

HOW TO CAPTURE YOUR ABM AUDIENCE



THE SINGLE PERSONA IS DEAD.



JEFF SORIANO,
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SENIOR DIRECTOR
OF DEMAND
GENERATION



Jeff Soriano, Offerpop Senior Director of Demand Generation, knew he needed a change. With the growing and changing BtoB landscape, it was challenging to find ideal customer profiles and have successful account penetration.

After all, today's buying teams consist of at least 5 individuals (5.4 to be exact according to CEB Global) that include C-level executives, Millennials (61% per Arketi Group™) and anyone else who conducts research for their companies. Because of this, Soriano knew it was essential to reach a vast network of people in different ways... at various times in the buying process.

"Pursuing a single persona worked maybe two years ago, but this idea of building a buyer community and focusing on lots of different needs and things you can solve for is what the new buyer committee looks like today," states

Soriano. "Instead of nurturing someone on a singular topic, it's about going after a specific group of people that you want to engage with, and this is the change we all need to start thinking about."

But this is an enormous task that includes finding and organizing a massive amount of data in real-time. And like most executives, Soriano just didn't have the time to manage this process with all of his core responsibilities. He needed a single partner to manage this vast network so he tested Madison Logic's Account Based Marketing (ABM) program.

The results?

Soriano received 85% of leads that fell into Offerpop's ideal customer profile versus a 53% match from other vendors. And, he saw a 100% increase in account penetration versus that received from other vendors.

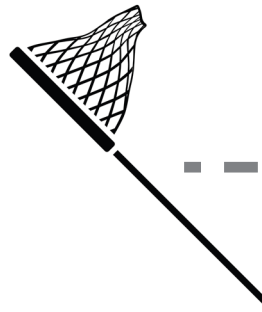
This story shows how using ABM correctly to find ideal customers and targeting them with appropriate content can lead to success. And others are becoming more aware of this.

In fact, 92% of respondents in the recent The 2016 ABM Benchmark Survey Report from DemandGen are, "using analytics and reporting tools to support an ABM strategy, with 59% describing them as a critical tool."

And in the report, Laura Ramos, Forrester Research VP Principal Analyst, indicates that, "advances in predictive marketing analytics, behavioral advertising, email and website personalization, and activity orchestration now make it possible to engage prospective buyers at hundreds of specific accounts with the depth and relevance of marketing to a single account,"

With this in mind, how do you find and engage ideal customers for ultimate success with your ABM program?

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Traditional audience segmentation is usually defined by criteria such as:

- Demographic/Firmographic profiles
- Industry classification
- Targeted accounts by size
- Functional titles

That's fine, but it's not enough to get the best sales results in the current, competitive marketplace.

Buying committees consist of many people researching products in different ways and at various times. You need to reach and engage a diverse audience of various sizes consisting of individuals with very different roles within their organization.

Because of this, account based marketing only works when you think about buyers both as individuals and as being part of an organization.

For B2B marketing success, it's essential to connect with the buyer's mindset across a diverse set of audiences to build trust and influence action. And this is defined by attitudes, behaviors and decision-drivers such as individual profiles (mindset and role), challenges and specific areas of concern, and rational, emotional and goal-oriented issues.

To reach these individuals effectively, it's essential to employ an omni-channel approach to get your message out at scale and engage the diversity of your audiences.

You need a combination of **targeted advertising** and **content syndication** tactics for each stage of the buying cycle.

And each tactic needs to be planned and understood differently in order to work. After all, each plays a specific and different role in the overall process of moving your various, target accounts through the sales funnel and increasing ROI.

START THE FUNNEL PROCESS WITH THE RIGHT CONTENT.



The key to engaging the scale and diversity of your target audiences is to provide specific and valuable content on an ongoing basis. After all, with larger and more diverse buying committees who have immediate access to a massive volume of information, the old dynamic of moving an account through buying

process phases in a linear manner is no longer effective.

Instead, it's essential to **leverage multiple channels** to engage all decision makers and influencers, across all stages of the buying process... simultaneously.

For example, a Google survey on "The Changing Face of B2B

Marketing," reports that 90% of BtoB researchers use search specifically to research business purchases, and "71% start their research with a generic search" with an "average of 12 searches prior to engaging on a specific brand's site."

This means that a large portion of your buying audience *is well into the search process before you even know they exist.*

That's why **demand generation content** is essential to reach these individuals. And your competition already knows this...

GO NATIVE, STAY WITH DISPLAY.



According to a new study by IHS Technology commissioned by Facebook's Audience Network, native advertising is growing fast as "consumers engage with native ads 20-60% more than standard banner ads." The results also indicate that "nearly two-thirds (63.2%) of all mobile display ads will be native by 2020, summoning \$53 billion in total advertiser spend."

Yes, native advertising is one of the key channels to build initial awareness and engagement. It works because while you pay to have your content placed on a specific site or in a publication, your message provides helpful information without sales language. It blends in with the overall look, feel, tone, and user experience of that media venue which helps to engage readers.

And while you may hear that it's archaic and dead, display advertising is also an important way to get your message on targeted websites and reach potential buyers.

In fact, spending on mobile messaging, email, lead generation, and classifieds and directories are all projected to increase within the next, three years per research by eMarketer. And "digital display advertising that includes sponsorship, rich media, video, 'banners and other'" is expected to be the leader in ad spending by 2019, surpassing search advertising by over \$6 billion dollars.

To blanket an area and build awareness among various individuals who may be interested in solutions like yours, it is essential to employ an omni channel approach to get your message out at scale and engage the diversity of your audiences. Leverage native, display and other, online advertising content. In addition, social-media posts, online events, direct publishing, eBooks, blogs, articles, videos, email marketing campaigns work well with your online advertising.

Just be sure to provide valuable information specific to your target audience. **Avoid sales language and develop demand generation content that is unique** and designed with specific goals in mind and can

be measured as to how they influence your accounts.

Know what you are trying to accomplish, who you want to target and how you are going to measure results before you move forward. Then, you can create awareness and communication touch-points with your target accounts to help build engagement and relationships that lead to conversion.

While demand generation content creates awareness for various members of your target market, lead generation content reaches other members of the buying committee.

Through gated content (which requires entering data on an online form to receive a white paper, Infographic, special report, webinar access, or other, exclusive content), you discover individuals who have a specific interest in your products and services right now.

This is a big opportunity to engage with potential buyers who are at a different point in the buying cycle. After all, "78% of consumers perceive a relationship between themselves and a company using custom content," according to Demand Metric.

But for your lead generation channel to work, you must respond to inquiries quickly with helpful solutions and information pertinent to each potential buyer.

Then, communicate directly with the interested individuals, build a relationship and find out exactly what they want. And at just the right time, hand these leads over to your sales team to turn them into actual buyers.

Your demand generation content and lead generation content have different purposes in the awareness and engagement process, but they often overlap and work together for the main goal – to increase sales.

With this in mind, it's important to give your target accounts the information that they want when they want it, but...

How do you know what kind of messaging to use for each part of your funnel?

To create successful tactics for your demand-generation and lead-generation content channels, you need to understand what an account may be interested in at each point in the buying cycle. And this is where specific, ABM data is essential.

Don't Forget SEO!

Whenever possible, be sure to optimize your content with the appropriate keywords and coding so that both search engines and people can actually find your information.

This way, you have a better chance of reaching individuals in the buying committee (especially those whom you know nothing about) conducting searches for solutions relevant to your products and services.

But remember, it's not about stuffing keywords into your copy. It's about providing valuable information to your audience.

According to the American Marketing Association, "today [SEO] is about the post-click activity. Not only do you have to get the clicks, but you have to satisfy user intent."

MAKE THEM AWARE.

At first, you'll want to post information on the Internet via advertising, social media and free content posts as discussed previously. This way, individuals on the buying committees become aware of what you have to offer (even if you don't know who they are).

Here, it's essential to focus on messaging that talks about the pain points and challenges the market faces... and the unique solution to those issues. Don't talk about yourself and the features your products and services offer. Instead, write about your target clients.

But, what if you're not sure what to write?

This is where your ABM data (intent, install base targeting, cross-device targeting, demographic, firmographic, account, interaction, and predictive) helps significantly. With access to information that tells you what your target accounts are actually concerned with right now, you can create the most engaging content possible... for each channel that you use.

For example...

What topics are surging and what are your targeted customers interested in right now?

This provides critical insight. After all, “nearly eight in 10 senior-level marketers in the US and Western Europe agreed that using intent data for targeting created value, and 67% said that using intent data for prospecting and retention would give them an advantage over the competition,” per the 2015 Forrester Consulting study quoted by eMarketer.

Use this information to develop your content and marketing-channel mix. Just keep it simple and try to stick to one, main message and one specific call-to-action at the end of your content that you can track. Avoid discussing boring product features, awards and events and other, self-serving posts.



REMEMBER, IT'S ABOUT SOLVING YOUR CUSTOMERS' PROBLEMS.

In fact, 96% of respondents in the DemandGen 2016 Content Preferences Survey Report, indicated that they want “content that engages and informs — rather than sells — with more insight from industry thought leaders and analysts.”

Once you create and post your demand generation content, track appropriate metrics such as impressions, unique views and visits.

Did your target accounts actually view your content and click on the call-to-action link?

If not, take a look at your ABM data again and revise your content and marketing channels accordingly for better results. And once you increase awareness, now it's...

TIME TO ENGAGE.

This is when your lead generation content goes into action. If individuals from your target accounts visit your website, this is a great measure of that account's level of engagement.

You can review your ABM metrics to see the speed and frequency of content consumed and how they interact with your content. This will give you valuable insights into their specific interests, problems they want to solve, how they like to receive information and when, etc. For example...

- *Are your target accounts consuming your content?*
- *Are they performing more research on topics related to your products?*
- *How long are your target accounts exposed to your creative?*
- *Are they driving traffic to your site?*

And even more important, you can use this data to see what tactics are really having an impact on your target accounts. Then, nurture those accounts accordingly with the right content at the right time to get them to...



COMPLETE THE SALE.

Once your target accounts engage with your content, review your ABM metrics to check their status. Answer questions like:

- *How often have they visited your site and downloaded information?*
- *How have they reacted and engaged with your follow-up content?*
- *Is there business expanding?*

Use your data to see if a potential customer intends to buy soon. Then, you'll know when it's time to send specific accounts over to your sales team.

And from there, your sales associates can use the ABM data to convert your leads to buyers. After all, they will have the detailed information about what each target account wants and be able to sell them specific solutions (products and services) based on this data.

MEASURE THE RIGHT METRICS AT EVERY STAGE.

For your ABM program to be successful, use the dynamic data to your advantage. At each stage of your sales funnel, check to see what is happening with your content.

- *Are you actually engaging with the right accounts?*
- *How deep is the reach within your accounts?*
- *Which accounts are the most engaged?*
- *What topics are those accounts most interested in?*
- *What assets are they consuming?*

Review the data to see what topics are surging and the solutions you can provide. Then, create content relevant to this information and send it to your target audience in the way they like to receive it... and at the appropriate time.

For an extra level of quality, have an outsider in your target audience review the content to confirm that it's interesting, valuable and unique. And be sure to check grammar, spelling, tone, style, and flow too. Then, post the content, review the results and repeat the process.



WHAT IS YOUR ROI?

While individuals on the buying team will move at different speeds through your sales pipeline, your real-time ABM data lets you know exactly what is working and what isn't so you can make changes for the best results. This way, you can give your sales team qualified sales leads.

At each stage of your buying cycle, focus on the metrics that show performance and how your tactics actually improve sales outcomes such as sales cycles, average selling price and retention. These are the numbers that matter.

In fact, per the DemandGen 2016 ABM Benchmark Survey Report, the marketers surveyed indicated that the top three ways they measure ABM efforts include: "64% Contribution to pipeline revenue, 59% Pipeline velocity and 53% Net-new accounts engaged."

But metrics like pipeline and revenue take time to generate. And as marketers, you don't have time for that. Instead, you need real-time metrics that can give you perspective on the engagement and attribution of those target accounts.

By using your ABM data to post the right content at the right time, you can find ideal customer profiles, have successful account penetration and see sales increase. The key is to use your data to see what your target accounts want and then provide targeted solutions with valuable and engaging content specific to their needs.

Only then can you capture your ABM audience and turn them into long-term, loyal customers.

