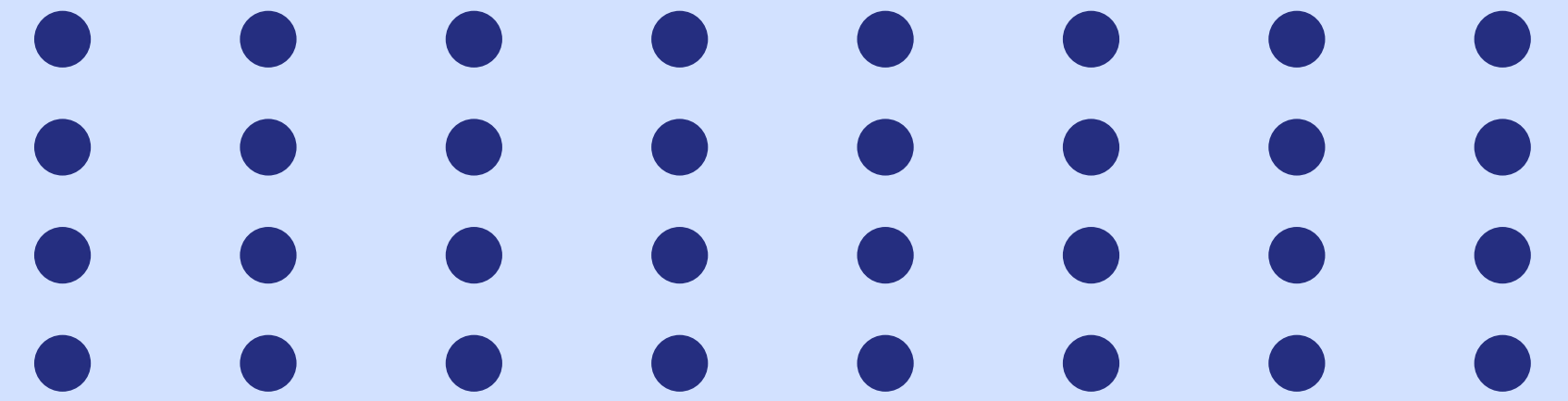


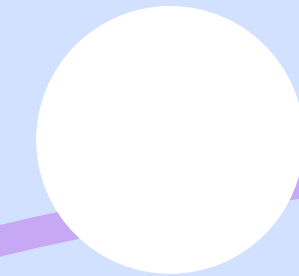
**MADISON**  
LOGIC.



# New Horizons:

Navigating New Market  
Entry with ABM

BLUEPRINT



# The Importance of Early Brand Visibility in the **B2B Buying Journey**



It's become increasingly important for brands to be visible to their buyers earlier in the buying process. Forrester notes that we've entered the "buying\_group\_era," where decisions are made as a collective of B2B buyers who conduct their own research. Yet this presents an issue: When buyers finally engage with your sales team, they're closer to finalizing their decision versus discovering what you have to offer.

A collaborative study between Bain & Co. and Google reports that 86% of buyers start with a list of vendors in mind before they dive into research. Known as the "Day One" list, 90% of buyers end up picking a vendor from that list.

McKinsey reports that B2B buyers are using up to 10 channels, including online and digital, to research and meet their purchasing needs.

Gartner Research finds that 75% of the research phase has no interactions with a sales representative.

Brand building has become crucial: To be on that "Day One" list, you need buyers to be aware of your brand and your solution. And even if awareness for your brand is high, buyers, especially those in a new market, may be unaware that you offer a product or solution that now serves their needs.

New market entry campaigns introduce an existing or new product to a new vertical, geographic region, or target audience. As a new contender in the marketplace, you must consider how to raise your brand awareness in a specific market and against your competitors. Effective marketing drives future sales by making your brand top of mind when a buyer is ready to make a purchase—even if you don't have something to offer them yet.

According to Forrester's 2023 Business Trust Survey, "77% of purchase influencers consider brand awareness when deciding whether to trust an organization." Familiarity is built over time with consistent messaging. If you only focus on targeting accounts you know are in-market, you lose the opportunity to easily gain more market share by having raving fans, primed to act, in a market you could serve in the future.



# Brand Awareness in B2B

Investing in brand awareness is an investment in future recall and recognition. When buyers need your solution, they're more likely to remember your brand, which helps to ensure you're on their shortlist from the start. Buyers use logic to evaluate why your brand should be considered, but there's also an emotional element: they want to trust that they are choosing the right solution and forming a long-term partnership with a reliable brand. However, building brand awareness requires significant resources, and misallocating those resources can lead to wasted budgets and missed opportunities if the effort doesn't resonate with the target market.

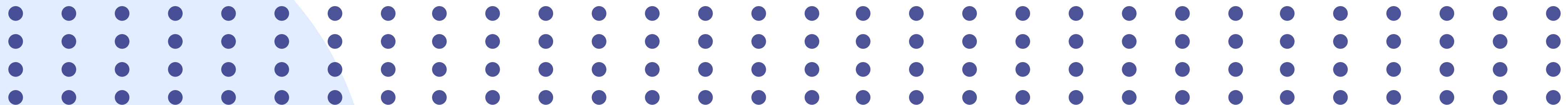
For many organizations, measuring the success of brand awareness efforts has always been a struggle. Brand recognition has an impact on valuation, which we've seen across B2B brands like Salesforce, Dell, or Adobe. Brand alone can drive incredible interest and even pave the way to hypergrowth for many companies. Yet linking brand spend to impact on pipeline and revenue has historically been difficult: [Gartner](#) notes that 21% of brand leaders see brand metrics, such as social likes and reach, as actually actionable. Overemphasizing demand generation can create gaps in measurement and attribution, leading to missed opportunities and hindering long-term growth. This often happens when organizations rush prospects in the deal cycle without building the trust necessary to win a deal or form a lasting partnership.

When budgets are tight, brand spend is often one of the first areas to be cut. This leads to a decline in marketing influenced or lifted pipeline and revenue because your brand fades from buyers' consideration lists, making it harder to build trust when demand generation efforts kick in. Another often repeated mistake is using existing campaign materials that speak to buyers with a mature understanding of your offering for audiences who may have never bought a solution like yours, despite otherwise looking very similar to your existing ideal customer profile.

Other negative consequences of cutting brand spend include:

- **Decline in Sales:** An obvious reduction in brand awareness efforts, sales can also decline due to brand misperceptions and the responsibility falling onto the sales team late in the sales funnel to build trust and credibility.
- **Brand Obscurity:** Buyers tend to overlook your brand due to it not being top of mind or not fully understanding your products and/or category.
- **Increase Costs for Demand Generation Efforts:** As brand awareness fades, demand generation becomes more expensive. Demand generation ends up taking on more costs as it tries to build in the education steps that brand awareness efforts usually provide, which makes it less effective at building urgency toward purchasing your solution.
- **Decrease in Customer Expansion Opportunities:** Existing customers are more likely to churn or decline cross-sells and upsells as customers switch to or test products from brands they see as more relevant in the market.
- **Shift in Market Position:** Without strong brand awareness and visibility, you lose the perception that you're a leader in your industry, which gives competitors an edge.

You need to think of brand awareness activities as not only a visibility driver, but as a revenue driver. As buyers research and become familiar with your brand, they're primed to enter your sales funnel with more urgency, which impacts your pipeline and revenue growth.



# 5 Steps for Putting Together Your **Market Entry Campaign**

The buying committee comprises a diverse array of stakeholders, each with their own priorities and concerns regarding the problems they aim to address. These buyers generally conduct their research online, often without direct input from your sales team. As a result, marketers must be equipped to deliver comprehensive information to these well-informed buyers, particularly when entering a new market where establishing brand recognition is crucial.

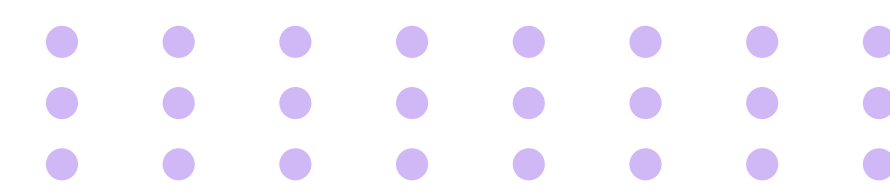
Account-based marketing (ABM) keeps your audience's needs at the center of your campaign. With a multi-channel ABM campaign, you drive awareness and urgency across the funnel by knowing what your prospects need exactly when they need it, wherever they are. In five steps, you can quickly navigate new market entry with an ABM approach that allows you to focus on educating your buyers, driving urgency, and optimizing your campaigns to ensure buyers receive a unified, consistent experience from initial encounter with your brand to a long partnership with ample expansion opportunities.

## **Step One:** Define the Goals for Your Market Entry Strategy

For successful market entry, brand awareness campaign efforts play a critical role in driving demand. Defining clear goals for your campaign is essential to measure the success of your initiatives and to ensure that your brand-building efforts align with broader business objectives—of creating urgency that fuels faster sales cycles and larger opportunities.

If you're a large organization with several product offerings in your portfolio, you will need to decide on whether you want to build awareness for your brand, your product, or both. In some cases, your brand awareness could be strong, but your target market may not be associating your product with a specific problem they are encountering. You'll want to focus on increasing awareness around the use cases you can solve for this particular segment.

Effective campaign goals for new market entry need to follow the SMART framework: Specific, Measurable, Achievable, Relevant, and Time-Bound. Splitting your goals between short- and long-term timelines allows you to put more emphasis on building brand awareness first. Once you gain market traction and visibility, you start fueling your demand generation activities.



Below is an example chart, setting key performance indicators with specific goals and actionable ways to measure them. To make these goals truly SMART and realistic, look at your historical data from your initial brand launch or previous product launches. Investigate your sales funnel, how long accounts spend in each buying stage, and how personas in your current market engage with your content. As a rule of thumb, you want to align your short-term goals with the average length of your sales cycle to get a representative understanding of your campaign performance.

## New Market Entry **SMART Goals Example**

Time Period	KPI	Goal	Metric
<b>Short Term</b> (Year 1)	Increase Problem Awareness	Boost the number of people who associate your brand with the problem.	Use intent data to track awareness through the number of accounts researching your brand as well as researched topics across the web.
<b>Short Term</b> (Year 1)	Product or Service Awareness	Ensure that more people are aware of a specific product or service within your portfolio.	Measure awareness through surveys, product searches, and sales data.
<b>Short Term</b> (Year 1)	Grow Website Traffic	Increase the number of visitors to your website, indicating more people are discovering your brand.	Track website visits, unique visitors, time spent on the site, and bounce rate.
<b>Long Term</b> (Year 2-3)	Increase Product or Service Awareness	Ensure that more people are aware of a specific product or service within your portfolio.	Measure awareness through surveys, product searches, demo requests, and sales data.
<b>Long Term</b> (Year 2-3)	Grow Website Traffic	Increase the number of visitors to your website, indicating more people are discovering your brand.	Track website visits, unique visitors, time spent on the site, and bounce rate.
<b>Long Term</b> (Year 2-3)	Support Revenue Generation Activities	Generate accounts with early interest in purchasing a solution and support demand generation activities for conversion.	Number of accounts progressing through the funnel and converting into pipeline and revenue.



## Align Your Brand and Demand Efforts for **Clear Campaign Direction**

Market entry campaigns need to look at the buyer's journey through the lens of a unified brand-to-demand strategy.

Most organizations want to drive immediate growth, and brand efforts take longer and are harder to measure and demonstrate ROI. But with Forrester Research finding that 67% of B2B marketers say accounts are taking longer to commit to purchases, a holistic and balanced approach to your brand and demand activities ensures that your marketing team creates enough awareness to fulfill demand capture and position your company for long-term growth.

Not everyone on the buying committee feels the same way about your brand at the same time. As members of the buying committee recognize their needs and search for solutions, they develop attitudes and engage in behaviors that create different levels of bias toward brands and their solutions. Different markets are at different stages of technology adoption and maturity levels in their processes. In a new market, you're butting up against established brands, and you need as much momentum as possible to build awareness of and recognition for your brand.

Alignment between brand and demand initiatives ensures that your brand efforts prepare buyers that will engage with demand generation initiatives when entering a purchasing cycle—meaning there's more likelihood that you'll end up on the coveted Day One vendor list. Brand efforts also lift demand generation performance and impact by engaging prospects throughout the course of the buying cycle. A joint survey between BCG and Google notes that 97% of marketing leaders credit brand marketing as having a significant role in the awareness and consideration phases of the sales funnel. Yet when you focus too much on increasing brand awareness and not driving demand, buyers don't see the intrinsic value your solution brings to their problem. You need demand generation to create a sense of urgency to solve their problem and to motivate them to choose you to fix it.

Striking a balance between brand awareness and demand generation is essential for showcasing your offering's benefits and ensuring potential customers recognize its value. Laying out the buyer's journey by stage allows you to focus on where brand and demand efforts can be most effective, as well as what signals marketing and sales teams can be aware of as buying committee members engage with your brand.

Sales and marketing team collaboration matters when engaging with audiences who don't know who you are or may not have the same sense of urgency, priority, or maturity as other prospects. Marketing needs to enable sales teams with prospects' latest engagement activities so that sales can lead with relevant outreach and meet buyers exactly where they are. If marketing and sales teams don't collaborate, they risk siloed efforts, where lack of structured processes and discussions around audience insights can impact the timing and quality of overall outreach and engagement efforts.

As you collaborate with sales, you need to agree on the following categories:

### **Target Audiences:**

Define which accounts to go after. Identify accounts for demand generation initiatives that should also be targeted for brand awareness initiatives.

### **Creative and Messaging:**

Determine what content and messaging to use in the campaign as well as any sales outreach. A cohesive approach between brand and demand ensures that the buyer experience is always relevant, personalized, and consistent, which fosters trust between the brand and the buyer.

### **Account Journey:**

Define which channels the campaign will use to deliver content to your target accounts. Timing, or “when,” is also important, as you want to ensure you deliver the right message at the right time, wherever the buyer is on their journey.

### **Key Performance Indicators (KPIs):**

Select KPIs that measure how brand influences demand and how both impact overall business performance. You want to ensure you tie metrics to your KPIs as much as possible, as metrics serve as your data points to measure and stay aligned with your SMART goals.

## **Key Takeaways:**

- Brand awareness occurs at every stage of the funnel, but brands need to decide whether they bring awareness to their overall brand and reputation, product, or both. Much of the decision depends on the new market you’re entering, whether it’s a new audience sector or industry, introducing a new product to your current audience, or trying to establish your brand and/or product in a new region.
- Create SMART goals for your new market entry campaigns. These goals need to be Specific, Measurable, Achievable, Relevant, and Time-Bound so you can focus on setting a clear timeline to gather tangible results that lead to actionable insights and campaign optimizations.
- Apply a unified brand-to-demand strategy to your new market entry campaign to ensure sales and marketing teams align on signals that indicate buyers are moving through the sales funnel.



## Step Two: Define Your Target Segments

Entering a new market means you have ample opportunities to connect with new buyers. Yet, according to LinkedIn, [only 5% of your buyers are in-market at any given time](#). You need to understand who these buyers are—and through ample research, you can quickly define your target segments and lay the foundation for the buyer personas that will inform your new market entry campaigns.

Your research toward defining your target segments begins in a familiar place: with your competitors and your current market presence. Researching your competitors allows you to identify the level of brand awareness you need to invest in to gain market traction. A strong indicator of potential prospects is to track the number of accounts researching your brand and competitors over 12–24 months to define your current position and goals. You'll want to track these accounts' research activities on your brand and your competitors against specific solutions to see if the market links your brand to those solutions. If the marketplace doesn't, then you need to invest in more brand awareness toward showing you offer relevant solutions that help these buyers reach their goals.

Your product marketing team provides great insight into your competitors' unique strengths alongside what attributes keep customers loyal to them. If your marketing team doesn't have a product team, you can still conduct competitive research to find this information. Review websites like G2 or TrustRadius to aggregate client reviews and rankings into scores and badges across a variety of categories to identify industry leaders. Gartner research reports provide deep industry insights and rankings across various industries and products. Search engine optimization (SEO) tools like Semrush and Ahrefs can also compare your website's domain ranking and content statistics against competitors, which lets you quickly identify what competitors are within reach to beat, and where you have content gaps and opportunities to outrank competitors and claim more of the digital marketplace. A strong digital presence, especially in terms of organic search, allows you to gain more visibility, which will catch buyers' attention as they search for solutions.

Narrowing down on your target segments is two-fold: Part of it is narrowing down on the accounts and buying groups going into market and convincing them why now is the right time to make a change, and why you should be their partner of choice. Part of it is around accounts who are happy with their existing solutions, and vendors who need further education on why they should change. Identifying where accounts fall in your target segments allows you to maximize your resources on the buyers that are most likely to purchase your solution and expose them to your brand to build familiarity over time. Between your marketing toolkit and collaboration initiatives with your sales team—who also understand how your product stacks up to competitors—you can quickly identify target segments to dig into and define as your in-market buyers.

Some of your alignment activities include:

**Collaborating** with sales and other marketing teams to align on your ideal customer profiles (ICPs) based on factors like revenue potential, company size, technographic data, strongest verticals, and buying committee personas.

**Layering** intent data into your analysis. This includes account research behavior, trending topics, and engagement with media (like content syndication) to refine your target segments further.

**Identifying** from your customer relationship management (CRM) and marketing automation platform (MAP) systems if there are additional accounts that could benefit from brand awareness initiatives. This could be particularly relevant if you offer various solutions and your prospects and/or existing customers are not fully aware of your entire product portfolio.

**Pulling** a separate list of accounts matching ICPs and trending on competitors. These accounts have more urgency and could benefit from a mix of brand and demand generation activities to accelerate conversion.

## Key Takeaways:

- Defining your target audience segments begins with assessing your brand awareness and consideration. Research your competitors to estimate how much you need to invest in brand initiatives.
- Collaborate with product marketing and sales teams, if available, to gain insight into your competitors. If your organization doesn't have a product marketing team, conduct any competitive research through thorough analysis of product and brand review websites, SEO tools, and industry reports.
- Finding the 5% of in-market buyers in a new market can be overwhelming. Use your marketing toolkit: Reference intent data, technographic data, and your CRM and MAP systems to discover what accounts would benefit from your brand initiatives.

## Step Three: Develop Your Content and Messaging

You need to determine your unique differentiators that can be used in your content narrative to make your brand stand out against your competition. When you focus on showing how well you know your target audience, you quickly gain momentum toward building trust and credibility in your new market.

To get toward growing your brand position as a (rising) thought leader in this new space, you need to ask the following questions around your audience and competition:

### Audience

- Who are your potential buyers?
- Who is involved in the decision-making process?
- Who set priorities around challenges, needs, and department or company objectives?

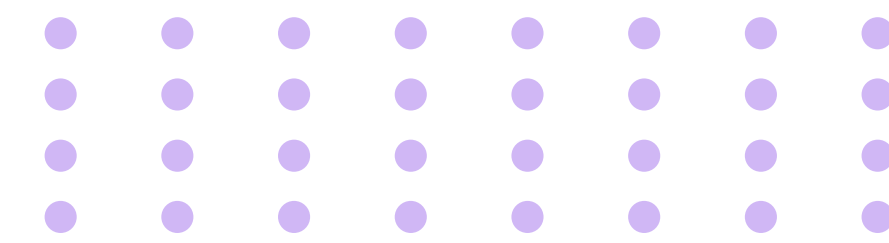
### Competition

- What is their perception in the market?
- What features do they offer?
- What features do you offer that they don't?
- How does your product benefit customers?
- What is unique about your brand and your solution?

These questions allow you to focus on who the audience is, how your competitors position their solutions, and how you can quickly differentiate yourself in the market.

While targeting immediate buyers is an option, many people rely on their memory to find a solution rather than actively searching. Even then, many buyers won't remember exactly what your content says—but they will remember how they feel when they encounter your content, messaging, and advertisements.

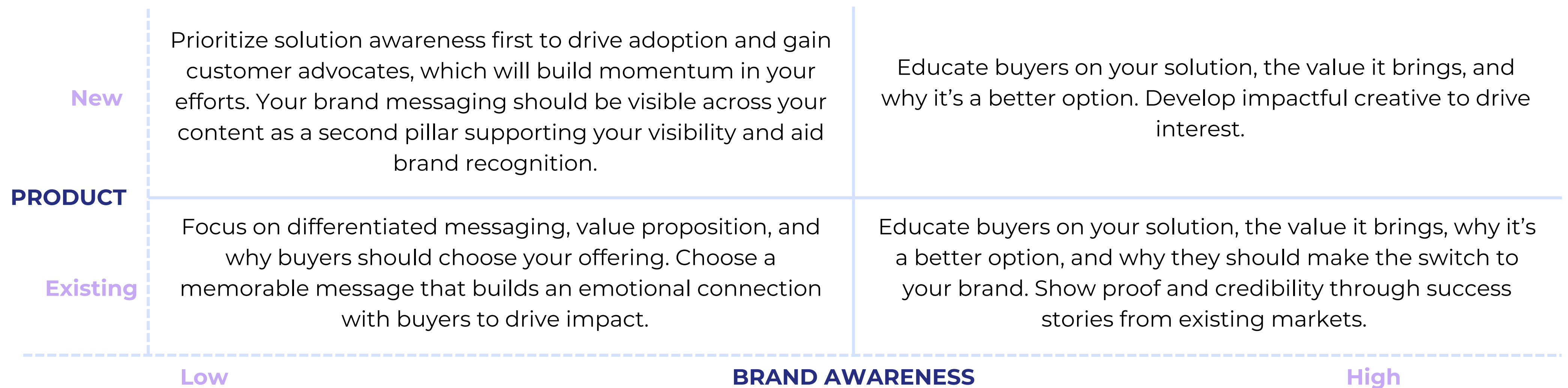
Consistent messaging over time is key to building brand familiarity. Your advertisements need to create unique, memorable impressions that shape your buyers' perceptions over time, so that when they become in-market, they will remember your brand. You need a variety of content assets, such as presentations, eBooks, white papers, landing pages, videos, and display advertisements that appeal to various members of the buying committee. Identify what messaging and content will be key for each member of the buying committee, keeping in



mind that it needs to be consistent and customer-centric to increase effectiveness. Dig into committee members' individual concerns and how your product offers a solution that positively impacts department goals, such as workflow or resource allocation, and how these results impact company-wide goals.

## Determine Messaging for Your Product and Brand Awareness

Whether you have a new or existing product, brand awareness remains critical in new market entry campaigns. This graph highlights how you can approach brand awareness messaging as buyers move from low to high awareness.



## Focus on **Cohesive, Always-On Message**

Having your brand top of mind before buyers start researching solutions is essential to be considered as a potential vendor. An always-on ABM strategy is key to surrounding your buyers so that you remain front and center, as well as enticing buyers to conduct further research when the time is right.

Always-on ABM—as opposed to campaign-based ABM—involves continuously engaging target accounts rather than focusing on isolated, short-term campaigns. The concept is simple: If the right content and messaging reaches all business decision-makers, not just before they

are ready to engage but throughout the buying process, your brand has a better chance of staying top of mind.

To find your buyers where they are, you need to create as many opportunities as possible for buyers to engage with your brand throughout the entire purchasing journey. There are four primary channels to consider as part of the buying journey: content syndication, display advertising, social media advertising (especially on LinkedIn, the largest social network for B2B buyers), and connected TV (CTV). As your brand gains visibility among your target audience segment through these channels, you reduce their chances of interacting with your competitors.

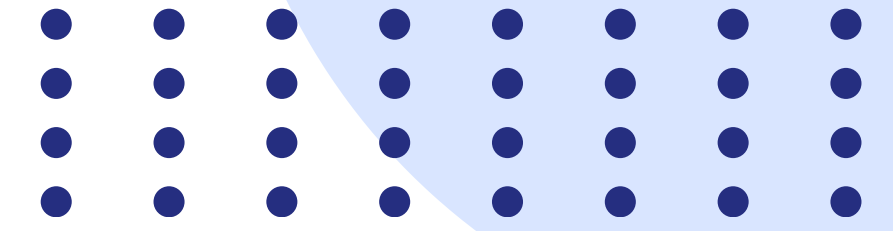
Cohesive messaging between your brand and demand activities is fundamental to build trust and reinforce your brand's value proposition and unique differentiation. **Brand messaging** defines who you are, what you stand for, and your long-term identity, while **demand messaging** focuses on driving short-term action, like getting customers to buy or engage. When you align brand and demand messaging, customers have a seamless experience: They understand your values and “hear” the same voice, whether they are learning about your brand or being persuaded to act.

Inconsistent messaging confuses or frustrates customers, which leads them to distrust the brand. If your demand generation efforts make promises that are not in line with your brand identity or fail to deliver on those promises, customers may feel misled. Viewing your messaging as a brand narrative—from awareness to action—allows you to build a cohesive story that lends itself toward credibility, as customers know what to expect with every interaction. When you review what buyers are researching and use those research topics to fuel your messaging, you're closer to ensuring it remains relevant to your audience and their current (and future) needs.

## Key Takeaways:

- To write powerful content and messaging, you need to know your audience. Ask yourself a series of questions around who your audience is and what your competitors are doing to discover how you can present yourself in a unique way.
- Embrace an always-on ABM approach that focuses on keeping your brand top of mind with relevant messaging and touchpoints that align with the account's needs and challenges.
- Make sure messaging stays cohesive from your brand to demand efforts. Focusing on what buyers are researching allows you to create relevant messaging that catches their attention.

## Step Four: Build a Brand Experience Throughout the Funnel



The ideal buying journey helps buyers understand how your brand can solve their problems and why they should pick your solution. A consistent message, look, and feel builds trust and credibility. By providing all the elements to help with their decision-making process, you remain a strong contender and accelerate the sales cycle.

Most marketers tend to forget that the buyer's journey is not always linear. The journey from awareness to decision often involves multiple touchpoints. As much as we try to map it out, there are people behind those buying decisions. It's human nature to be unpredictable and frequently change our minds. Furthermore, not all members of the buying committee progress through the funnel at the same rate. Someone might still be in the awareness stage while everyone else has moved on to the consideration stage. This makes the continuous need to keep your content and message in front of your prospects with an always-on ABM program more critical than ever before.

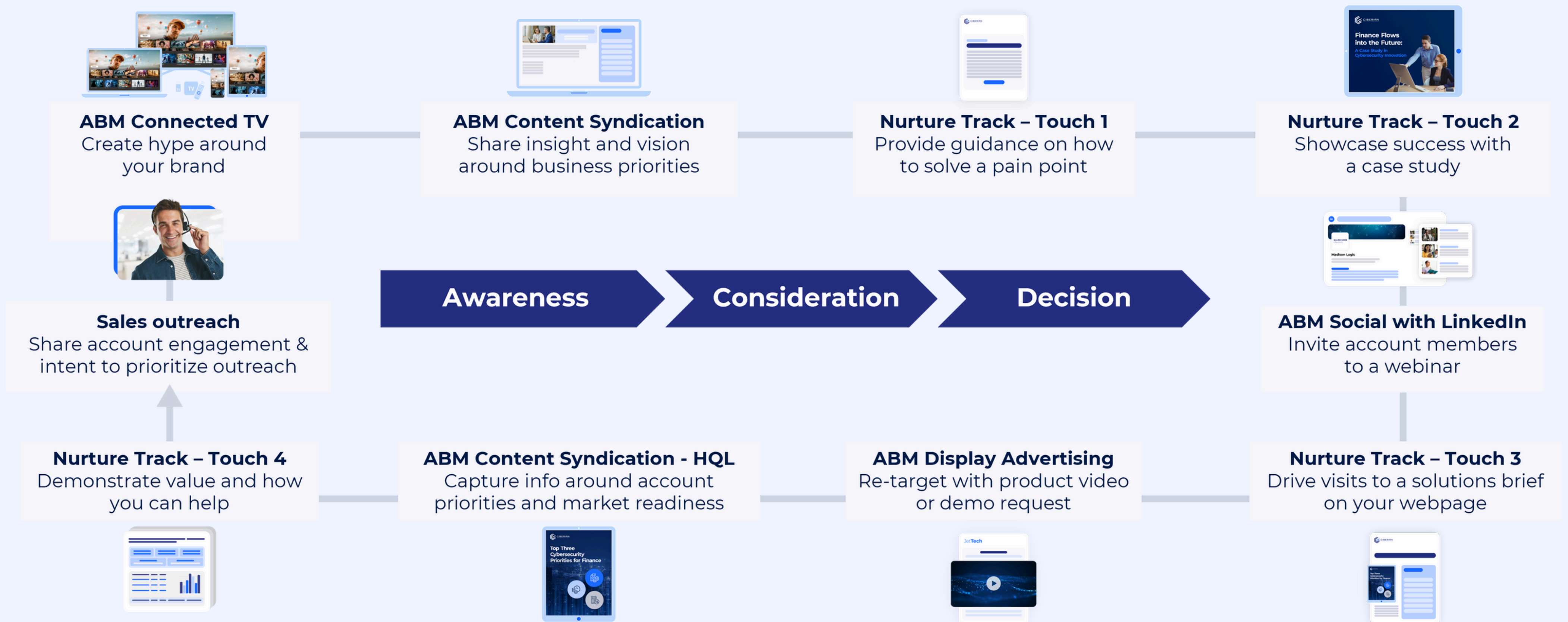
Aligning content to the buying stages is key to enhancing the buying experience, as it allows you to focus on what pieces can help move the lever from one stage to the next. But you also need to tap into personalizing your content and messaging.

Personalization, as its foundational level, involves an engagement strategy that delivers content and messaging that speaks to the buyer's specific and individual pain points at each stage of the sales funnel. When employed successfully, personalization helps deliver more relevant experiences across the buying group to ensure there's a cohesive, consistent view of the brand while also driving a sense of urgency to solve their collective pain points (and, therefore, meet with sales). As the buying group consists of individuals with different priorities, you need your content to meet each buyer persona where they are while addressing their concerns so they can see you as the vendor of choice—the vendor that truly understands them and wants them to be successful.

As a vendor with low awareness, you should have content that covers:

- **Key Pain Points and Challenges:** Content that taps into what your buyers experience and showcases your expertise in the market and your knowledge on how to address their issues, which builds credibility.
- **Your Value Proposition:** Why should your brand be considered as a potential supplier? What makes you unique? Why should buyers switch to your solution? What value can you bring to the business? What would the experience be like when working with you? These questions inform how you communicate about your unique differentiators, solve pain points and challenges, and create positive momentum for your clients.

Every piece of content doesn't have to account for every challenge or address every value proposition for every buyer persona. But you need to have answers readily available at the right stage of the funnel to keep buyers engaged. A successful brand-building strategy makes sure that key messages and creative are consistent and repeated across all types of content.



Evaluating your sales funnel’s progression and success comes through collaborative initiatives with the sales team. Both teams need to agree on how to score engagement to determine when accounts become “hot leads” or are picking up speed toward more demand initiatives. Score accounts and prospects based on the level of exposure to your ads and engagement to determine how they are progressing through the funnel and when to introduce demand generation touchpoints. You’ll also need to agree on any promotions or offers that marketing can advertise to prospects or customer success teams can bring to customers who are primed for an upsell or cross-sell in services. These offers help the sales team close deals faster while also helping the company gain more market share quickly.

## Choose Your **Media Mix**

You need to look at your marketing media mix to determine how your content aligns with each channel, and how your new market entry campaign can most likely benefit from a multi-channel approach.

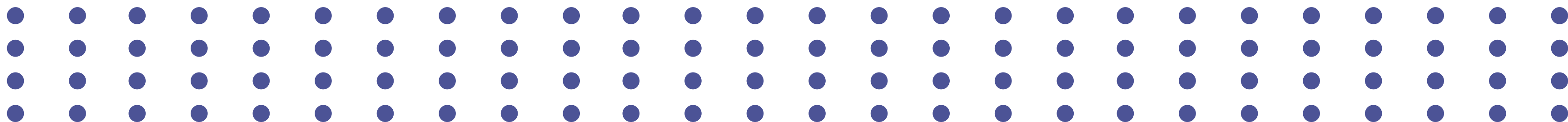
### ***Brand Building in the Awareness Stage***

Your brand awareness activities align perfectly with the awareness stage of the sales funnel, as both have the goal to inform and educate your audience about the challenges they face and the solutions available to solve them. Focus on channels and content that garners targeted outreach, drums up engagement in your top-of-funnel collateral, and sets the stage for deeper engagement in subsequent phases of their buyer’s journey.



According to [Gartner](#), there are, on average, 14-23 members in a buying group. Focusing brand awareness initiatives on accounts through all your channels is key to strengthening your brand visibility across all the decision-makers.

A lot of this content—such as eBooks, white papers, and analyst reports—pair perfectly with content syndication. This method ensures your message reaches those actively seeking information about market conditions, industry trends, and solutions related to their business challenges, while effectively broadening your reach from solely your website or social platforms.





Yet to remain truly top of mind, you need to utilize other channels to ensure you surround your buyers with your messaging wherever you are. Programs combining content syndication with display advertising, for example, improve conversion rates 2.6x compared to content syndication running alone. Accounts converting with content syndication and CTV—which is a prime brand awareness channel due to 80% of U.S. viewers using at least one streaming TV service overall—shows a 2x increase in awareness and research, as opposed to accounts targeted without CTV.

### **Adding Display to Content Syndication**

Ideal to maintain engagement with prospects who have already engaged with content and drive them to your website.

### **Adding CTV to Content Syndication**

Ideal when brand awareness in a new market is extremely low, increasing the number of prospects to show interest in your content.

### **Adding LinkedIn Ads to Content Syndication**

Ideal to keep brand top of mind with prospects who have already engaged with content along the funnel.

### ***Brand Building in the Consideration Stage***

At the consideration stage, you want buyers to receive more detailed product information that distinguishes your offering from competitors and within the marketplace. You need your media mix placement to reinforce your brand attributes and align your solution to specific pain points, all while urging buying committee members through the funnel. When you implement content syndication for deeper qualification, retargeting ads for sustained engagement, and email and events for direct interaction, you're well on your way to paving more conversations and interactions that lead to higher conversion rates.

### ***Brand Building in the Decision Stage***

At the decision stage, it's imperative to equip potential customers with comprehensive, digestible information that champions your solution as the optimal choice. Content needs to reinforce your experience and reputation, show your solution's capabilities, validate your product's value, and demonstrate your future outlook so decision-makers are confident with their purchasing decision. Targeted display ads extend your brand's presence, delivering tailored messaging to address key purchase questions or product differentiation points and benefits.

Customer success stories and testimonials also serve as pivotal to solidifying your brand reputation in a new market. Buyers trust word of mouth, especially when they respect the brands that work with your product. Deliver video testimonials to your audience via CTV, display ads, or LinkedIn, as these channels help keep you top of mind while further reinforcing your written case studies and other messaging available on your website that displays customers' achievements and how your solution helped drive effective results.



Repurposing your content is a great content strategy to sustain engagement over time without needing a slew of new resources. Take portions of white papers to write blog articles or excerpt in your sales outreach efforts. Case studies can be broken into static images to use for display advertisements or LinkedIn Ads. Break webinar videos apart to use as part of your CTV, display ad, and LinkedIn ad strategy. What was once one piece of content can easily break out into multiple pieces, optimized for each channel and buyer persona.

### ***Demand Generation in the Consideration and Decision Stages***

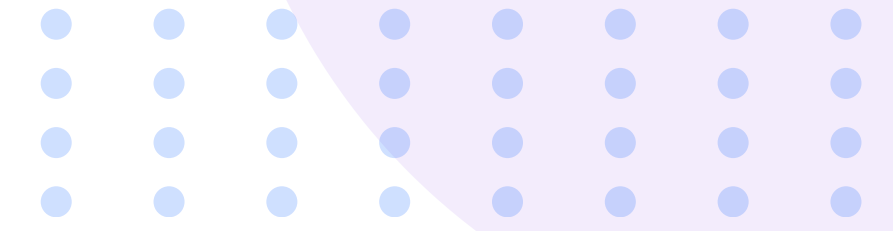
Of course, you can't forget the demand generation efforts throughout the consideration and decision stages.

At the consideration phase, you can easily transition from brand awareness to demand through display ads and LinkedIn Ads, which help keep your product top of mind while accelerating engagement. Tailoring your ads to highlight demo videos or customer testimonials can significantly influence the decision-making process by demonstrating real-world applications and benefits. You'll also want to explore email marketing to drive engagement, whether it's a newsletter that shares product developments or event and webinar invitations to see your product in action.

In the decision stage, employing content syndication geared toward executive personas is a strategic move to expedite decision-making processes. Distribute comparison guides, product sheets, and white papers through channels frequented by these high-level decision-makers to underscore your product's advantages over competitors.

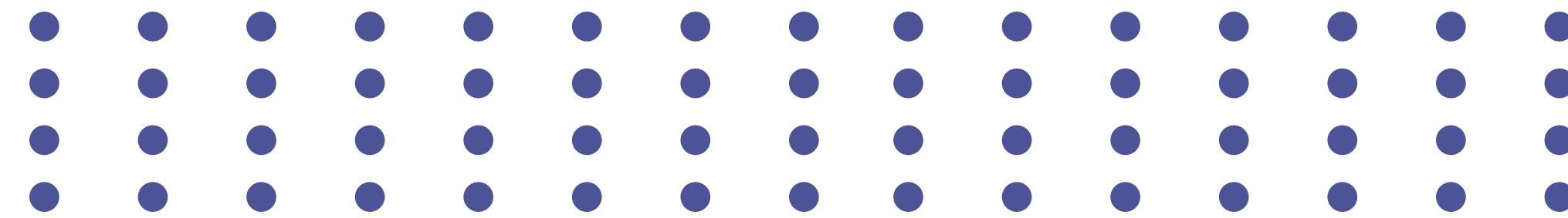
Paid media channels complement some of the other brand and demand initiatives, such as public relations, events, and webinars. Investing in paid media provides additional visibility and engagement opportunities to highly targeted segments within your new market target account list, and lift the performance of your other efforts as buyers and prospects are increasingly exposed to your brand and content.

# The Four Primary Channels in Action: New Market Entry Example

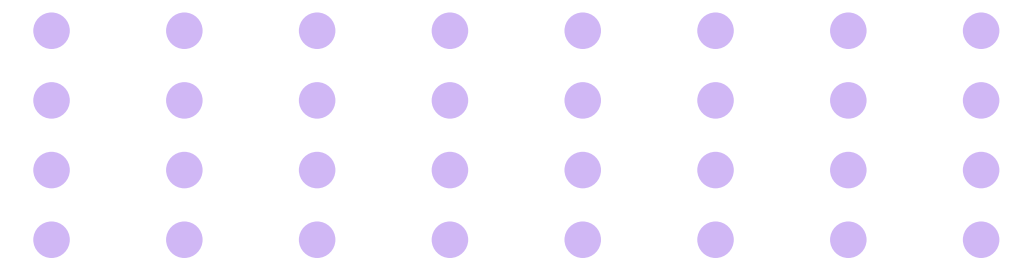


Media	CTV	Display Advertising	Content Syndication	Social Ads with LinkedIn
<b>Benefit</b>	<ul style="list-style-type: none"> <li>• Full screen brand experience</li> <li>• Increased targeting control and measurement capabilities</li> <li>• Perfect brand channel to create and convert demand</li> </ul>	<ul style="list-style-type: none"> <li>• Highly customizable including static, interactive, or rich media formats</li> <li>• Interactive; perfect for brand awareness and progressing buyers across the funnel</li> <li>• Appears across a large range of websites where buyers and prospects are consuming content</li> </ul>	<ul style="list-style-type: none"> <li>• Shares long-form content to your audience</li> <li>• Builds authority, expertise, and credibility in the market</li> <li>• Aids buyer research efforts and builds trust with your brand</li> </ul>	<ul style="list-style-type: none"> <li>• Targets the largest social platform for professionals</li> <li>• Powerful audience demographic data</li> <li>• Versatile formats for any type of engagement</li> </ul>
<b>When to Use</b>	<ul style="list-style-type: none"> <li>• Ideal for large budgets that can create high-definition selection of ads for targeting and retargeting</li> <li>• To generate the highest impact with a highly immersive and attention-grabbing experience</li> <li>• Long-term initiatives over 6 months to benefit from the halo effect</li> </ul>	<ul style="list-style-type: none"> <li>• Ideal for creating general awareness or keeping your brand top of mind through consistent exposure and cost-effectiveness</li> <li>• Great at retaining engagement by retargeting users who have engaged with your ads across all channels and driving further traffic to your website</li> <li>• When you need to target a wide top-of-funnel audience to build early-stage interest</li> </ul>	<ul style="list-style-type: none"> <li>• To educate prospects about your insights and point of view for a specific business challenge helping them tie your solution to their needs</li> <li>• Ideal to drive traffic to additional content by building links in your syndicated piece</li> <li>• When you need to generate leads and key insights on purchase readiness for further nurture and fueling demand generation initiatives</li> </ul>	<ul style="list-style-type: none"> <li>• To build engagement and rapport within the entire influencer circle</li> <li>• Excellent to boost brand awareness, drive traffic, and promote content across the funnel</li> <li>• When you need to match audiences across channels to increase brand exposure within accounts and engagement touchpoints</li> </ul>

# See It In Action



	Objective	Messaging	Tactics
<b>AWARENESS</b>	To educate potential customers about their problems and the availability of your solution to help solve them	<ul style="list-style-type: none"> <li>• Focus on industry pain points and challenges that the software addresses</li> <li>• Highlight thought leadership and expertise in the new market</li> <li>• Utilize statistics and industry insights to demonstrate relevance</li> </ul>	<ul style="list-style-type: none"> <li>• Use <b>connected TV</b> ads to raise brand awareness and generate demand</li> <li>• Focus on <b>content syndication</b> to building authority, expertise, and credibility in the market</li> <li>• Use <b>display</b> and <b>LinkedIn</b> to offer a white paper that discusses industry trends and pain points</li> <li>• Host an educational <b>webinar</b> featuring industry experts discussing relevant topics and offering insights into the challenges your software can solve</li> </ul>
<b>CONSIDERATION</b>	To provide potential customers with more detailed information about your product or service	<ul style="list-style-type: none"> <li>• Offer detailed information about features and benefits</li> <li>• Use case studies or testimonials from existing customers to build trust</li> <li>• Highlight product demos and trials as hands-on experiences</li> </ul>	<ul style="list-style-type: none"> <li>• Use <b>content syndication</b> to better qualify accounts</li> <li>• Heavily focus on retargeting with <b>LinkedIn ads</b> to re-engage users who have visited your website or interacted with your content</li> <li>• Promote <b>case studies</b> showing the successful implementation of your software to drive urgency across a buying group otherwise not aligned on the importance of the need to switch</li> <li>• Establish consistent touchpoints and drive event registrations through <b>email</b></li> </ul>
<b>DECISION</b>	To give potential customers all the information they need to make a more confident buying decision	<ul style="list-style-type: none"> <li>• Emphasize ROI and success metrics</li> <li>• Provide strong calls to action for demos, trials, and consultations</li> <li>• Address any potential objections with clear, concise information</li> </ul>	<ul style="list-style-type: none"> <li>• Surround the buying committee with <b>testimonials</b> from brands in the same industry alongside product comparison guides to drive urgency and reinforce that you're the right vendor for their needs</li> <li>• Create urgency with personalized <b>emails</b> with compelling information about the software, including a unique offer (e.g., a limited-time discount or exclusive content and/or features)</li> <li>• Use <b>display</b> and <b>LinkedIn</b> to promote comparison guides that differentiate your offering from competitors</li> </ul>



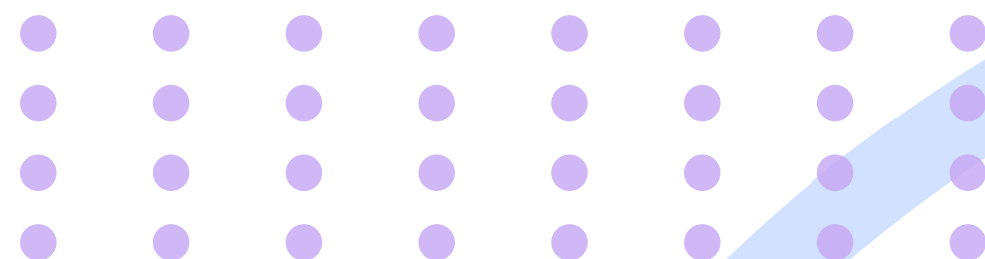
## Key Takeaways:

- Make sure that your content has consistent design alongside hitting your key messaging points. Your brand colors, logo, and any unique design elements help build a relationship with your brand, as they'll associate these elements as part of the quality relationship you're hoping to build with them.
- Every stage of the sales funnel benefits from brand awareness initiatives. It's up to marketing and the sales team to determine what buyer behaviors and actions indicate a shift from brand building to readiness for content that drives demand.
- Embrace a multi-channel approach to distribute your content and messaging. As buying committee members move through the sales funnel at different speeds, you want to surround them with content that delivers the right message exactly where they are and when they need it to continue engagement and drive urgency toward product demand.

## Step Five: Track the KPIs That Matter Most

New market entry isn't exactly a one-and-done operation: As the company grows in brand recognition, reputation, and credibility, customers and prospects alike will want more opportunities to invest in its offerings. Regardless of industry, successful companies pave the way toward expansion—whether that's upsells and cross-sells to existing customers or entering a new market. You need to identify the KPIs and metrics that matter most to your business to replicate successful market entry campaigns as the company grows.

Just as you established short- and long-term goals for your campaign, you need to be aware of how certain KPIs and metrics serve your needs throughout the campaign. Short-term brand awareness KPIs give you a good indication on the effectiveness and reach of your campaigns, which you can use to optimize campaign targeting, content and ad performance, and your media mix to maximize its impact throughout the sales funnel. Long-term brand awareness KPIs may seem far away, but establishing them now sets your marketing initiatives up for future success and replication.



## New Market Entry KPIs for the Short- and Long-Term

Short-Term KPIs	Measures
Number of accounts reached	Brand awareness
Impressions	Social media and/or display ads reach
Exposure	Quality of content and messaging
Website visits	Brand awareness and content initiatives
Social media engagement	Brand reputation and growing engagement
Account engagement	Potential for marketing qualified lead (MQL)
Account penetration rate	Brand awareness and engagement
Form conversions	Urgency toward demand activities
Number of MQLs to sales qualified leads (SQLs)	Successful targeting efforts for in-market accounts
Number of appointments generated	Successful targeting efforts for in-market accounts
Number of new accounts in pipeline	Brand awareness and in-market buyers
Deal size	Value proposition
Number of closed-won deals	Successful targeting, content, and sales funnel experience

Long-Term KPIs	Measures
Increase in number of accounts researching brand	Marketplace penetration
Product searches	Brand and product awareness
Share of voice (SOV)	Brand and product awareness
Sales data	Successful messaging through brand and demand efforts
Brand recognition surveys, market share, social media growth, etc.	Brand reputation and credibility
Net promoter score (NPS) or customer satisfaction score (CSAT)	Brand reputation and credibility

### Key Takeaways:

- KPIs and metrics help you focus on how to optimize campaigns so they can be scalable and repeatable as the company grows into other verticals, products, or markets.
- Short-term KPIs focus on reach and engagement, while long-term KPIs focus on continuing momentum for brand reputation, credibility, and future campaigns.
- Use short-term KPIs to optimize your campaigns so you can continue to engage your target audience with relevant content.

## Establish Your Brand in New Marketplaces with Madison Logic

New market entry was once a wide-open space, full of buyers you only hope would glance your way when the time was right for them. Now you know how to craft your brand awareness activities so that they always create a clear road in your new market toward your target segments through always-on, multi-channel ABM strategy. Soon enough, you'll be making the Day One vendor list with ease.

Yet to get that coveted spot, you need to quickly build trust and familiarity throughout your new market. Madison Logic offers an ABM platform that empowers your target audience segmenting abilities through ML Insights, your measurement capabilities through ML Measurement, and proactive optimization efforts through integrations between your CRM and MAP that lead to your campaigns—and brand—outshining your competitors.

ML Insights leverages intent data from over 20 million companies worldwide so you can quickly identify the demographics on the buying committee alongside the content and messaging that will speak to them. Our proprietary engagement data uncovers behavioral insights throughout your targeted accounts across the four primary media channels: content syndication, display advertising, LinkedIn, and CTV. And our third-party B2B research intent data gives you deeper insights into product research, content engagement, and account data, so you can quickly optimize your new market entry campaigns to capture your buyers' interests and create content that speaks to them. ML Insights also helps you calibrate your lead scoring model so you can quickly act on account behavior and engagement as they move through the sales funnel.



**“The intent data we get from ML Insights is the icing on the cake for me. It allows us to add an additional layer of intelligence to every program that we’re running. By combining our first-party tools and data sets with the intent data from Madison Logic, we’re able to further prioritize which accounts are currently in-market, showing intent, or engaging with our brand. By leaning on this framework, we’re able to understand where accounts are in their buying journey and tailor our marketing activities accordingly.”**

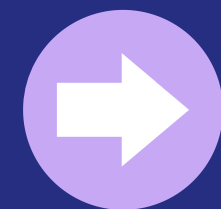


**Max Kaskons**

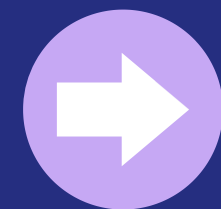
Senior Digital Marketing  
Program Manager

ML Measurement offers proprietary reporting capabilities so you can quickly investigate marketing's impact on pipeline and ROI. Because you can integrate the platform with LinkedIn, your CRM, and MAP, you can efficiently access data across multiple channels in one view. You can then drill into target accounts' activities across channels and buying stages and compare them to your campaign benchmarks. These datasets help lead you to deeper insights into your new market entry campaign strategy, how you can optimize campaigns for better performance, and how your efforts specifically contribute to your company's larger pipeline and revenue goals.

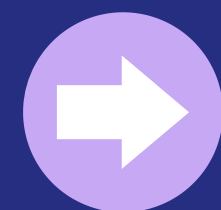
**Ready to introduce yourself to a new market? Let Madison Logic help you make a lasting impression with an always-on, multi-channel ABM new market entry campaign.**



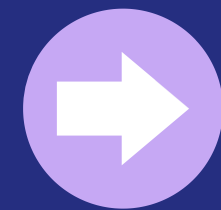
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