WHY WEBSITE PERSONALIZATION IS

The Most Important Part of Your Account-Based Marketing Strategy

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A Salesforce Company

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Account-Based Marketing (ABM) has exploded in popularity as a marketing strategy for B2B companies that sell to target accounts and industries. ABM is about applying innovative techniques to reach, engage and convert potential buyers that meet specific criteria among a particular set of companies.

Beyond the buzz, ABM as a concept is not new. B2B marketers and sales reps have long been using various tactics to penetrate target accounts. What *is* new is the technology and accompanying processes that enable marketers and sales teams to better collaborate on campaigns and share information for industry- and account-level targeting.

Whether you are embarking on an ABM strategy or looking to make your existing ABM strategy more effective, this eBook provides valuable insights on how you can (and should) leverage real-time personalization to provide your target accounts with the most relevant and engaging website experiences possible.
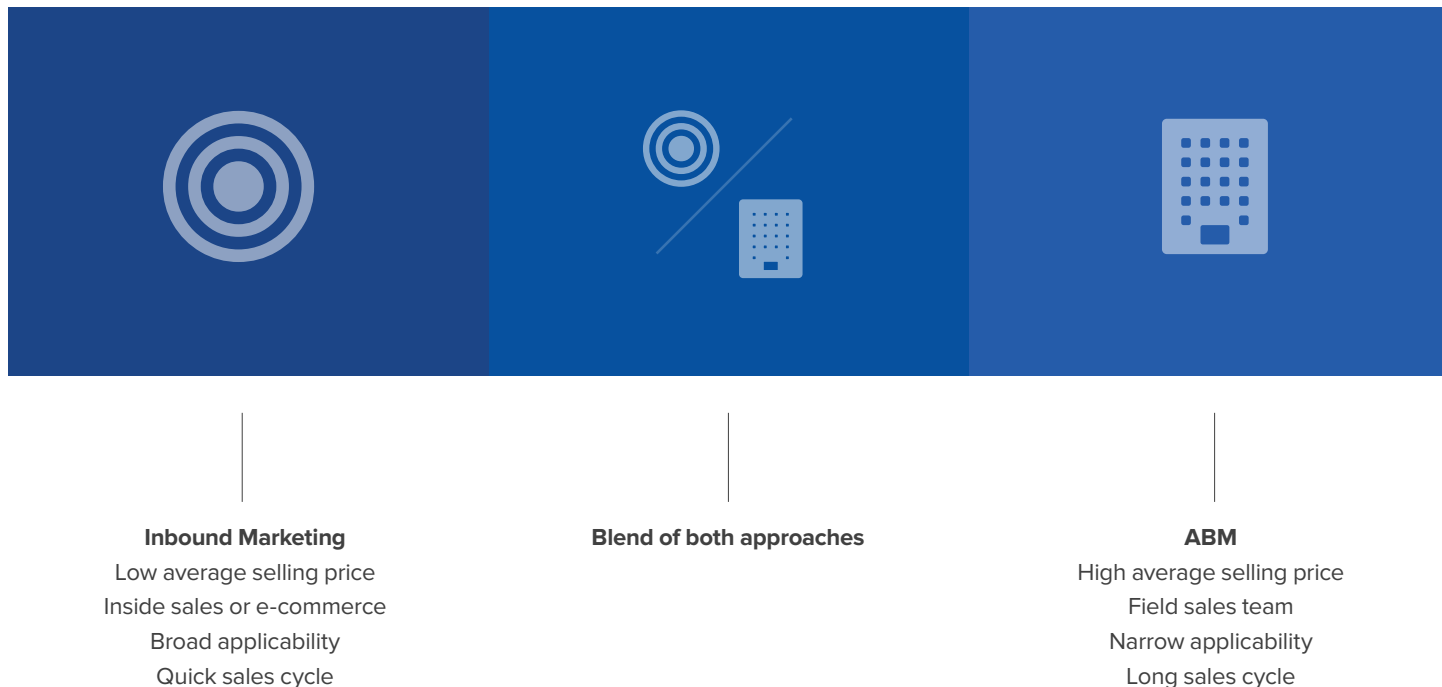
In this eBook, you'll learn how to unlock your **ABM Strategy!**

An ABM Overview

Most B2B marketing strategies fall somewhere along the spectrum from inbound to account-based marketing.

Inbound & Account-Based Marketing Spectrum

Inbound Marketing	Blend of both approaches	ABM
Low average selling price		High average selling price
Inside sales or e-commerce		Field sales team
Broad applicability		Narrow applicability
Quick sales cycle		Long sales cycle

No matter where you fall on this spectrum, the tactics you utilize (email, social, display ads, website, content, events, etc.) remain largely unchanged. What changes is the focus of those efforts.

With an inbound marketing approach, the focus is on capturing large volumes of leads to deliver to the sales team for follow up. To capture these leads, many inbound marketing activities are positioned to deliver value to an audience in exchange for contact information that can be eventually passed on to the sales team.

In contrast, ABM focuses on engaging individuals only within key accounts, industries or sub-industries. Marketers that adopt a pure ABM strategy often have a product with a higher selling price, a longer sales cycle, and a narrower applicability to a limited set of companies. As opposed to a pure inbound marketing strategy that is ideal for an inside sales team or an e-commerce approach, ABM strategies are generally preferred by field sales reps.

Many companies adopt a mix of both inbound and ABM strategies, falling somewhere in between the two ends of the spectrum. They may use inbound marketing to capture leads for smaller deals while targeting larger accounts using ABM techniques. And the marketing content produced can often be used to support both strategies. Of course, there is no right or wrong approach. Organizations need to find the right mix depending on their market and solutions.

The good news is that website personalization supports both inbound and account-based marketing.

Stages of ABM Strategic Planning

There are a few stages of strategic planning to keep in mind as you consider your approach to ABM.

0 STRATEGY CONSENSUS

Even before you begin, you need to ensure that your C-suite, marketing team and sales leaders are aligned under the same strategy.

PARTICIPANTS: COMPANY LEADERSHIP

- Where are we on the inbound/ABM spectrum?
- What is the right mix of both approaches?
- Why are we looking to focus on ABM?
- Is everyone bought into an ABM strategy?
- Are we ready to change the way we measure marketing and manage our sales teams?

1 BUILD IDEAL CUSTOMER PROFILES

Next, begin determining the focus of your marketing and sales efforts by building your ideal customer profiles (ICPs). This will help you identify which types of companies you will target.

PARTICIPANTS: COMPANY LEADERSHIP, SALES, MARKETING

- What types of companies are we targeting now?
- What do our most successful customers look like?
- What do our most lucrative/profitable customers look like?
- Which variables should we focus on? (e.g. location, industry, company size, market cap, use of competitive complementary technologies, etc.)

2 BUILD YOUR ACCOUNT LIST

Begin compiling a list of the top companies that match your ICPs and acquiring company and contact information with relevant firmographic and demographic data.

PARTICIPANTS: SALES, MARKETING

- How organized and complete is the current list of target accounts in our existing systems (e.g. CRM)?
- What are the best sources for new company and contact data?
- Which individuals (roles, titles) do we need to reach within each company?

3 PLAN AND IMPLEMENT YOUR TACTICS

Determine which marketing and sales tactics to implement to reach each target account. Coordinate your efforts to implement those tactics.

PARTICIPANTS: COMPANY LEADERSHIP, SALES, MARKETING

- Which ABM tactics do we believe will be effective for our organization? (e.g. email, social, phone, ads, events, etc.)
- Which tactics do we have resources/skills to support?
- Which technologies do we currently have or need to acquire to support ABM?

# Personalization: The Linchpin of Your ABM Strategy

As a marketer, you'll spend most of your time in Stage 3 (planning and implementing your ABM tactics). In the rest of this eBook, we'll dive into a critical tactic to support an effective ABM strategy: personalization.

In contrast to an inbound strategy, with ABM you have a smaller number of higher value leads that you want to convert. With a narrow focus, each of your leads requires highly personalized communication. A one-size-fits-all approach will not cut it.

Many ABM programs begin with targeted online advertising. More and more, ad networks and technologies are being developed to enable account- and even title/role-specific display ads. These ads can drive awareness and interest among your target accounts and buyers. When effective, they also lead high-value visitors to your website or landing pages for more information. Meanwhile, email marketing, another favored tactic of ABM marketers, drives individuals from target accounts to visit your website too. Both of these tactics allow you to target the right people with a relevant message to ensure that you aren't delivering a one-size-fits-all experience.

After all the hard work your marketing and sales teams do to reach your target accounts with these personalized and targeted communications, the last thing you want to do is provide a generic, one-size-fits-all experience on your website. With ABM, your messaging should never be generic. Website personalization can help you create the unique experiences that will grab the attention of your target prospects, engage them with relevant content, and convert them to leads and customers.

The Heart of your ABM Strategy

| Advertising | PERSONALIZATION | Phone Calls |
| Events | | Social Media |
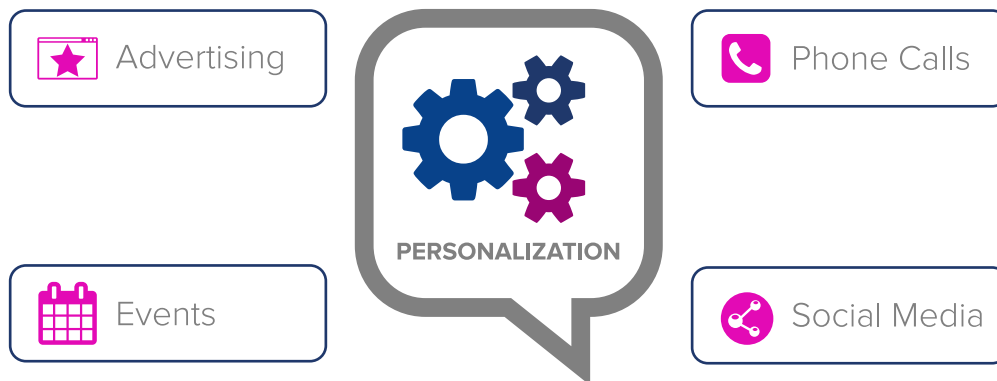
ABM Personalization Use Cases

Personalization can take your ABM strategy to the next level in two key areas:

| **1** providing a personalized digital experience | **2** preparing your salesforce to deliver personalized outreach |

Let's dive into some examples.

Provide a Personalized Digital Experience

✔ MAKE AN IMPACTFUL FIRST IMPRESSION

After investing the time and budget to drive a visitor from one of your target accounts to your site, you don't want him to bounce before you can explain your solution's value to him and his company.

To convey your relevance immediately and reduce your bounce rate, you can use reverse IP lookup technology to identify visitors from specific accounts or specific industries or sub-industries the moment they land on your website. Then you can instantly deliver personalized experiences, content and calls-to-action based on the source data. This helps capture the visitor's attention and drive him to delve into the content on your site.
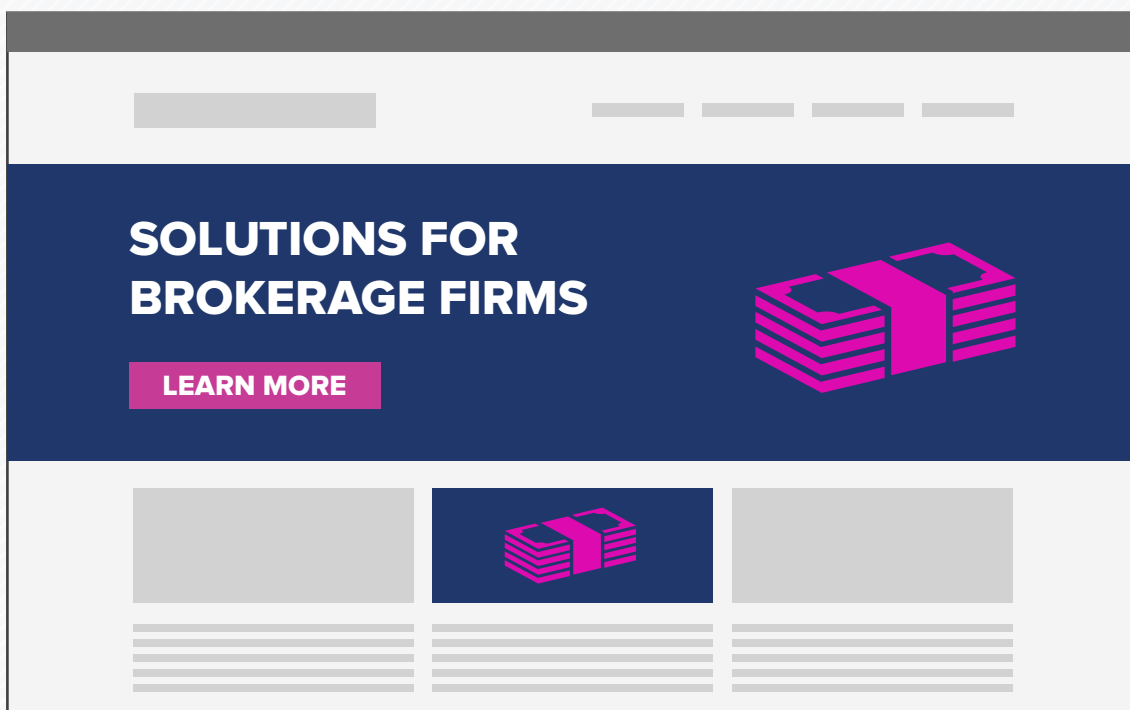
When visitor lands on homepage, his industry or account is instantly recognized and the experience is personalized for him.
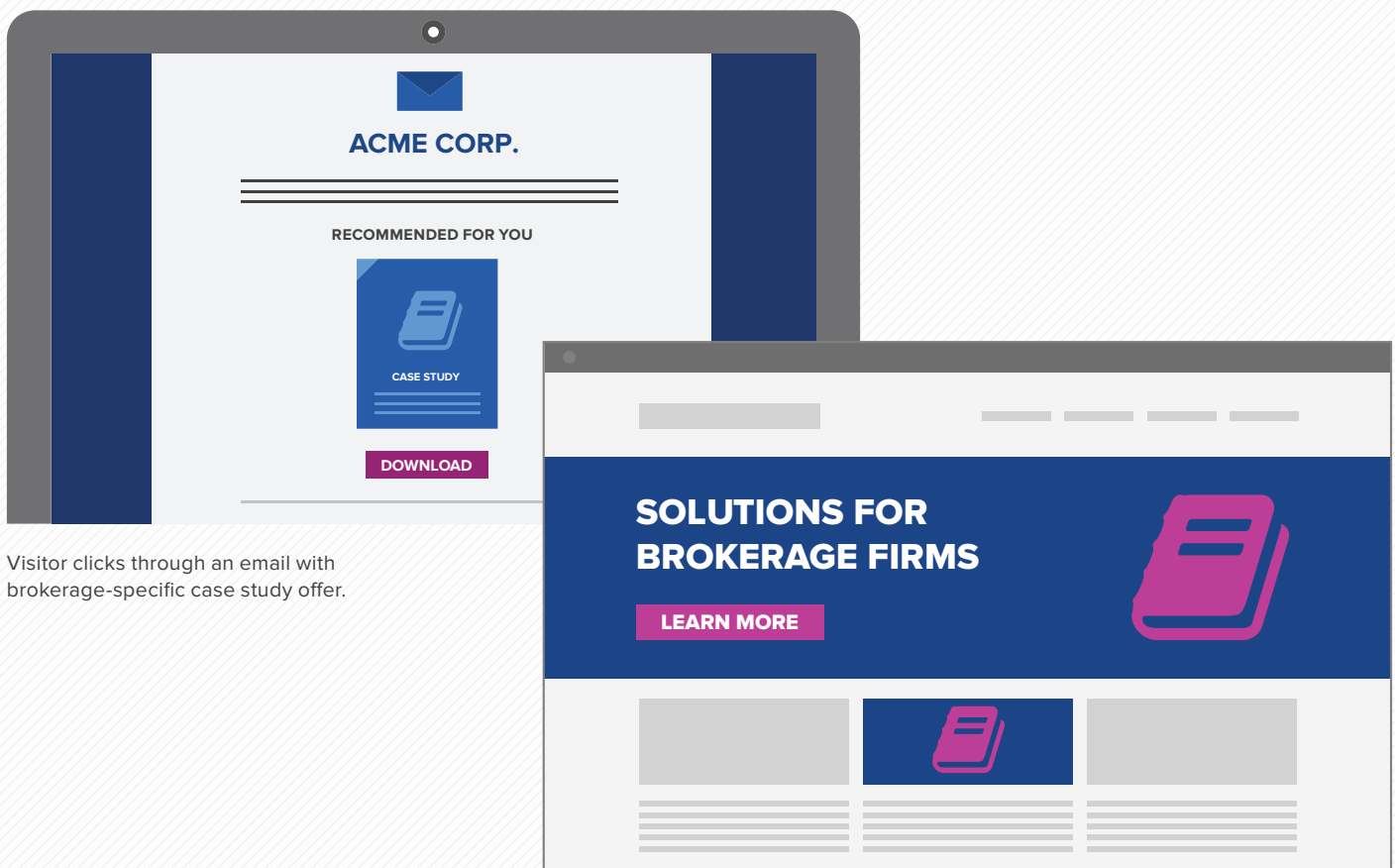
✎ EXAMPLE

A visitor from a sub-industry that matches one of your target verticals lands on your homepage. The hero image, headline and featured content are instantly customized.

✔ CONTINUE THE CONVERSATION FROM AN AD OR EMAIL

While incredibly valuable, IP lookup technology has limited coverage. Only companies with their own dedicated IP address ranges can be matched to an account or industry, and the coverage continues to decline as more people work from home or use mobile devices while on the go.

Yet IP address is not the only data point that you can use to identify a visitor's industry or account. If you are like most marketers, email and online advertising already play a key role in your strategy. When a visitor lands on your website, you can immediately recognize his campaign source, whether a specific ad, ad group or email campaign. You can leverage the targeting you've already done in displaying that ad or delivering that email to determine the industry, sub-industry or company of your visitors, and ensure that this information is factored into their website experiences.

ACME CORP.

RECOMMENDED FOR YOU

CASE STUDY

DOWNLOAD

Visitor clicks through an email with brokerage-specific case study offer.

SOLUTIONS FOR BROKERAGE FIRMS

LEARN MORE

As visitor explores website, experience is personalized around brokerage-specific content.

✎ EXAMPLE

A prospect from one of your target accounts receives a marketing email targeted to brokerage firms. She clicks a link in the email that directs her to a landing page on your site tailored to brokerage firms. Later when she navigates to your homepage, she sees copy, images and CTAs that are also geared toward brokerage firms.

✔ PERSONALIZE BASED ON WEBSITE BEHAVIOR

While establishing immediate relevance to a visitor is critical, it is a missed opportunity to solely rely on IP address and campaign source data for personalization. This data is valuable for first-time visitors that you otherwise know nothing about, but you can learn much more about your visitors once they begin to engage with your site.

If your website pages and content are categorized appropriately, you can identify which industry a visitor is most interested in by analyzing his behavior as he spends time on your site. So even if you can't identify the account or industry of the visitor based on the source, you can still determine what content is relevant to him from the actions he takes. Additionally, if you assume that a person falls into a specific industry based on his IP address or referral source but he spends more time engaging with content from a different industry, you can and should alter his website experience to reflect that change.
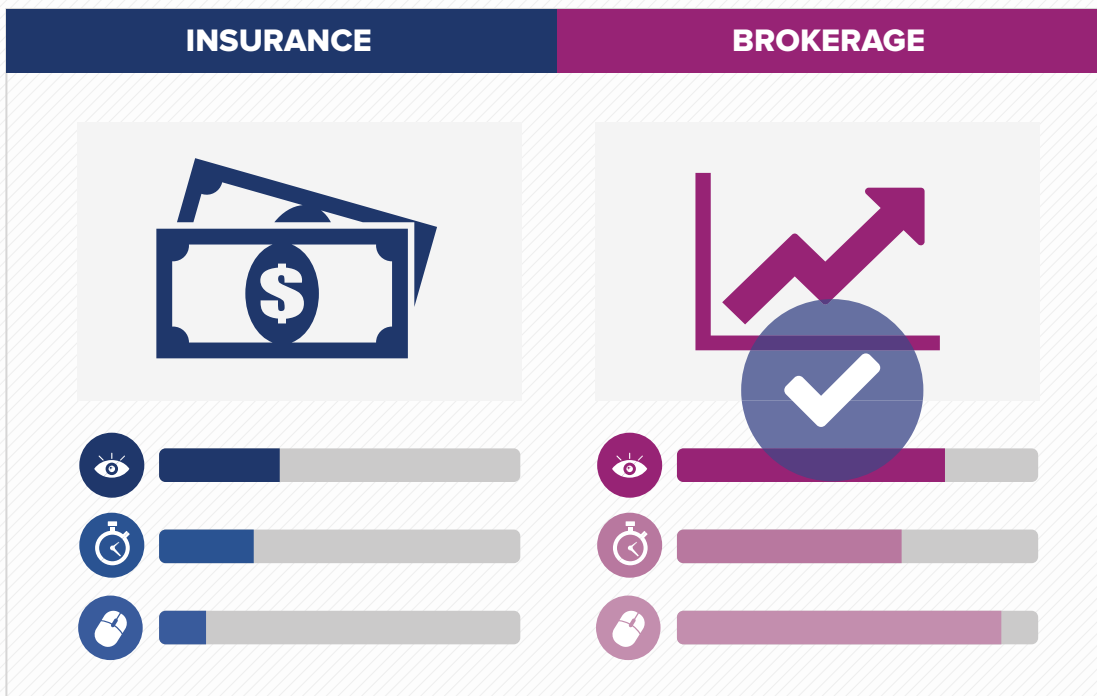
A visitor's preferred industry can be determined by his behavior and be used to personalize his site experience going forward.

✎ EXAMPLE

A first-time visitor lands on your company website, and reverse IP lookup cannot identify his industry because he is working from home. He initially navigates to the insurance solutions section on your website, but only minimally engages with the content there. Then he navigates to your brokerage solutions section, clicks on multiple articles there and spends several minutes on these pages.

Any personalized messages and content recommendations he receives going forward should factor in his demonstrated interest in solutions for brokerage firms.
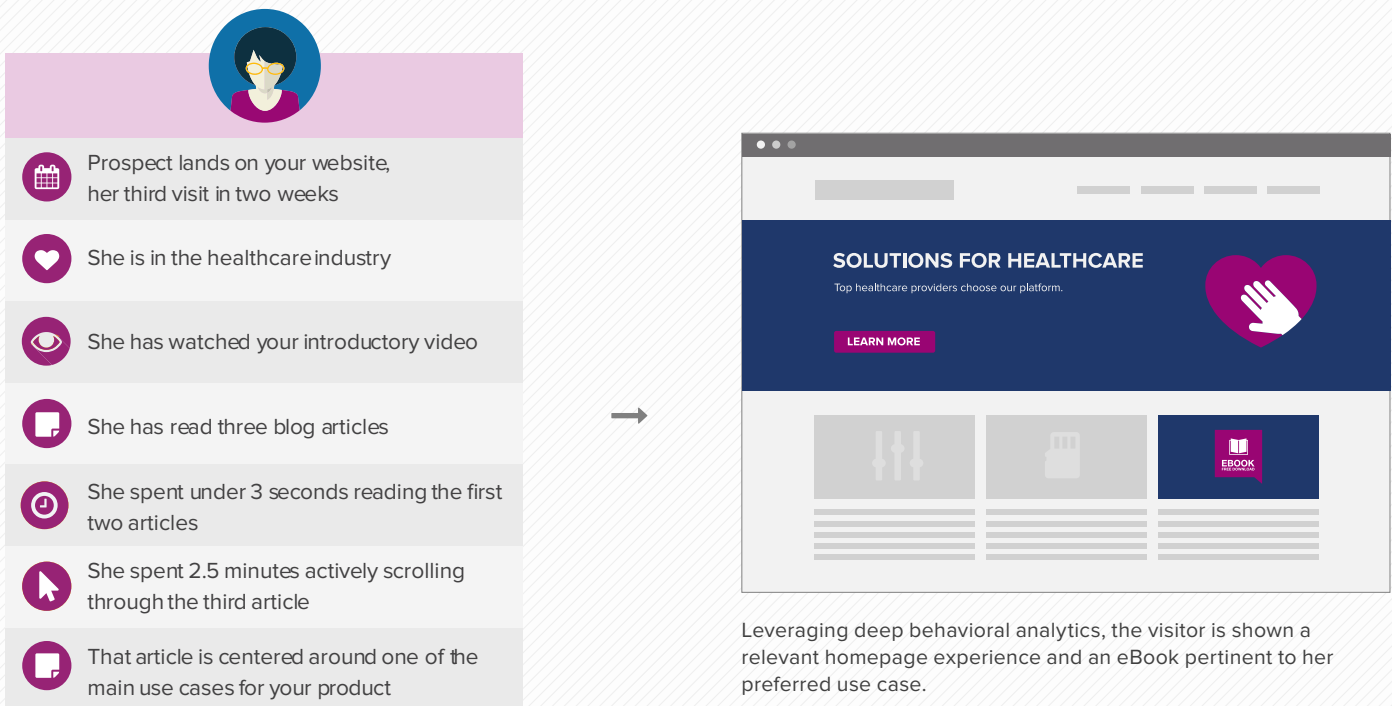
✔ LEVERAGE INTENT DATA TO DRIVE PERSONALIZATION THROUGHOUT THE SITE

When a salesperson tailors her pitch to each of her prospects, she leverages more than just industry data. Instead, she uses everything she knows about that person and his company to ensure that her communications are relevant.

Similarly, personalization allows you as a marketer to leverage all you know about each visitor on your website to impact the way you talk to them — beyond just company name and industry. This includes attributes such as geolocation and source, as well as in-depth behavioral information such as pages viewed, mouse movement, scrolling, inactivity and, most importantly, active time spent.

Advanced personalization technology can track active time spent per page – the only way to determine each visitor's true interests and intent. Then, based on how you classify your web content – such as by industry, vertical, solution, use case, category, tag/topic, etc. – the visitor's profile is continuously enriched, even if the person is anonymous on a first or return visit, enabling the content to become increasingly more relevant and effective. You can use all of the data you collect or deduce about each visitor to determine which images, copy, CTAs, messages, content recommendations, and more to show – across your site – ensuring a completely tailored experience that will resonate with your target buyers.

Prospect lands on your website, her third visit in two weeks

She is in the healthcare industry

She has watched your introductory video

She has read three blog articles

She spent under 3 seconds reading the first two articles

She spent 2.5 minutes actively scrolling through the third article

That article is centered around one of the main use cases for your product

→

SOLUTIONS FOR HEALTHCARE
Top healthcare providers choose our platform.

LEARN MORE

EBOOK

Leveraging deep behavioral analytics, the visitor is shown a relevant homepage experience and an eBook pertinent to her preferred use case.

✎ EXAMPLE

A prospect from one of your key accounts lands on your website, her third visit in two weeks. You already know that she is in the healthcare industry, that she has watched your introductory video, and that she has clicked on three blog articles. While she spent under 3 seconds on the first two articles, she scrolled through the entire third article, spending several minutes on it. This article focuses on one of the three main use cases of your product.

This time when she lands on your site, you recommend an eBook — relevant to her preferred use case — that she hasn't downloaded previously.

✔ PERSONALIZE EMAILS IN REAL TIME

Email has long been a tactic used by salespeople to reach target accounts. Whether you are emailing one individual or a list of thousands, your email should always be relevant to each recipient. You can leverage the same intent-based data you use on your website to deliver one-to-one personalized content into your email campaigns. Recommend eBooks, case studies, blog articles, videos, webinars, etc., relevant to each individual, that they haven't seen or downloaded before.

And to ensure that content is always relevant when the recipient opens the email, rather than when you send it, you need personalization technology that enables you to serve dynamic content when the email is opened.
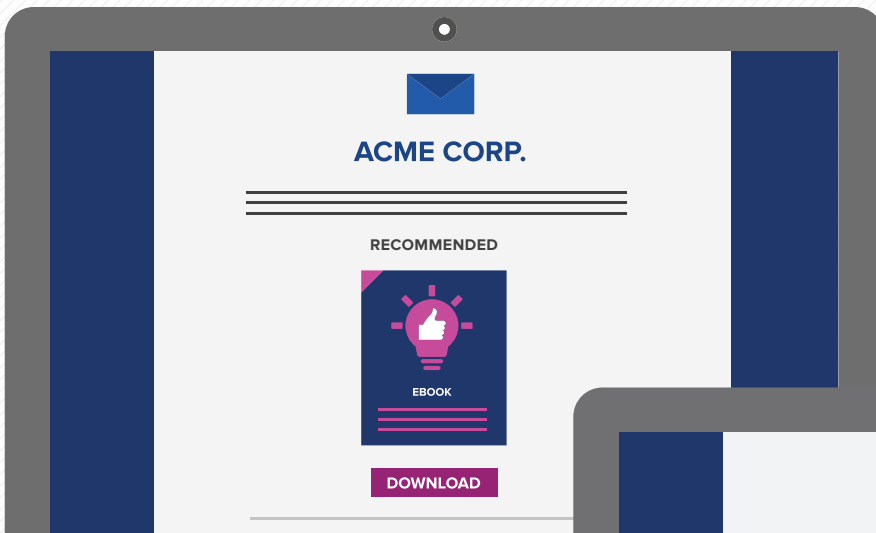
Prospect from a target account receives an email promoting an eBook relevant to his industry, and he clicks through to download it.
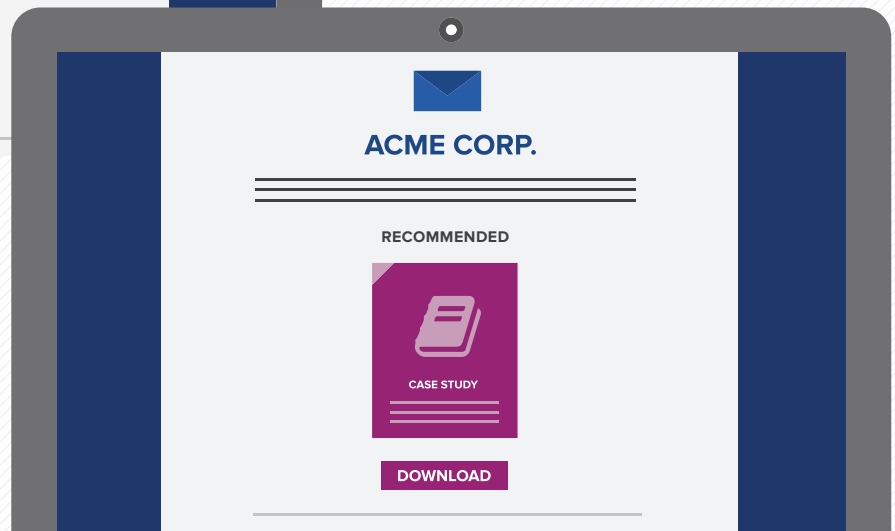
When he opens the same email later — after downloading the eBook — the email now shows a relevant case study instead.
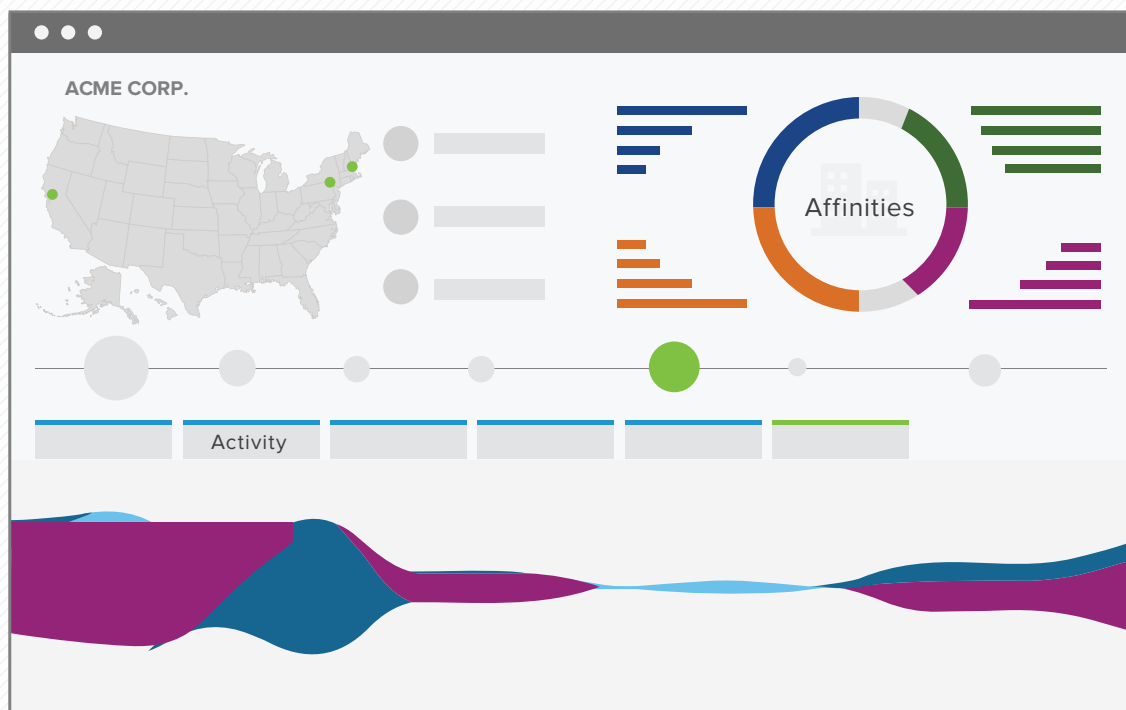
✐ EXAMPLE

You send an email to several individuals in an account that have had different levels of engagement with your website in the past. One individual is sent a link to an eBook, but he happens to view the eBook on your site before he opens the email. Rather than waste the opportunity to engage him with content, when he opens the email he sees a call-to-action associated with the next step of a lead nurture process — a case study relevant to his industry.

Prepare Your Salesforce to Deliver Personalized Outreach

✔ PROVIDE ACCOUNT PROFILES

When an individual from one of your key accounts visits your website, he or she is demonstrating interest in your company. Your sales team can gain valuable insight into these accounts from the actions they take while on your site. Did one visitor click through from an email and immediately leave the site? Or did she view the pricing information? Did she navigate to the "request a demo" page? Did she read any blog articles? What about other people in the company?

Deliver an aggregated profile of all visitors associated with a target account – including an account's activity history, preferred solutions, categories and content — to your sales team to give them deeper insight to inform their personal outreach.

In-depth behavioral data aggregated by account can help sales teams tailor their conversations to target accounts.
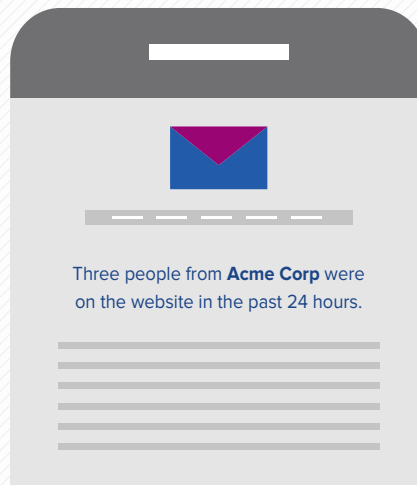
✎ EXAMPLE

Before a salesperson reaches out to one of her target accounts, she checks the in-depth website behavioral data for that account. She explores how many people from the company have visited the website recently, what content they have engaged with, and which actions they took. She uses this data to determine where the account falls in the buying journey, then she incorporates this insight into her follow-up activity and future conversations.

⬡ RECEIVE NOTIFICATIONS

When it comes to making a sale, timing is everything. If a prospect from a target account reads a few case studies on your website, you want the appropriate salesperson to know about it quickly to follow up while your company is still top-of-mind for the prospect.

To get insights or validation on where their accounts fall in the buying journey, and determine when to take the appropriate next steps in the sales process, your sales team should receive regular updates on the website activity of individuals from their key accounts — particularly when activity levels wax or wane. Make sure that you are maximizing the impact of all the data you collect on your site visitors by getting it into the hands of your sales team as soon as possible.

Three people from **Acme Corp** were on the website in the past 24 hours.

Customizable notifications can help sales teams focus their outreach to target accounts each day.

✎ EXAMPLE

Each morning your sales team receives notifications to update them on the website activity of their target accounts. They customize these notifications to focus on the most relevant details to guide their outreach for the day.

Incorporate Personalization into Your ABM Strategy

When developing your ABM strategy, remember that personalized communication is critical to making each account feel confident that you understand and can meet the needs of their business. Luckily, technology has advanced to allow personalized communication and experiences across digital channels. If you tailor your live communications with each of your accounts, you should be doing so online as well.

Make personalization a centerpiece of your ABM strategy to ensure that each of your target accounts always has a relevant and engaging experience with your company.

About Evergage

Only Evergage's real-time personalization and customer data platform (CDP) delivers **The Power of 1**, enabling companies to transform the dream of 1-to-1 engagement, across channels, into reality.

Combining in-depth behavioral analytics and advanced machine learning with data from existing sources, Evergage empowers businesses to gain a comprehensive view of each one of their customers and prospects, and activate that data to deliver maximally relevant, individualized experiences during key moments of interaction across the customer journey.

Contact Evergage at 888-310-0589 to speak to an expert about your needs today!