

Meet The Speakers

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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?

66 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."





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 decsionmakers





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

2016 DGR Demand Gen Benchmark Survey

92% of B2B marketers said ABM is "extremely" or "very" important to overall marketing efforts. — Sirius Decisions





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
- 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

Large Account

 Very small number of large existing or targeted accounts

Named Account

 Moderate or large number of defined existing or targeted accounts

Account-Based Models

Customer Lifecycle

 Moderate or large number of existing customers that receive differentiated outreach

Industry/Segment

 Any number of new or existing accounts in the same vertical or other specific segment



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

Madison Logic
Activate Intent



ACCOUNT-BASED MARKETING IN 2013



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



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 CHALLEGE

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







INTENT TARGETING



"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 inmarket for

ACCOUNT-BASED MARKETING IN 2016



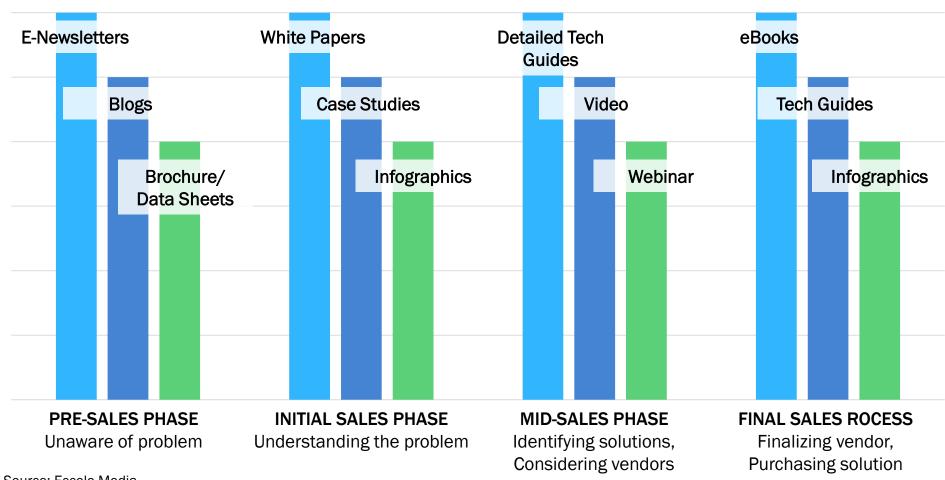
USING INTENT FOR ACCOUNT BASED MARKETING



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

CONTENT THROUGHOUT THE SALES CYCLE





Source: Eccolo Media



Measuring ABM

Opportunity based metrics:

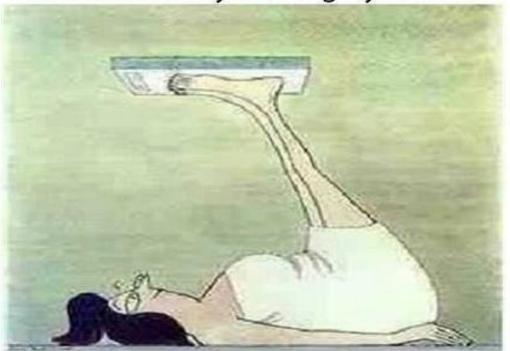
- New revenue
- Pipeline growth
- Marketing-sourced new opportunities
- Opportunities in the pipeline

Relationship-based metrics:

- o 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





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

- Metrics
- Reports
- Success



TACTIC





CTR has "nearly zero" correlation with conversion

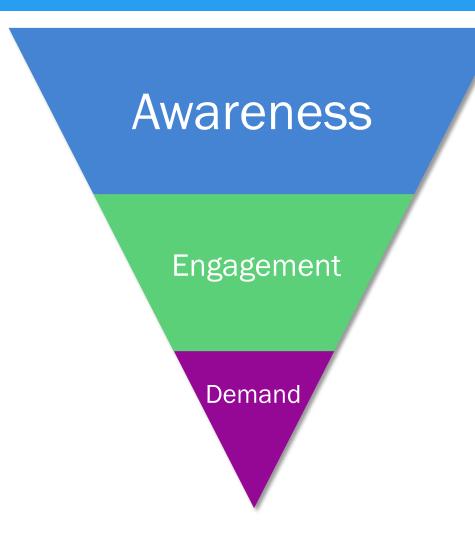
CLIENT ISSUE

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





Objective: Awareness

Measure by Account: Views, Impressions, Uniques, Visits

Objective: Engagement

Measure by Account: Average time

on Ad, Pageviews, time on page/site, assets consumed

Objective: Demand Gen

Measure: MQLs, SQLs, pipeline by

marketing channel

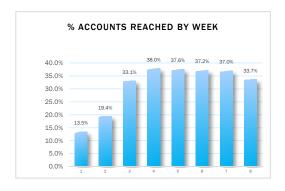


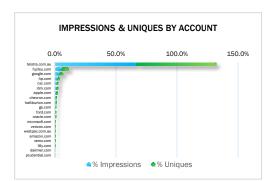
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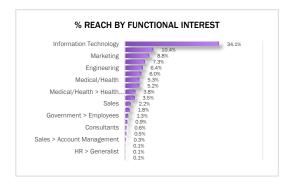
Accounts Reached Account 75%

Leads 925

Impressions 2,500,150 Delivered







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ACTIVATE INSIGHTS: ANALYTICS



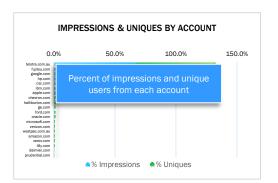
KPI's on how your campaigns are performing

Targeted 1,200

Accounts Reached 895 Account 75%

Leads Delivered 925 Impressions 2,500,150 Delivered







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SITUATION



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

APPROACH

Madison Logic

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



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





PLS Provider:

17%

LIFT IN LEAD GENERATION

Madison Logic
Activate Intent

48%

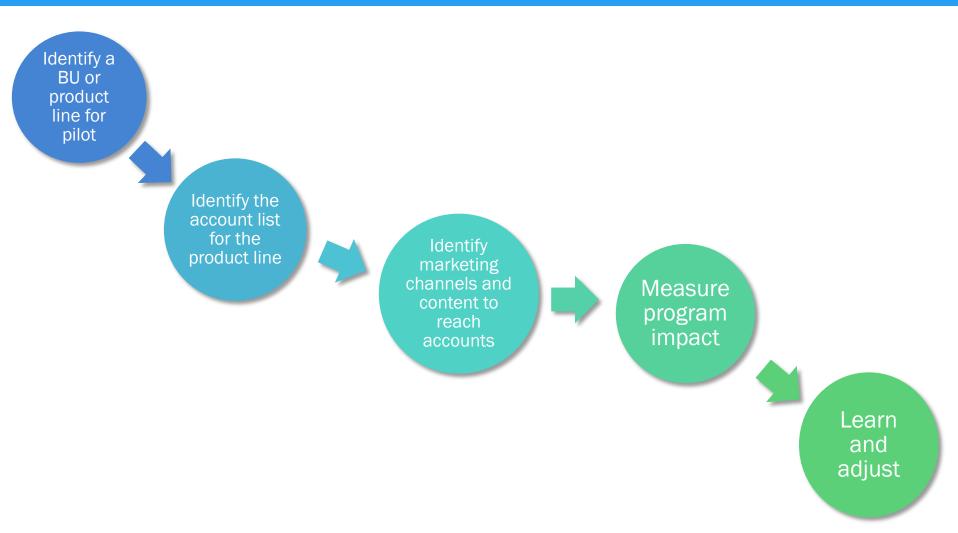
PLS Provider:

34%



NEXT STEPS: GETTING STARTED WITH ABM





NEXT STEPS: 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



