

Account-Based Marketing

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What's one thing you learned today or something you are going to do different tomorrow?

Objective

Account Based Marketing (ABM)

“Applying an account-based approach means focusing on a set of target accounts, thoughtfully identified, marketing and sold to in a personalized way, resulting in more qualified prospects coming inbound than ever before.”

Forbes



ABM

A one-on-one approach with very large accounts.

Same, Different *and where we meet in the middle*



What it is, What it isn't



ABM

Specific Orgs

Accounts

Individuals

Instead of

Entire
Industries

Market
Segments

Personas

Why and Why now?



1. Era of Relationship Marketing
2. Technology Advancements
3. Higher ROI

From the Experts

According to ITSMA, almost 85% of marketers say ABM delivers the **highest ROI** of any B2B marketing initiative.

According to the Alterra Group, 97% of marketers claimed it (ABM) led to a **better ROI** than other marketing tactics.

“80% of marketers say that **ABM outperforms** other marketing initiatives”. *ITSMA*

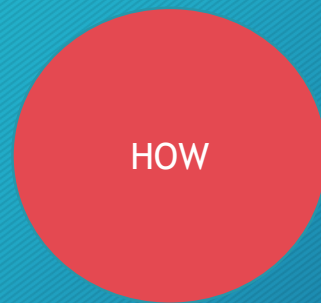
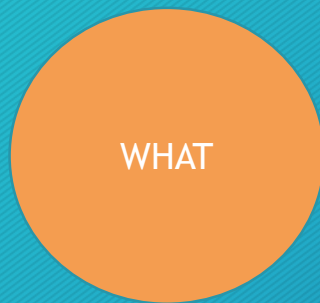
The Harvard Business Review found that a personalized marketing experience can deliver “**five to eight times the ROI** on marketing spend, and can lift sales by 10% or more.”

Are you Ready?

Critical Launch Factors

- Do you have TIME
- Do you have BUDGET
- Do you have ALIGNMENT

Demystify: Simple, Standard & Important

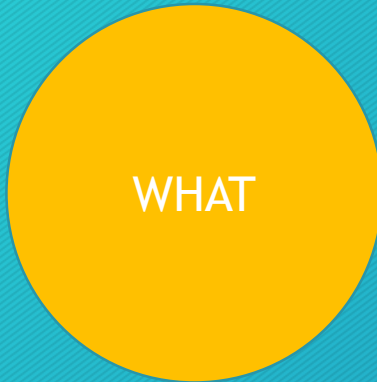


Step 1



- Specific Target
 - Account AND Individual/Title
- Accurate Data
- Sales Alignment

Step 2



- What does she want?
 - Must Research!
- Personalized Message
- Success Metrics

Who, What ...Now How

HOW = Strategy + Tactics + Technology

Step 3



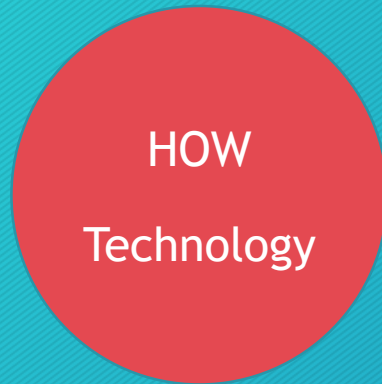
- Process
 - Attract, Engage, Convert
- Tracking
 - At each step
 - Evaluate, Review, Learn, Reset
- Communication

Step 3



- Optimal Channels
 - Events, Digital, Etc.
 - Industry-focused channels
- Strategy Sessions
- End-to-End Personalization

Step 3



- What do you Need
- Evaluate Options
- Confirm Requirements

Choice



Step 4



- Clear ROI “Zero-waste marketing”
- Requirement to successfully reach / maintain top accounts
- Improves overall marketing plan

More from the Experts

75% of customers say that they **prefer personalized offers** (Research according to Aberdeen)

“92% of companies recognize the value in ABM, going as far as calling it a B2B **MARKETING MUST-HAVE**”
SiriusDecisions

“**ABM outperforms a traditional marketing** approach across a number of categories, including sales and marketing alignment, overall customer lifetime value, contract value, close rate, and ROI.” *TOPO*

In Bizible’s State of Pipeline Marketing 2016 report, it found that “marketers doing ABM are **about 40% more likely to report alignment with their sales team** compared to marketers not doing ABM.”

“82% of Account Based Marketing programs fail to achieve end-to-end maturity because marketers are viewing ABM as a tactical strategy rather than an engagement strategy, but when ABM is used effectively, the percentage of participants who had a high **MQL conversion rate, rose from 50% to 85%**. (DemandMetric Report, 2017).”

Critical Success Factors

1. Confirm Time, Budget, Sales Alignment
2. Start Small, Test, Then Grow
3. Don't Stop at Initial Engagement

What's one thing you learned today or something you are going to do different tomorrow?

Key Takeaway

Group Discussion

TABLE 1

- What is an ABM tactic that you've used that has been effective?
- What tools and/or tactics are you loving today to confirm accurate data?

TABLE 2

- Share great examples of how to build sales & marketing alignment (for ABM.)
- What tools and/or tactics are you loving today to track target account engagement (the metrics.)

TABLE 3

- Where have you seen overlap in your ABM & Inbound marketing strategies?
- Share useful ABM tactics used with Installed Base to improve retention and growth of strategic accounts.

TABLE 4

- What are key aspects in evaluating a new technology partner?
- What is a great example of a personalized message

TABLE 5

- What is an ABM tactic that you've used that has been effective?
- What are key data points in prioritizing your target account list?