This playbook shows you the best strategies and KPIs to successfully execute acceleration strategies at each stage of the funnel.

**Journey Acceleration™** plays fall into the four main stages of the customer journey: Acquisition, Marketing Nurture, Sales Acceleration, and Post-sale Growth. Each stage has a variety of plays and recommendations to accelerate your revenue growth.

Acquire

1

Nurture

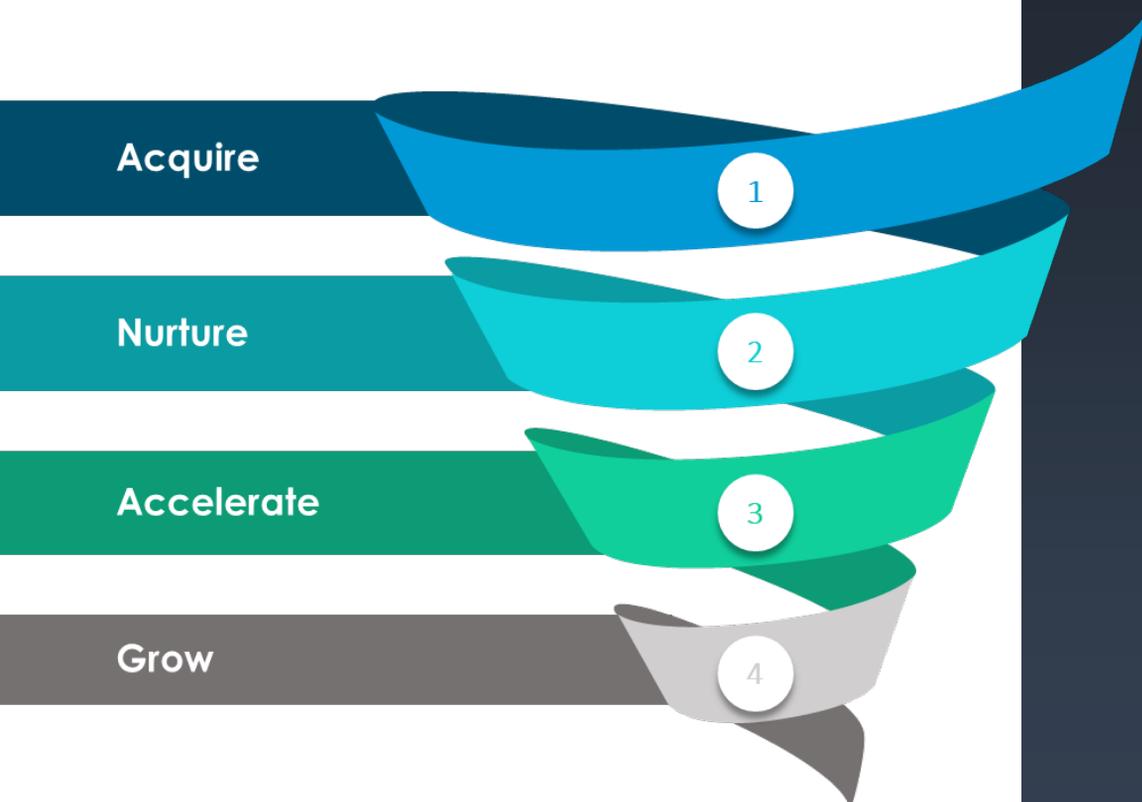
2

Accelerate

3

Grow

4



# Acquire

With Journey Acceleration™, you start the acquisition process wherever you are in your ABM implementation. This usually begins with putting together a list of target accounts.

If you don't have an account list or would like to grow your account list, we can help you generate accounts in a few different ways based on:

- Ideal Customer Profile (ICP)
- Intent data and trending topics
- Behavior matching and firmographic information



Once you have your target account list, you can either use the account list as-is or prioritize accounts based on intent. When you have your list finalized, you're ready to get started!

The **acquisition play** is first about brand awareness and second about generating accurate leads—it's demand generation in a nutshell. You want people to know who you are. The KPIs for Demand Generation teams usually include:

- Impressions per site visit
- Site visits per hour
- Increased site visits
- Conversion

Each stage of the funnel requires unique content. Because people in the acquisition stage aren't yet familiar with your company and offerings, you'll want to use the following types of content:

- Blog posts
- Industry Publications
- E-books
- Podcasts
- Infographics
- Whitepapers



By using ABM Demand Generation tactics, you will be able to generate awareness and high-quality leads.

# Nurture

According to Gleanster Research, **50%** of leads are qualified but aren't immediately ready to buy. This means that you need to have in place a proper lead nurturing strategy that gets your target audience engaged with your brand and sales ready. With Journey Acceleration™, you align your ABM messaging with your email and social media messaging, creating a powerful comprehensive approach to drive your best accounts down the marketing funnel.

- **Activity-Based Nurturing:** Automatically change your messaging and content based on actions the buying committee takes.
- **Score and Stage-Based Nurturing:** Target programs based on account or lead scoring or stages.
- **Time-Based Nurturing (stalled contacts):** Rev up stalled marketing contacts with reawakening campaigns.
- **Post-Event Nurturing:** Use a comprehensive post-event attack to make prospects interested in talking to sales.

Marketers running Demand Generation or ABM programs will want to measure these KPIs:

- Increased Account Engagement
- MQL Conversion
- Opportunity Conversion

When executing on your strategy, keep in mind that you need to add value and drive curiosity. In this phase, contacts should be somewhat familiar with your company and offerings, but they don't have enough information or interest to talk to sales yet. Keep up your brand awareness campaigns but add second-level messaging while you spark their curiosity with mid-funnel content.



- Analyst Reports
- Webinars
- Case Studies
- How-to-content
- Blogs
- Product demos

With Journey Acceleration's integration with Marketo, prospects get the same content and messages they get from email and social media nurturing to accounts via ABM Advertising and ABM Content Syndication.

# Accelerate

You now have warm leads that are ready to send to sales, so it's time to pass the baton. Prospects engaged with your content and know more about your product. In the acceleration stage, sales and product marketing put the pedal to the metal to drive or revive opportunities.

You'll run these two plays:

- **Drive Deals:** Automatically customize content and messaging based on opportunity stage. For example, if your deals in negotiation get stuck in GDPR compliance talks, you can start messaging your killer GDPR compliance to each deal that transitions to that stage.
- **Revive Deals:** Automatically deliver custom content and messaging to deals stuck in the funnel based on which stage they're in and how long they've been there.

Acceleration Play KPIs should focus on:

- Percentage of accounts that have progressed
- Time per stage
- Pipeline by stage
- Closed/Won opportunities
- New business

To achieve the above, you need to continue to provide product knowledge and benefits, as well as customizing your messaging to specific pain points. It's all about education and giving them the push they need to make a purchasing decision. Some of the content strategies include:



- ROI Calculators
- Testimonials and reviews
- Case Studies
- Comprehensive sales process for outreach
- Display Advertising

According to a DemandGen Report survey, **49%** of buyers said that display ads positively influenced their purchasing decision. Journey Acceleration™ makes presenting the right ad messaging at the right time easy. The simple, straightforward Salesforce integration allows you to automatically shift display ads to your target audience depending on their sales stage. This is a powerful opportunity to align sales messaging with what members of the buying committee see as they surf the web.

# Grow

The customer journey doesn't end at closed/won. It's easy to assume that accounts are in cruise control, which is dangerous thinking and can lead to churn. This is where Customer Success and Customer Marketing teams step in to keep the engine running and your revenue stream growing.

Journey Acceleration™ by Madison Logic facilitates a lot of the communication that needs to happen in the Growth Play.

- **Renewals:** Know when accounts are a month or two out from renewal and hit them with messaging reinforcement.
- **Losing Your Champion:** Lost a contact? Salesforce and Journey Acceleration will automatically launch an ABM Content Syndication program for that account so that we can find the right content.
- **Competitive Plays:** If a customer starts researching a competitor, your Journey Acceleration program that's based on trending intent data, will start a full-court press using competitive messaging.

Between upsell/cross-sell, land & expand, and retention initiatives, customer marketing roadmaps for Journey Acceleration are nearly endless. KPIs for these teams often include:

- Average deal size
- Revenue Increase per Account
- Lifetime Value
- Reducing Churn

To retain and grow current customers, you need to provide them with content that helps them better understand how to use your product or solution. These content strategies include:

- Customer Support and Help Documentation
- Special Offers
- Insider How-To's
- Email Outreach and Follow-Up
- Product Updates



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