

AMPLIFYING ACCOUNT-BASED MARKETING DIGITALLY AND AT SCALE



Over the last few years account-based marketing (ABM) has emerged as the preferred B2B marketing tactic. Furthermore, Gartner predicts that soon, nearly all companies that generate over \$5M in sales annually [will adopt ABM](#) to market their products.

Therefore, to remain competitive, you need an effective ABM strategy. However, the true challenge with ABM is not implementing it — in fact, you're probably already doing it to some degree — but expanding your capabilities to the point where you can do it effectively at scale.

In the following pages, we'll explore just a few of the techniques that you can use to engage with these target accounts digitally and at scale.

WHAT IS ABM?

ABM is an important B2B marketing strategy that adds value to your business by focusing on accounts that are more likely to convert or generate higher revenue.

Instead of trying to acquire customers from a large pool of leads, ABM marketers start by identifying the best possible customers (down to the actual companies) and chasing only those. Many professionals compare the two strategies to fishing. Inbound marketing is like casting a wide fishing net with the hope that at least something edible will bite. Whereas, ABM is like fishing with a spear, focusing on one (tasty) target from the beginning.

In conventional demand generation, marketers use several tactics to reach the widest possible audience. Their hope is that there are at least a few good leads in the larger pool that will convert into customers. In essence, it looks something like this:

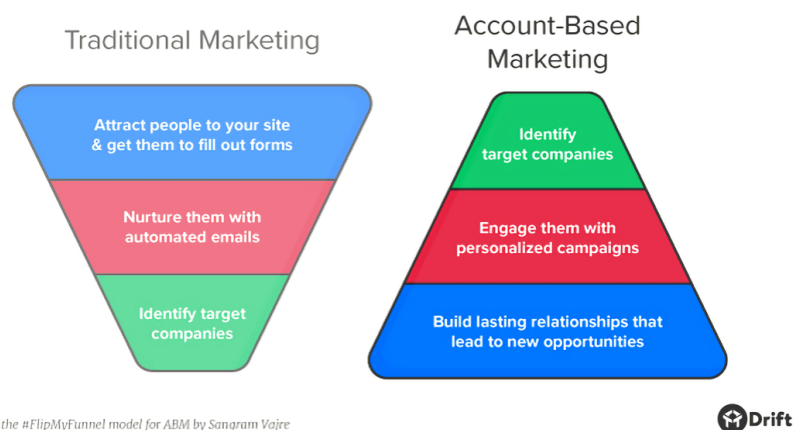


Image source: <https://blog.drift.com/what-is-account-based-marketing/>

With ABM, your resources are focused on a few prospects that promise more significant returns. By creating personalized, targeted messaging and content that will help attract and engage your target accounts, you can maximize conversions and help reduce wasted time and budget.

WHY ABM WORKS

ABM's popularity is mainly attributed to its effectiveness. As we discussed above, this tactic is by no means a new way of marketing. However, with the rise of personalization, marketers have recently adopted ABM for its ability to perform two key tasks at scale.

These tasks are:

- Understanding the needs and goals of current and potential customers
- Tailoring the exchanges you have with those high-value prospects based on the understanding you have about their requirements.

Now, let's discuss some of the features that make ABM so useful.

It Is Efficient

The first and most significant reason why ABM works so well is because it is efficient — some experts even call it “zero-waste marketing”. By focusing only on the most lucrative prospects, ABM marketers avoid wasting resources on leads that will never convert.

Creates Strong Alignment between Marketing and Sales

At the same time, the ABM approach is great at creating strong alignment between sales and marketing teams. By getting everyone at your organization on the same page, ABM creates a strong bond between those people on your team who're responsible for identifying the leads, and those who are closing them.

Helps You Deliver Better Customer Experience

Another reason that ABM is so effective is because it creates better customer experiences. This happens for two reasons:

- ABM allows you to focus on the individuals who participate in the decision-making process.
- The content and campaigns your team creates will be tailored to the specific individuals within each account.

What you end up with is a highly-personalized approach that helps you understand your customers better and form strong relationships with them, thus delivering a better experience for them.

Generates Higher ROI

The final and most impressive benefit of ABM is that it can help companies achieve higher returns on marketing investments.

The reason is that ABM helps businesses attract higher value customers — because you're focused on identifying your ideal customers and then figuring out the best ways to close them.

THE SECRET TO ABM SUCCESS IS DATA

Collecting and leveraging data is integral to ABM success. Here are some of the ways that data can improve your ABM campaigns.

- **Select better targets:** Identifying and working with the best customers is the basis of ABM. Access to good data and the ability to analyze it allow you to find the highest yielding targets in your audience.
- **Measure the success of an ABM program:** Data allows you to build models and understand how successful your ABM program is. Because ABM is so detailed, you can come up with a set of KPIs for each specific target account and individual and use it to understand the overall effectiveness of your strategy.
- **Personalization:** ABM relies heavily on delivering high-quality content and using it to convert key targets into customers. However, that would be very hard to achieve without personalizing each campaign to meet each customer's needs. Data plays a crucial role in creating this level of personalization. It delivers the insights that helps marketers deliver the right message to the right prospect at the right time.



HOW TO SCALE YOUR ABM PROGRAM

Finding the right set of accounts to target with your ABM program is just half the battle. Identifying the right channels that will allow you to connect with these customers and scale your operations is just as important.

In the following sections, we'll go through some of the best channels for companies using ABM to connect and engage with customers digitally and at scale.

Paid Social

Social media advertising on Facebook, LinkedIn, and Twitter is an effective way to get your brand and content in front of the right account contacts.

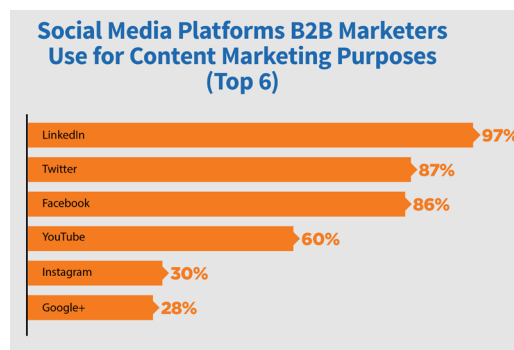


Image source: <http://contentmarketinginstitute.com/wp-content/uploads/2017/09/2018-b2b-research-final.pdf>

One of the reasons social media advertising has become a preferred digital marketing tactic is for its superior targeting capabilities, a factor that is also critical to successful ABM.

Facebook allows you to create custom audiences for your advertisement based on several factors, including email address, phone number, name, and location. This tool can help you expand your targetable market and find new accounts that have the potential to become high value customers. Then, you can deliver highly-targeted content to those leads right in their news feed.

Facebook also offers powerful remarketing tools, such as [Facebook Pixel](#), a snippet of code you install on your website. Using this website traffic data, you can serve ads to target accounts that have expressed interest in your brand by visiting your website.

[Twitter provides](#) similar advertising opportunities. With [Tailored Audiences on Twitter](#), you can upload a list of emails or @handles and use that to target only relevant leads or influencers. Website tags and conversion tracking allow you to connect with customers who have visited your website or taken specific actions inside your app.

LinkedIn is one of the best platforms for B2B marketers and especially for those engaging in ABM. Like other networks, LinkedIn provides opportunities to target users based on fixed criteria. One of the most useful aspects of LinkedIn advertising is the option to target people from specific companies. Those who are employing ABM can use this feature to find and connect with the key influencers within their target accounts.

Content Syndication

Content plays a vital role in ABM. Educating leads, pre-empting objections, and answering questions are just a few of the things that can be achieved with content.

However, over the last few years getting that content in front of its intended audience has emerged as [one of the biggest challenges](#) in this area. This is where content syndication can help.

Content syndication allows you to expand your reach and get your content in front of the right people at the right companies. In addition, this tactic is cost effective as content syndication is generally priced on a cost-per-lead (CPL) basis. This means that when you provide your target account list to the right content syndication network, you will only pay for leads who match all your criteria (including company name and title) and have interacted with your content.

Before you start syndicating content, you will want to be very precise with your targeting. Consider which syndication networks will help you reach your ideal audience as well as which specific types of content will appeal to the key stakeholders you are trying to reach within your target accounts. You should also consider what type of syndication will be most beneficial for your ABM campaign. Some publishers or syndicators will host the content on their site while others will house just a snippet or abstract with a link back to your own site.

Multi-Channel Lead Nurturing

When you think about lead nurturing, the first thing that comes to your mind might be email marketing. However, it is important that you [go beyond creating lead nurturing email campaigns](#). When it comes to lead nurturing for your ABM campaign, a multi-channel approach is typically most successful. Using a variety of channels to nurture your leads allows you to have multiple touch points with the target account's key players. This helps you stay top-of-mind while building a solid relationship with these leads.

Traditionally, these channels include email, blogs, and social media, but increasingly, we see brands adopt and excel with chat. By engaging your leads on these different platforms, you are given several opportunities to reach your audience and provide valuable content that nurtures your relationship with the lead. Remember, any engaging content that you promote through your multiple marketing channels should be targeted to your audience with topics and language that appeals to them most.

Moreover, to be successful in this, you need to make sure you provide an experience that's both tailored to their needs and consistent across channels. Predictive analytics, marketing automation, and chatbots are invaluable tools that allows marketers to engage with their customers at scale.

By implementing an analytics tool, you can collect and analyze the behavior of individuals within your target accounts across channels. This will allow you to understand not only what topics they care about and what challenges they face, but also where they spend their time.

Webinars and virtual conferences

Hosting a virtual event or webinar is the perfect way to engage key players in the companies that you are trying to target, no matter where they are located.

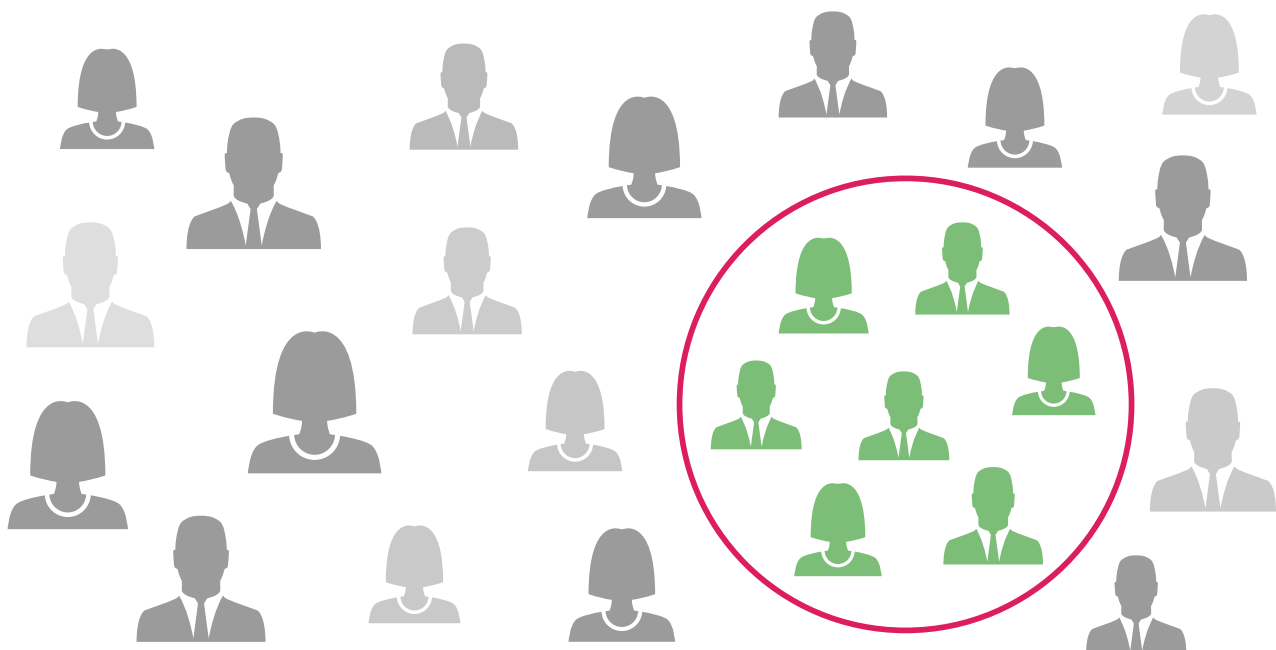
However, that doesn't mean that a one-size-fits-all works with webinars. The virtual event should be informative and offer the attendee something they may not be able to get anywhere else. For instance, you might invite a special guest to speak and provide advice or resources for those who attend. When developing a virtual event or webinar, you need to make sure that the content is valuable for all who attend. This is where audience segmentation becomes valuable. Instead of creating one event for all of your target accounts, you should segment your account list into different audiences and create events that are relevant to each segment. This helps you ensure that the event is relevant and provides value for the specific audience.

In addition to ensuring that your event provides value, you will also want to create a presentation that is engaging and tailored to your target accounts. When planning the event or webinar, consider what the greatest pain points are for your audience. Though you may want to transition into a soft sell at the end of the webinar or event, remember that this is not the main purpose of the event. Instead, you want to work on building good will and fostering relationships with your audience so that they come to trust your company and value its expertise. This will go a long way in helping you land the sale or make an upsell in the future.

Making ABM Work for Your Business

With more than [90%](#) of marketers claiming that ABM is essential to B2B marketing and [80%](#) of marketers reporting that ABM's ROI outperforms other marketing investments, developing and implementing an ABM campaign should be on the forefront of all marketer's minds.

However, to be truly successful with ABM, you need to implement a scalable strategy. The tactics we discussed in this white paper are the ideal starting point to create an ABM program that moves the needle for your company.



Alexander Kesler Bio:



Alexander is a visionary B2B digital marketer with over 15 years of experience. Focusing on solutions for B2B demand generation, digital marketing, ABM, Intent and AI driven lead generation, among others, Alexander embraces innovation and turns concepts and methodologies into products and marketing programs that drive ROI.

As Founder and President of INFUSEmedia, a data-driven B2B Demand Generation Network, Alexander leads a global team that executes campaigns across all industries and company sizes. He leverages his market knowledge and industry expertise to help his team deploy a suite of innovative programs and campaigns that deliver revenue growth for over 400 clients of INFUSEmedia.

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