

# Plan On a Page: Q4 Year-End Sales Acceleration Campaign

**Executive Sponsor:** Victoria Chen, Chief Revenue Officer

**Project Lead:** Brian Foster, VP Demand Generation

**Project Manager:** Lauren Mitchell

**Vendor / Agency Details:** Demandbase (ABM platform), 6sense (intent data), ON24 (virtual events)

**Internal Creative Team(s):** Demand Gen creative team, Campaign operations

**D/I/N:**

- **Decide:** Victoria Chen, Brian Foster, VP Sales
- **Input:** Sales Leadership, Sales Ops, Finance, Regional Sales VPs, Product Marketing
- **Notify:** Field Marketing, Partner Marketing, Customer Success, Marketing Ops

**G/R/L**

Geography	Lead Name	Notes (Adopt/Adapt/Invent)
Global:	Brian Foster	<b>Creates</b> year-end campaign strategy, sales plays, promotional offers framework, and campaign toolkit. Global develops account-based marketing (ABM) target list methodology, intent signal scoring, and campaign automation. Creates core campaign messaging around "start 2025 strong", year-end budget urgency, and multi-year deal incentives. Produces global email templates and sales enablement materials.
Regional:	Jessica Liu (Americas), Pierre Martin (EMEA), Akira Tanaka (APAC)	<b>Adapt</b> - Regional teams adapt campaign timing for fiscal year calendars (many EMEA companies on calendar year, APAC varies). Americas emphasizes Thanksgiving-Christmas urgency. EMEA focuses on December budget flush and January budget availability. APAC adjusts for Lunar New Year (Feb 2025) planning cycles. Each region adapts offers for local deal sizes and payment terms. Regional teams customize intent signals for local competitors and buying behaviors.
Local:	Country sales teams	<b>Adopt</b> - Local sales teams execute regional campaign plays using provided toolkits. Use regional email templates, call scripts, and ABM tactics as-is. Local teams add country-specific urgency (end of fiscal year, local holidays) in sales conversations. BDRs follow regional outbound cadences.

**Marketing objectives:** Support Q4 Revenue OKR: Close \$120M in Q4 bookings (40% of annual target). Drive \$200M in pipeline creation for Q1/Q2 close. Achieve 35% win rate on year-end deals. Secure 50% of

annual quota in multi-year commitments.

**Project description:** Intensive 10-week sales acceleration campaign targeting in-market accounts with year-end urgency, budget availability, and buying intent signals. Multi-channel ABM approach combining targeted advertising, personalized outreach, executive engagement, and limited-time incentives. Focus on pipeline acceleration and deal closing.

**Audience:** Primary: In-market accounts (500+ employees) showing buying intent signals - budget holders making year-end decisions. VP/C-level in IT, Engineering, Operations. They care about: using remaining budget, starting new fiscal year strong, locking in favorable pricing. Secondary: Existing pipeline opportunities (created in Q2/Q3) ready to close.

**Key messages:**

1. Start 2025 stronger: Deploy in January, impact in Q1, ROI by June
2. Limited time: Lock in 2024 pricing + get 20% more value with annual commit
3. Join 500+ companies who made the smart move before year-end
4. Your 2025 success starts with a Q4 decision - let's make it happen

**Investment:** \$1.8M (ABM advertising: \$900K, virtual events: \$300K, sales incentives: \$400K, executive gifting: \$200K) + 20 FTEs across demand gen, sales ops, and BDRs

**Milestones | Key activities:**

- October 1: Campaign planning complete, target account lists finalized (1,000 accounts)
- October 7: Sales kickoff and enablement (campaign plays, incentives announced)
- October 14: Campaign launch - advertising begins, first email wave
- October 21: Executive gifting program (Top 200 accounts - premium gift boxes)
- October 28: First weekly pipeline review and optimization
- November 4: Virtual executive roundtable #1 (Year-End IT Planning)
- November 11: Mid-campaign optimization (messaging, targeting refresh)
- November 18: Virtual executive roundtable #2 (2025 Digital Transformation)
- November 25-29: Thanksgiving week (US) - light touch, EMEA/APAC focus
- December 2: Final push begins - "Cyber Week" promotion
- December 9: Last call campaign - final urgency messaging
- December 16: Deal desk all-hands for contract finalization
- December 20-31: Deal closing support, extensions for active negotiations
- January 10: Campaign results analysis and Q1 planning

**Risks / Blockers:**

- Sales team focusing on existing pipeline vs. new opportunities (mitigation: separate incentives for new vs. expansion deals)
- Buyer fatigue from year-end offers (mitigation: focus on value/urgency, not just discounting)
- Legal/procurement delays (mitigation: streamlined contract templates, expedited legal review)
- Economic uncertainty affecting budgets (mitigation: flexible payment terms, multi-year ROI messaging)
- Holiday availability of decision-makers (mitigation: early November engagement, async decision tools)

- Channel conflict with partners on year-end deals (mitigation: clear rules of engagement, partner incentives)

### Activation Components:

- **Account-Based Advertising:** Display, LinkedIn, programmatic on 1,000 target accounts (\$900K spend)
- **Intent-Based Outreach:** Sales outreach to accounts showing intent signals (6sense data)
- **Email Campaigns:** 5-touch email sequence to target accounts (personalized by industry, role)
- **BDR Outbound:** High-velocity calling and email from BDR team (200 BDR-hours/week)
- **Virtual Events:** 2 executive roundtables (300 registrations each, 60% attendance target)
- **Executive Gifting:** Premium gift boxes to Top 200 accounts (books, tech, personalized)
- **Sales Plays:** 6 documented plays (budget flush, new initiative, competitive displacement, etc.)
- **Direct Mail:** Personalized "countdown to 2025" sequence to Top 500 accounts
- **Retargeting:** Aggressive retargeting of website visitors and content consumers
- **Sales Enablement:** Battle cards, call scripts, proposal templates, ROI calculators
- **Incentive Program:** Accelerated commissions for Q4 closes, President's Club qualification
- **Customer Advocacy:** Reference calls, case study sharing, peer networking facilitation

### KPIs, Anticipated Impact & Measurement:

- **Bookings:** \$120M in Q4 bookings (target: 40% of annual goal)
- **Pipeline Creation:** \$200M in new pipeline created for Q1/Q2 (3x pipeline coverage)
- **Win Rate:** 35% win rate on Q4 opportunities (up from 28% average)
- **Deal Size:** Average deal size \$180K (vs \$150K company average)
- **Multi-Year:** 50% of bookings are multi-year commitments (\$60M in multi-year value)
- **Sales Cycle:** Average 45-day sales cycle for campaign-sourced deals (vs 90 day average)
- **ABM Performance:** 25% of target accounts engage (250 engaged accounts)
- **MQL Generation:** 2,500 MQLs from campaign (20% conversion to SAL)
- **Event Impact:** 600 event registrations, 180 qualified opportunities from events
- **Executive Engagement:** 100 C-level conversations in target accounts
- **Pipeline Acceleration:** 40% of existing pipeline advances stage during campaign
- **Marketing ROI:** 10:1 return (pipeline influenced / campaign spend)
- **Revenue per Rep:** \$2M average bookings per sales rep in Q4 (vs \$1.5M quarterly average)