

Developing A Strategic Approach For Account-Based Marketing

Meet The Speakers

Carol Krol

Editor-in-Chief, Demand Gen Report

Amit Varshneya

VP, Head of ABM, Madison Logic

Sonjoy Ganguly

SVP, Product Management, Madison Logic



Agenda

- Account-Based Marketing – Some Background
- Potential goals for ABM (Exercise)
- Benefits of ABM
- Challenges in getting started (Exercise)
- Approaches to ABM – demographic, intent, etc.
- Building a target list (Exercise)
- Measuring ABM
- Use Case Examples
- Getting Started



What is ABM?

“ Account-Based Marketing is the strategic approach marketers use to support a defined universe of accounts, including strategic accounts and named accounts. It also includes support for the post-sale customer lifecycle, using marketing’s toolkit to contribute to the overall customer experience.” --

- SiriusDecisions



Why ABM?

- Evolves the role of marketing to align with sales/sales objectives
- Technology makes it possible to achieve 1:1 conversations at scale
- Provides guidance on measuring marketing's impact beyond demand creation within defined accounts.
- Desire to create process and enable marketing to scale efforts



Why so much buzz about ABM?

- Promise of ABM – ROI, sales/mktg alignment...
- Access to data/ability to enrich account data
- Answers age-old challenge of penetrating accounts
- Automate and scale with technology
- Measure efforts by account vs. by lead
- Convergence of digital marketing and advertising in B2B to reach decision-makers



The Evolution of ABM

THEN

- High touch, expensive
- Manually target limited number of high-value accounts using traditional inbound & outbound tactics
- Measured by lead

NOW

- Scalable
- Automated
- More qualified leads
- Integration into all funnel stages
- Measured by account
- Continuous, always-on



ABM Is A Top Priority For Marketers

More than one-third of respondents said they will add ABM in 2016. – *Demand Gen Report*

37%

2016 DGR Demand Gen Benchmark Survey

92% of B2B marketers said ABM is “extremely” or “very” important to overall marketing efforts. – *SiriusDecisions*



The background of the image is a blurred photograph of a workspace. It includes a laptop screen displaying a bar chart, several sheets of paper with various charts and graphs, and a pen resting on one of the papers. The entire image is covered with a semi-transparent blue filter.

“ ABM delivers the **highest** ROI
of any B2B marketing strategy
or tactic. Period.

-- ITSMA

Question

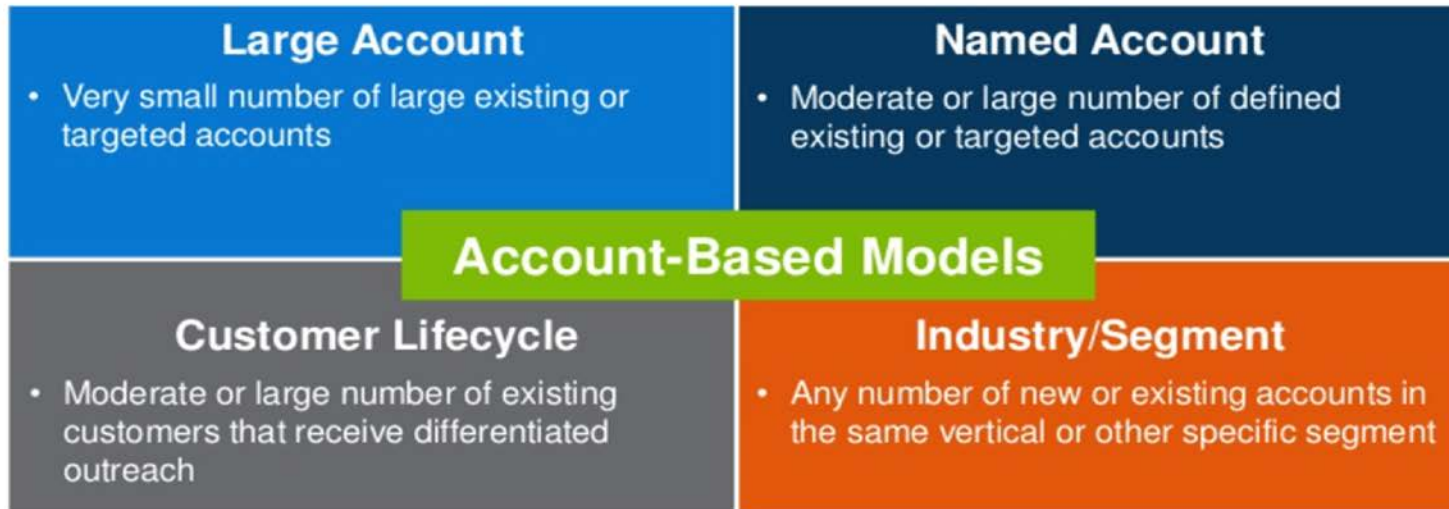
Does your organization follow an account based marketing strategy?

- a) Yes, we follow a well-defined and documented ABM strategy that is followed by both Sales and Marketing and has top Management support
- b) Yes, the marketing team uses an ABM strategy in our organization
- c) We are evaluating ABM for our organization and hope to launch in our organization soon
- d) We are familiar with ABM but are in the information gathering phase



Basic Account Approaches

Definitions: Four Account-Based Approaches



Source: SiriusDecisions

ABM Guidelines

- ☐ Determine strategy and objectives
 - identify biz strategy as a whole
 - sales strategy
 - how mktg supports strategy
- ☐ Create A List Of Target Accounts (in collaboration with sales)
- ☐ Create campaign(s) to market to the target accts
- ☐ Personalize the content for target
- ☐ Test campaign elements
- ☐ Assure CTA is compelling/clear
- ☐ Measure results



Exercise #1

What are your goals/potential wins from an Account-Based Marketing strategy?



Benefits Achieved With ABM

- **Efficiency:** Focused resources on the accounts most likely to drive revenue
- **Big deals:** ABM deal sizes are often bigger
- **Increased close rates:** Outperforms ad hoc approaches
- **Accelerated cycle:** ABM deals tend to move faster by actively target all of the buying influencers
- **Alignment:** Sales and marketing align since ABM requires focus on the same accounts



Benefits Achieved With ABM

- **Customer Experience:** ABM delivers personalized experience customers demand
- **Account penetration and expansion:** ABM enables account expansion with existing customers through account-specific intelligence and insight



Exercise #2

What are some potential challenges to getting started/having success with an Account-Based Marketing strategy?



Challenges to ABM

- Requires a shift in mindset – not just another tactic
- Need to invest in dedicated resources
- Requires sales and marketing alignment
- Comfort-level with data
- Scale appropriately / gradually
- Tailoring messages to specific stakeholders
- ABM leads need to be handled with priority – not just another lead



APPROACH TO ABM ACTIVATE WITH INTENT

MadisonLogic
Activate Intent



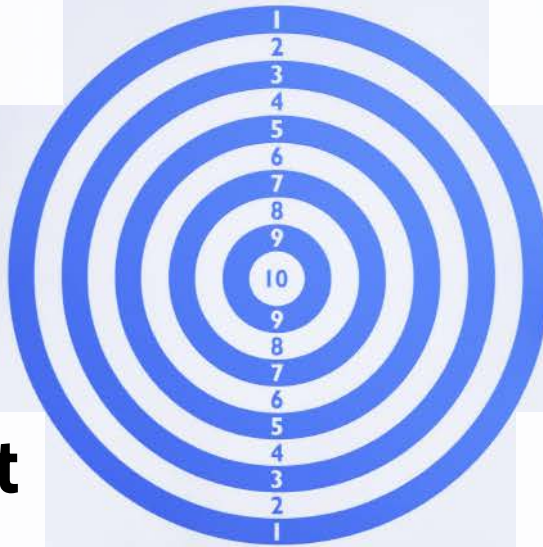
ACCOUNT-BASED MARKETING IN 2013

**Large Account
Marketing**

**Named Account
Marketing**

**Industry & Segment
Account Marketing**

Customer Marketing



Exercise #3

How would you build a target ABM list? (approach, how structured, how big?)

- Type
- Sources/inputs
- Size
- Usage





“Your call is important to us. Please hold while we talk to the customer that is on OUR list.”

The average size of the buying committee has grown in the last 5 years

MARKET CHALLENGE

6-10+

Average size of B2B
buying committee
(SiriusDecisions)



RECOMMENDATION

- Buying committees are spread across job functions, titles, and departments
- Targeting by Intent is the most effective way of getting in front of the entire buying committee

B2B buyers raise hands well into the buying cycle

MARKET CHALLENGE

70% of the purchase decision is already complete before the customer engages with the product supplier (SiriusDecisions)



RECOMMENDATION

Leverage the power of intent and **predictive targeting** to get in front of your accounts as soon as they are **in market**



The **RIGHT PEOPLE** at the **RIGHT ACCOUNTS** at the **RIGHT TIME**

IP TARGETING



SCALE, ZERO QUALITY

FUNCTIONAL TARGETING



ZERO SCALE, TARGETED QUALITY

INTENT TARGETING

SCALE

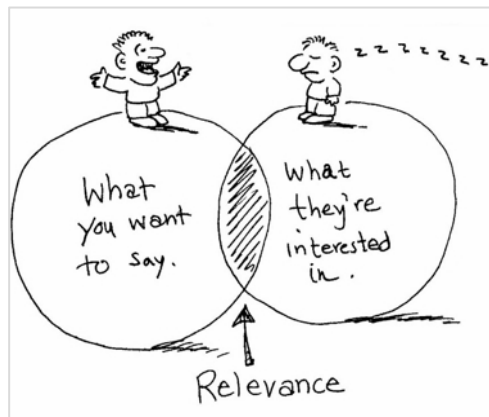
QUALITY



ACHIEVING THE PERFECT BALANCE

“Account Based MarketingSM (ABM) is a **structured approach** to developing and implementing **highly customized** sales and marketing campaigns... by treating each account as a **market of one**...”

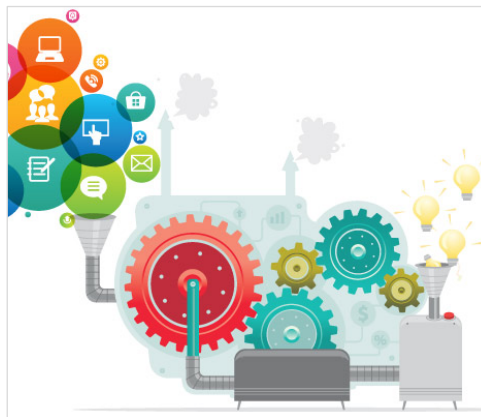
RELEVANT CONTENT



What solution is the account looking to buy?

- ❖ Intent by topic/solution area
- ❖ Install-base targeting insights

MARKETING CHANNEL



What stage of the buying cycle is the account in?

- ❖ Is the account in the buying cycle?
- ❖ What stage of the buying cycle?

METRICS



- ❖ How effective was the content for that account?
- ❖ How effective was the marketing channel used for that account?
- ❖ What stage is the account now in?

MARKET CHALLENGE

Only **15%** of your
target accounts are in
market for your
solutions



RECOMMENDATION

Use **predictive targeting**
to target all companies
showing intent on your
product or solutions
NOW



EXPOSURE

Proactively create awareness and demand with the *accounts* as they enter the buying cycle

COVERAGE

Stay in front of your named accounts while they are in-market for your products or solutions

CONTINUAL IMPROVEMENT

Increase effectiveness with predictive algorithms as they learn and adapt

SCALE

Keep your funnel filled to fuel your marketing and sales resources 24/7

RETENTION

Upsell to current clients by marketing your products and solutions they are in-market for

ACCOUNT-BASED MARKETING IN 2016



**NAMED
ACCOUNTS**



INTENT

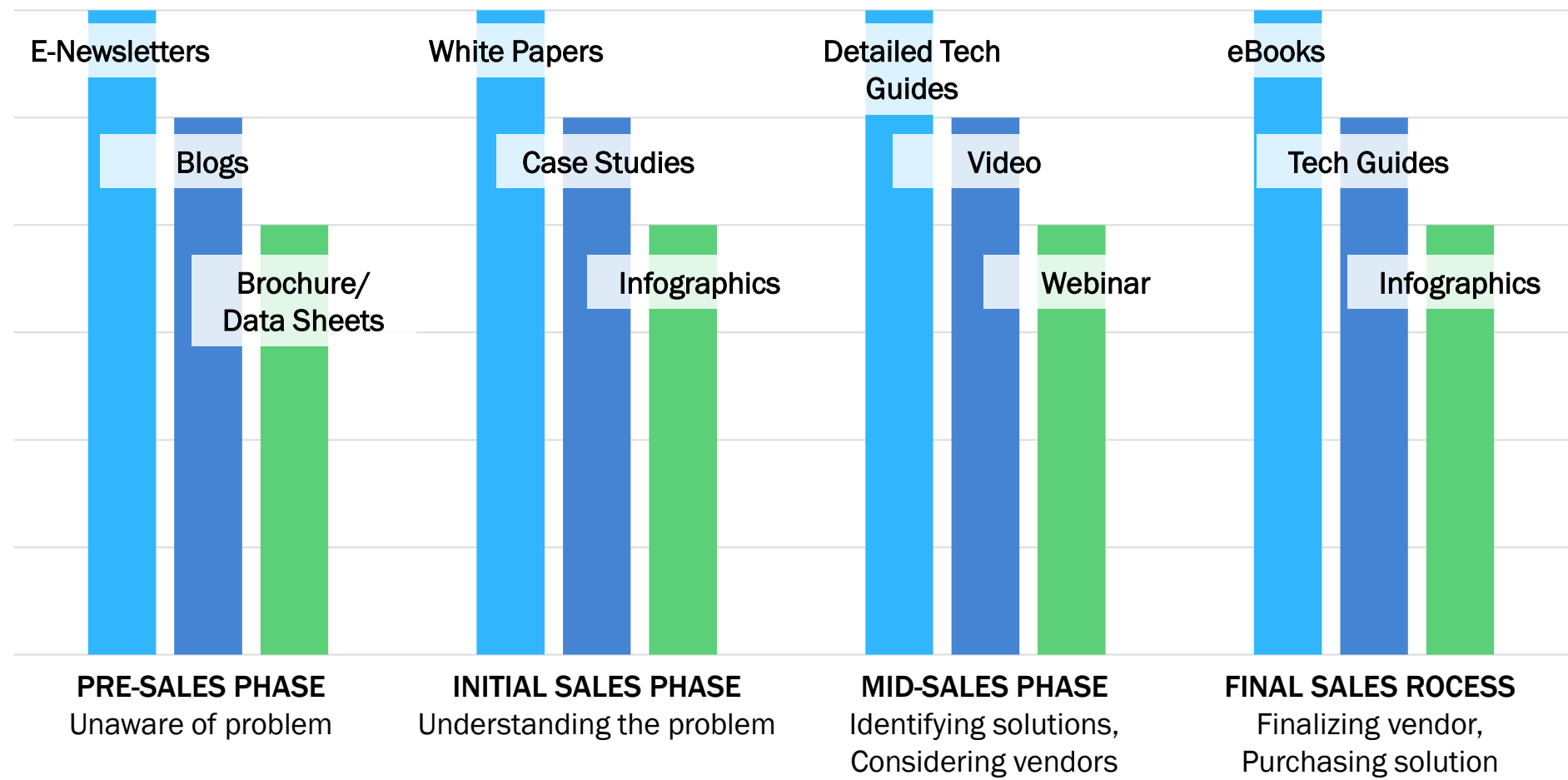


**ACCOUNTS
BY
SEGMENT**



INSTALL-BASE

COMPANY NAME	CATEGORY	TOPIC	SURGE SCORE	COUNTRY
allscripts	cloud	cloud security	91	United States
allscripts	cloud	cloud computing	90	United States
allscripts	cloud	cloud as a service	72	United States
allscripts	cloud	cloud applications	56	United States
allstate	cloud	cloud security	72	United States
allstate	cloud	cloud as a service	56	United States
allstream	cloud	cloud as a service	54	Canada
allstream	cloud	cloud infrastructure	53	Canada
ally financial inc.	cloud	cloud security	89	United States
ally financial inc.	cloud	cloud as a service	86	United States
ally financial inc.	cloud	cloud applications	72	United States
ally financial inc.	cloud	cloud computing	66	United States
almac group	cloud	cloud applications	74	United States
alpha natural resources	cloud	cloud as a service	74	United States
alpha natural resources	cloud	cloud computing	74	United States
alpha natural resources	cloud	cloud applications	56	United States
altair	cloud	cloud applications	75	United States
altair	cloud	cloud as a service	70	United States



Source: Eccolo Media

ABM MEASUREMENT



Measuring ABM

Opportunity based metrics:

- New revenue
- Pipeline growth
- Marketing-sourced new opportunities
- Opportunities in the pipeline

Relationship-based metrics:

- Retention
- Upsell/Cross-sell
- New executive relationships
- Advocacy rates



The correct way to weigh yourself:



I can't believe I was doing it wrong
all these years.

WE MUST SHARE THIS TO ALL

GROUP EXERCISE



How would/do you measure success of your ABM programs?



Metrics



Reports



Success

TACTIC



METRIC

CTR has “nearly zero” correlation with conversion

CLIENT ISSUE

16% of internet users are responsible for **80%** of clicks (ComScore)



ACTIVATE ABM™ SOLUTION

CTR is no longer a viable KPI, especially with ABM. Newer models of engagement, such as **Account Penetration** are more pertinent



Awareness

Objective: Awareness

Measure by Account: Views, Impressions, Uniques, Visits

Engagement

Objective: Engagement

Measure by Account: Average time on Ad, Pageviews, time on page/site, assets consumed

Demand

Objective: Demand Gen

Measure: MQLs, SQLs, pipeline by marketing channel

1,200

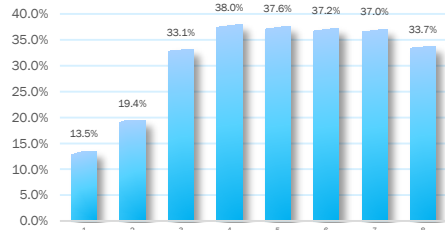
895

75%

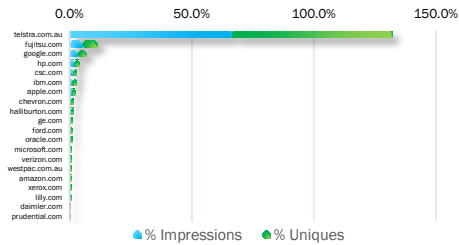
925

2,500,150

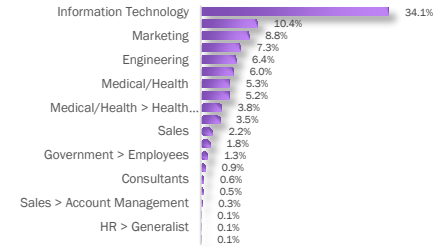
% ACCOUNTS REACHED BY WEEK



IMPRESSIONS & UNIQUES BY ACCOUNT



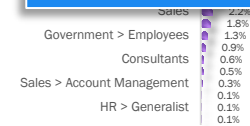
% REACH BY FUNCTIONAL INTEREST



Madison Logic		Madison Logic Surge Report: Top Companies by Topic-Prioritized List [X]									
	Topic	Rank	Company Name	Industry	Market Cap	Revenue	Profit	Employees	Website	Phone	Address
Surge in demand	Artificial Intelligence	1	Google	Technology	\$2,800B	\$2,500B	\$1,500B	84,000	www.google.com	(415) 675-2000	1600 Amphitheatre Parkway, Mountain View, CA 94043
Surge in demand	Artificial Intelligence	2	Microsoft	Technology	\$2,400B	\$2,200B	\$1,400B	121,000	www.microsoft.com	(425) 882-8080	One Microsoft Way, Redmond, WA 98072
Surge in demand	Artificial Intelligence	3	Amazon	Technology	\$1,800B	\$1,700B	\$1,000B	912,000	www.amazon.com	(206) 266-8940	410 Terry Avenue North, Seattle, WA 98109
Surge in demand	Artificial Intelligence	4	Facebook	Technology	\$1,200B	\$1,100B	\$600B	54,000	www.facebook.com	(650) 553-7000	1 Hacker Way, Menlo Park, CA 94025
Surge in demand	Artificial Intelligence	5	Twitter	Technology	\$55B	\$5.5B	\$2.75B	13,000	www.twitter.com	(415) 714-1400	1355 Market Street, San Francisco, CA 94103
Surge in demand	Artificial Intelligence	6	LinkedIn	Technology	\$26B	\$2.6B	\$1.3B	10,000	www.linkedin.com	(415) 950-6800	2001 Broadway, New York, NY 10023
Surge in demand	Artificial Intelligence	7	Slack	Technology	\$12B	\$1.2B	\$0.6B	4,000	www.slack.com	(415) 875-1200	350 Mission Street, San Francisco, CA 94105
Surge in demand	Artificial Intelligence	8	Zoom	Technology	\$10B	\$1B	\$0.5B	2,000	www.zoom.us	(415) 622-9900	550 Market Street, San Francisco, CA 94102
Surge in demand	Artificial Intelligence	9	Dropbox	Technology	\$8B	\$0.8B	\$0.4B	1,500	www.dropbox.com	(415) 625-5000	1800 California Street, San Francisco, CA 94115
Surge in demand	Artificial Intelligence	10	GitHub	Technology	\$7B	\$0.7B	\$0.35B	1,200	www.github.com	(415) 735-9000	88 Colin P. Kelly Way, San Francisco, CA 94103
Surge in demand	Artificial Intelligence	11	Next.js	Technology	\$6B	\$0.6B	\$0.3B	1,000	www.nextjs.com	(415) 735-9000	88 Colin P. Kelly Way, San Francisco, CA 94103
Surge in demand	Artificial Intelligence	12	React	Technology	\$5B	\$0.5B	\$0.25B	900	www.reactjs.com	(415) 735-9000	88 Colin P. Kelly Way, San Francisco, CA 94103
Surge in demand	Artificial Intelligence	13	Vue.js	Technology	\$4B	\$0.4B	\$0.2B	800	www.vuejs.org	(415) 735-9000	88 Colin P. Kelly Way, San Francisco, CA 94103
Surge in demand	Artificial Intelligence	14	Angular	Technology	\$3B	\$0.3B	\$0.15B	700	www.angular.io	(415) 735-9000	88 Colin P. Kelly Way, San Francisco, CA 94103
Surge in demand	Artificial Intelligence	15	jQuery	Technology	\$2B	\$0.2B	\$0.1B	600	www.jquery.com	(415) 735-9000	88 Colin P. Kelly Way, San Francisco, CA 94103
Surge in demand	Artificial Intelligence	16	Bootstrap	Technology	\$1.5B	\$0.15B	\$0.075B	500	www.getbootstrap.com	(415) 735-9000	88 Colin P. Kelly Way, San Francisco, CA 94103
Surge in demand	Artificial Intelligence	17	Font Awesome	Technology	\$1.2B	\$0.12B	\$0.06B	400	www.fontawesome.com	(415) 735-9000	88 Colin P. Kelly Way, San Francisco, CA 94103
Surge in demand	Artificial Intelligence	18	jQuery Mobile	Technology	\$1B	\$0.1B	\$0.05B	300	www.jquerymobile.com	(415) 735-9000	88 Colin P. Kelly Way, San Francisco, CA 94103
Surge in demand	Artificial Intelligence	19	jQuery Validation Plugin	Technology	\$0.8B	\$0.08B	\$0.04B	200	www.jqvalidation.com	(415) 735-9000	88 Colin P. Kelly Way, San Francisco, CA 94103
Surge in demand	Artificial Intelligence	20	jQuery UI	Technology	\$0.7B	\$0.07B	\$0.035B	150	www.jqueryui.com	(415) 735-9000	88 Colin P. Kelly Way, San Francisco, CA 94103

[illegible]

Impressions Delivered	2,500,150
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The topics that are resonating across your target accounts

SITUATION



A major cloud solutions provider asked several lead gen providers to generate leads from a list of 5,000 key accounts

APPROACH

MadisonLogic
Activate Intent

Identified 900 key accounts surging on key topics indicated by client:
Cloud Management, Hadoop, Data Science



Other Providers

Generated leads for all 5,000 accounts

RESULTS

72%
of high quality leads generated came from Madison Logic

Every two weeks, there is a 40% turnover on companies



Our dynamic data delivers fresh, engaged leads

SITUATION



Agency developed a lead gen and display campaign for their client

APPROACH

MadisonLogic
Activate Intent

Provided a list of accounts identified as surging on relevant intent topics



Predictive Lead Scoring (PLS) Provider

Provided a list of prioritized accounts based on predictive lead scoring

RESULTS

LIFT IN ENGAGEMENT ON CLIENT'S SITE

MadisonLogic
Activate Intent

40%

PLS Provider:

17%

LIFT IN LEAD GENERATION

MadisonLogic
Activate Intent

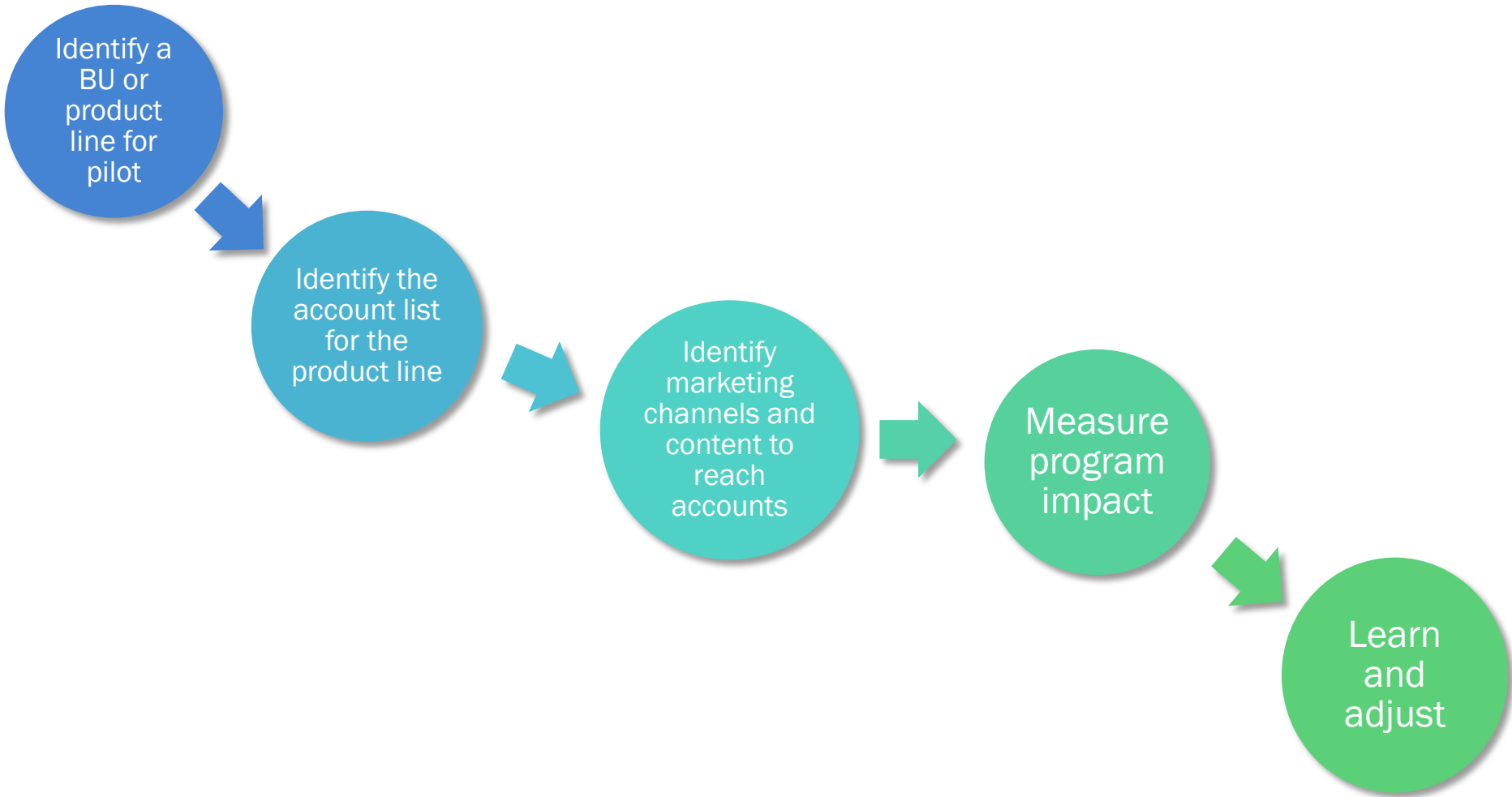
48%

PLS Provider:

34%

GETTING STARTED WITH ABM





Identify the account list

- **NAMED ACCOUNTS** list
- Accounts by **SEGMENT**
- Accounts by **INTENT**

Identify marketing channels and content to reach accounts

- Content best suited for segment (informed by Intent)
- Marketing tactics best suited for each stage of funnel (Think BRAND to DEMAND)

Measure program impact

- **Full Funnel View:** Awareness Metrics, Funnel Metrics and Pipeline Metrics
- Comprehensive assessment against program goals rather than by tactic

Have INTENT do the heavy lifting

Q&A



Thank You!