1. Outsourced Lead Generation

- Choose a provider with a proven track record of success. Questions to ask include:
  - Near-immediate availability of sales-ready leads
  - Higher lead quality than traditional methods can deliver
  - Import ready-to-work leads generated by an intent monitoring platform. When reviewing possible providers, you should ask:
    - What experience do they have with lead generation?
    - Do they have a proven track record of success?
    - How do they ensure lead quality?
    - Can they provide leads that are specific to your industry?
    - Do they have a history of success with similar leads?

2. Prospecting

   - Be sure to revisit your topics quarterly and optimize your content calendar accordingly.
   - For OpenText, incorporating intent into their prospecting lead to a 25% increase in inquiry to Marketing Qualified Lead.

3. Account Prioritization

   - Define your target prospects by selecting the appropriate firmographic filters of industry, company size, technology, and geography.
   - Identify the narrowest keyword and topic category available in your intent data monitoring system.
   - Set up individual campaigns that align with each of your account team assignments.
   - Consider triggering appropriate mid-funnel content campaigns to contacts at spiking accounts.
   - A good intent monitoring platform will deliver a steady stream of quality prospects week after week, helping you focus on your top targets.
   - A head start on the qualification process.

4. Topics for content marketing

   - Experiment to discover differences that can dramatically improve content engagement. This approach is best used to identify topics with the widest appeal that are best suited to your audience.
   - Create dedicated campaigns based on the narrowest segmentation criteria available to discover all the ways your potential target might be looking for you.
   - Be collaborative in developing the keywords and topics used for their intent data research.
   - Be sure to revisit your topics quarterly and optimize your content calendar accordingly.
How to get started

1. Segment your existing customer accounts based on where they are in their customer journey for each of your products: Enablement, Adoption/Retention, Growth, or Advocacy. You’ll have the experience based on the intent profile you’ve created for that domain. This will allow your marketing automation system to automatically personalize the landing page segmentation based on intent data and develop a workflow that updates that field accordingly.

2. Define a general intent monitoring campaign focusing only on your competitors’ domains.

3. Use the keyword summary report to see which customers are spiking in one or more companion topic categories. This will help you discover customers who may be ready to explore other areas of your offering.

4. Consider using this spiking behavior to trigger delivery of a case study, market research, or other relevant content to the account.

5. Improved Digital Campaign ROI

How to get started

1. Create separate intent monitoring campaigns focused on groups of categories (for example, one for your company, another for your competitors’ names, products, or services). This will allow you to track their activity in your own category and in competitive areas.

2. Define a combination of campaigns and reports for the best insights into possible competitive threats.

3. For demand generation, use similarly designed intent monitoring campaigns to identify companies that are likely to be interested in your product or service.

4. Explore the keyword summary report for insights into your competitors’ behavior relative to each category and product. This will help you develop targeted content and marketing strategies.

5. Consider using this information to develop new product offerings or improve existing ones. You could also use this data to identify gaps in your existing product line that you could fill with new offerings.

6. Advanced Nurture Streams ROI

How to get started

1. Use your intent monitoring account to update your digital campaign target audience. As with any other marketing and business intelligence tool, there are best practices for using data effectively. It is important to understand the potential biases of your data and ensure that you are using it to achieve the right results.

2. Define and, where necessary, build the advanced nurture streams you want triggered for each category.

3. Use the customer account list focused on your category name or on your competitors’ names, products, or services. This will allow you to target specific accounts, industries, or even sales territories.

4. Set up separate intent monitoring campaigns for each of your products. This will allow you to track the activity of individuals and companies interested in your different offerings.

5. Sales Intelligence & Cross – Selling

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