

OUT-OF-MARKET · DEMAND CREATION

IN-MARKET · DEMAND CAPTURE

BROAD REACH

01

## Category Gravity

*Build market-wide category association before buyers are ready to act.*

Shape how potential buyers think about your category before they enter a purchasing cycle. Creates mental availability 6–18 months before a buying decision.

Thought leadership · Earned media · Podcast · Events · Analyst relations

02

## Intent Harvest

*Intercept buyers actively researching before preference is locked in.*

Convert in-market demand before buyers commit to a vendor. Rising CPL is the signal that Q1 and Q3 have been neglected. Capture efficiency requires creation.

Paid search · SEO · G2 / review sites · Comparison content · Retargeting

PRECISION

03

## Account Priming

*Pre-warm ICP accounts and buying groups before the formal buying cycle.*

Build familiarity and preference within target accounts before an opportunity opens. Makes Q4 Pipeline Velocity dramatically more efficient.

ABM display · LinkedIn targeting · Executive content  
Account-specific assets

04

## Pipeline Velocity

*Accelerate active deals across the full buying group.*

Engage every committee member on open opportunities to increase consensus, deal velocity, and close rate. Most effective when Q3 priming has already built familiarity.

Intent outreach · Multi-stakeholder content · Sales enablement · Exec plays