ADSTAGE

Leverage Marketo with Paid Social

TABLE OF CONTENTS
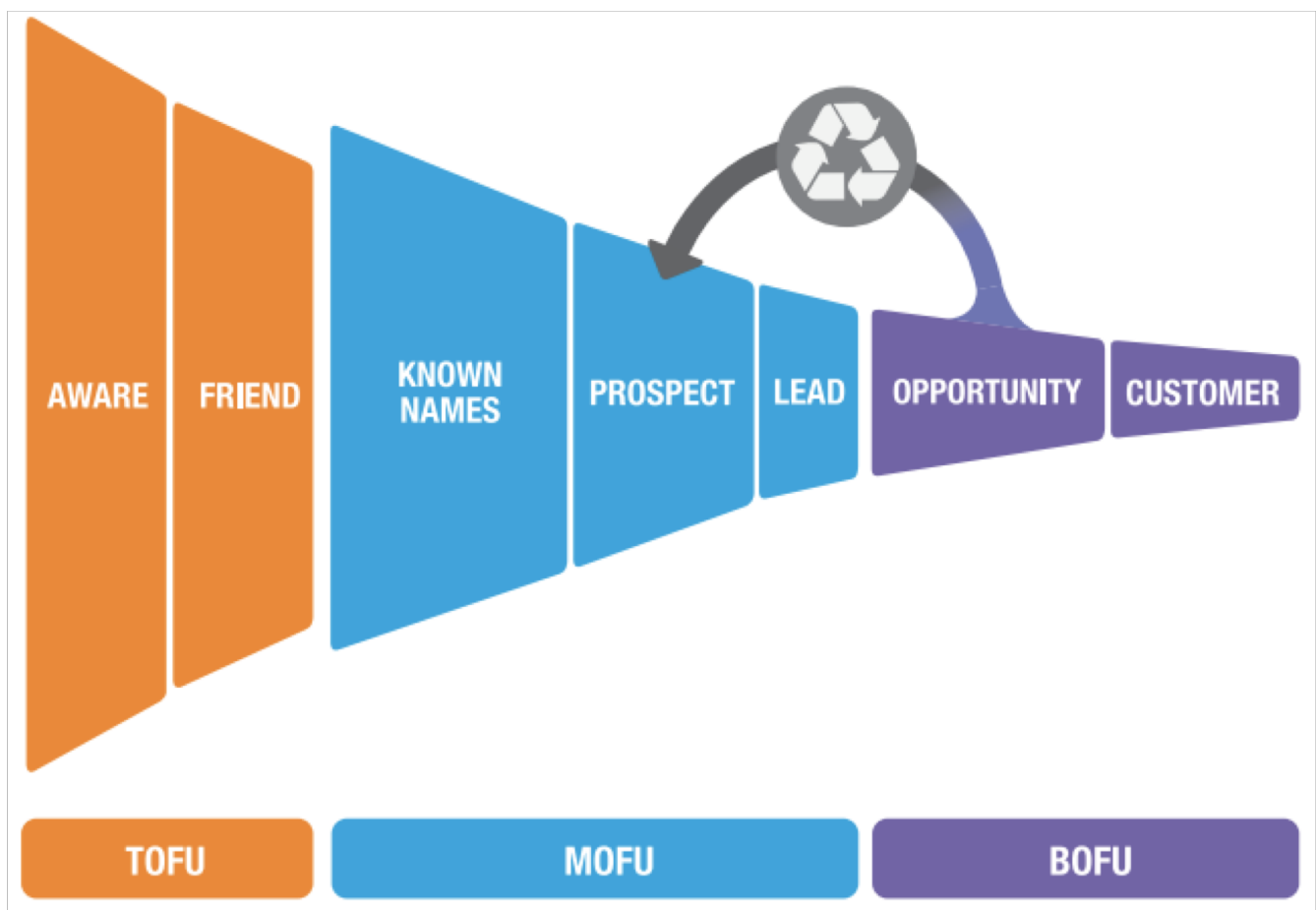
USING MARKETO'S AD BRIDGE TO NURTURE LEADS

New lead generation is one of the most inefficient forms of B2B advertising; especially if the prospect has never heard of your company. A report from Forrester cites that an average of only . 75% of B2B organizations' leads turn into closed revenue. Those odds present a considerable challenge for advertisers to generate a positive return on ad spend.

Why focus solely on new prospects, though? Marketers already have access to a rich pool of known leads tucked away in their databases. Through organic growth, webinars, partnerships, and sales prospecting, your organization has amassed a large repository of leads ripe for messaging. Instead of only driving new names into your database, online ads can be used to nurture your prospective customers at each step of the lifecycle–leading to more sales.

Source: Marketo's, "Mapping Lead Generation to Your Sales Funnel" Cheat Sheet

Using Marketo's Ad Bridge technology, advertisers can now target specific prospects in their database across search, social, and display networks, delivering a more personalized message. This laser-focused approach can influence decision makers, shorten lead stages, and generate additional opportunities.
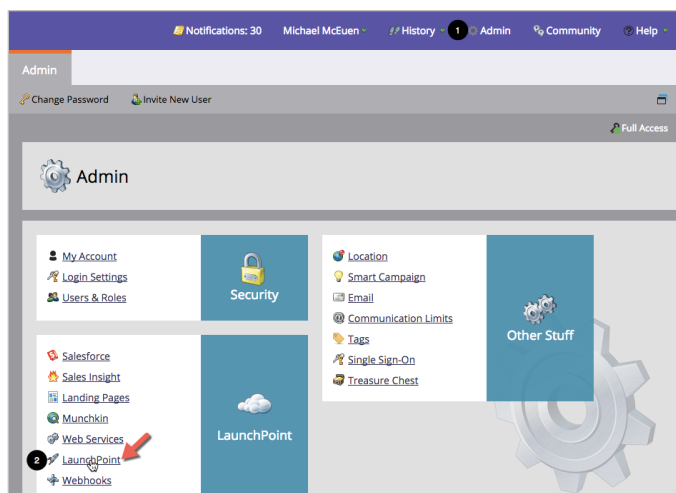
Here's how it works:

Simply create a Smart List of a particular group of leads you'd like to target, pick your network, and utilize this list as a custom audience in your ads.

Now that you understand the foundation, let's walk through how to setup Ad Bridge in Marketo:

Step 1: Under the Admin menu, visit Launchpoint.

Step 2: Pull down New menu and select **New Service**.

Step 3: Name the integration. Find your desired service, and authorize. Click the **Create** button to finalize.

Note: If you're using LinkedIn's Lead Accelerator, the integration will require a Marketing Solutions and Secret API key to sync.

To find your API key:

- Visit LinkedIn Marketing Solutions login page.
- Once logged in, pull down the **Setup** tab.
- Click on **Integrations**, and then navigate to Marketing Solutions API.
- Both your API and Secret Key should appear.

Once your networks are integrated, keep these tips in mind when segmenting your database into refined audiences for advertising:

ACCOUNT BASED MARKETING

For those in B2B Enterprise marketing, you know the challenges this model presents–many decision makers, long sales cycles, and multiple touch points are needed to land the sale. Enter Account Based Marketing, a strategy focusing marketing and sales efforts on specific top prospect accounts (companies). Using this approach, your aim is to reach specific influencers and decision makers within a particular company (often the Fortune 500), increasing brand awareness, promoting nurture content, and further qualifying the prospect. For example, you may try to win over an influencer, such as a Marketing Manager, by showcasing how your solution will help make their life easier. Then, you could target the decision maker, the VP of Marketing, with content speaking to benefits to top line growth and ROI.

Database fields to consider:
- Company Name
- Job Title
- Lead Status
- Last Activity (Salesforce)

CAMPAIGN MEMBER

Even in the realm of digital advertising, a marketer's job isn't complete after a form fill. Much like outbound sales, it often takes several touchpoints to create an opportunity. Targeting certain campaign members allows advertisers to promote complementary content around subjects a lead has expressed interest in. For example, if a Director of Marketing downloaded our whitepaper covering how to track the ROI of ad campaigns, this person would be the perfect candidate to target for a promotion of our upcoming webinar, "How to Setup Ad Tracking URLs to Align With Your Marketing Automation System".

Database fields to consider:
- Campaign Member
- Lead Status
- Lead Score

LEAD STATUS

The dawn of retargeting has opened many advertisers' eyes to the notion that content nurturing doesn't have to live in an email silo. Marketers can align their content assets and promote them based on the stage of the prospect/lead. Start with broader topics up the funnel, and progress to more refined messages about your product/solution further down the funnel.

Database fields to consider:
* Lead Status
* Lead Score
* Opportunity

Below is an example of a content nurture funnel via Retargeting that AJ Wilcox, Chief Evangelist at B2Linked, was kind enough to share:
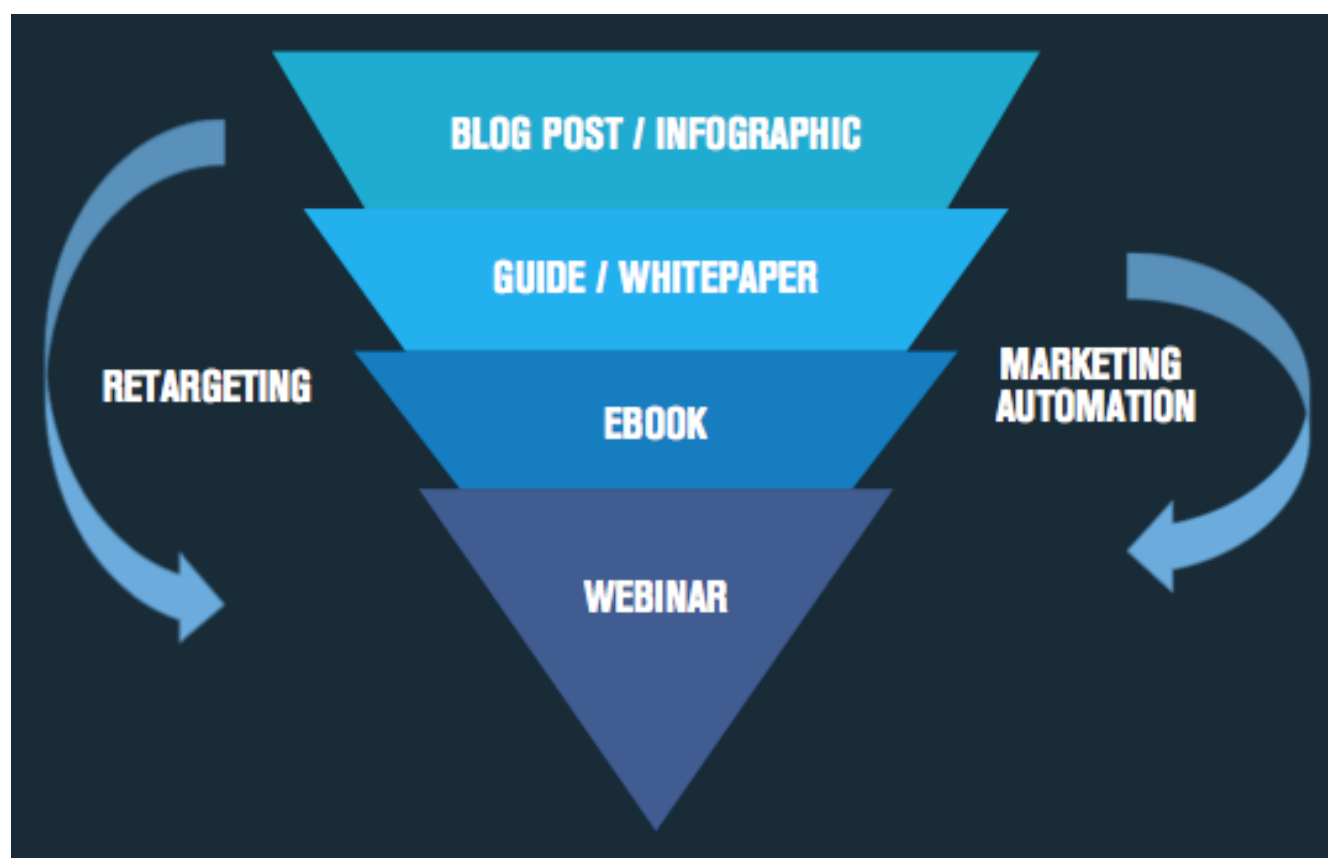
PERSONALIZATION

While new lead generation often requires casting a large net, custom audiences allow for more relevant, personal messages. What might entice an IT manager may not have the same appeal to a CTO. By segmenting by role, everything from the ad copy, image, and content asset can be better aligned to your target prospect. For example, I can target a list of CTOs who like college football on Facebook and advertise a very personalized message, "Learn how CTOs act as Quarterbacks, leading security initiatives."

Database fields to consider:
* Job Title
* Industry
* Company Size

CLOSING THOUGHTS

Ad Bridge provides a great opportunity for advertisers to refine their audience targeting, increase the relevancy of their message, and make a bigger impact on qualifying opportunities for Sales.

For those curious to learn more about AdStage, you can visit our Marketo Launchpoint Partner page.