

MADISON LOGIC.

MULTI-CHANNEL ABM WITH LINKEDIN:

**A Practical Guide to Taking
Your Account-Based
Strategy to the Next Level**



From start to finish, brands today must be more present, persuasive, and helpful to buyers.

The B2B buying journey is no longer a simple one-touch transaction. Marketers need a more strategic approach that considers multiple decision-makers, longer sales cycles, and increased competition to succeed.

Full-funnel, multi-channel account-based marketing (ABM) is a proven strategy that targets in-market accounts with personalized and relevant content and messaging. By using data to focus on the accounts that matter and engaging them with a unified approach, marketers build the trust and awareness needed to drive predictable, business-impacting results.

Those implementing ABM might not be maximizing the performance of their campaigns without a unified, multi-channel strategy that combines their Content Syndication and Display Advertising efforts with LinkedIn Ads. Hosting more than 930 million global professional members and over 59 million companies, LinkedIn is a B2B marketing powerhouse and a core pillar in a more effective ABM strategy. When used in a multi-channel, full-funnel strategy, marketers drive higher campaign conversions and gain more clarity to understand what impacts pipeline and ROI.

This guide provides a framework for effective multi-channel ABM that leverages LinkedIn advertising as part of a full-funnel, “always-on” strategy. Discover how LinkedIn Ads elevates multi-channel ABM strategies through the funnel to maximize investment and deepen engagement across the right accounts.

According to LinkedIn, 84% of businesses using an account-based marketing strategy see a higher ROI than other marketing campaigns.



WHY YOU NEED MULTI-CHANNEL, FULL-FUNNEL ABM

To capture attention and unify the buying experience, marketers must deliver personalized, multi-channel campaigns that resonate with decision-makers wherever they are in the buyer's journey. This comprehensive and unified data-driven approach accelerates the sales pipeline and helps convert the best accounts faster. While traditional marketing and ABM strategies target buyers with disjointed information and content, a multi-channel, full-funnel ABM strategy delivers a unified and consistent personalized experience across all digital touch points.

Here's how these approaches stack up:

	TRADITIONAL MARKETING	TRADITIONAL ABM	MULTI-CHANNEL, FULL-FUNNEL ABM
TARGETING	Targets a large and diverse audience	Takes an account-based targeted approach where marketing and sales align to target a select group	Combines the account-based focus with a multi-channel approach, leveraging various channels to engage and nurture through the entire buying journey
AUDIENCE PRIORITIZATION	Aims to attract as many potential customers as possible	Aims to attract specific accounts that fit the ICP (Ideal Customer Profile)	Aims to attract specific accounts that fit the ICP, but also engages accounts in the post-purchase stages of the buying journey
CONTENT & MESSAGING	Uses broad messaging and generic one-size-fits-all content	Tailors messages and content that speak to specific needs and pain points of each targeted account	Customizes interactions across multiple channels and ensures consistent messaging and experiences through the buying journey
MEASUREMENT	Relies on general campaign performance metrics (reaches, impressions, leads) to measure success	Uses account engagement, pipeline progression, and revenue generation	Tracks and analyzes account-level data across all channels, assessing the impact of marketing at each stage of the buying journey

ACTIVATING MULTI-CHANNEL, FULL-FUNNEL ABM WITH LINKEDIN

Madison Logic ABM Social Advertising with LinkedIn offers marketers the ability to activate global multi-channel engagement initiatives with their top accounts. This can be done using any LinkedIn advertising format. The result is higher conversions and improved understanding of the strategies, audiences, and content that influence pipeline and ROI. This integration between the ML Platform and LinkedIn enables marketers to use their Madison Logic target account lists seamlessly, reaching and engaging the same target accounts across LinkedIn, ABM Display Advertising, and ABM Content Syndication throughout every stage of the sales cycle. Additionally, the integration provides insights into the impact of cross-channel efforts on key business metrics, allowing marketers to optimize their strategies accordingly.

Through this LinkedIn and Madison Logic connection, marketers can maximize their budgets on the accounts most likely to convert across all key channels, make the buyer experience personalized and consistent across touchpoints to improve engagement, and visualize account progression in each campaign.



Including LinkedIn Ads in multi-channel ABM strategies makes sense due to its largest professional network, highly engaged audience, and business-focused environment.

Madison Logic's integration with LinkedIn Ads enables marketers to maximize the performance of their multi-channel ABM campaigns across the entire marketing funnel. Marketers leveraging LinkedIn Advertising as part of a multi-channel ABM approach achieve:



In the next section, discover the use cases and strategies marketers can use to make the most of the Madison Logic and LinkedIn integration.

75% of B2B buyers use social media to make buying decisions, with 50% using LinkedIn as a trusted source.



HOW MADISON LOGIC AND LINKEDIN WORK TOGETHER THROUGHOUT THE BUYING JOURNEY



Attract: Find new in-market accounts

MAIN FOCUS: Create awareness about a problem and educate buyers on how to solve it.

HOW TO DO IT:

- **Leverage data to identify target accounts that are showing interest in your product or solution.** ML Insights within the ML platform unifies three key data sources to create a holistic score of the accounts demonstrating the highest propensity to buy.
- **Unify outreach and deliver personalized messaging and content to the target account list with the highest propensity to buy** in the ML Platform using ML Insights. Marketers can automatically sync a target account list in the ML Platform to LinkedIn Matched Audiences, ensuring that the same list of target accounts and decision-makers are exposed to messaging across all key engagement channels.
- **Deliver awareness messaging to accounts that match defined characteristics but are not yet exhibiting in-market behavior.** According to LinkedIn's B2B Institute, as few as 5% of accounts matching an ICP are in-market for a product or solution at a given time. Using ML Insights to identify these 'future buyers' that match an ICP, marketers can take a multi-channel approach to engage and stay top-of-mind with these accounts as they're on LinkedIn and other channels, so they are more likely to purchase when they become in-market.

HOW TO MEASURE IT:

- Unique accounts reached
- Account engagement
- Net-new prospects

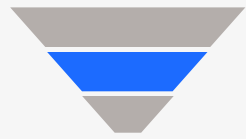
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Consideration: Position brand as the category expert

MAIN FOCUS: Stay top-of-mind with target accounts through a personalized multi-channel strategy.

HOW TO DO IT:

- **Personalize the experience using ML Insights to identify the topics buyers engage with.** A personalized and relevant experience helps accelerate an account through the buying journey by providing the answers and information they need to make a purchase decision.
- **Surround the buying committee through a multi-channel strategy** that provides consistent content and messaging through ABM Content Syndication, ABM Display Advertising, and ABM Social Advertising with LinkedIn.
- **Target personalized content to the buying committee members that matter most on LinkedIn using 1st party data.** Marketers can efficiently reach and build relationships with the entire buying committee by layering LinkedIn targeting facets like seniority, function, job title, or skills onto ML target account lists that were sent to LinkedIn.

HOW TO MEASURE IT:

- Cross-channel accounts reach
- Account engagement
- Website visits from the account

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Join us on September 14 as our experts show you how to drive better business performance. Register today.

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Date: Sep. 14th
Time: 2pm ET

Convert: Unstick open pipeline opportunities through retargeting

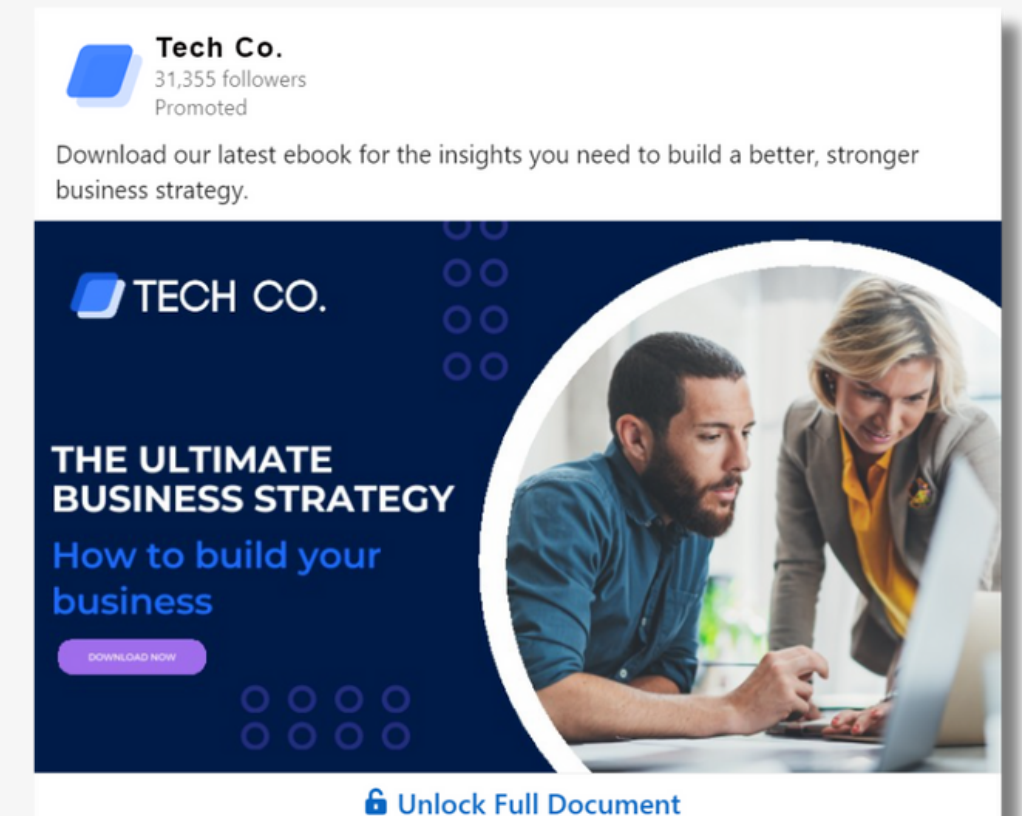
MAIN FOCUS: Accelerate accounts to a sales conversation.

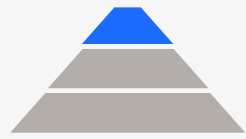
HOW TO DO IT:

- **Monitor account engagement on multiple channels through the ML Platform.** The ML Platform provides a unified view of an account's engagement behaviors, helping marketers identify areas of retargeting and re-engagement opportunities that progress the account forward in the buying journey.
- **Retarget accounts already demonstrating interest in a brand's solution.** Retargeting through LinkedIn Ads lets a brand stay top-of-mind as buyers resume the buying journey. Marketers can identify target accounts engaged across other channels and retarget them on LinkedIn.
- **Feel confident in reaching the right accounts.** LinkedIn's member-provided first-party data helps marketers feel confident they are reaching valuable buying committee members at key accounts with content to overcome any objections or gaps in information that a buying committee member may need to progress.

HOW TO MEASURE IT:

- Funnel stage conversion
- Percentage of appointments from target account list(s)
- Account engagement





Adopt: Deliver relevant content for each funnel stage

MAIN FOCUS: Drive increased adoption of the solution by new customers during and past adoption and onboarding to maximize the value of their investment.

HOW TO DO IT:

- **Leverage data-driven insights to create a smooth onboarding experience.** Tailor the onboarding process for different customer segments based on their unique needs and goals. Utilize customer feedback and data analytics to continuously improve and personalize the onboarding experience.
- **Retain and expand on existing client relationships.** Use customer stories and reviews of the full solution offering that enables them to understand the greater opportunities to achieve wider business impact. Create a comprehensive education program that includes webinars, tutorials, guides, and case studies to help new users understand the full capabilities of the solution. Introduce incentives such as certifications, rewards, or exclusive features for customers who actively engage with and adopt the solution.
- **Deliver expansion offers at relevant milestones.** Leverage content and higher-touch opportunities as ways to introduce new solutions to clients that feel like a natural extension of the value the solution provides.

HOW TO MEASURE IT:

- Adoption rate
- Time to First Value (TTFV)
- Customer Lifetime Value (CLTV)

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ABC Company finds a true business partner with Tech Co.

OBJECTIVES
Ingotide Company recently had a problem with a promotion and advertisement about our clients and customers services. The engagement of our social media promotion decreased and stop bring a traffic through our social media engagement. The algorithm of these social media is changed every time without unknown and credible purposes and meanings. This situation might give a demand income and people statement negatively to our services.

SOLUTION
This situation happened because the advertisement and promotion that have been scheduled for shown is ain't in the right time. Companies need to follow a prime time society. The correction for the contents of the advertisement and promotion are meaningless and misunderstandable for customers to pack them.

BENEFITS
Companies have a solution through this situation and condition with managing all the social media in a professional methode and rearranging the management for our digital marketing plans.

AT A GLANCE

CHALLENGES

- Regular customers
- New customers
- Street people

BENEFITS

- Direct Cost : IDR 10,000,000
- Indirect Cost : IDR 890,000

JANE DOE
CTO At ABC Company
I would recommend Tech Co. because we've created success together. They give us solutions we never knew we had a problem to, and they also give us the freedom to focus on how to achieve success.

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Great companies achieving big results: See how business leaders meet strategic objectives with Tech Co.

“What I particularly liked about Tech Co. is the level of detail and the insights they deliver. They think in the right direction to drive our business forward.”

Learn how

Receive the right insights.

Generate busin

TECH CO.

“ I would recommend Tech Co. because we've created success together. They give us solutions we never knew we had a problem to, and they also give us the freedom to focus on how to achieve success. ”

Learn How

Renew: Engage with customers prior to contract renewal

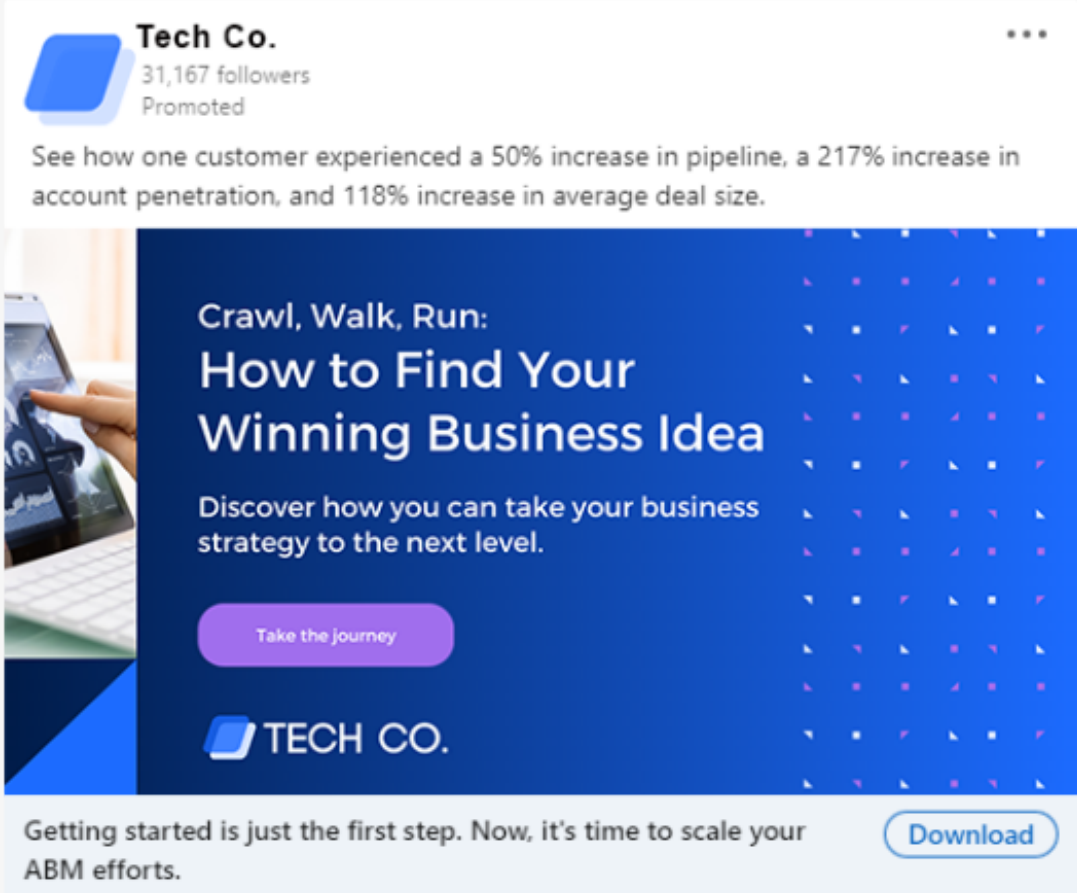
MAIN FOCUS: Retain relationships with existing customers.

HOW TO DO IT:

- **Identify existing customers that signal in-market buying behaviors.** ML Insights alerts marketers to in-market activity, new topics, or product features that existing customers may look into. These content recommendations keep a brand relevant while providing customers with what they need to renew contracts.
- **Create an ‘existing customers’ account list that dynamically updates based on new in-market activity signals from ML Insights.** Push this list to LinkedIn through the ML integration and launch campaigns with content and messaging to speak directly to these customers’ needs to encourage contract renewals.
- **Maintain relationships through full-funnel, consistent messaging.** With the goal of retaining customer relationships, marketers can surround these accounts outside other channels. LinkedIn enables successful retargeting of audiences engaged on other channels that reinforces the solution’s value and maintains communication.

HOW TO MEASURE IT:

- Account engagement
- Churn rate
- Revenue renewal rate



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See how one customer experienced a 50% increase in pipeline, a 217% increase in account penetration, and 118% increase in average deal size.


Crawl, Walk, Run:
How to Find Your Winning Business Idea

Discover how you can take your business strategy to the next level.

Take the Journey

TECH CO.

Getting started is just the first step. Now, it's time to scale your ABM efforts. [Download](#)



Crawl, Walk, Run:
How to Find Your Winning Business Idea

Discover how you can take your business strategy to the next level.

Take the Journey

Customers leveraging Tech Co. experience:

- 50% increase employee productivity
- 75% increase in sales
- 25% reduction in costs



Expand: Launch targeted upsell/cross-sell campaigns

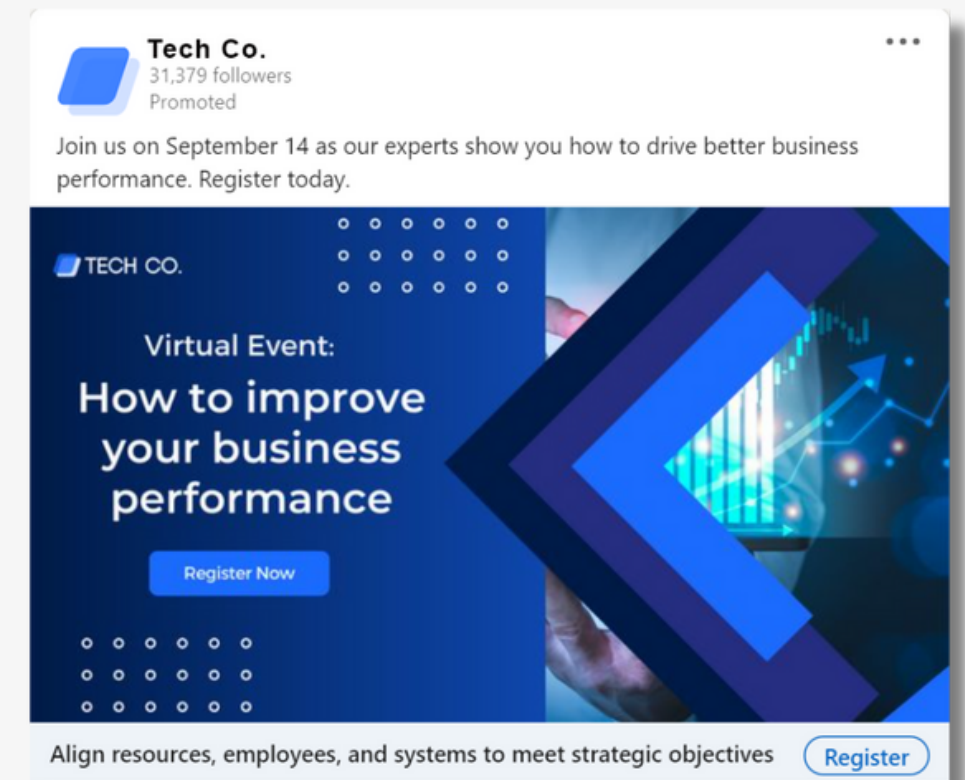
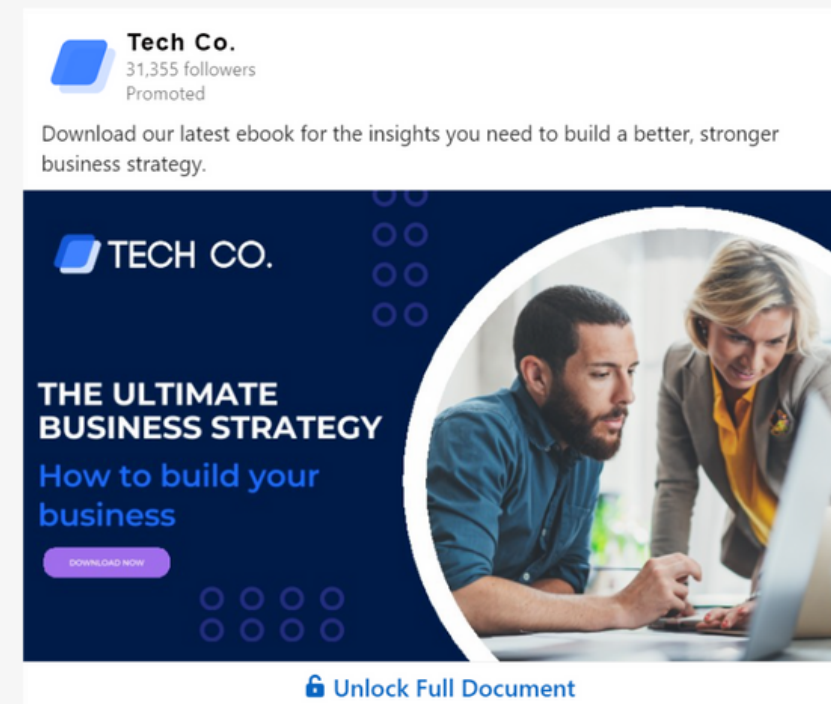
MAIN FOCUS: Expand solution reach into additional departments and teams.

HOW TO DO IT:

- **Discover additional contacts on other departments, regions, and groups that benefit from the same solution.** Use ML Insights to identify and prioritize other opportunities within the same organization. Leverage existing relationships and engagement with new contacts to build reputation and trust with new buyers.
- **Learn about the topics and use cases for which other contacts may use a solution.** Marketers can update and repurpose existing content with this new messaging targeted toward other contacts and buying groups.
- **Launch targeted upsell/cross-sell campaigns with a multi-channel strategy.** Influencing additional buyers with a consistent and relevant experience across channels maximizes exposure and builds buyer trust.

HOW TO MEASURE IT:

- Account penetration / net-new prospects from each account
- Account engagement
- Conversion rate



DRIVE SUPERIOR PERFORMANCE ACROSS THE SALES CYCLE THROUGH A UNIFIED STRATEGY

Integrating the ML Platform with LinkedIn Ads opens a world of possibilities and advantages for a marketer's multi-channel ABM campaigns. It's a simple process within the ML platform done in minutes that will help a brand maintain a persistent presence in the market and stretch media investment dollars further.

- **Progress buyers through the sales cycle by delivering more value at every interaction.** ML Insights is the driving force behind multi-channel ABM campaign success because it gives marketers the accounts most likely to buy and the intelligence to build relevant and persistent buyer experiences. Sharing ML Insights data and incorporating insights into every channel, including LinkedIn, allows marketers to deliver the best experience that builds brand reputation and trust as a knowledge partner at every account interaction.
- **Unify multi-channel data at every conversion stage for granular insight into what's driving sales opportunities.** Unifying multi-channel data through the ML Platform provides complete account visibility, allowing marketers to understand which messages and content drive accounts through the buying journey. Gaining this full view of the buying journey brings opportunities to adjust and optimize to the forefront so marketers can maximize their efforts in real-time.
- **Increase the value of LinkedIn investment through smarter segmentation, personalized messaging, improved reach, and automation.** The combined power of the ML Platform and LinkedIn Ads supercharges an ABM strategy through precise account targeting and intelligence on the topics and content buyers are looking for to deliver a consistent and relevant experience throughout the buying journey.

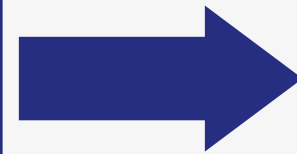


Getting Started Takes Less Than 10 Minutes

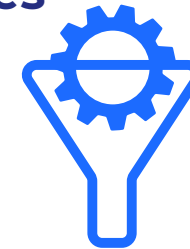
Unify your target accounts across channels



- Identify and prioritize in-market accounts by combining ML Insights and first-party data sources.
- Expand targeting to buying groups in LinkedIn.
- Match target accounts across channels and automate syncing.



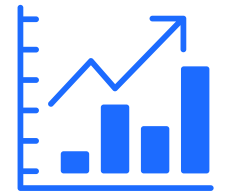
Personalize experiences to funnel stages



- Create content tailored to every stage of the funnel.
- Drive higher engagement from ads with messaging relevant to the buyer's research needs.
- Deliver consistency and automate ad delivery across channels.



Measure multi-channel performance in one platform



- Get visibility of ROI and pipeline impact.
- Optimize messaging, content, and performance in real-time.
- Push LinkedIn Ads account engagement metrics to other functions.

Fully managed onboarding, execution, and strategic consultancy provided through Madison Logic's white-glove service

CUSTOMER CASE STUDY

Crawl, Walk, Run: Higher Logic Doubles Average Deal Size While Accelerating the Buyer's Journey Through a Multi-Channel ABM Strategy

Higher Logic, the #1 community member and customer engagement platform, sought to improve its account engagement and pipeline conversions because they were experiencing opportunity loss at sales handoff. The team adopted an ABM strategy to maximize exposure for key accounts and create more sales opportunities based on targeting criteria. However, they still struggled with low conversion rates, cold contacts, and low engagement from target accounts.

Higher Logic bolstered its ABM strategy with a multi-channel, full-funnel approach through a partnership with Madison Logic and a Crawl, Walk, Run Approach. The Crawl, Walk, Run Approach allowed the Higher Logic team to validate target account engagement and confidently demonstrate marketing's influence on pipeline and revenue.



Crawl: Starting with its own customer data and ML Insights allowed Higher Logic to identify relevant target account lists. New opportunities were created based on company sizes and decision-maker trends combined with sales insights.



Walk: Higher Logic embraced a multi-channel, full-funnel marketing plan to activate personalized and relevant experiences at each stage of the funnel for buying committees.



Run: Higher Logic hit the ground with the CRM integration and amplified their account nurture programs and lead scoring, leading to increased pipeline velocity and deal value.



“ **Almost immediately after employing a multi-channel ABM strategy with Madison Logic, we were able to prioritize the accounts demonstrating in-market research and efficiently drive the type of engagement our sales team needs to fill their pipeline.** ”



Mike Ellis
Sr. Corporate Marketing Manager
Higher Logic

With the Crawl, Walk, Run Approach, sales conversations shifted with higher-value deals closed and a stronger focus on marketing-sourced pipeline. By dynamically serving content and advertising that moves the buying committee through the buying journey, The Higher Logic team drove stronger engagement, higher deal values, and faster sales cycles than ever before.

Leveraging the power of multi-channel, full-funnel ABM with LinkedIn Ads, Higher Logic accelerated the buyer's journey with key accounts and demonstrated the value of marketing influenced revenue with:

- +50%** more pipeline contribution from target accounts
- +217%** more account penetration within target accounts
- +118%** increase in average deal size

TAKE THE FIRST STEP TOWARD ABM SUCCESS

Traditionally, marketing teams struggle with silos between tactics and channels. For example, a team running demand generation and paid media lacks closer relationships with the social media team. This results in disjointed campaigns that lack the consistent and relevant experience that buying committees need through the buying journey. They need to know about a brand and a solution to their problem everywhere they go.

For marketers who want to execute multi-channel, full-funnel ABM, there needs to be an internal shift to align social objectives and ABM objectives. This collaboration brings cross-channel activation that enables coordinated messaging across channels, including the most powerful and influential B2B channel, LinkedIn.

Through ABM Social Advertising with LinkedIn alongside ABM Content Syndication and ABM Display Advertising, marketers can deploy a full-funnel, multi-channel ABM strategy that delivers personalized messaging and supported ad formats to maximize account engagement. LinkedIn's scale and ubiquity make it a compelling platform for B2B marketers, but combining LinkedIn's capabilities into a multi-channel, full-funnel ABM strategy makes the platform indispensable.

Maximize budgets on accounts most likely to convert, personalize the buyer experience to improve engagement, and visualize account progression across each campaign with Madison Logic and LinkedIn. Visit www.madisonlogic.com to learn how.

