The Multiplier Playbook:

Multi-Signal, Multi-Channel Plays to Change the Game



G2 Instapage Opensense Sendoso SmartBug. RollWorks

Multiply Your Marketing Impact with Multiple, Multi-Channel Plays

In a world where agility is paramount, we understand the need to adapt quickly, reshape strategies, and drive exceptional outcomes. That's why we've compiled this playbook based on real-world insights from our partners at RollWorks.

It’s designed to empower you with tried-and-tested plays that address pressing challenges head-on.

Whether you're seeking to boost leads, opportunities, traffic, or customer retention, these plays will equip you with the knowledge and strategies to drive the desired results.

We believe in the power of data-driven methodologies to identify and engage with the ideal audience—which is why this paybook goes beyond theoretical concepts. It brings real-world outcomes and anecdotes from our partners, showcasing the practical applications of these plays and their ability to drive revenue growth.

Learn from the tried-and-true and leverage these plays—that are both pragmatic and effective—to inspire your own strategy.

G2 Instapage Opensense Sendoso SmartBug. RollWorks

Play Breakdown

1. **G2**
   Supercharging Conversion Rates with Multi-Party Datasets
2. **Instapage**
   Personalizing Ad and Landing Page Experiences for Maximum Conversions
3. **Opensense**
   Utilizing Opensense for Coordinated and Scalable ABM Efforts
4. **Sendoso**
   Promoting Feature Adoption through Targeted Campaigns
5. **SmartBug**
   How to Message to Buyers Binging on Certain Categories of Your Content

Play #1: G2—Supercharging Conversion Rates with Multi-Party Datasets

Problem to Solve:

- Struggling with unpredictable sales, even with quality lead generation
- Looking to optimize spend on high-value marketing activities that truly drive revenue
- Hunting for a reliable strategy to drive higher opportunity-to-close conversion rates
- Seeking efficiencies in capturing demand
- Need a window into high-value touchpoints outside of 1st party data from web and ad engagement

Cost / Effort / Impact

4 - medium-high cost, medium effort, high impact.

Desired Outcome

Achieve greater campaign performance and ROI optimization by targeting high-intent audiences. These are the accounts that are truly in-market to purchase, reducing waste and increasing return on your campaign investment. Improve the value of MQLs from digital advertising, enhance overall opportunity-to-close rates, and quicken deal cycles.

Data Sources Needed

Leverage a robust combination of first-party engagement data, G2's second-party Buyer Intent data, and RollWorks' third-party account data. Target high-intent accounts, accounts with high-fit scores, and accounts with substantial engagement.

Meet the Play

1. Start with the right tools: Utilize G2's Buyer Intent data and an ABM platform like RollWorks to understand your target audience's buying intent clearly.
2. Activate the dynamic duo: Use the G2 + RollWorks integration. This sends G2 Buyer Intent data to your RollWorks audience segments, helping you identify potential buyers.
3. Utilize intent features in RollWorks: Consider using the following features to make the most of intent data:
    a. **Target Account Lists:** Focus your efforts on key accounts that are likely to buy.
    b. **In-Market Account Lists:** Reach out to accounts that are actively looking to purchase.
    c. **Journey Stage Customization:** Tailor your messaging to each stage of the buyer's journey.
    d. **LinkedIn Audience Sync:** Extend your reach to potential buyers on LinkedIn.
    e. **Trending Accounts:** Keep an eye on accounts that are increasingly engaging with your brand.
    f. **Fit Scoring Model:** Rank accounts based on their likelihood to convert, helping you prioritize your efforts.
4. Create informed audience segments: Use G2 Intent signals like Category Views, Comparisons, Alternative/Competitor Views, and Profile Views to segment your audience effectively. This ensures you're reaching out to the right people with the right messages.
5. Design relevant ad creatives: Generate ad creatives that align with the various stages of the buying funnel. Ensure these ads are targeted towards users showing buying intent to maximize relevance and impact.

Impact Outcome

- **Experienced faster deal cycles (36% faster from open to closed-won) and larger average deal sizes (2.5x's higher with intent-driven ad spend).**

"We originally purchased G2 as more of a customer and product marketing tool and RollWorks as a display/ABM tool. Once we began to expand our demand generation and ads processes, we started to understand the benefits of the G2 and RollWorks integration," says Tonk.

Play #2: Instapage—Personalizing Ad & Landing Page Experiences for Maximum Conversions

Problem to Solve:

- The revenue team is grappling with the challenge of targeting diverse audiences with personalized ads and landing pages and needs a scalable solution.
- There's a scarcity of web development resources and time constraints, impeding the efficiency of campaign launches.
- They are seeing low conversion rates from traditional broad-target campaigns.

Cost / Effort / Impact

Cost: Low (2), Efort: Medium (3),)Impact: High (5)

Desired Outcome

This play aims to boost landing page conversion rates, leading to an influx of leads, enhanced ad spend efficiency, and revenue growth. Additionally, by personalizing campaigns to reflect ad relevance and landing pages, leads will have a clearer understanding of the solution and its relevance to their needs.

Data Sources Needed

- A high-priority target accounts list based on the Ideal Customer Profile (ICP), ideally segmented by vertical or product use-case.
- Segmentation of contacts in the target account list by persona.
- A list of personalized keywords or targeting criteria mapped to the audience segments.

Meet the Play

1. Define your campaign goals and target account list: Work with sales to identify target accounts that align with your company's ICP, considering factors such as company size, revenue, and industry.

2. Segment your target account list: Further refine your list with factors like industry/vertical, use case, and persona. Remember to consider the contacts you want to reach within your target accounts and what aspects of your solution are most relevant to them.

3. Build relevant narratives/messaging: Establish messaging to guide campaign copy for each audience group. The messaging should reflect the product's relevance, the audience's goals, the superiority of your solution, and the benefits the audience stands to gain.

4. Implement your messaging across digital ads and landing pages: Incorporate persona-specific messaging and imagery into your ads. Design landing pages to match the intent of your ads, with the same messaging, benefit, imagery, and call to action.

5. Experiment and optimize: Monitor results, A/B test messaging variables, and use heatmaps to identify impactful elements on your page. Adapt your approach based on these insights.

Instapage Opensense Sendoso SmartBug. RollWorks

Impact Outcome

- **Improved conversion rates (CVRs)**
- **Increased return on ad spend (ROAS)**
- **Higher quality leads for the sales funnel**

"Overall, we had a 150% increase in landing page conversions, switching from our organic CMS over to Instapage. It enabled us to leverage our strengths there."

- Nathan Stull, Associate Director of Web Marketing, Khoros

"With the help of Instapage, Khoros achieved over 21,700 conversions... Instapage has made it possible for us to exponentially grow our advertising programs and convert more customers."

- Alex Kracov, Head of Marketing, Lattice. Lattice also saw a 41.7% increase in their advertising conversion rates and a 75% reduction in landing page production time with Instapage.

Play #3: Opensense—Utilizing Opensense for Coordinated and Scalable ABM Efforts

Problem to Solve:

- The revenue team struggles with aligning sales and marketing efforts, leading to inconsistent messaging and a disjointed buyer's journey.
- Difficulty in scaling Account-Based Marketing (ABM) efforts due to complexities and costs associated with managing bespoke programs across different geographies, industries, and personas.
- Inefficient utilization of email as a marketing channel, with untapped potential for impactful 1:1 communication.
- Limited visibility into engagement data, hindering campaign optimization and lead nurturing.

Cost / Effort / Impact

Cost (2) Low, Effort (3) Medium, Impact (4) High

Desired Outcome

The primary outcome is to improve the brand-to-buyer experience, generate more MQLs, and enhance the speed to close. Through Opensense, sales and marketing functions can create a more coordinated and effective buyer's journey, driving engagement and revenue growth. Additionally, every employee's email becomes an opportunity to build the brand.

Data Sources Needed

Data from Marketing Automation Platform or CRM like HubSpot, Marketo, and Salesforce, along with persona details, are utilized for effective segmentation and hyper-personalization of the target audience.

Meet the Play

1. Create Email Signature Banners: Design relevant email signature banners for different stages of the buyer's journey and specific campaigns.
2. Upload Banners: Upload these banners directly into the Opensense platform.
3. Integrate Tech Stack with Opensense: Connect Opensense with your existing tech stack, including email clients, marketing automation tools, and CRM.
4. Configure Opensense: Set Opensense to automatically display appropriate email ad banners based on recipient, opportunity stage, sender group, etc.
5. Ensure Alignment: Deliver consistent content and messaging across channels by aligning display ads and email ad banners.
6. Monitor Engagement Data: Use data captured by Opensense for insights into prospect behavior and campaign performance, integrating this data with your CRM.
7. Optimize Campaigns: Continuously refine targeting, content, and messaging based on engagement data to drive better results and accelerate the buyer's journey.

Impact Outcome

The successful execution of this play leads to better account-based marketing through stage-specific targeting. This results in improved lead generation, opportunity surfacing, enhanced buyer experience, faster speed to close, and a more coordinated brand-to-customer experience. Thus, it greatly enhances the chances of revenue growth through personalized marketing.

"Opensense signatures banners have on average received between 5- 10% CTR. This is a 7x to 15x higher engagement rate than retargeted advertising and 70x to 150x higher than standard display ads."

“We had 8 global signature variations running simultaneously across Snowflake’s emails... The banners generate tons of interest throughout the full cycle of promotion. It's been a time saver for us and made my life much easier.”

- Rosa Yoo, ABM Manager at Snowflake.

Play #4: Sendoso—Promoting Feature Adoption through Targeted Campaigns

Problem to Solve:

- The company operates in a highly competitive market and wants to promote an underused feature that offers a strong ROI for customers.
- A new feature has been introduced that could enhance customer retention, but there are no or few beta-testing customers.

Cost / Effort / Impact

Cost: Low (2), Effort: Medium (3), Impact: High (5)

Desired Outcome

The primary goal is to foster the adoption of new products/features among current customers, thereby increasing product usage and reducing customer churn.

Data Sources Needed

The audience can be identified using CRM data for contact development, product usage data from data warehouses, and insight about targeted buying committees from Customer Success Managers/Account Managers.

Meet the Play

1. Identify Target Accounts: From the product data warehouses, select the accounts you want to target.
2. Develop the Usage Committee: Identify the buying/usage committee for the new feature.
3. Create Sendoso Campaign: Develop a high-impact campaign that breaks through the noise, using Sendoso for direct mailings.
4. Launch the Campaign: Implement the campaign through Sending, Emails, and Display ads.

Instapage Opensense Sendoso SmartBug. RollWorks

Impact Outcome

The execution of this play leads to an increase in product usage, enhancing customer stickiness and reducing churn. The adopted feature/product is heightened, and customer relationships are strengthened through tangible interactions such as in-person sending.

Instapage Opensense Sendoso SmartBug. RollWorks

Play #5: SmartBug—How to Message Clients Binging on Certain Categories of Your Content

Problem to Solve:

- High customer churn impacts revenue and growth potential.
- Struggle to differentiate against competition.
- Difficulty in cross-selling and upselling within the current customer base.
- Low customer engagement, hindering cross-selling and upselling opportunities.

Cost / Effort / Impact

Cost: Low (2), Effort: Medium (3), Impact: Medium (3)

Desired Outcome

- Boosted customer retention: Securing long-term commitment from high-value clients.
- Enhanced lead generation: Attracting high-quality leads with targeted campaigns.
- Increased opportunities: Uncovering new cross-selling and upselling potential within existing accounts.
- Higher website traffic: Driving targeted prospects to explore your offerings.
- Faster speed to close: Accelerating the sales cycle, leading to quicker deal closures.

Data Sources Needed

Customer Lifetime Value (CLV) data, Contract renewal dates, Product adoption patterns, Customer segmentation, Customer feedback trends

Meet the Play

1. Categorize Your Content: Based on common threads like content type, buyer's journey stage, and format.
2. Track Customer Engagement: Monitor engagement with the grouped content categories.
3. Send Targeted Emails: Dispatch product-oriented emails to customers showing interest in specific categories.
4. Organize Small Events: Invite engaged customers to smaller, intimate events to share new offerings and foster participation.

Instapage Opensense Sendoso SmartBug. RollWorks

Impact Outcome

- Higher customer engagement and loyalty
- Identification of cross-selling and expansion opportunities
- Personalized customer experiences
- Increased revenue from existing clients

RollWorks

Now, it’s your time to play — tag @RollWorks on LinkedIn to share your best tips & tricks to join the conversation.