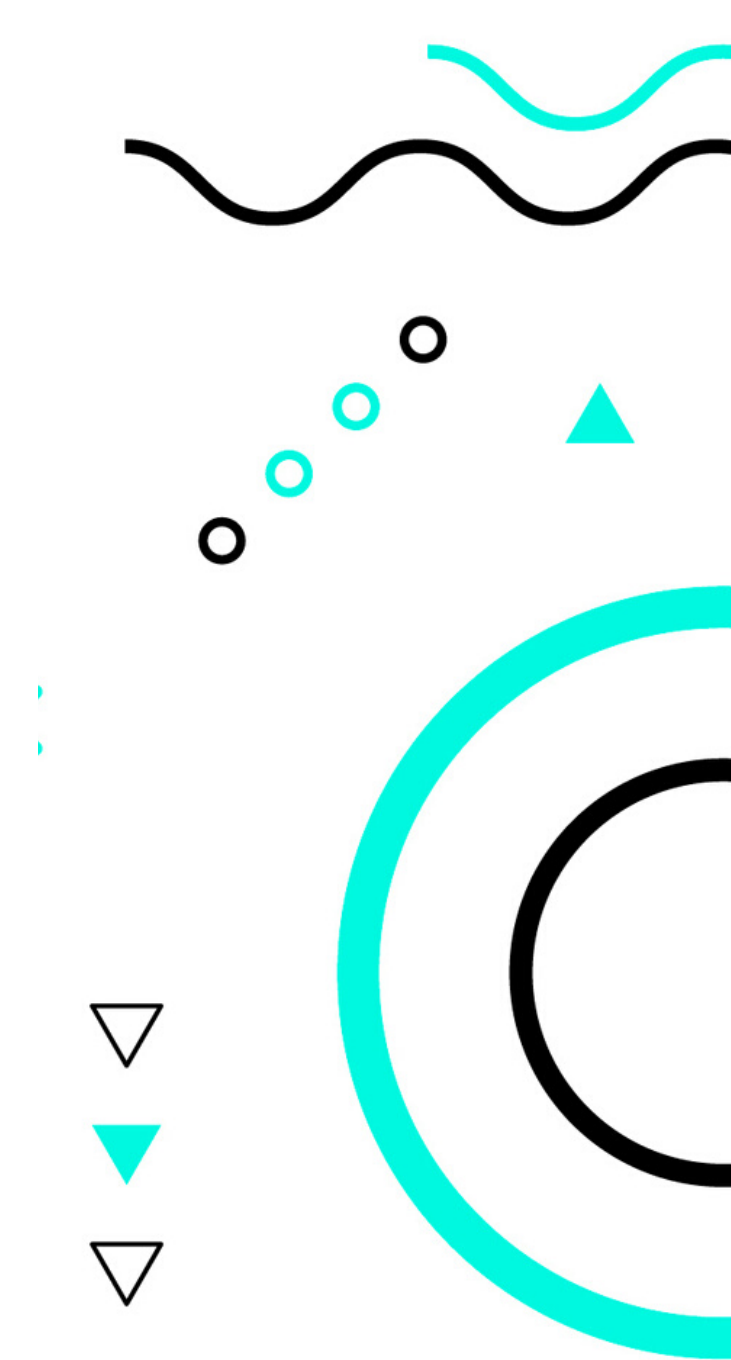


BUSINESS BRAINZ INSIGHT

Ultimate Account-Based Marketing (ABM) Playbook



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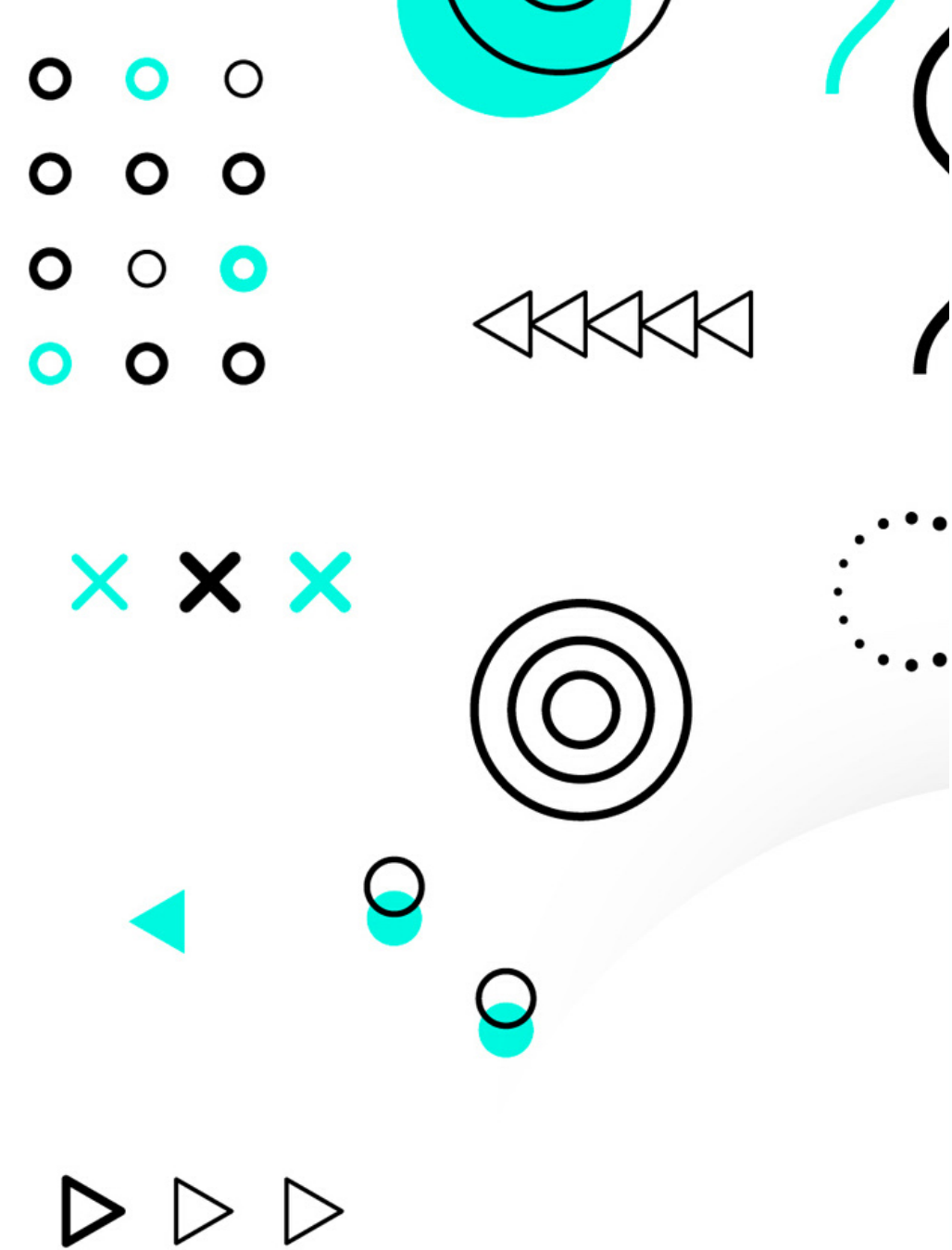
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Understanding Account-Based Marketing

A go-to-market strategy

Account-based marketing (ABM) is a targeted marketing strategy, effectual in sending the right message to the right customer at the right time. It is a focused B2B marketing approach in which marketing and sales teams collaborate to target best-fit accounts and create a personalized buying experience with the products or services offered.

ABM combines sales and marketing resources towards a set of target accounts that have the potential to lead to a higher ROI.

“Account-based marketing (ABM) is a strategic approach to designing and executing highly-targeted, personalized marketing programs and initiatives to drive business growth and impact with specific, named accounts.”

- ITSMA (who coined the term)

Why Account-Based Marketing?



If you are in a B2B space, you're well aware of the excruciating sales cycle. Today's business decisions are jointly made by anywhere between 6 to 15 stakeholders, traditional prospecting is growing more difficult. Sales and marketing misalignment, and revenue failing to meet forecast are reasons behind the adoption of ABM.

ABM works by bringing sales and marketing together to drive growth. By having common goals, marketing and sales can support each account through the entire buyer's journey - from early phase awareness, through the research and evaluation phase, during the client's decision making, and then, after the sale by building long-term trust and loyalty.





Flipping the funnel

"Flipping the funnel" essentially means spending fewer resources on acquiring new customers and spending more on acknowledging and retaining current customers.



Image Source: Terminus

Is ABM just a  or
does it really work?

ABM is relevant for:

ABM can be adopted by almost all companies. But works best for B2B companies that want to target high-value sales and are in a longer sales cycle.

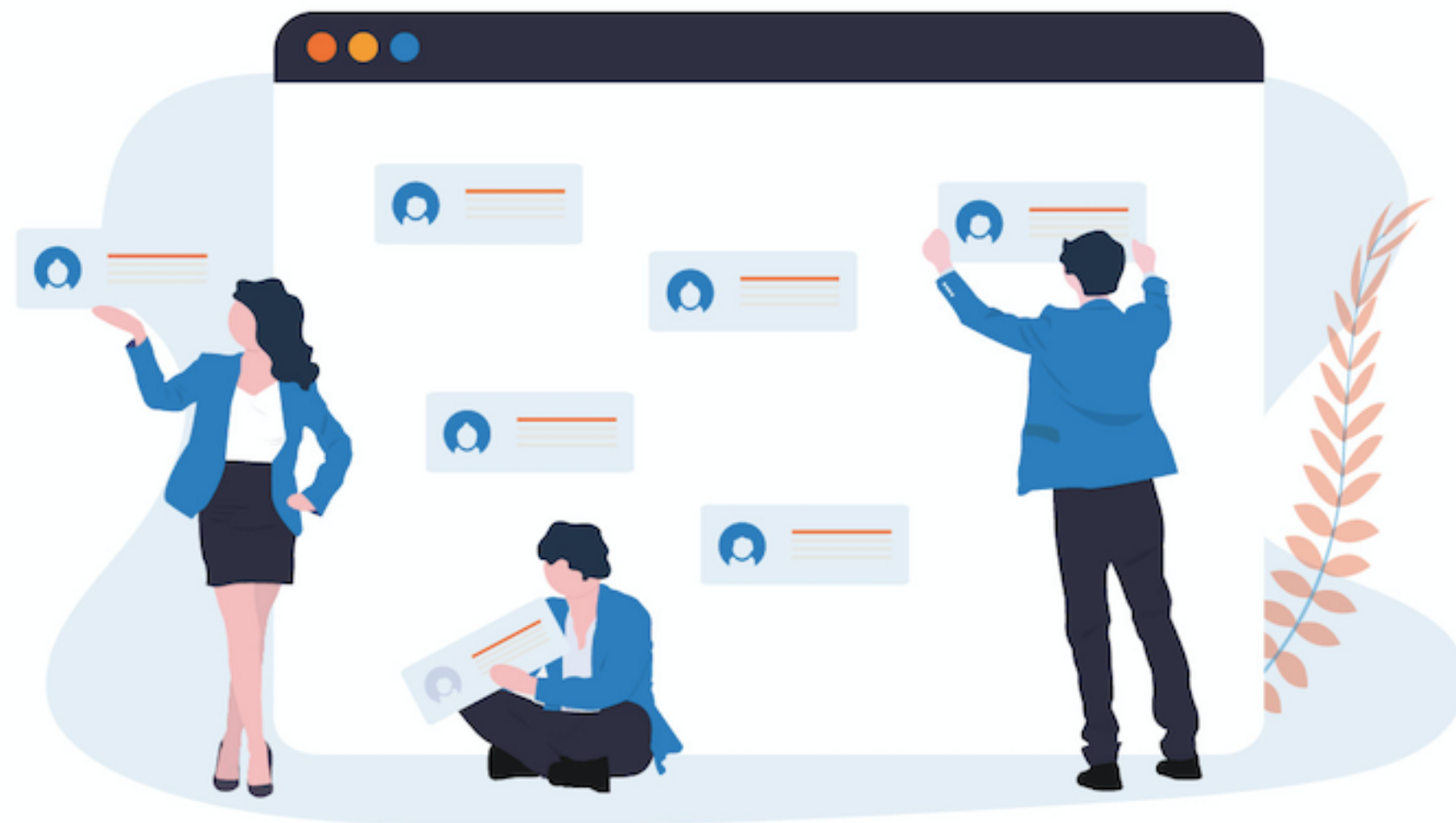
ABM is well-suited to companies that sell to:

Situation A: a few large, key accounts, or

Situation B: accounts of a certain size in a specific industry.

If you're targeting Fortune 500 companies, for example, ABM can help in unlocking the full potential of each target account and effectively doubling or tripling client base.

ABM gives companies more bang for their buck with accounts that have high growth possibilities like, up-selling, or cross-selling into different departments





Benefits of Account-Based Marketing

Sales and marketing alignment

Aligned sales and marketing helps to ensure all communications are consistent. This creates a seamless and delightful customer experience throughout their journey.

Better return on investment

ABM cuts down on resource wastage by focusing on target accounts. ABM helps to measure return on investment (ROI) for each account you invest your resources and time into.

Personalized customer experience

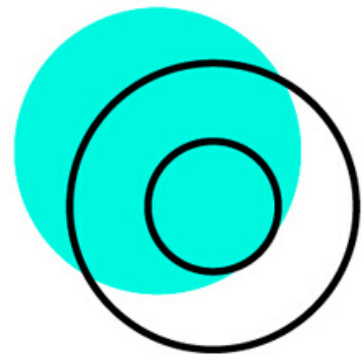
Insight on target accounts make it easy to deliver a personalized experience for them. Creating personalized experience will help you better resonate with the target account's pressing challenges and needs

Faster Sales Process

ABM provides an opportunity to nurture primary decision maker particularly, along with all relevant potential customers, to facilitate and hasten the sales process.

Account-Based Marketing Approaches





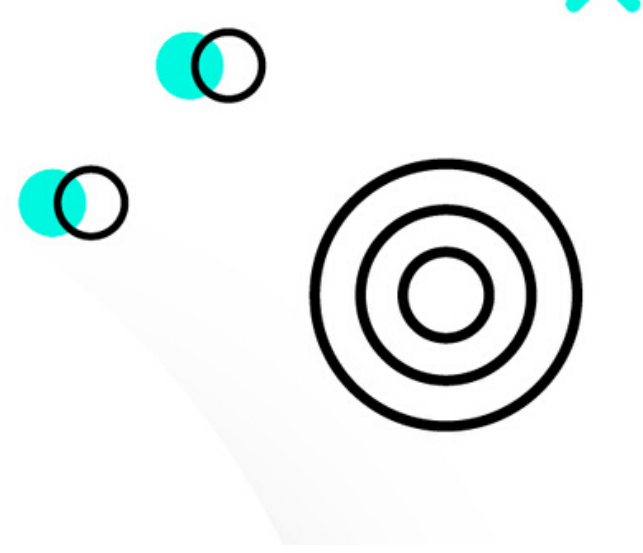
One-to-One ABM

One-to-One ABM is a strategic approach of treating valuable target accounts as an individual market and engaging with each of them in a bespoke way. It is also known as Strategic ABM.

Any typical one-to-one ABM campaign would involve targeting 5-10 key target accounts

One-to-One ABM is suitable if:

- You can gather detailed insight on target accounts and know how likely they are to buy.
- Products and solutions you are offering are of high value.
- Every target account has a large number of decision-makers.
- You have resources to create bespoke content for each account.



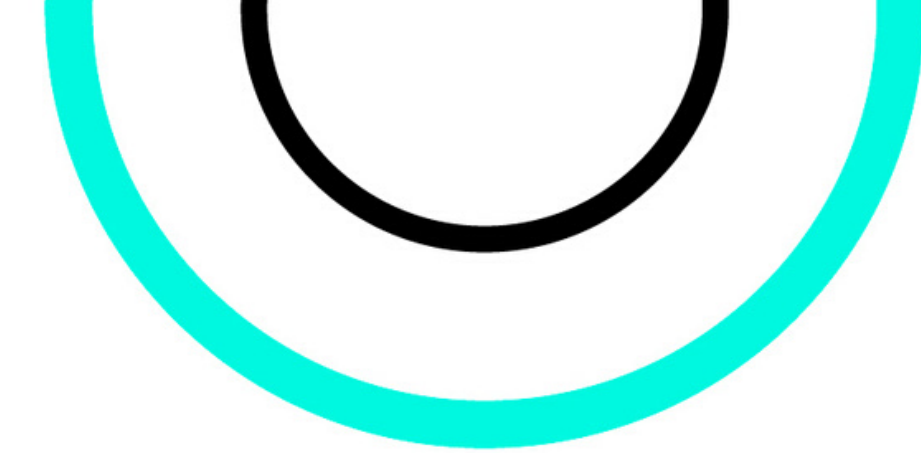
One-to-Few ABM

One-to-Few ABM is a way of using one-to-one ABM principles and applying them at scale to a larger number of target accounts. It is also known as ABM Lite.

If you want to reach out to your top 40 accounts, the best approach would be to focus on small groups of target accounts, rather than individual accounts.

One-to-Few ABM is suitable if:

- Your target accounts are operating in a small addressable market
- You sell high-value solutions or products.
- Each target account has 4-5 key stakeholders.
- You have insight into the challenges faced by each target account.



One-to-Many ABM

One-to-Many ABM is scaling by applying ABM principles to a larger number of target accounts. It is also known as Programmatic ABM.

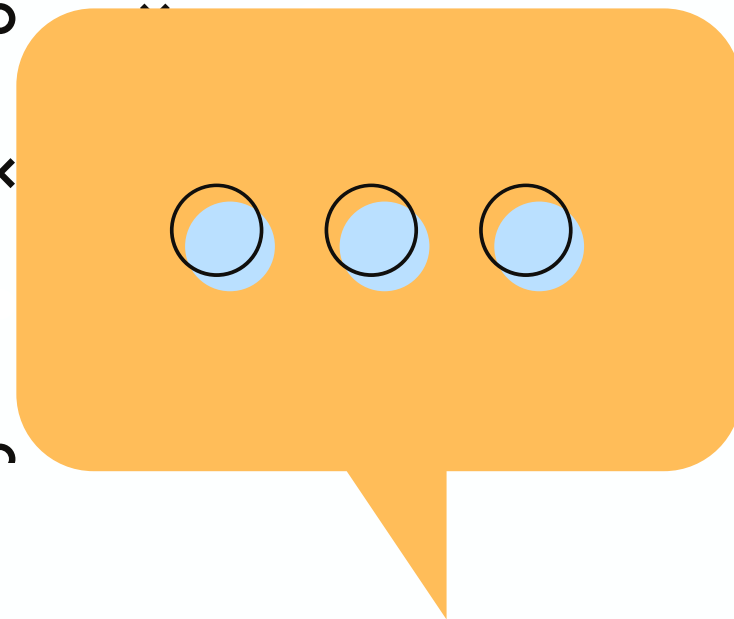
With this approach, marketing and sales can create larger account lists and scale their campaigns using mar-tech to personalize outreach.

One-to-One ABM is suitable if:

- You want to increase brand awareness and also create engagement at key accounts.
- There are few stakeholders at each target account.
- You don't have access to information on which accounts are starting a buying journey.

Can more than one type of ABM be implemented?

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Absolutely! A particular B2B company can use One-to-Many ABM for generating awareness and building engagement within new prospects. Also, use One-to-Few ABM for market opportunities where they need to accelerate growth and implement One-to-One ABM to build traction with their key accounts.

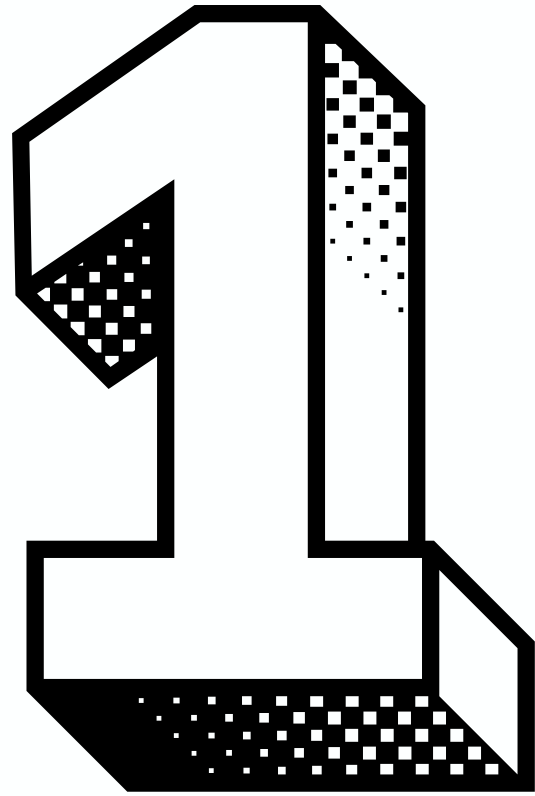
Getting Started with Account-Based Marketing

ABM delivers the highest Return on Investment of any B2B marketing strategy or tactic. Period.”

- ITSMA

When you look at the most successful ABM campaigns, a pattern emerges. Most ABM journeys follow a five-step process.





Select your target accounts

ABM is all about combining sales and marketing efforts on a relatively small number of high-value accounts with greater revenue potential. This makes account selection a crucial aspect in any ABM program.

The objective of the account selection process is to optimize sales and marketing resources by focusing on accounts most likely to drive revenue.

The first step in account selection is defining the Ideal Customer Profile (ICP). While building an ICP, it is important to consider factors like:

- Is the market growing?
- Which accounts do we already have a strong relationship with?

Selecting target accounts

Fundamentally, two key factors are considered while selecting accounts:

Fit: To define an ICP and prioritize accounts

- **Firmographic** includes: Company size, number of employees, industry growth, number of locations
- **Technographics** includes: Complementary technologies to yours and technology that rules out your solution or makes investment less likely

Interest: To measure and prioritize accounts

- Intent Data is online behaviour-based activity across the internet including third-party websites.
- Engagement Data finds the level of interaction with target accounts including current and past activities.

These two dimensions combined brings together gut feel, historical performance and sometimes predictive data science.

Identify people and insights

Since, ABM focuses on personalization, it emphasizes on building personas. Building detailed user personas will help in relaying messages relevant to that particular persona.

Different research shows that the average number of key stakeholders in decision-making is 12. This makes it even more important to contextualize personas and prepare for interacting accordingly.

Account Insight include a 360-degree intel on accounts to give a deep-dive understanding of their priorities, challenges, and opportunities combined with firmographic and technographic data. One of the biggest challenges is to scale your insight generation efforts appropriately, so you can focus your efforts where they'll make the most impact. Generating insight isn't enough, turning it into action is what matters the most.





Generate relevant messages and content

One of the primary uses of the insight you generate is to create content that will be super-relevant to the key people inside your target accounts. The insight generated becomes an asset only if used effectively while interacting with key people. Every messaging and content has to be tailored and relevant for resonance.

The idea is to try different tactics and formats to engage with the target audience. Some personas read blog posts, while others would rather watch YouTube videos. Every kind of content used in a normal sales and marketing process will be effective — as long as it's targeted and relevant.

Instrument account-focused campaigns

Implementation is key to any successful account-based strategy. For every ABM strategy, it is essential to combine and synchronize content with different interaction channels. Marketers need to ensure target accounts see and absorb customized messages coordinated through different campaigns and platforms.

The fastest path to launching orchestrated campaigns and driving strong results is to focus on marketing and sales development orchestration. If done efficiently, marketing instrumentation meeting of business goals through ABM action plan.





Measure success

ABM is principally a unique approach that requires different metrics. ABM implementation effectiveness can be measured through account-centric lens only.

Ideally, we would always be able to measure ABM using closed deals and revenue. ABM takes a long time to show results and one needs to be clear that the impact on revenue cannot be seen immediately.

While determining metric for ABM, the following factor needs to be considered:

- Return on Investment
- Deal size
- Sales cycle,
- Win rate
- Retention rate

Marketers should never forget that ABM is not just about new pipeline but about the entire customer journey. So, metrics for each stage is required for revenue acceleration.

Humanizing your ABM? Start with research

As ABM software miss out on hyper-personalisation due to lack of human element, there is now a critical need to humanize your ABM program. A key question you should ask: Am I doing enough to hyper-personalize my approach towards each of my ABM Accounts?

Simple desk research that can be done with just a computer and an internet connection can reveal deep insight about your target accounts. Having a structured process in place to turn the little nuggets of information into actionable insights can be the difference between success and failure of any ABM program.

Here is a simple guide on how to have a human do a desk-based research and contribute greatly for any Account-Based Marketing program:

- Leverage information that is available publicly
- Create a structured process to turn information into insight
- Use the gathered insight to support Account-Based Marketing Program



About Business Brainz

Business Brainz delivers bespoke research & insights on industries, companies and executives 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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