

# Buying Group Orchestration

## Framework

*Knowing who is in the buying group is only half the challenge. The other half is coordinating engagement across all of them — simultaneously, consistently, and across multiple channels — without creating a fragmented or contradictory experience.*

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### THE PROBLEM

*“You are not selling to a company. You are selling to a committee of people who each need something different from you.”*

#### The Fragmentation Problem

Most B2B marketing organizations run LinkedIn campaigns, send email sequences, fire paid retargeting, and book sales calls — but rarely coordinate these channels around a unified buying group experience. The result confuses rather than advances the buying process.

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### THE FOUR STAGES

#### Stage 1 — Signal Detection

Monitor intent data, website activity, CRM engagement, social signals, and event attendance to identify accounts showing active buying behavior and trigger orchestration.

#### Stage 2 — Group Segmentation

Segment the buying group by role, influence, and engagement stage. Each archetype — Economic Buyer, Technical Evaluator, Champion, End User — gets a distinct engagement track.

#### Stage 3 — Multi-Channel Activation

Launch coordinated engagement across paid, email, content, events, sales, and LinkedIn with consistent messaging and role-appropriate framing delivered simultaneously.

#### Stage 4 — Measure and Iterate

Track buying group coverage, engagement depth per archetype, and pipeline velocity. Feed insights back into segmentation and activation logic continuously.

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## KEY OPERATING PRINCIPLES

### Shared Account Intelligence

Effective orchestration requires that both sales and marketing operate from the same account data with consistent definitions of account stage and buying group status.

### Coverage Before Frequency

Reaching one person twelve times is less valuable than reaching six people twice. Buying group coverage is the primary orchestration metric.

### Role-Appropriate Messaging

Economic buyers need business case framing. Technical evaluators need capability proof. Champions need internal selling tools. The same message to all roles fails.

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## KEY TAKEAWAYS

### 01

Orchestration is not activation. Running individual channels is not the same as coordinating a unified buying group experience.

### 02

Buying group coverage — the percentage of the committee meaningfully engaged — is a more actionable ABM metric than impressions or MQL counts.

### 03

Effective orchestration requires shared account intelligence that both sales and marketing operate from, with consistent definitions of account stage.

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