

WEBINAR FAQ: GETTING STARTED WITH ACCOUNT-BASED MARKETING

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How do you and Avanade qualify accounts to put into your ABM Program?



There are no hard and fast rules for qualifying accounts, and I think it's important to find what's right for you as a company.

I was in a unique situation when starting to set up the program. We were launching ABM before we had a proper account management structure in place. So, in the first year we were using a whole host of criteria, like whether the account was in a high growth market, propensity to use Microsoft – we looked at licensing data. We looked at things like share of “wallet”, the value of the reference, and a whole host of things.

In the second year we were able to replace that with, “Do they have a dedicated account management structure in place?” because that was actually able to duplicate our thinking. They wouldn't have a dedicated account manager if they didn't meet that other criteria.

And another thing is that we have a slightly unusual ownership structure. Since Accenture Microsoft was a joint venture, sometimes we will go to market under our own brand, and sometimes we would go to market under Accenture's brand. So we deliberately limited the ABM program to accounts that had a direct relationship with us under our own brand.

So, all I would say in all this: Yes, there is loads of guidance there for the qualification criteria that you could go for, but ultimately what it would come down to is what's right for your unique set of circumstances.



How is getting started with an ABM campaign different than a traditional media campaign?



There's a couple of ways to look at this question. First, with traditional ABM campaigns, you need to think about differently about assets. There are more assets that you will be delivering on so, setting up that ABM campaign will take longer than traditional media campaigns. Also, at Madison Logic, as we help you identify who your target accounts are, we need more information in terms of what are the topics that are relevant to the products and services you're trying to sell. This way, we can plug that information into our algorithms that help define your target account list.

Other things to think about that are different, when doing an account based marketing strategy, traditionally with media campaigns, it's very normal to have highly targeted criteria around regions, around job functions, company sizes, or industries...things like that. With account-based marketing, you're already defining the target accounts that you're trying to reach, especially if you are using intent-based data to reach the right people within those accounts that are showing interest and intent on the products and services that you're selling. You don't want to filter that further by starting to put more restrictions on who you can reach, cause you're going to ultimately impact your scale—and that's something very important to think about.



How many accounts should you have in the program, and how many marketing people to resource them?



That's a hot topic at the moment. There really isn't a hard and fast rule. I would just return to the point the more focused you go, the more the programs will return the high ROI figures that you hear about. However, it's also going to come down to what's most right for you – what's right for the resources, what's right for skills, what's right for your client portfolio, what's right for your account management structure, etc. So the tech industry, and some of my colleagues that I talk to, seem to be converging on a roundabout ratio of a full time marketer supporting accounts and a focused program. But equally, you hear some great results coming from accounts where you might have a small team in place. These teams responsible for maybe up to 100 accounts, and they are still reporting some very positive results. I think it comes down to what's right for you and your company.



How does Madison Logic's predictive analytics work?



Data scientists can give you long-winded explanations about how predictive works. However, at the end of the day, there are a few factors that we use to help us identify surge in interest across specific topics.

We look at the velocity of topic consumption across all users and that velocity helps us identify the value of that topic. Then we look at the unique user velocity at the individual level that helps us identify at the account level what that account level interest is. This is combined with the interaction type, search, white paper downloads, video views, etc. All those things have different weighted values that helps us identify the level of interest at different levels.

Ultimately, looking at the density and strength of the topic relevance helps us understand at the specific campaign level, what's important to that campaign, and how our user activities relate to that. All those factors are used in helping us put together our predictive analytics scores.



Why is ABM in such a demand right now?



We in marketing do like buzz words and trends don't we? This is the third time I've seen it spike. To begin with, I think the terminology around ABM really began being used around 2008/2009. That's when I first became aware of it. There was a small blossom of popularity then, I think it struggled to get going. And then I saw a second spike in 2012, which is when I started my current job. And I noticed there was quite a lot of firms in our sector that were kicking off programs at the same time. I think what's really fueling it at the moment in particular are vendors bringing value propositions into the market and marketing them.

What's more ABM is in high demand because of its strong results. Something like 84% of marketers are reporting better results from their ABM programs, and certainly when I look at our own results the last year, we were punching well above our weight when you compared the time and financial resources that went with ABM compared to other initiatives. The overall impact that was having on pipeline and sales influence. So you can see why it's quite attractive for sellers, I think that's two reasons why.



First of all, digital advertising and marketing has been focused on the B2C ecosystem since its inception. But B2B has largely been ignored in the digital world for some time. And the last few years, it's becoming more and more critical to be digital because that's where the consumers are. It used to be the consumers the could reached on the digital front, but no the business users. Now, you have no choice, because that's where the business users are too.

The growth of influencers in the B2B decision making process has been growing in the millennial space and the millennial demographic over the last few years. So the need to reach them digitally has become more critical. Combine that with the power of the first party data platforms, and Madison Logic as we talked about the power and growth of intent data that's available within our platform, as well as other media platforms like Google and a few other companies.

And then you think about the power of the analytics processing that's available, and how we can use our predictive analytics on top of intent data. All those coming to fruition now, and becoming a sweet spot in our juncture, where it's really the perfect time to introduce ABM and digital into your marketing tactics.



How many accounts should you have in the program, and how many marketing people to resource them?



It depends on what the goal is, but basically you want to prioritize around the four buckets I showed in the webinar. You're back into your comfort zone again but just working with a very tailored value proposition. So take relationships... In regular marketing, we usually turn to stuff like events when this happens, right? Since it's 121, however, why not organize something around their favorite charity? If its about selling a new solution, you need custom content that tailors the solution just for their business problem. (i.e. If they are going through a merger, or if their business is seasonal etc.)



Many marketers say telemarketing is dead. Can telemarketing align with ABM?



It's unusual because we're usually marketing to people we already know on some level. But with that said, I'm literally right now kicking off some activity into complete white space at a massive company and am using some telemarketing. For just one department and one company we have five different call guides and the agency is quite unused to working in such a tailored way.

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