Prior to developing a new digital advertising strategy focused on the client’s growth goals, Dragon360 worked with the client to understand the nuances of its sales cycle including sales stages, qualification standards, target markets, and time to close.

**Full-Funnel Strategy**

Dragon360 developed and executed a digital advertising strategy that focused on the entire marketing funnel, from Awareness through Interest, Decision, and ultimately Action.
Funnel-Aligned Content Marketing
Creative and content assets, including industry benchmarking ebooks, brand-focused webinars, and product demos, were strategically aligned to each stage of the funnel. Pairing these assets with advertising channels ranging from social to paid search to retargeting, Dragon360 put into motion a strategy focused on moving the user from top to bottom of the funnel in a systematic approach.

International Advertising
Serving customers within EMEA and APAC, including 7 languages, required customized advertising and testing strategies to each market's audience. Building on the full-funnel approach developed and executed by Dragon360, region and language-specific campaigns were deployed to best match the unique cultural and business nuances within each market.

Advanced Audience Targeting
In addition to paid search keywords focused on capturing demand and intent, a robust set of audiences were created and targeted across appropriate advertising channels. Such audiences included pipeline and customer email addresses, company names, decision-maker and decision-influencer titles, members of relevant social platform groups, and advanced website retargeting engagements.