



UNLOCKING SUCCESS

Part-2 Launching Your
Content Marketing Test
Campaign

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Just in case you missed **Part 1-**
Setting up your content Marketing
Campaign



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Part-1 Setting Up Your Content
Marketing Campaign

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Prerequisites to launching your content marketing test campaign.

1. Intent

Many vendors claim to offer an "intent data" solution—prospects who have a higher chance of engagement. However, not all truly provide intent data. Here's what you need to know:

Intent or analyst research does not ensure a purchase. Just because someone has a job posting or is searching for specific keywords or exhibiting other data points, it doesn't necessarily mean they are ready to evaluate a solution. There are various reasons why people search the web.

However, their likelihood of engagement could be higher and in our opinion should be included as part of the lead price unless there is a commitment for quantifiable conversions or results. "Don't pay for something you cannot quantify."

Beeleads utilizes intent data from ZoomInfo at no additional cost, which has proven to be highly effective

PS- Intent data shouldn't restrict your outreach to all of your audience.



2. The Right Audience and Data

Analyse how much of your target audience does the vendor have access to and permission to contact?

We have categorized Right Data into the following categories–

Contacting the Prospect

We believe that there are three ways a prospect can be contacted—Email, Phone, and LinkedIn. Ensure that your final delivery includes accurate data about the prospect and is not generic (the email should be the prospect's business email, the phone number should reach the prospect, and the right LinkedIn link)

Identifying the prospect

Prospects need to be identified, hence having their First Name, Last Name, Job Title, and Company Name

Lead Routing Essentials

Company Address, State, City, Country, Industry, Employee Size for better lead routing internally

Easy Access to other data points

We have identified a total of 53+ data points available for Prospects and Companies and they should be readily available.

Beeleads offers 98.3% Data Accuracy with 5x replacement guarantee on all our programs.



3. Prospect Outreach

Ensuring the right SDR and lead routing are in place

Implementing the 8x8x8 Cadence for lead outreach. Get a free e-book on 8x8x8 Cadence when you sign up with **Beeleads**

4. Getting the economics right

Base your pricing on the number of leads required in the past to acquire one customer in less than 12 months.

Ideally, the Marketing Customer Acquisition Cost (MCAC) shouldn't exceed 10%, which can be distributed among lead cost, marketing hours, and SDR.

Once we have addressed these key elements, we should be ready to launch the Test Campaign with 25-250 leads.



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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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