



# UNLOCKING SUCCESS

Part-1 Setting Up Your Content  
Marketing Campaign

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Campaign Setup: The starting point and one of the most essential step that will determine the overall success of the campaign.

## **Define and Segment Your Audience**

Utilize data from your sales CRM or consult with your Sales Lead/CRO

Typically, your target audience can be categorized into two groups:

**Those who make purchases**

**Those who use the product/service**



## 2. Content Audience Segmentation

Recognize that not every audience responds to the same content, even within the same team with varied job profiles

For instance, a **decision-maker** requires insights on how a service impacts the bottom line, including high-level technical details and direct product and price comparisons

Conversely, an individual using the service (**user**) seeks to understand its day-to-day benefits, in depth technical details and comparisons with similar technologies

### **3. Different Persona, different campaign**

It's crucial to allocate the right content between different personas and run them as separate campaigns to effectively track ROI from each persona with equal distribution between decision makers and users

### **4. Marketing SDRs**

Employing a dedicated SDR for each campaign, overseen entirely by marketing, stands out as one of the most effective methods to yield ROI from every campaign. Additionally, all other leads—such as website form fills and inquiries—should also be routed through Marketing SDRs

## 5. Lead Volumes

Begin with a modest approach and establish specific goals based on lead quantity

**-25-250 leads** (depending on desired vendor certainty): This range aids in determining speed, data accuracy, and data quality

**-500-1000 leads** (6 months minimum): Aimed at initiating the conversion of leads into Sales Qualified Demos

**-1000+ leads** After 6 months, prioritize running campaigns (personas) that have demonstrated the best ROI. Others can run at the 500-1000 or 25-250 lead levels as desired



## **CRM Integration**

**Given the perishable nature of data,**  
It's crucial for vendors to seamlessly  
integrate with your CRM system,  
ensuring that leads are  
automatically assigned to the  
designated SDR.





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In today's economy, achieving ROI from content marketing, primarily a branding endeavor, holds significant importance. Unlocking Success Series will discuss all the essential elements required to streamline internal processes, from providing a checklist to offering best practices aimed at generating measurable ROI from your content marketing campaign.



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[Test Campaign](#)



*By Danika Frederick, I Still See You,  
Once Upon a Christmas Miracle*

[Online Demo](#)



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