



 RollWorks

 ninety
seventh
floor



Unlocking MKTG's Great Multiplier

How to Create Successful Full-Funnel
B2B Ad Campaigns

Full-Funnel advertising campaigns are not only ABM's Great Multiplier, but they're the backbone of many marketer's investment mix. The secret? Most marketers aren't getting the best reach and performance thanks to a few mistakes in their strategy and execution. There can be a lot more power and efficiency but many marketers are a bit lost or leaving it up to chance. But don't worry, we'll show you the way. Let's dive in.

First and foremost, why account-based advertising? Why is it the Great Multiplier? Unlike most B2B channels, it can reach and engage key people at key accounts with relevant messaging at the most appropriate buying stages.. By providing such hyper-relevance at scale, there's an undeniable multiplier effect on your entire strategy. The greater your reach with ads, the greater the impact across all other channels.

All this capability, but most B2B marketers barely scratch the surface of an ABM campaign's potential. ABM requires an essential shift in mindset from other advertising campaigns. Where a marketer normally invests more dollars into typical advertising channels to increase reach, an ABM campaign is an additional investment to focus on a data-backed, targeted audience with multiple buyers. It may seem counter-intuitive, but for B2B companies looking to close massive deals, quality will always defeat quantity.

An impressive strategy should of course improve ad performance metrics, but the true goal is to broaden your reach, stand out from the competition, hone in on your target audience, close more deals, and ultimately increase revenue. After all, being able to reach buyers at accounts that aren't in your database all through their journey

“It can be intimidating to dedicate ad investment to capture a smaller audience, despite them being far more relevant. But nothing else can compare to finding a hyper-relevant audience.”

- Haley Riemenschneider,
Head of Advertising @ 97th Floor

is something other channels just can't compete with. It's no surprise marketers spend anywhere between **5% to 20%** of annual gross revenue on advertising —some to sustain current sales and some to enable fast, robust growth. But you can unlock even more impact if you approach it with more focus.

Ready to finetune your ABM strategy and achieve your goals? We'll guide you on how to create full-funnel B2B ad campaigns that will multiply the ROI and success of everything else you're doing.



Want to skip right to our ***Check out our Full-Funnel Blueprint*** at the end of this guide, for a walk-through of buyer stage breakdowns, ad examples and pretty much everything you know to launch or improve your campaigns? [Click here.](#)



Identify your target audience

Compared to traditional campaigns, taking an account-based approach takes a bit more research and groundwork to nail your audience. After all, that's the point—the clearer you are on your audience, the more you'll be able to let your ads do all the hyper-focused targeting and messaging needed to see mega results.

So, before you even create—let alone publish—your first ad, ask yourself:

- Who are we trying to reach? Have we built our ICP? (Psst, no worries if you haven't—we have a [template](#) for that.)
- Do you have the data you need to build a target account list (TAL) and access to both known and unknown buying committee data?
- What are the pain points, ambitions, and behavior of the full buying committee?

The more you know about the accounts and buyers you want—and don't want—to attract, the easier it is to speak directly to their needs, wants, and pain points in your full-funnel ad campaigns.

“Most marketers are making false assumptions because they’re either looking at just a fraction of the data they have access to or they’re ignoring audience insights that their sales and customer service teams hold. You’ll never make the right decisions if you’re not looking at the whole story.”

- Haley Riemenschneider,
Head of Advertising @ 97th Floor

To determine your best-fit accounts and where they land in the funnel, [develop an ideal customer profile \(ICP\)](#). An ICP is a set of customer attributes—including behavioral, technographic, and firmographic—that’s optimal for your product or service. Conduct both qualitative and quantitative analyses to uncover your ICP, including identifying best-fit accounts among your current customers.

Then, use your ICP to build your target account list (TAL) of customers who share the attributes established in your ICP. From there, tier them based on priority to allocate investment and effort.

When it comes to developing your ICP and TAL, don’t assume it’s finite and don’t leave your other go-to-market teams out of the conversation. Evaluate and strengthen it once a quarter or so for maximum ABM and campaign success.



Segment, segment, segment

Take your targeting one step further. Within your TAL, you’ll have endless potential segments to target in campaigns. You may want one audience that’s specific to certain intent topics, while having another that’s targeted based on intent and journey stage and industry. You get the point. With account-based advertising, you have as much precision at your fingertips as you want — don’t limit yourself to one-size-fits-all campaigns. The right ABM platform should be able to make this seamless and flexible with dynamic data — taking the manual work out and increasing the speed at which you can launch highly segmented campaigns.





Make it full-funnel

Once you know who your audience is, figure out how and where to reach them—this is where a full-funnel approach comes in. (Note: Though ABM is multi-channel—and should be—we’re going to focus solely on launching and running cross-channel ad campaigns here. Cross-channel ads complement other marketing efforts, not eclipse them.)

By making your B2B ad campaigns full-funnel—ensuring your ad content and creative match each customer journey stage from unaware to post-sale—you’ll be better equipped to meet them where they initially discover and interact with your brand as they move through the funnel.

“Some of us spend weeks researching for a small decision like the right toothbrush we should buy, but B2B marketers think a multi-million dollar deal should be closed with just a few impressions.”

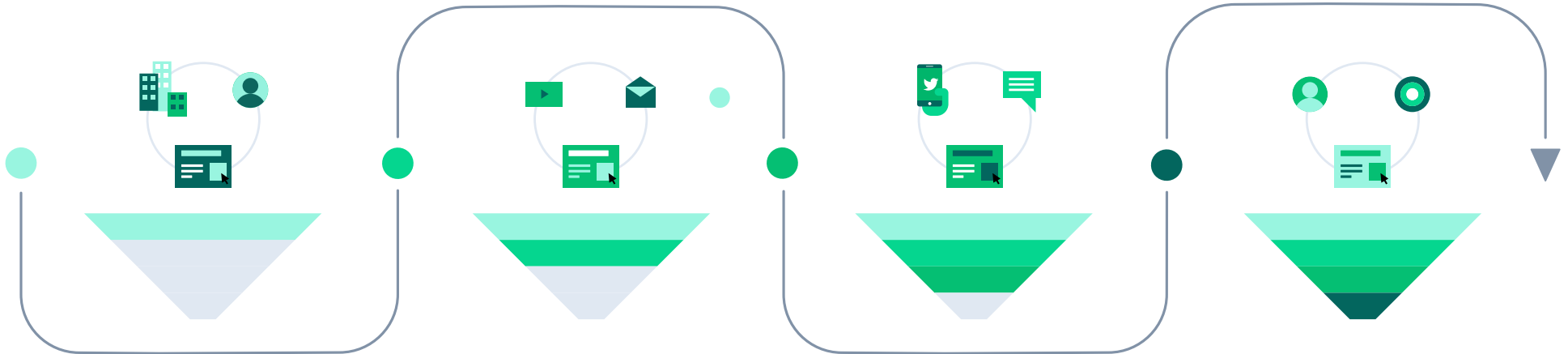
- Haley Riemenschneider, Head of Advertising @ 97th Floor

The funnel will always be complex and the touchpoints we make need to be more intentional than ever. Luckily, portions of this full-funnel approach can be automated with your CRM and ABM platform—making sure your marketing and sales team are working in lock-step without having to create manual work each time an account moves forward (or backward) stages.

Remember, as accounts progress through the funnel, what they expect and need also changes. It’s important your messaging and offers reflect those transitions to accelerate the sales cycle. Consider each account’s ever-evolving objectives, challenges, and purchasing triggers to best speak to your TAL.



Then, once the messaging is right, take advantage of cross-channel marketing and leverage a full-funnel strategy for each target account:



Top of the Funnel (TOFU)

Attract new buyers from all accounts with a mix of personalized, account-targeted ads and air cover B2B ads to build brand awareness. Be sure you're able to target buying committees on your TAL even if you don't have them in your database and don't just target one buyer.

Middle of the Funnel (MOFU)

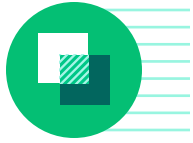
Increase clickthrough rates and convert more buyers with two primary types of digital advertising: (1) contact targeting ads to reach specific contacts and job titles at each target account, and (2) retargeting ads to boost return visits and engagement.

Bottom of the Funnel (BOFU)

Close more deals and build out your pipeline by running testimonial and proof point ads. These help to speak to prospects who are already exhibiting a strong amount of interest.

Customer Retention

Boost your expansion revenue and retain current customers by segmenting content, sending simple, personalized marketing automation emails, and continuing to run retargeted ads—especially if you release a new product.



Try a hybrid approach

And while advertising is ABM's great multiplier, the strategy can't exist in a silo—all channels need to work together. To take advantage of the complete funnel, try a hybrid approach to increase response rates with buyers who are already in open opportunities. With account-based marketing, all channels amplify each other, including sales outreach. This creates layers upon layers of touchpoints for hyper-targeted accounts to experience.



Personalize to stand out

In the traditional sense, personalization tends to refer to custom messaging based on company, job title, and so on. But what if you narrow down your lists even more with hyper-targeted messaging? This is when reviewing the buyer journey plays a big role to create messaging that resonates with buyers as opposed to them simply having them react. Journey data will show you where exactly they are in their buying journey.

- **Did they just change jobs?** Great, create a list of those who recently made career changes with ads that speak to their new venture.
- **Was their company granted more funding?** Wonderful, tailor your messaging for growing brands seeking new investments.
- **Did they recently review a competitor or another division of your own company?** Perfect, now your messaging can hit home since you had full insight into their previous behaviors and intent.

What's so great about this level of personalization is that buyers do not even realize they are being targeted—it connects beyond the basics. After all, buyer's aren't as interested in seeing that you know their name, they want you to know their pain points and solve them.



Always be optimizing

Lastly, to understand your ad campaigns' successes and failures—as well as how, where, and when you should implement specific campaigns—you need to consistently measure performance and automate success.

Oftentimes people start with the basics like website visits and email opens. With ABM, however, you'll want to take this to the next level since you aren't just looking for impact on campaign-

based metrics. You're ultimately measuring the reach and lift across channels—as well as your major intel—through metrics like TAL opportunities, average recurring revenue (ARR), and customer expansion.

But if you're looking for even greater ad campaign performance, it's important to:

Create two to three sets of ads per funnel stage. Not only can you rotate your ads numerous times per cycle to keep your campaign fresh, but you can also measure each one on its own to find out which one performs the best.

Pay attention to ad fatigue. Refresh your ads every one to three months to prevent engagement decline and to stay relevant.

Remember that each stage in the marketing funnel should answer a different question for the customer, which means content should differ from stage to stage.

Seems like a ton of manual effort, but it's not all on you. Your ad platform can do all the optimization work for you with AI and machine learning.



Experiment in advance

The last thing you want to do is experiment with your ad campaigns — while running the official campaigns. Try experimenting with different lists, shrinking them to see what works for the next quarter. Go further with A/B test audience exclusions and inclusions by refining landing pages. Whatever kind of experiments you run, remember that testing is all about isolation. Everything needs to be the same from brand color, logos, messaging etc.



Pro Tip:

If your objective is to get B2B leads only, consider letting your audience download content directly from the channel, as opposed to pushing them to your website. Again, this is if web traffic is not your primary objective.

Here are 3 easy tests to spice up your ads as you experiment:

- 1 Ask a provocative question:** This captivates your audience and almost challenges your audience to think differently. In many cases it creates a sense of FOMO, giving your audience no choice but to engage.
- 2 Include a statistic:** This is appealing to audiences as it uses facts to prove your product or services have a certain advantage over the competition. Very often the stat you note should be unbelievable or impactful enough that audiences must click.
- 3 Be blunt and say exactly what's being offered:** Some audiences can see right through tactics, especially when you are marketing to fellow marketers. Sometimes, just getting to the point of what you are offering is OK and can do the trick.



Advertising in uncertain times

Whether you're facing budget cuts or are simply strapped on resources, optimizing your digital advertising efforts can seem challenging. To be completely transparent, it's all about taking segmentation and prioritization up a notch. The goal here is to shrink your target audience list to be as specific as possible. The more you hone in on your best-fit accounts, the more effective your touchpoints become, especially in addition to your sales team efforts.

If there is one red flag to note and avoid, especially as you try to save on costs, do not turn off your ads. We understand that times can be tough and when you are scrambling for more budget it's best to pause campaigns during off-peak times like: on weekends, holidays and after business hours. You can also consider reducing spend on google paid search come Friday evenings. Whatever you, do not pause for long. Long term pauses can take awhile to recover from and may even cause you to miss out on valuable traffic.

Must-Have: Your Go-To Full-Funnel Blueprint

So, how do these ads look? And what content and CTAs should you be mapping?

To help illustrate how this can be done in a full-funnel capacity, let's look at each stage of a customer journey from unaware to post-sale:

Stage: Unaware

About this stage

- This is the stage when a prospect doesn't know about your offering or brand.
- They made zero website page views within the last 30 days.
- TOFU

Goal

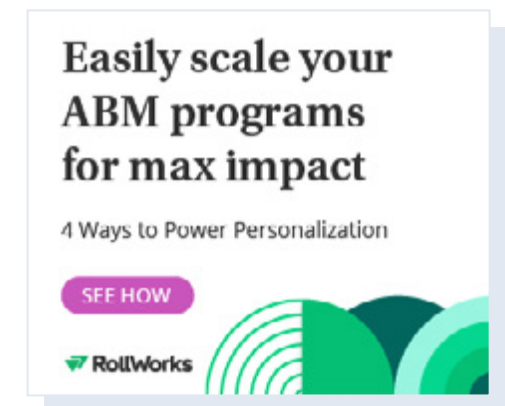
- Create awareness-driving B2B ad campaigns so that your prospect becomes aware of your brand or product and starts exploring your company.
- To go from zero to three-plus ungated site pages

Approach

- Types of content:
 - Ungated, short-form, gate-free
 - Infographics
 - Short how-to videos
 - Blog posts
- Ad messaging
 - High-level branding and awareness
 - Entertaining/educational

CTAs

- Learn More
- See How
- Read More
- Show Me How



Ad Example

Stage: Aware

About this stage

- This is the stage when a prospect is familiar with your brand or product and you want them to show more engagement.
- They made less than one website page view within the last 30 days.
- MOFU

Goal

- Create engagement-driving B2B ad campaigns so that your prospects understand why they should consider you.
- Go from three-plus ungated site pages to converting on a form fill.

Approach

- Types of content:
 - eBooks
 - Whitepapers
 - Webinars
 - Calculators/templates
- Ad messaging
 - Content-focused that prospects will find useful/relatable to a category
 - Get them up to speed on why they may need a solution

CTAs

- Register Now
- Download Now
- Get the eBook
- Show Me How



Ad Example

Stage: Engaged

About this stage

- This is the stage when customers are showing the highest level of engagement and intent.
- They are aware of their problem, they researched their options, and now they're likely ready to speak to sales and get a demo.
- They've made more than three website page views within the last 30 days.
- BOFU

Goal

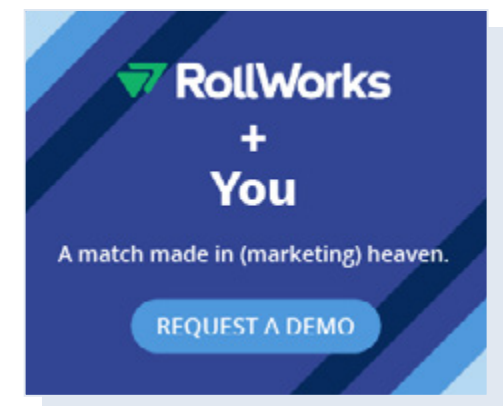
- Create conversion-driving B2B ad campaigns so that your prospects can be educated and accelerated.
- Go from some gated content to speaking to sales.

Approach

- Types of content:
 - Customer testimonials
 - Use cases
 - Demo videos
 - Product-focused content
 - Case studies
 - Product and competitor comparisons
 - Detailed one-pagers, product features
- Ad messaging
 - Solution and feature-focused to show how your product can solve their business problems
 - Acceleration-focused with a clear focus on ROI

CTAs

- Request a Demo (if one hasn't happened yet)
- Let's Chat
- Contact Us



Ad Example

Stage: Open opportunity

About this stage

- This is the stage where your prospects are already in conversations with sales and are learning more about how your product could directly benefit them.
- Within this stage, it's likely your prospects have already taken an initial meeting and are continuing to evaluate your solution in sales conversations (but, you guessed it, the marketing touches shouldn't stop once the sales talks begin).

Goal

- Accelerate understanding of your product value, differentiators, etc.
- Move conversations from open to closed-won deals and revenue (faster).

Approach

- Types of content:
 - Buyer's guides
 - Whitepaper product explainers
 - Analyst reports
 - Customer quotes / case studies
 - ROI calculators
 - Competitive displacement
- Ad messaging
 - Focused on validating why you're the best choice in the market
 - Including quotes or stats from customers or industry thought leaders to validate purchase
 - FOMO-inducing if they don't move ahead with your solution

CTAs

- Find Out Why
- See the ROI
- Get Results Now

The ad example features the RollWorks logo at the top. Below it, the text reads "Looking for an ABM platform?" with a magnifying glass icon over the word "Looking". Underneath, it says "Know exactly what to focus on." and a green button with the text "BUY WITH CONFIDENCE".

Ad Example

Stage: Post-sale

About this stage

- This is the stage when your customers become brand advocates.
- The opportunity is listed as “won” in Salesforce and there’s relationship management/renewal activity on the account.

Goal

- Create programs with valuable content to delight your customers, keep your product top-of-mind, retain customers who are at high-risk of churn, and lead to expansion/upsell opportunities and renewals.

Approach

- Types of content:
 - Case studies
 - Webinars and events
 - Content on trends and product tips
 - Inspiration for new ways to drive value
 - Feature-focused assets for upsell
- Ad messaging
 - Product-focused to show updates and increase in value to your product
 - Content-focused that customers will find informative as they use your product and understand its value
 - FOMO-focused to prevent them from considering a competitor

CTAs

- Learn More
- Sign Up Now
- Join Webinar



Launch Your Full-Funnel B2B Ad Campaigns Today

Building full-funnel ad campaigns can seem overwhelming, but with the right ABM platform on your side, ample data, automation, and budget management will do the work for you. Plus, now that you know how to get started, you're already well on your way to more effective, engaging B2B ad campaigns that lift the impact of all other channels you're running.



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