ABM the Right Way

Aligning Your Strategy & Tactics

Your Webinar Team

Greg Hessong - Account Director @ **Bonfire Marketing** has been helping B2B focused sales and marketing teams develop and execute Account-Based campaigns for over 2 decades. He has a wide range of experience in developing account-based engagement strategies to jump start relationships that result in new sales opportunities and higher ROI for marketing.

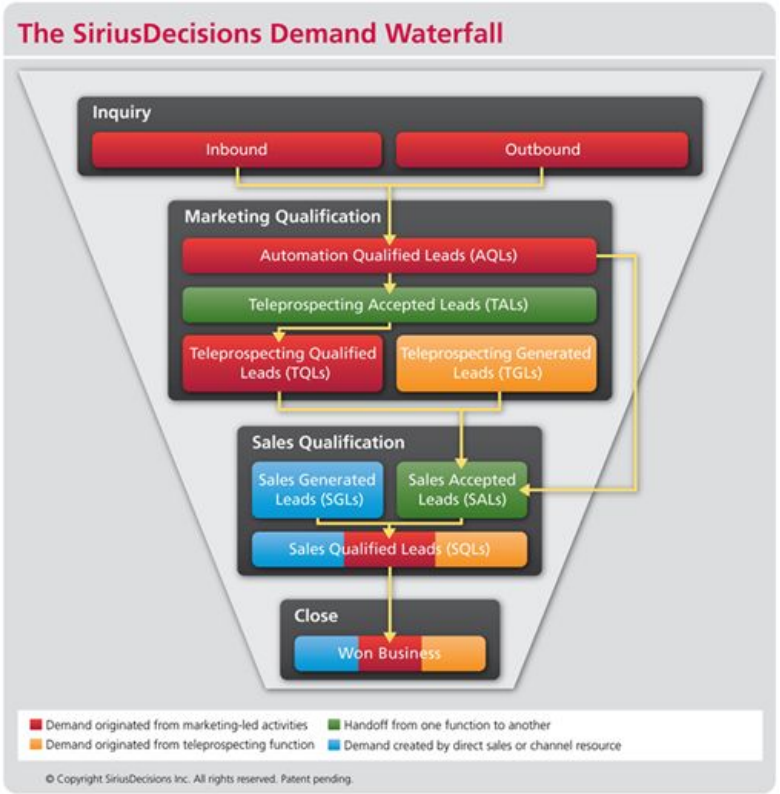
Manu Kaushik - Founder @ **Improwise** with more than 15 years of experience of leading marketing operations at various companies. He is an Eloqua's Markie award winner and has been helping his customers to unleash the power of marketing automation and to get maximum ROI with optimal marketing strategy and execution process.

Deepak Kumar - Co-founder @ **Vyakar**. A passionate Marketing Operations leader providing tools and technologies for Account Based Marketing, lead routing and attribution reports.

Why ABM Now?

Best Practice:

1 to 3%
win rate



How’s Your ABM Journey Going?

ABM Journey Poll

1. We’ve started our ABM journey and want to avoid a wrong turn
2. We’re seasoned ABM hikers, but always looking for shortcuts
3. It’s been a steep climb and we’re tired; we need a new map
4. Where should our ABM journey start?

34% of marketers are allocating 31–50% of their marketing budget to ABM

18% are allocating over half of their budget

SiriusDecisions' 2017 State of ABM Study

Benefits of ABM

- 87% of companies say ABM delivers **higher ROI** than other types of marketing (ITMSA)

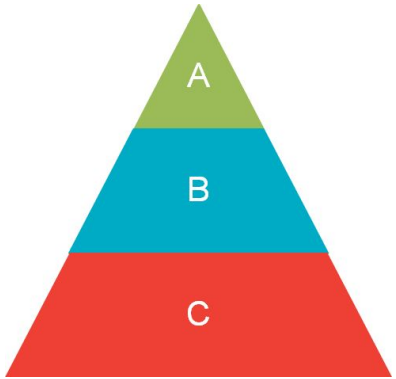
87%

- 92% of B2B marketers worldwide say that **ABM is "extremely" or "very" important** to their overall marketing efforts (Sirius Decisions)

92%

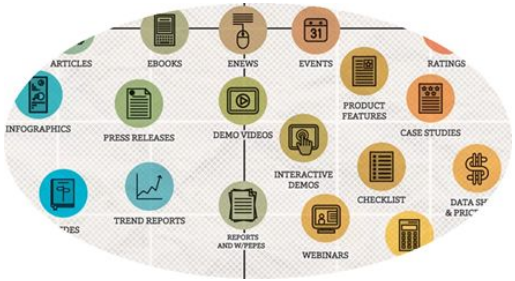
Simplified ABM Strategy

Target Accounts



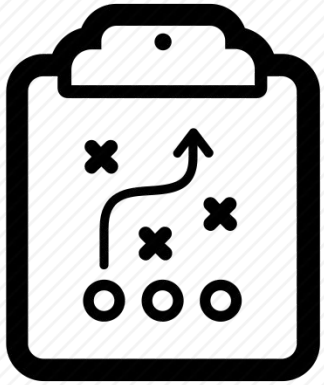
+

High Value Offers



+

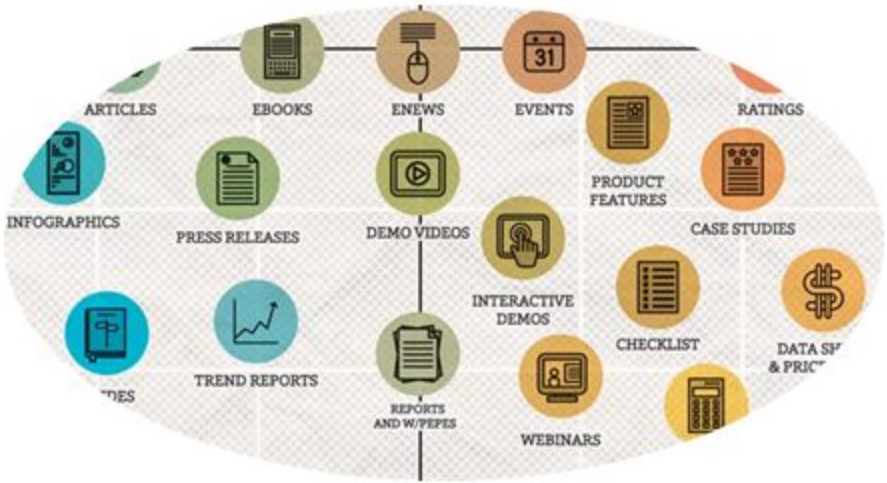
Your Playbook



Content

the fuel for ABM

FROM THIS

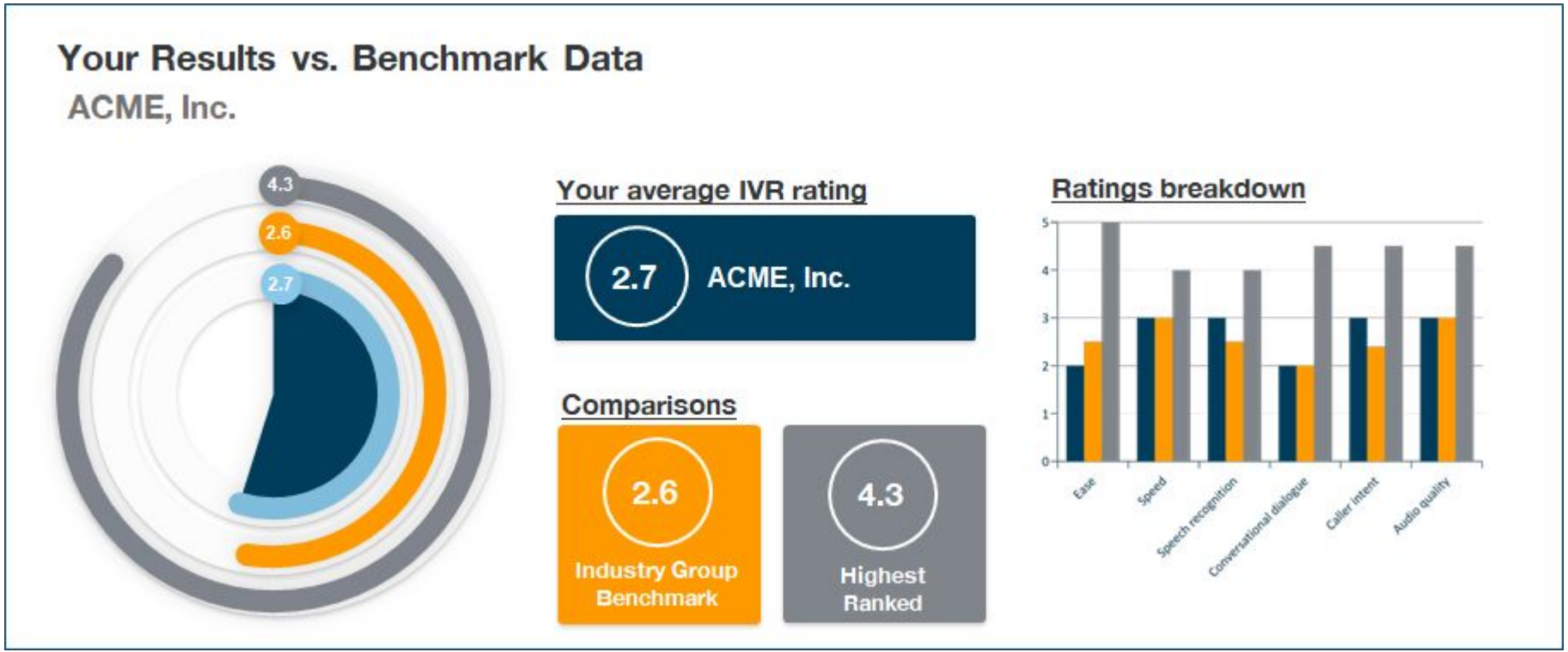


How do we sell?

TO THIS

How do we serve?

29% Appointment Rate from 42 Accounts



Content Alignment for ABM

How Personalized?

Account & Individual	Account & Persona	Account	Industry & Persona	Persona	Industry
Content created for the specific account and person (e.g. Amazon, Jeff Bezos)	Content created for the account and persona (e.g. Amazon & Executive)	Content created for the account specifically and appeals to many personas (e.g. Amazon)	Content created for the industry and persona (e.g. eCommerce & Executive)	Content created for the persona (e.g. Executive)	Content created for the industry (e.g. eCommerce)

Account Based **Demand Generation**

ABM Strategy Action Plan

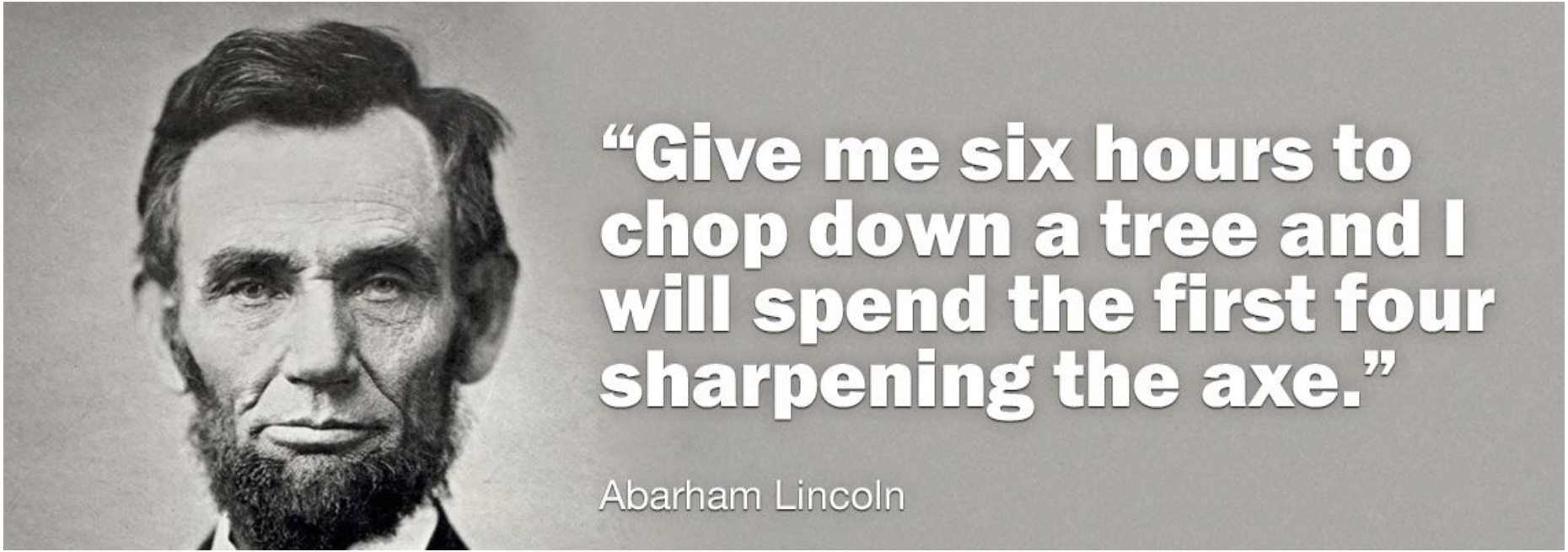
1. Select the Right Accounts (Fit + Intent + Engagement)
2. Create at Least One High Value Offer that can be personalized
3. Build your ABM playbook that aligns customer operations (sales, marketing and service)

What is your biggest ABM execution pain point?

ABM Execution Poll

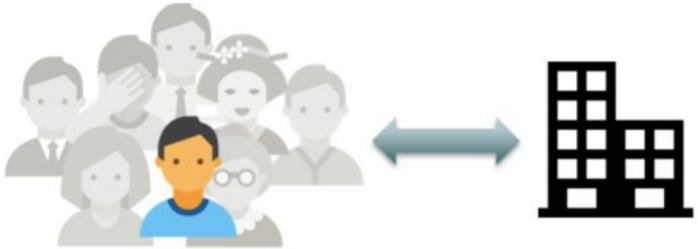
1. We have too many Ideas but don't know where/how to start
2. Our Data/Systems are not aligned with the execution needs
3. We do not have the bandwidth/resources to execute as needed
4. We do not have Marketing and Sales aligned on the ABM framework

How is ABM different from the Traditional Demand Generation?


“Give me six hours to chop down a tree and I will spend the first four sharpening the axe.”
Abarham Lincoln

ABM - Get your Data in your Control

Lead to Account Matching



Data is the cornerstone for success with ABM

Why is Lead-to-Account Matching Critical for ABM?

- ❏ Account Penetration
- ❏ Engagement
- ❏ Sales Efficiency
- ❏ User Experience

ABM - Identify your Target Accounts

Database Profile Assessment

- Mine your existing database
- Create your database profile to understand what you have and what you need to source
- Create the setup to identify Target Account Leads and Contacts easily during the execution process

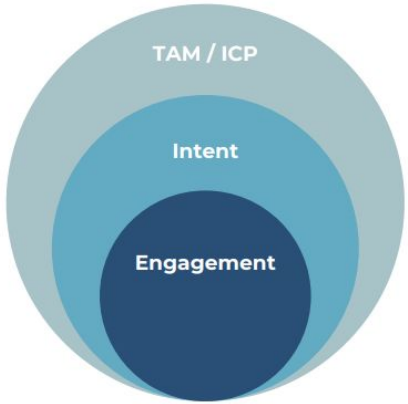
Research

Datanyze, DataFox, LeadGenius, InsideView, DiscoverOrg, zoominfo, LinkedIn, EVERSTRING, Clearbit, salesforce data.com

Target Account Prioritization

- Use Predictive Data Analytics
- Feedback from Sales
- Align Accounts based on KPIs (New Logos, Upsell or Cross-Sell etc)
- Tiered Approach
  - Tier 1 (Highest Value Customers)
  - Tier 2 (Lower Lifetime Value)
  - Tier 3 (fit most but not all ICP criterion)

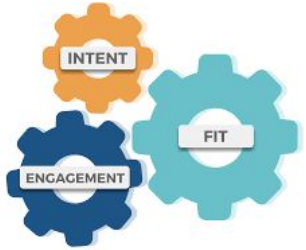
6sense, EVERSTRING, infer, Lattice, leadspace, MINTIGO, RADIUS



Identify your Ideal Customer Profile (ICP)

- Historical Data (look into your customer accounts to figure out look alike prospect accounts)
-
- Determine common characteris:
  - Key verticals (Financial, Healthcare etc)
  - Firmographic (Revenue, #Employees etc)
  - Geography/Location
  -
- Identify Key Personas and Build or Source Contacts from Target Accounts

ABM - Target Accounts - Positive Intent



Integrate **External** and **Internal** buying signals to understand which of your Target Accounts are demonstrating purchase intent

1

Configure your Target Accounts on an **Intent Data platform** to begin listening to surging purchase intend. Include your key terms to capture relevant intent signals

2

Receive **Intent Score** for your Target Accounts to gauge which accounts are showing most activities/intent

SCORE

3

Add Accounts with surging intent data to your **multi-channel tactics** so that you can be engagement with those accounts when they are showing intent

Digital Strategy + Tactics

4

Send highly engaged accounts (**MQA**) with surging intent to **Sales** and provide sales insights in terms of their intent and engagement

Sales

ABM - Reports

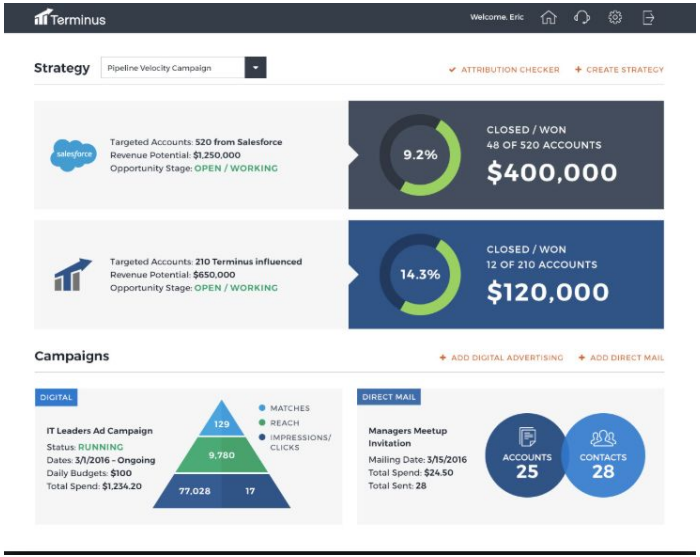
Account Profile and Engagement

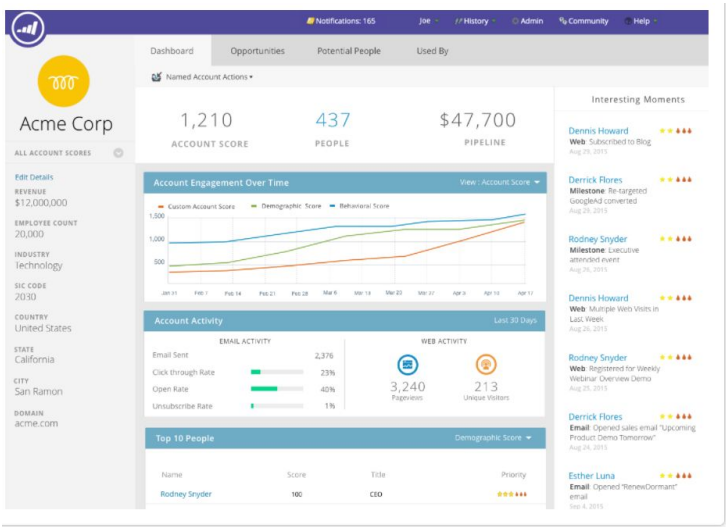
- Contact Profile Trend and Growth
- Account Engagement Score
- Account Engagement Activity Trend
- Marketing Influenced and Campaign Attribution

Pipeline/Bookings Metrics

- Pipeline by Stage and Amount
- Bookings Trend
- Life of a Deal
- Marketing Influenced and Attribution

> Don't count the people that you reach, reach the people who count
>
> — David Ogilvy —





DOs and DON'Ts

DOs

- Establish Alignment between Marketing and Sales for ABM (Embrace the concept of One Team)
- Get your Data in control before starting your ABM journey
- Start small and then expand….
- Track Accounts and not Leads (MQAs not MQLs)
- Focus on Quality not Quantity

DONTs

- Don’t compete within the organization but with your competitors (Team effort)
- Don’t have separate ABM Dashboard for Marketing and Sales
- Don’t overcomplicate the process
- Assume your audience knows you or your solution

Thank you - Q&A