



Intentsify your Nurture.

How To Transform Your Always-On Campaign

Introduction

When is the last time you felt nurtured by a B2B marketing email? We'll wait.

If the answer is never, you're not alone. Perhaps it's because marketing nurtures started to look like generic email drips instead of strategic educational touchpoints.

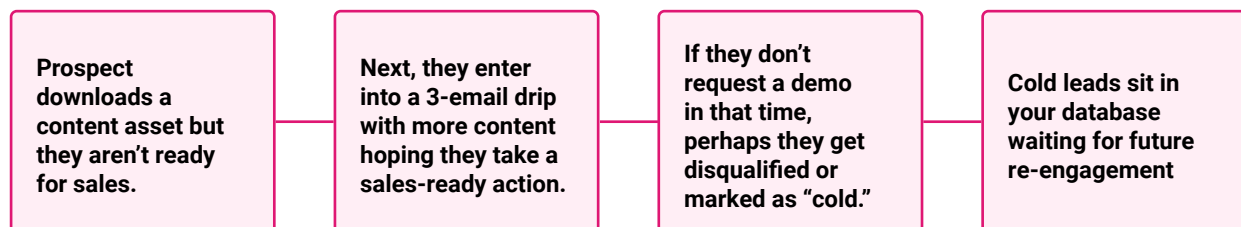
The main challenge marketers are facing is timing. We know that prospects are doing most of the research on their own – 70% of the buyer's journey happens before they talk to sales. The research is happening with or without you. That means, it's less about nudging your prospects, and instead it's about supporting them through their own research journey. So when they are ready to engage, your brand is top of mind.

First, let's go back to the basics

What is Nurture?

When you take out the B2B context, to nurture is to care for and encourage growth. For B2B marketers, it means cultivating relationships with your potential customers and helping them through the buyer's journey.

Let's consider the generic nurture you have likely seen in your career.



There is certainly a place for email in B2B marketing, but in this guide, we argue that it's only one piece of the puzzle.

From Nurture to Always-On

The traditional email-based approach to nurture falls short for a variety of reasons. Firstly, it tends to be seller centric. If you have a new contact, and you only have 3 emails to nurture, you are going to attempt to shove all information about your company into those 3 slots.

That's a great way to rack up unsubscribes. It's often lacking relevance for them, because it's not personalized to their unique needs, inquiries, or interests. With the "traditional nurture" it's also single channel. Your audience isn't living in their inbox. So, by focusing on email, you're missing out on other effective touchpoints.

Finally, this type of nurture isn't triggered on data. We think there is a better way.

We're leaving the old way of nurture in the past and rebranding it the **always-on campaign**. A good nurture strategy is more than just an email drip. An intelligent, **always-on campaign** uses buyer intelligence and intent data to fuel an omni-channel approach that meets your prospect with the right message at the right time in their journey.

This is what we call **signal-based marketing**.

WHY TRADITIONAL NURTURE FALLS SHORT	WHY BUILD AN ALWAYS-ON CAMPAIGN
It is seller-centric	Coordinate across channels
It lacks relevance	Mental space to plan
It is single channel	Generate continuous data
It doesn't provide value	A vehicle for any new content
It isn't triggered by data	Automate your marketing

Five Types of Always-On Campaigns

An always-on campaign is a marketing strategy that advances the conversation with prospects and customers at their convenience. The goal is to create a continuous stream of relevant and educational content for your audience and to build a long-term relationship.

Always-on campaigns can include:

- Content that can be used across multiple marketing channels
- Marketing tools that can automate certain tasks
- Personalized experiences for your audience.

We repeat – marketers aren't only in their inbox. That's why it's important to think beyond email marketing to an omni-channel approach.

Always-On Channels



Email



Organic social media



Paid social media



Ad networks



Syndication



Print



Billboard/out-of-home



TV



SMS



Chat



Events



In-product marketing

In their recent eBook titled, [“Create an Always-On Campaign to Generate Pipeline in Your Sleep.”](#) Inverta published 5 types of always-on campaigns to help you get started



Be very clear about the role of nurture/always-on within your organization. Understand what it is meant to accomplish and where it plays within your broader campaign strategy.



Jessica Fewless
Head of Marketing, Inverta

1. The Welcome Campaign

The welcome campaign is a great place to start and can be used for every new contact that engages with a marketing touch point and gets added to your CRM (for example, they download a piece of content.)

Pro-Tip: You can have multiple welcome campaigns that are specific to personas or interests. Build your content track around what will be relevant for your prospect based on that initial touchpoint.

USE IT FOR	Giving every account and contact a consistent experience.
HOW TO ACTIVATE	Set a trigger (e.g. someone is added to your database)
AUDIENCE TYPE	Lead or contact
UPKEEP	Passive once set up
SUGGESTED CHANNELS	Email, LinkedIn, Display

2. The Buyer's Journey Campaign

The buyer's journey campaign will require the most data and buying signals to support. With this approach, you will market to your audience based on their buyer stage.

Pro Tip: To help determine the buyer stages, you will need to partner with a great intent data provider.

USE IT FOR	Listening for in-market interest and engagement and adjust accordingly
HOW TO ACTIVATE	Set a trigger (e.g. intent or buyer stage has changed)
AUDIENCE TYPE	Accounts
UPKEEP	Depends on the channel
SUGGESTED CHANNELS	Display, Content Syndication, LinkedIn, Email, BDR Outreach, Content Hubs

3. The Customer Lifecycle Campaign

This campaign will support your customer success team and help your customers adopt products and maximize their value. This is also beneficial for predicting and preventing churn.

USE IT FOR	Helping customers adopt products and maximize long-term value.
HOW TO ACTIVATE	Set a trigger (e.g. account data changed, product usage, renewal date)
AUDIENCE TYPE	Account and contact
UPKEEP	Passive, occasionally add new content
SUGGESTED CHANNELS	Chatbots, In-Product Messaging, Web Pages, Support Portal, SMS, Email, Content Hubs

4. The Closed-Lost Campaign

There are a variety of reasons that lead to a closed-lost and there might be an opportunity for re-engagement. Perhaps the account didn't have budget or perhaps now you have a new product update that will be attractive to that account.

USE IT FOR	Looking for future opportunities from closed-lost and churned lists.
HOW TO ACTIVATE	Set a trigger (e.g. account marked as lost)
AUDIENCE TYPE	Account and contact
UPKEEP	Passive, occasionally add new content
SUGGESTED CHANNELS	Sales outreach, Email, Content Hub, LinkedIn

5. The Keep-In-Touch Campaign

This campaign is a great way to grow your audience. You can build a content-driven audience that isn't currently in a buy-cycle to keep them engaged with your brand. This campaign requires consistent publishing of a newsletter, blog, or other media type.

USE IT FOR	Build a new audience and re-engagement touchpoint (e.g. newsletter, blog, or podcast)
HOW TO ACTIVATE	Set a trigger (e.g. Someone has exited a different always-on campaign)
AUDIENCE TYPE	Contact
UPKEEP	Continuous, active work
SUGGESTED CHANNELS	Email, Blog, Website, Social Media

Intent Data: The Game-Changer for Always-On Campaigns

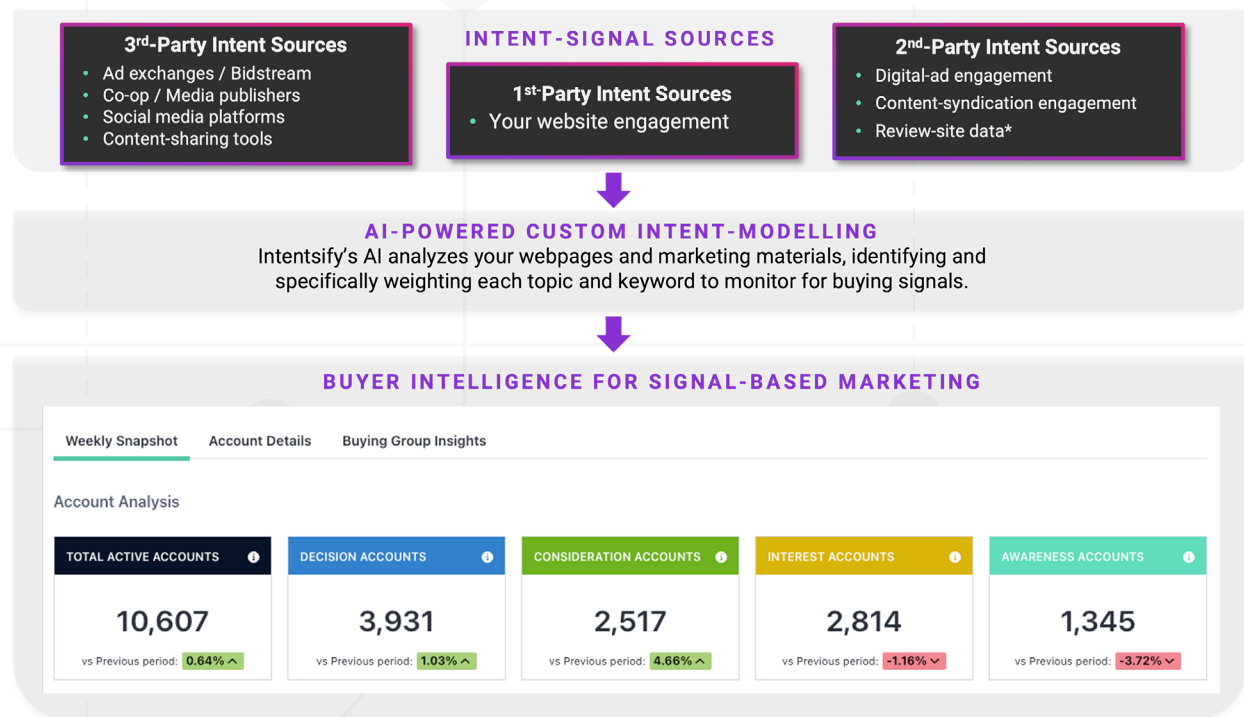
To build and fuel one of these always-on campaigns, you need data. That's where signal-based marketing comes in. To meet our prospects where they are and at the right time, we need to know where they are in their buyer's journey.

Intent data is derived from first, second-, and third-party sources and includes activities such as website visits, content downloads, social media activity, and research behavior via topic and keyword tracking.

The hard part is not acquiring the data but figuring out how to activate it.

Pro Tip: This is where Intentsify shines and does a lot of the heavy lifting for us. Intentsify's AI interprets and weights the solution-specific topics and keywords and organizes target accounts and personas into research stages that are based on these aggregate signals.

The buying signals help you identify the buyer stages of your target accounts.



Understanding The Data

Intent data is only one type of buyer intelligence. Intentsify transforms these disparate data points into actionable account and buying-group intelligence.

INTENT DATA

- 1.1T monthly intent signals
- 4.2M in-market accounts
- 460K+ B2B content sites
- 10s of thousands of solution-level intent models
- 90K monitored intent topics
- 6 different types of intent sources

DIGITAL DATA

- 5B active MAIDs (resolve identity and in-market traffic)
- 4B HEMs (identity management and file matching)
- 1.6B tracked IP addresses for digital ads

TECHNOGRAPHIC DATA

- 12K+ tracked technologies

FIRMOGRAPHIC DATA

- 3K+ industries
- 203M IP addresses
- 20M company domains with 100% fill rate for revenue, employee count

CONTACT DATA (USA)

- 382M contact records
- 110M business emails
- 102M LinkedIn URLs
- 46M direct numbers
- 33M mobile numbers

BUSINESS EVENTS DATA

- 70M companies monitored
- 1.3M structured job postings
- 28 business event categories

Mapping Content to Buyer Stages

Knowing where your prospects are in the buyer's journey is the first hurdle. Then you have to meet them with the right message according to their stage.

STAGE	STAGE DESCRIPTION	MESSAGE THEME	CONTENT TYPES
Awareness	Not yet aware of challenges/opportunities for improvement.	Raise awareness of market problems, challenges, opportunities.	Thought leadership, blogs, analyst reports, infographics etc.
Interest	Researching specific challenges/needs.	Educate about specific challenges and improvement opportunities.	eBooks, Guides, on-demand demos, webinars
Consideration	Researching solution categories.	Educate on solution categories: value props, use cases, how the product works.	Videos/webinars, guides, case studies
Decision	Researching specific brands of products.	Focus on promoting specific products, services, and brand.	Case studies, ROI stats, pricing pages, info sheet, product reviews

Pro-Tip: It sounds obvious, but make sure your content is actually helpful to your audience. As marketers, we often make the mistake of creating things that we want to say instead of what our audience wants to hear. Content is not created just for conversion. If you are being helpful, your prospects will come to you when they are ready.

Example: The Buyer's Journey Campaign

Oh how we wish the buyer's journey was sequential or a perfect funnel. It's far from it. The buyer's Journey involves multiple stages, touchpoints, and people in your targeted buying group.

Our goal is to reach our buyer with the right message when it is going to resonate. That's why it's helpful to target by research stage. Then, the more channels you activate, the more chances you have to reach that prospect with your aligned message. Any channel can be a conversion channel if the timing is right.

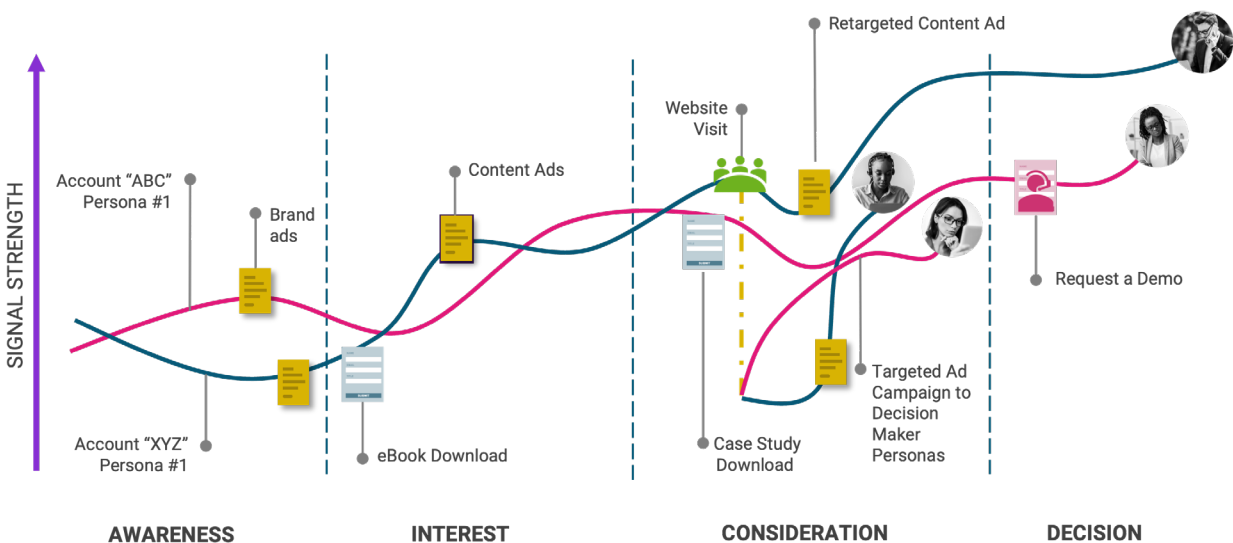
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Our goal is to be a trusted advisor for a solution they are already researching.



Meghan Crook Brisson

Senior Manager, Content and Communications, Intentsify



Out of all 5 always-on campaign types, the buyer's journey is the most complex. It requires sophisticated coordination of buying signals and multiple activation channels. Let's simplify it with this example:

Step 1: New Contact

A new contact enters your CRM that fits your ICP (ideal customer profile). This can be from any marketing campaign. For example, they download an eBook.

Step 2: Display Advertising

First, you can target new contacts with display advertising. This is great for brand awareness and general air cover.

How to use buying signals: Create a few display ads that fit each buyer stage. For example, a brand ad would be great for the awareness stage, and a content ad might work better for the interest stage. Then, Intentsify dynamically serves those ads to buyers based on where they are in their journey.

Step 3: Email Marketing

Next, they can enter a persona-specific or interest-specific email sequence. They can exit this sequence at any time when taking a sales ready action like requesting a demo.

How to use buying signals: Let their behavior determine the sequence they are added to. For example, if they interacted with a competitive takedown ad, feed them more relevant information about your brand's differentiators via email. If they downloaded an eBook, build a track that has similar content topics.

Step 4: Content Syndication

Then, we can retarget these leads with content to keep educating them, trying to be as helpful as possible. Content syndication is a great channel for continued content distribution.

How to use buying signals: Within the Intentsify platform, we can retarget the leads that engage with display ads with additional content offers that are delivered via content syndication.

Step 5: Paid Social

We can also utilize paid social for retargeting. Did you know that you can layer in intent data to LinkedIn's native targeting options?

How to use buying signals: After setting up your intent model with Intentsify, you will see your target accounts and their active buyer stage. You can use Intentsify's buying group contacts that are derived from your target accounts to feed LinkedIn's predictive audience builder for enhanced targeting.

Pro-Tip: LinkedIn has become a high conversion channel for us at Intentsify after incorporating buying signals. Conversion rates increased by over 1,000% and cost per lead decreased by over 84%.

[Download the "Intentsify Your Paid Social" Guide to learn more.](#)

Step 6: Organic Channels

Finally, we can continue to use organic channels as part of this always-on campaign. This can include organic social posts on LinkedIn and invitations to in-person events and webinars.

How to use buying signals: Invite prospects and customers to your events based on their research interests and previous content engagement. For example, if they attended a webinar, send them the corresponding guide or invite them to the next webinar in the series.

Step 7: BDR Outreach

When our prospects reach the consideration or decision stage, they may be ready to talk to our business development representatives (BDRs).

How to use buying signals: Our BDRs can improve their outreach strategy by looking at the relevant buying signals. In addition to buyer stage, they can look at the key topics the account is researching, website behavior, and marketing activity engagement to create a personalized touchpoint.

Pro Tip: These steps don't have to happen in order, and many of the steps can happen at the same time.



How To Implement an Always-On Campaign

Now that you understand all the elements of an always-on campaign, let's figure out where to start. Here is your handy checklist:

- ☐ Establish your goals and objectives. Which always-on campaign type makes the most sense? We recommend starting with a welcome campaign.
- ☐ Create a content matrix to map your message and content asset to each buyer stage.
- ☐ Bring all marketing teams together including content marketing, marketing operations, digital marketing, and demand generation.
- ☐ Confirm your data sources and tech stack. Are there any gaps? Make sure your selected campaign is possible with your existing infrastructure.
- ☐ Establish a monitoring and optimization framework. How will you measure success?

Measuring Success

Your KPI isn't always pipeline. Each always-on campaign type may have different success metrics. Here are a few to consider, but it won't be the same for all businesses.

WELCOME CAMPAIGN	Clicks, Downloads
BUYER'S JOURNEY CAMPAIGN	Engagement, Pipeline
CUSTOMER LIFECYCLE	Adoption/Usage, Pipeline
CLOSED LOST	Pipeline
KEEP IN TOUCH	Clicks, Downloads, Registrations

The hardest part is getting started. Don't overcomplicate it and be sure to start small. We recommend starting with a welcome campaign and a closed/lost campaign.

About Intentsify

Intentsify's AI-powered platform empowers marketers to turn buying signals into pipeline with customized advertising and lead generation programs. Combining an unrivaled portfolio of data sources and an industry-leading media ecosystem, Intentsify enables integrated signal-based marketing programs for revenue acceleration.

Intentsify's data can also support a variety of marketing use cases including paid social, paid search, BDR prospecting, lead nurturing, and buyer intelligence.

Intentsify your marketing strategy today.

TAKE THE TOUR