Demandbase

# The Tree of Orchestration Plays

## What is B2B orchestration?

With Demandbase Orchestration, a **play** is a series of steps that coordinates interactions across departments and channels to achieve a common, unified plan.

Plays are a great way to effectively ensure that everyone in the company works off of the same, up-to-date account information and that everyone at the target account is getting the same messaging at the right time.

You can create all kinds of plays with different levels of complexity. This tree showcases popular plays aligned to milestones in the buyer's path to purchase, and how you can use Demandbase Orchestration to accomplish many of the moving parts automatically.

You can link the plays together, using each play to move the account across their brand experience.

**Notice the purple leaves?**
Those are "hands-free" motions that can be accomplished using Demandbase Orchestration.

### Intent and Engagement

1. Identify your intent audience. This would consist of accounts and contacts that are showing early buying signals.
2. Add the contacts at the account to an ad audience.
3. The contact clicks on the ad.
4. Add the contact to an email nurture sequence based on the ad they clicked.
5. The account interacts with the nurture.
6. Move the account to an MQA audience.

If the account doesn't show engagement for 30 days, move them to a reengagement campaign.

### Marketing Qualified Account

1. Identify the marketing-qualified accounts that should be moved to one-on-one sales outreach based on their sustained engagement.
2. Change the account's status in your CRM.
3. Remove the account and related contacts from any nurture sequence.
4. Remove the account and related contacts from all ad audiences.
5. Add the contacts to a sales outreach nurture.
6. The SDR reaches out with a one-to-one interaction.

Once you identify the parameters of your audiences (step 1 of each play), you can maintain the audiences dynamically through Demandbase Orchestration.

### Reengagement

1. Identify your reengagement audience. This could consist of accounts that took a meeting but haven't shown any activity for 30 days.
2. Add the contacts in the buying committee to a direct mail campaign.
3. Create a task for account executive to write a personalized message for the package.
4. The task is completed by the account executive.
5. The "We Miss You!" package is released.

You can use multiple plays in the same stage of the buying cycle, depending on how the deal progresses.

### Closed/Won

1. Identify accounts that you have won.
2. Take customer out of any ad audiences for product they bought.
3. Add the customer to ad audiences for your other products.
4. Customer shows intent or clicks on an ad.
5. Alert the customer service manager (CSM) or account executive (AE).
6. CSM or AM reaches out with a one-on-one interaction.
7. The cross-sell is completed.

If the account doesn't show engagement for 30 days, consider a reengagement play with a private event invitation and/or direct mail.

As you build your confidence, you can link plays together for more sophisticated orchestration across your teams.

### Closed/Lost

1. Identify your closed lost audience. You can include a threshold for a revenue loss above a certain dollar amount.
2. The account shows intent.
3. Add the account to an ad audience.
4. If the account engages, alert the account executive.
5. The account executive calls or emails to set up a follow up meeting.

Sales outreach can consist of multiple types of channels, from sales enablement and revtech to emails and social channels. Consider what makes the most sense for the contact and account you are reaching out to.

With Demandbase Orchestration, you can make sure that your audiences on those channels are complete with the most up-to-date information, so that outreach is timely, well-played, and consistent across all channels.

## Just Add Water

With so many automated processes available with Demandbase Orchestration, just sprinkle in some strategic one-on-one nurtures and watch your revenue grow.

Want more plays? We've got 20 of them in our free eBook, **The B2B Marketing and Sales Orchestration Playbook**.

**Click here to download it now!**