

STRATEGY

Pre-define target account list, target with digital ads and outreach, while monitoring intent signals, and increasing spend where appropriate, using platform like 6Sense or HubSpot

Attend events and tradeshows (big and small) speaking directly to attendees. (later run our own events) Also includes budget for other regional activities - media, sponsorships and so on

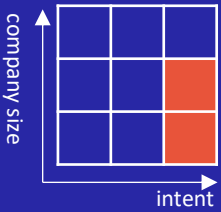
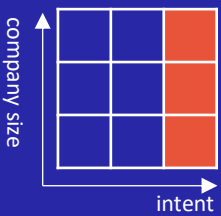
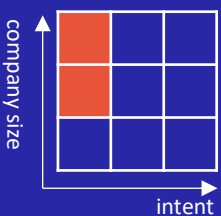
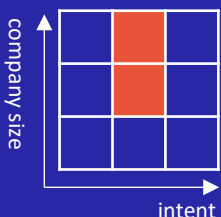
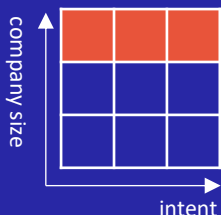
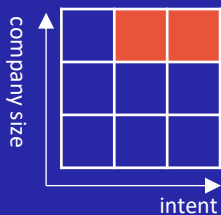
Write blog posts and other content about interesting topics for our target audience(s). Found by customers through general research. Can also place on 3rd party sites. Build out community newsletter of people with whom we have "permission to market"

Place high-quality, relevant ads and content in the feeds of our target audience. No intent yet shown by audience, but reliant on good targeting from platforms. Primarily LinkedIn, but others available

Make content discoverable in LLMOs - GEO, AEO (and SEO), so that content appears in snippets, agents, and core GEO model outputs. Hard to find expertise.

Any customer, large or small who is searching for a solution to their problem should find you. Spend money on Google ads (mostly text ads) to capture these searches

TARGETING



ABM

Field mktg
(events,
media,
sponsor-
ship)

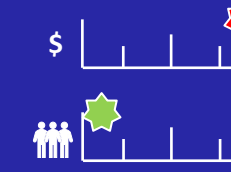
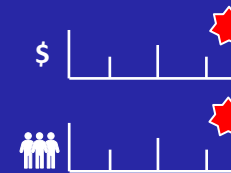
Content

Paid social
(LinkedIn)

LLMO

SEM (Google/Bing ads)

COST



HOW TO SCALE

1. Increase digital budget on ABM once we know what's working
2. Work from regional marketers creating HubSpot sequences/cadences to create automated campaigns based on intent
3. Automation infrastructure - nurture prospects at volume

1. Difficult to scale - time-intensive activities
2. Very limited by availability of events to attend
3. Can send SDRs/AEs to smaller events, but prep. still required

1. Difficult to scale - time-intensive activity
2. Need to maintain quality
3. Slow to build - impact of content/SEO/LLMO is long-term
4. Use mix of external and internal authors. Eventually hire editor

1. Increase budget on LinkedIn
2. Time from Demand Gen team to create quality targeted ads and content for different segments - quality and relevance is key.
3. Time from creative/Canva to create ads

1. Restructure or re-write pre-existing content
2. New content based on LLMO understanding
3. Thought leadership, v. high quality content
4. Glossaries, content answerability, topic clusters

1. Difficult as based on levels of activity from customers
2. Spend time on long tail of obscure searches for specific needs
3. Ensure we're capturing *all* relevant searches