



Industry Targeted ABM Program Insights

Key takeaways on how ABM Insight can help marketers in this current scenario

Account Insight | Industry Insight | Competition Intelligence

FORWARD: 'what agencies can do'

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After enabling sales teams and marketing teams 'win' for more than a decade now, I can finally connect the dots looking backward. B2B agencies would be successful only if the end result trickles down into business wins for their clients, at the end of the day!

I wanted to bring my experience of having worked with the marketing and sales teams at very large companies, and experience of working with agencies in the last few years. Put all of them together into an actionable form to help agencies explore ways they could integrate 'insight' to create more business 'wins'.



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Executive Summary

COVID-19 has impacted B2B businesses. This has shifted the B2B sales and marketing strategies towards achieving higher personalisation levels and industry-specific content. Relevancy and resonance is becoming a hot topic, and B2B sales and marketing must change to cater to the new normal. B2B marketing is shifting towards account-based marketing where there is no more spray and pray and more so of treating each account as a market of one.

This ePaper is written to educate our readers about ABM Program Insights and how it helps your targeted marketing programs to grab hold of the attention span of the decision-makers. This ePaper is relevant for all B2B selling and marketing professionals in presenting a solution (ABM Program Insights) to helping them with their outreach efforts.

About ABM Insight

ABM Insight is a 360-degree insight solution built specifically for B2B sales and marketing teams who seek a better understanding of their target accounts and industries. ABM Program Insights or ABM Insights enable you to gain a high level of account-level understanding through account and industry insights crafted specifically for one account in one industry. It is constitutive of firmographic and technographic data about the account and its broader industry.

ABM Insight



- Company Overview
- Strategic Priorities
- Key Challenges
- Marketing Insight
- Technology Insight
- Opportunity Insight
- Quotes

Benefits of Insights for ABM Program

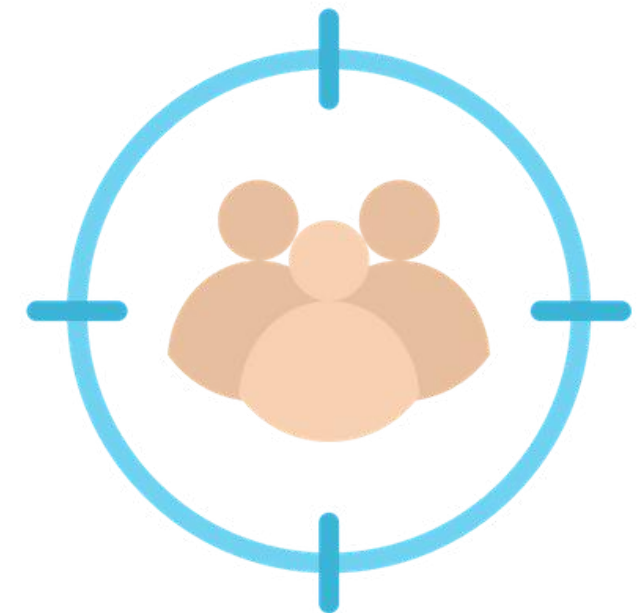
I) Industry-Specific Content

ABM Insights enable you to craft industry specific content for the accounts that you are targeting. For example, HSBC Bank is part of the list of accounts that your ABM program. Insights specific to the banking industry as well as HSBC Bank are relevant in order for the ABM Program Manager to craft industry specific content that would resonate highly with decision makers at HSBC Bank. Industry specific content is then enabled by ABM Program. Insights that are targeted precisely to the industry which the account is constitutive of.



II) Understanding Target Accounts and Industries

The firmographic and technographic data fueled by ABM Program Insights enable you to gain a high level of understanding of target accounts and industries. A high level of understanding of the pain points, challenges and opportunities presented by the account means that you are now able to understand your target customers from the account-level. ABM Program Insights delivers this high level of understanding of target accounts and industries which would be highly beneficial for the Program Managers managing the ABM Program.



III) Higher Personalisation Levels

The crafting of industry specific content and higher understanding of target accounts and industries allows you to achieve higher personalisation levels, even 100% personalisation levels with your target accounts. This then, allows your content to resonate better with your target accounts and ultimately increase relevance. Hence, high relevance and high resonance as a result of ABM Program Insights means that your content is able to deliver a meaningful experience for your target accounts.



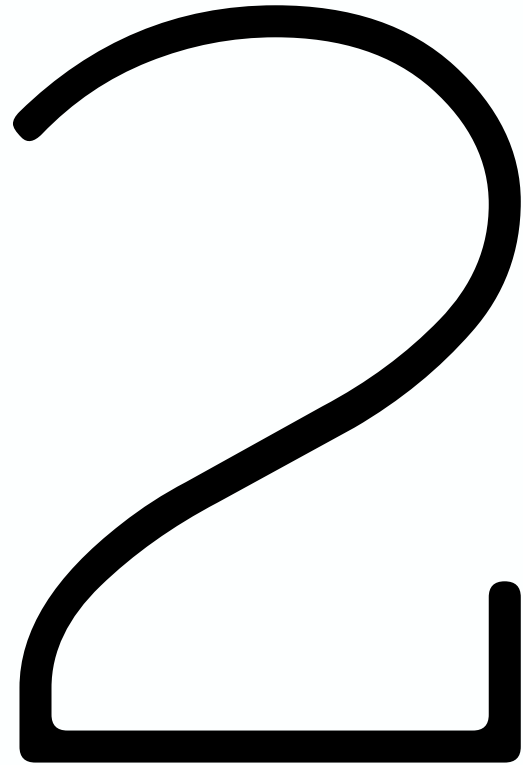
ABM Insight Use Cases



1

ABM Insight Use Case

ABC Agency is a B2B marketing agency running an ABM program targeting 100 accounts across 5 industries: banking, technology, manufacturing, logistics & supply chain and insurance. Insights relevant to the accounts for example HSBC Bank within banking industry would enable the ABM Program Manager and Copywriters to craft compelling content that is industry specific. Industry Targeted Insights comes into play to deliver account-level understanding of those 100 accounts that is constitutive of the 5 industries.



ABM Insight Use Case

XYZ Agency is an ABM agency pursuing 35 accounts and wants to seek an elementary, micro-level understanding at the account level for each account. ABM Program Insights enables the ABM Program Manager to gain an elementary level understanding of each account from a brief paragraph about the account to the location of the headquarters to the decision-makers there at the account.

Conclusion

At its core, ABM Insight helps to develop an efficient communication strategy. ABM Insight Program for agencies will help to create a back-and-forth between marketers and prospects, to look for triggers, data, and insights from target accounts. What's more important, is looking for opportunities to be more empathic towards targets accounts. If you have a clear plan in place for what to react to and how to react to it, you've got all the makings of an ABM campaign. Just listen to your target accounts, and they'll tell what they need.

About Business Brainz

Business Brainz delivers bespoke research & insights on industries, companies and competition to sales and marketing teams engaged in B2B selling and marketing. Our insight reports are key enablers for ABM (Account Based Marketing), Enterprise Sales and B2B Demand Generation.

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Insight to help you win