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

<table>
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<tr>
<th>THEN</th>
<th>NOW</th>
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<tr>
<td>• High touch, expensive</td>
<td>• Scalable</td>
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<td>• Manually target limited number of high-value accounts using</td>
<td>• Automated</td>
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<td>traditional inbound &amp; outbound tactics</td>
<td>• More qualified leads</td>
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<td>• Measured by lead</td>
<td>• Integration into all funnel stages</td>
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<td>• Measured by account</td>
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<td>• Continuous, always-on</td>
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ABM Is A Top Priority For Marketers

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

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

- **Large Account**
  - Very small number of large existing or targeted accounts

- **Named Account**
  - Moderate or large number of defined existing or targeted accounts

- **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
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**

- 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
The average size of the buying committee has grown in the last 5 years. B2B buyers raise hands well into the buying cycle.

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

**Market Challenge**

**Recommendation**

Leverage the power of intent and predictive targeting to get in front of your accounts as soon as they are in market.
THE ABM TRIFECTA

TARGET ACCOUNTS

ACCOUNTS IN MARKET

INFLUENCERS & DECISION MAKERS

The **RIGHT PEOPLE** at the **RIGHT ACCOUNTS** at the **RIGHT TIME**
INTENT TARGETING - BALANCING SCALE & REACH

**SCALE**

**QUALITY**

ACHIEVING THE PERFECT BALANCE

IP TARGETING

SCALE, ZERO QUALITY

FUNCTIONAL TARGETING

ZERO SCALE, TARGETED QUALITY
“Account Based Marketing℠ (ABM) is a structured approach to developing and implementing highly customized sales and marketing campaigns... by treating each account as a market of one...”
What solution is the account looking to buy?
- Intent by topic/solution area
- Install-base targeting insights

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

What stage is the account now in?
- 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?
Only **15%** of your target accounts are in market for your solutions

Use predictive targeting to target all companies showing intent on your product or solutions **NOW**
ALWAYS-ON WITH ACTIVATE ABM™

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
ACCOUNTS BY SEGMENT
INSTALL-BASE
INTENT
<table>
<thead>
<tr>
<th>COMPANY NAME</th>
<th>CATEGORY</th>
<th>TOPIC</th>
<th>SURGE SCORE</th>
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CONTENT THROUGHOUT THE SALES CYCLE

- **E-Newsletters**
  - PRE-SALES PHASE: Unaware of problem
  - INITIAL SALES PHASE: Understanding the problem
  - MID-SALES PHASE: Identifying solutions, Considering vendors
  - FINAL SALES PHASE: Finalizing vendor, Purchasing solution

- **White Papers**
  - PRE-SALES PHASE: Unaware of problem
  - INITIAL SALES PHASE: Understanding the problem
  - MID-SALES PHASE: Identifying solutions, Considering vendors
  - FINAL SALES PHASE: Finalizing vendor, Purchasing solution

- **Brochure/Data Sheets**
  - PRE-SALES PHASE: Unaware of problem
  - INITIAL SALES PHASE: Understanding the problem
  - MID-SALES PHASE: Identifying solutions, Considering vendors
  - FINAL SALES PHASE: Finalizing vendor, Purchasing solution

- **Case Studies**
  - PRE-SALES PHASE: Unaware of problem
  - INITIAL SALES PHASE: Understanding the problem
  - MID-SALES PHASE: Identifying solutions, Considering vendors
  - FINAL SALES PHASE: Finalizing vendor, Purchasing solution

- **Infographics**
  - PRE-SALES PHASE: Unaware of problem
  - INITIAL SALES PHASE: Understanding the problem
  - MID-SALES PHASE: Identifying solutions, Considering vendors
  - FINAL SALES PHASE: Finalizing vendor, Purchasing solution

- **Video**
  - PRE-SALES PHASE: Unaware of problem
  - INITIAL SALES PHASE: Understanding the problem
  - MID-SALES PHASE: Identifying solutions, Considering vendors
  - FINAL SALES PHASE: Finalizing vendor, Purchasing solution

- **Webinar**
  - PRE-SALES PHASE: Unaware of problem
  - INITIAL SALES PHASE: Understanding the problem
  - MID-SALES PHASE: Identifying solutions, Considering vendors
  - FINAL SALES PHASE: Finalizing vendor, Purchasing solution

- **Tech Guides**
  - PRE-SALES PHASE: Unaware of problem
  - INITIAL SALES PHASE: Understanding the problem
  - MID-SALES PHASE: Identifying solutions, Considering vendors
  - FINAL SALES PHASE: Finalizing vendor, Purchasing solution

Source: Eccolo Media
Measuring ABM

Opportunity based metrics:
  o New revenue
  o Pipeline growth
  o Marketing-sourced new opportunities
  o Opportunities in the pipeline

Relationship-based metrics:
  o Retention
  o Upsell/Cross-sell
  o New executive relationships
  o 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

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
ACCOUNT BASED MARKETING METRICS

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
ACTIVATE INSIGHTS: ANALYTICS

KPI's on how your campaigns are performing

- Targeted Accounts: 1,200
- Accounts Reached: 895
- Account Penetration: 75%
- Leads Delivered: 925
- Impressions Delivered: 2,500,150

% ACCOUNTS REACHED BY WEEK

The percent of named accounts you’ve reached week over week

- Week 1: 13.5%
- Week 2: 19.4%
- Week 3: 33.1%
- Week 4: 38.0%
- Week 5: 37.6%
- Week 6: 37.2%
- Week 7: 37.0%
- Week 8: 33.7%

IMPRESSIONS & UNIQUES BY ACCOUNT

Percent of impressions and unique users from each account

- % Impressions
- % Uniques

% REACH BY FUNCTIONAL INTEREST

What topics are the people you are reaching showing interest in

- Information Technology: 34.1%
- Marketing: 10.4%
- Engineering: 8.8%
- Medical/Health: 7.3%
- Sales: 6.4%
- Government > Employees: 6.0%
- Consultants: 5.3%
- Sales > Account Management: 5.2%
- HR > Generalist: 3.8%
- Medical/Health > Health: 3.5%

Companies in market for your products / services

The topics that are resonating across your target accounts

- ACTIVATE
- INSIGHTS: ANALYTICS
- MadisonLogic
- Activate Intent
### CASE STUDY: LEAD GEN CAMPAIGN

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<tr>
<th>SITUATION</th>
<th>APPROACH</th>
<th>RESULTS</th>
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<tr>
<td>A major cloud solutions provider asked several lead gen providers to</td>
<td>Madison Logic</td>
<td>72% of high quality leads generated came from Madison Logic</td>
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<tr>
<td>generate leads from a list of 5,000 key accounts</td>
<td><strong>Identified 900 key accounts surging on key topics indicated by client:</strong> Cloud Management,</td>
<td></td>
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<td></td>
<td>Hadoop, Data Science</td>
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<td></td>
<td><strong>Other Providers</strong></td>
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<td>Generated leads for all 5,000 accounts</td>
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<td>Every two weeks, there is a 40% turnover on companies</td>
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<td>Our dynamic data delivers fresh, engaged leads</td>
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CASE STUDY: LEAD GEN & DISPLAY CAMPAIGN

Agency developed a lead gen and display campaign for their client

**APPROACH**

- **Madison Logic**
  - 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**
  - Madison Logic: 40%
  - PLS Provider: 17%

- **LIFT IN LEAD GENERATION**
  - Madison Logic: 48%
  - PLS Provider: 34%
GETTING STARTED WITH ABM
NEXT STEPS: GETTING STARTED WITH ABM

1. Identify a BU or product line for pilot
2. Identify the account list for the product line
3. Identify marketing channels and content to reach accounts
4. Measure program impact
5. Learn and adjust
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
Thank You!