

10 Account-Based Marketing Best Practices for the Marketing Industry



Since account-based marketing yields such significant results, consider these 10 best practices to use within the marketing industry.



ONE

ENSURE SALES AND MARKETING ARE ALIGNED

If an account-based marketing campaign is to be successful, sales and marketing must be on the same page. Marketers date prospects and place them in the right position to be engaged, but they still need the sales team to actually put a ring on it and close the deal. Alignment between the two results is a win-win for all involved.

MINE FOR RELATIONSHIPS

Account-based marketing is centered around relationships. It is possible that employees who work outside of sales and marketing within your company know other people who work within sales or marketing at your target prospect. Perhaps they worked together at a previous company or attended college together. Use these existing relationships to land the sale.



TWO



THREE

HAVE THE RIGHT CONTACT LIST

An account-based marketing campaign is doomed to fail if you don't know who to contact within the company you are targeting. Ted Kohnen, managing director of Stein IAS in San Francisco, says, "You need to know the decision-makers, the influencers and how to contact them within a company. We've seen account-based marketing programs fail when the lists are bad."

DEVELOP PERSONALIZED OFFERS

Personalization is what sets account-based marketing apart from other marketing tactics. Most account-based marketing campaigns only target a small number of accounts. As a result, offers must deliver high conversion rates. This can best be achieved by developing personalized content that mentions those companies by name and contains research surrounding them.



FOUR



FIVE

DETERMINE YOUR END GOAL

It has been said that, "Aiming at nothing is setting yourself up to achieve nothing." If you don't have an end goal for your campaign, how do you know when to wrap it up? How do you measure progress? If you don't have a goal, you will have no idea whether you reached it or not. You will receive no feedback and be unable to make adjustments for future campaigns.

USE DATA TO GAIN THE BEST RESULTS

Making use of data will help you understand the needs of your target accounts, know what content is relevant to them, and deliver that content through the right channels. "You need to understand your current customer base to figure out who your best customers are," writes Michael Goldberg, former marketing director at Dun & Bradstreet, "and then identify more accounts like those."



SIX



SEVEN

LAUNCH A PILOT CAMPAIGN

Gerry Dapergolas, digital marketing strategist at UK-based Strategic, suggests starting with a pilot campaign is a good way to test and adapt it before making the full investment. Additionally, a pilot campaign will prove ROI, build internal buy-in, outline expectations, and help develop the resources, insight and process foundations needed for the full campaign.

CREATE A CAMPAIGN CALENDAR

Having a schedule for when different aspects of the marketing campaign are to be rolled out is extremely beneficial, not only to the team at work but also to the target account. The marketing and sales team will know exactly what is expected of them and can stay on track. Plus, the client can have an idea of what is coming next.



EIGHT



NINE

FOCUS ON REVENUE GENERATION

In the world of marketing, the spotlight is often on lead generation, but revenue generation is just as important. Christa Kleinhans Tuttle, founder and CEO of Launch Marketing said, "The most important thing we can do as marketers is focus on revenue generation versus lead generation." With this in mind, keep track of the revenue that is generated from your account-based marketing campaigns.

MAKE YOUR MESSAGING MEANINGFUL

Technology and data are important in account-based marketing, but don't let it take up all your attention. Much of your focus still needs to be on creating relevant messages that are meaningful to your target accounts. The language and imagery you use matter and should be executed with creativity and significance.



TEN