

To: Chief Executive Officer, TechVision Solutions

From: Head of Marketing

Date: July 12, 2024

Subject: Marketing Report for the Second Quarter of 2024

## **Executive Summary**

In Q2 2024, the Marketing Department executed a strategic pivot based on the data-driven learnings from Q1, moving decisively from a broad awareness model to a targeted, efficient, and quality-focused approach. We successfully launched and scaled an Account-Based Marketing (ABM) program and intensified our content marketing efforts to support it. As anticipated, overall lead volume decreased by 20% due to this strategic shift, but the quality of leads increased dramatically, resulting in a 15% higher sales conversion rate and a further 8% reduction in CAC to \$364. The total marketing spend was \$350,000, reflecting a more efficient allocation of resources and a focus on building a pipeline for the upcoming "VisionAI" launch.

### **Strategic Shift: Pursuing Quality and Conversion over Volume**

The primary initiative of the quarter was the launch of our "Enterprise Vision" ABM campaign. This involved identifying 100 key enterprise accounts in the finance and healthcare sectors that represented the highest potential lifetime value. Our strategy was to surround these accounts with a coordinated "surround sound" marketing approach.

### **Detailed Channel Performance and ABM Analysis**

#### **Account-Based Marketing (ABM) Program:**

Spend: \$140,000 (40% of total budget)

Tactics: We used a combination of:

Personalized Direct Mail: Sending branded packages with insight reports to key decision-makers.

LinkedIn Story Ads: Highly personalized video ads served only to employees of the target accounts.

Programmatic Display: Retargeting employees of these accounts as they browsed the web.

Result: We successfully engaged 75 of the 100 target accounts, creating 30 highly qualified opportunities for the sales team. Five of these opportunities have already closed in Q2, representing \$450,000 in contract value. The engagement rate for target accounts was 300% higher than for non-target accounts.

#### **Content Marketing & Strategic SEO:**

Spend: \$80,000 (including content creation, design, and promotion)

**Tactics:** We published three deep-dive, industry-specific whitepapers: "AI in Financial Fraud Detection," "Data Compliance in Modern Healthcare," and "Optimizing Manufacturing Supply Chains with Predictive Analytics." Each was promoted via targeted LinkedIn ads and email campaigns.

**Result:** The whitepapers generated 450 new leads, but more importantly, they served as critical conversation starters for our sales team with the ABM accounts. Organic search traffic continued to grow by 25% due to the high-quality, long-form content.

**Paid Channels for Retargeting and Nurturing:**

**Spend:** \$130,000 (LinkedIn & Programmatic Display)

**Tactics:** These channels were used almost exclusively for retargeting visitors who had engaged with our website or content and for serving personalized ads to our ABM lists. We moved away from broad prospecting on these platforms.

**Result:** Click-through rates (CTR) on these retargeting campaigns were 70% higher than the industry average, and the cost-per-lead for retargeting was 40% lower than for cold prospecting.

### **Key Metrics and Validation of the New Strategy**

**Lead Quality:** The sales-accepted lead (SAL) rate—the percentage of MQLs that sales agrees are ready for a direct follow-up—increased dramatically from 40% in Q1 to 65% in Q2.

**Sales Cycle Acceleration:** The average sales cycle for leads generated from the ABM program was 15% shorter than the company average, as these accounts were already warmed up and familiar with our brand and value proposition.

**CAC Reduction:** CAC was reduced a further 8% to \$364, proving that focusing on fewer, higher-quality targets is more efficient.

**Primary Learning:** A highly targeted, personalized marketing approach, while requiring more upfront research and a shift in mindset, yields a significantly higher ROI, accelerates the sales cycle, and builds stronger customer relationships from the outset.

**Building the Foundation for the "VisionAI" Launch**

A secondary focus in Q2 was laying the groundwork for the Q3 product launch. We began a "teaser" campaign, publishing blog posts about the future of AI in enterprise software and building a dedicated landing page to capture early interest. We already have a list of over 1,200 contacts who have opted-in for "VisionAI" updates.

### **Recommendations for Q3 2024**

**Scale the ABM Program:** Expand the "Enterprise Vision" ABM program to an additional 50 high-value mid-market accounts.

Execute the "VisionAI" Launch Campaign: Dedicate a \$400,000 budget to a multi-channel launch campaign, including a virtual launch event, targeted digital advertising, and a PR push. The messaging will focus on "The Power of Prediction."

Initiate Partnership Marketing: Identify and initiate co-marketing opportunities with 2-3 complementary technology partners (e.g., a cloud data warehouse provider) to expand our reach and credibility through webinars and joint content.

Refine Marketing-Sales Alignment: Implement the new lead scoring system and hold weekly pipeline review meetings to ensure perfect synchronization during the high-intensity launch period.