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The 2024 Full-Funnel ABM Playbook

Accelerate every stage of the buying journey with a proactive ABM approach to power your growth

EBOOK

Resolve to Work Smarter—Not Harder—in 2024

In B2B marketing, every interaction with target accounts must be meaningful, impactful, and establish trust so they'll select you as their best-fit solution.

Buying committee members no longer wish for personalized experiences—they demand it. Crafting these experiences involves smarter targeting and a better understanding of their individual needs to deliver more relevant content and messaging across the channels they use the most.

Sounds easy, right? The problem is that purchase decisions have become more complex, involve more buying committee members, and take longer to complete. Target accounts are often not ready to make a purchase or might not yet realize they have a problem to solve. Considering up to 90% of the B2B buyer's journey is completed before the committee contacts a sales team it's up to marketers to engage key decision-makers and build brand awareness for a solution.

As you focus on crafting and distributing content that appeals to buyers' emotions and, ideally, drives a sense of urgency toward realizing there's a problem, you must also remember that buyers are getting ads and content from competitors, too. With so many messages, it can be difficult to stand out. You need to ensure that all key decision-makers not only remember what they read and the brand it came from, but how they felt while they read it, since connection is key to conversion.

The answer to overcoming these challenges is a data-driven, full-funnel account-based marketing (ABM) strategy to identify and prioritize key accounts, surround all buying committee members with relevant content and messaging that resonates with them, and measure and optimize your approach for higher impact and ROI.

This requires strong sales and marketing alignment on a unified outreach strategy and brand voice. A common view of target account research, engagement activity, and key performance indicators (KPIs) allows both teams to work more collaboratively. A unified, "always-on" approach guides accounts through the buying journey faster and establishes a better connection with them that leads to a stronger partnership for years to come.

Use this playbook to guide your ABM efforts and build a more proactive approach that powers your growth. By breaking down the key steps necessary for a more impactful ABM strategy, you'll reach your target audience more effectively, maximize your marketing spend, and accelerate accounts through the buying journey faster.

The Full-Funnel ABM Framework

Identify

OWNED DATA
- CRM
- MAP

EXTERNAL BEHAVIORAL DATA
- Hosted Events
- Content Syndication
- Online Communities
- Tradeshows
- Review Websites

THIRD PARTY DATA
- Intent Data
- Technographic

- Accounts
- Personas
- Content

Identify Key Accounts and Personas: Prioritize in-market accounts and personas, aligning buying committee engagement with the content and messaging that converts

Activate

- CTV
- Content Syndication
- Display Ads
- LinkedIn Ads

Activate a Unified Campaign Strategy: Enhance reach and conversion by tailoring content and messaging across channels for the buying committee, guiding their decision-making journey

Measure

Measure Business Outcome Impact: Track multi-channel program performance and account engagement, linking campaign investment to pipeline expansion and revenue growth

Optimize Campaigns In Real-Time: Easily create and run optimizations within companies, content, and personas to personalize campaigns that deliver meaningful experiences, maximize conversions, and accelerate deal velocity.

Step 1: Identify

We're in the golden age of data.

Wide-approach marketing tactics revolve around aiming for the accounts your company thinks are a good fit. But tight budgets and limited resources require you to work more efficiently.

For your campaign to be effective, you need to prioritize in-market accounts, identify which personas to engage across the buying committee, and understand what content is most likely to convert. ABM takes a more strategic approach that uses data to move away from generalizing a dream list of clients and focusing instead on the accounts ready to buy or engage.

While named accounts from sales and your ideal customer profile (ICP) provide ample information to form your target account list (TAL), you need a combination of first and third-party intent data to inform your targeting strategy.

First-party data provides a small snippet of account information but doesn't always provide a full picture of the account or buyer persona.

Alternatively, relying solely on a single source of third-party data (i.e., data that another provider has provided) to determine buyer intent is equally unreliable. Multiple B2B brands—possibly even your competitors—use the same third-party data to identify in-market accounts. This leads to a differentiation problem with everyone reaching out to the same accounts and personas.

Combining this data ensures you're maximizing your ABM efforts by focusing on those ready to engage.

Determine Your Campaign Audiences Based on Data, Not Your Gut

Identify and prioritize the accounts demonstrating the highest purchase propensity for the biggest impact on engagement and ROI.

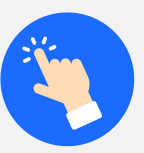## STEP 1: Collaborate with sales to define your ICP based on:

- Revenue potential
- Industry /vertical
- Company size
- Location / geography
- Department strategies and objectives

STEP 2: Refine your account list based on multiple sources of data, including:

OWNED DATA

- CRM
- MAP

EXTERNAL BEHAVIORAL DATA

Historical Performance Data
Purchased interactions from another business used with permission

THIRD PARTY DATA

Install Base
Technographic data about a company's current technology stack

B2B Research
Visibility into accounts consuming content and advertising relevant to your solution

STEP 3: Prioritize accounts with shared characteristics to include in your TAL
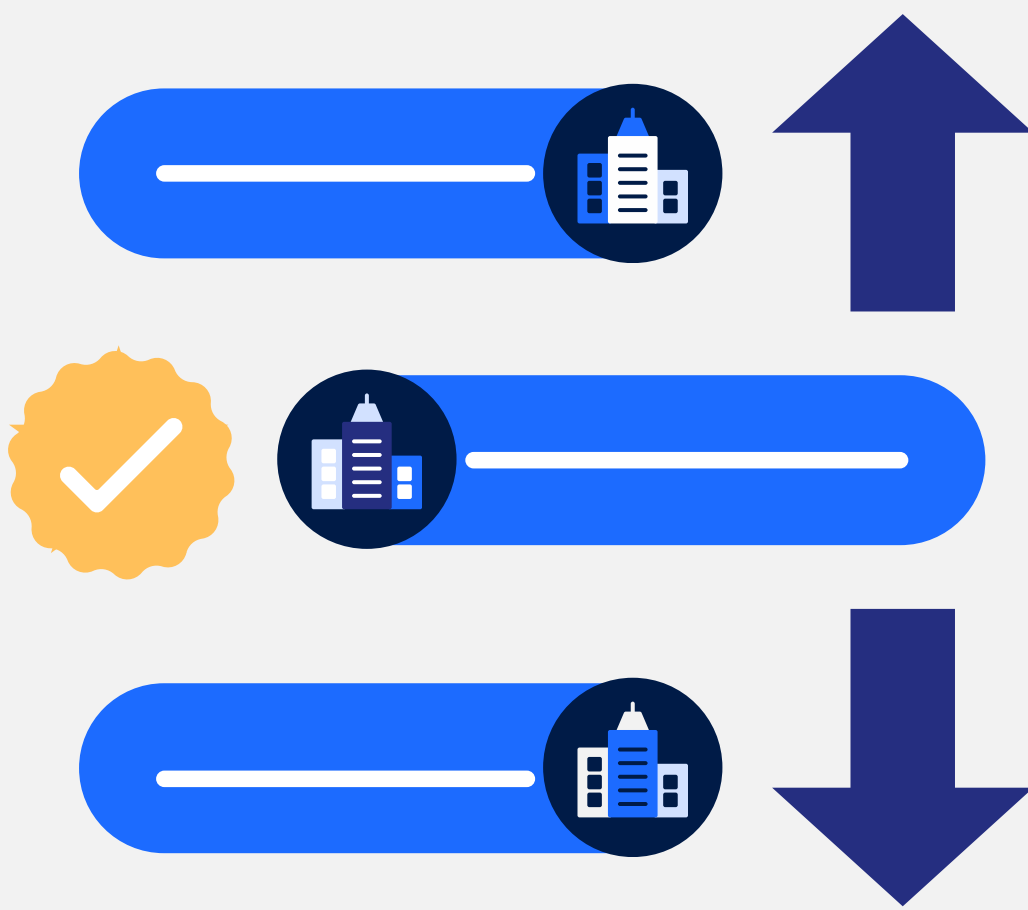
Realize Why You Need Intent Data

Intent data is essential to ABM because it tells you what accounts are ready to engage or buy based on their online research and content consumption behavior. This data not only helps you narrow your efforts on those accounts with the highest propensity to purchase but also indicates how the accounts you're actively engaging with are moving through the purchasing process based on buying committee behaviors.

Web Visits

Content Consumption

Tradeshow Visit

Online Discussion

Email Conversation

Webinar Attendance
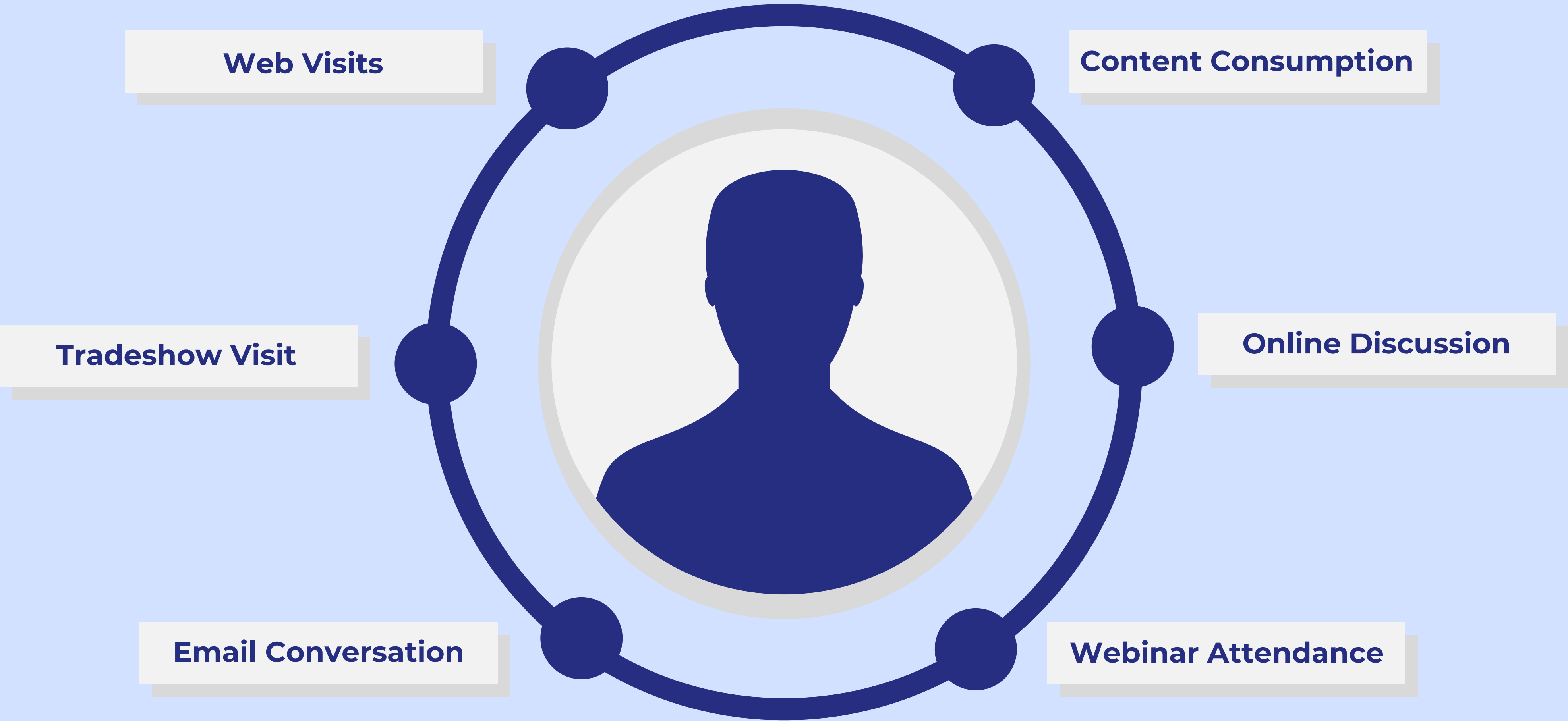
Don't Discount Early-Stage Accounts

In addition to identifying in-market accounts, intent data also helps you spot early-stage accounts to build brand awareness with. When building your full-funnel strategy, it's important to consider companies that don't yet know they have a problem that needs solving or aren't ready to buy now but will be buying soon.

According to LinkedIn's 95-5 Rule, at any given time only 5% of potential buyers are in-market for your solution. The other 95% are out-of-market today but will be in-market sometime in the future. Engaging with these accounts through a cohesive brand-to-demand strategy will help you gain a spot on their solution short-list when they're ready to make a decision.

Determine Who Within Buying Committees to Influence

It's not just about which accounts to go after—it's about who to engage within those accounts.

The typical buying committee consists of four to six members on average and can grow to ten participants with more complex and expensive solutions. These individuals each come to the purchase decision with their own perspectives, concerns, and pain points. They also hold different roles across different departments and range in other demographics across genders and age groups—all of which impact their decision-making process. You need a smarter approach to understanding these personas and reaching each buying committee member with the right message.

Understanding who to prioritize within named accounts provides the blueprint to approach your business targets effectively. These data-driven insights around buyer concerns and what role they play in the decision-making process also facilitate stronger sales and marketing alignment. With a shared understanding of who to go after, both teams can align on a targeted strategy to create more meaningful and efficient engagements.
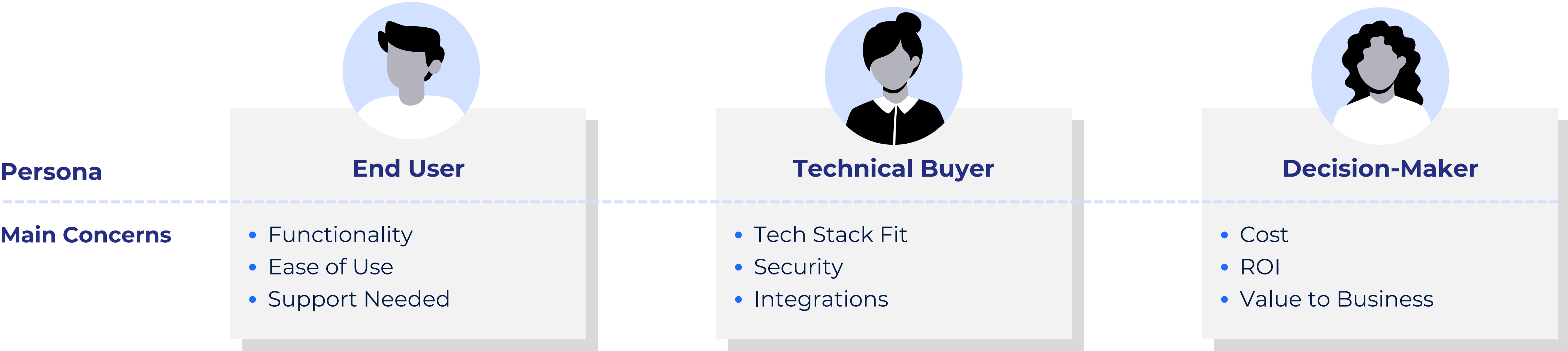
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"We use account-based marketing as a critical part of our strategy, and it goes back to this idea of how we can drive that hyper-relevance between our message and the unique needs of our audience. It's difficult to have an ABM strategy without integrating data in every component."

Janice Barbosa
Senior Marketing
Media Manager

Match Content to the Buying Committee Personas

Each buying committee member has their specific concerns and wants to find a viable solution to solve them. The end user who will likely use your solution every day will have different concerns from a senior or C-suite decision-maker. Data-driven insights around these concerns allow you to create content and messaging that educates buyers about your solution, motivates them through the funnel, and persuades them that you are the ideal solution to partner with to reach their goals. It also helps you align your content with the trending topics your target customers are researching.
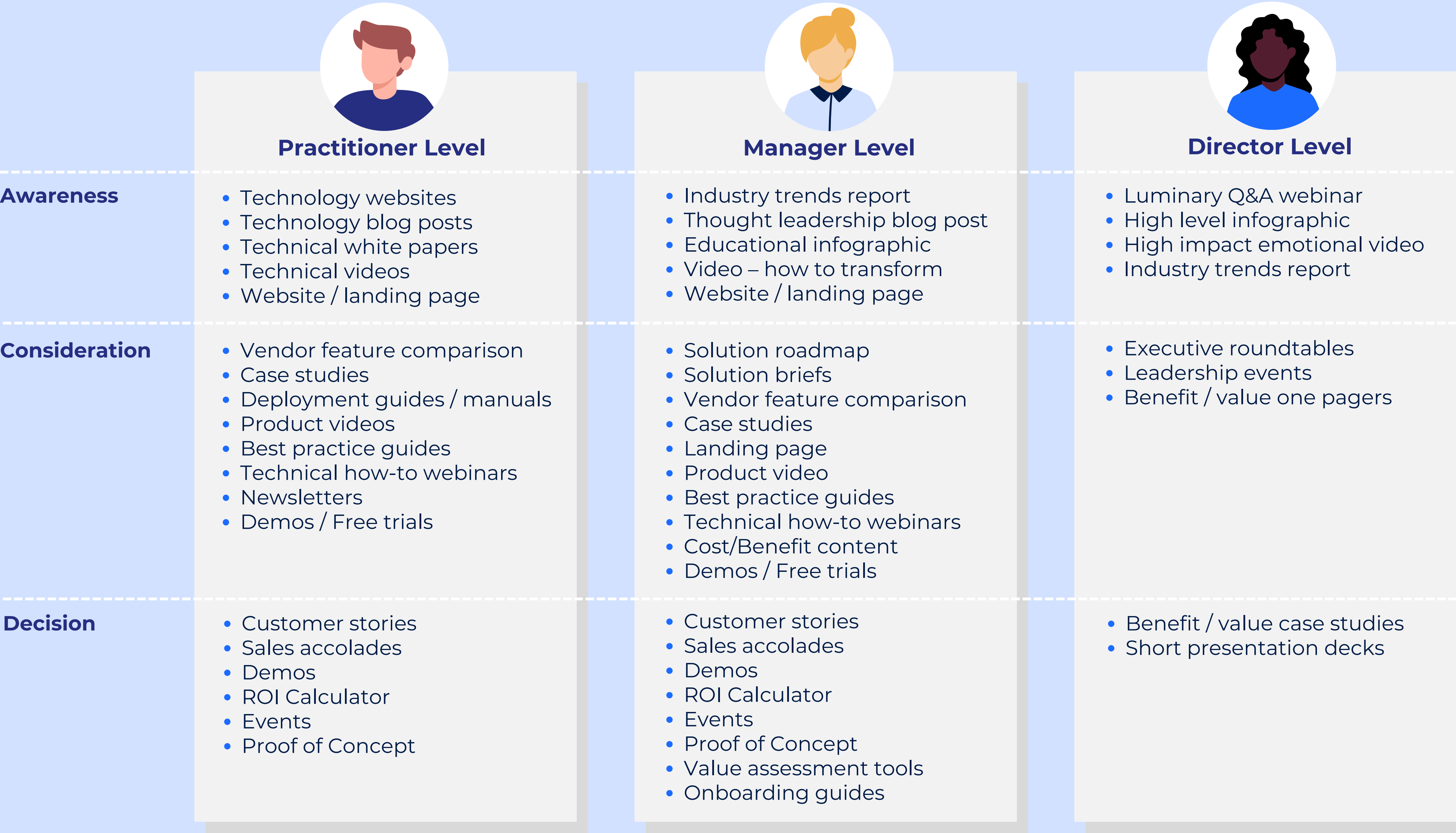
	End User	Technical Buyer	Decision-Maker
Persona	End User	Technical Buyer	Decision-Maker
Main Concerns	• Functionality • Ease of Use • Support Needed	• Tech Stack Fit • Security • Integrations	• Cost • ROI • Value to Business

Personalize Content Based on Each Stage of the Buyer's Journey

The journey from awareness to decision often involves multiple touchpoints. Mapping personalized content to where individuals are in the buyer's journey is the most effective way to present them with the content and messaging needed to get them to that decision faster.

According to Forrester research, 56% of marketers recommend using personalized content to achieve ABM success.

Not all personas progress through the funnel at the same rate. One person can be in the consideration stage while everyone else is in the awareness stage. Use engagement and intent data to identify where each buyer is and to signal when they have moved to a new stage.

Practitioner Level

Manager Level

Director Level

Awareness

- Technology websites
- Technology blog posts
- Technical white papers
- Technical videos
- Website / landing page

- Industry trends report
- Thought leadership blog post
- Educational infographic
- Video – how to transform
- Website / landing page

- Luminary Q&A webinar
- High level infographic
- High impact emotional video
- Industry trends report

Consideration

- Vendor feature comparison
- Case studies
- Deployment guides / manuals
- Product videos
- Best practice guides
- Technical how-to webinars
- Newsletters
- Demos / Free trials

- Solution roadmap
- Solution briefs
- Vendor feature comparison
- Case studies
- Landing page
- Product video
- Best practice guides
- Technical how-to webinars
- Cost/Benefit content
- Demos / Free trials

- Executive roundtables
- Leadership events
- Benefit / value one pagers

Decision

- Customer stories
- Sales accolades
- Demos
- ROI Calculator
- Events
- Proof of Concept

- Customer stories
- Sales accolades
- Demos
- ROI Calculator
- Events
- Proof of Concept
- Value assessment tools
- Onboarding guides

- Benefit / value case studies
- Short presentation decks

Assess Your Content and Fill in the Gaps

You want to ensure that you stay top of mind for your target accounts. While crafting a strong messaging sequence is foundational to the process, you need content that urges the buyer to continue through the buyer's journey. Buyer behavior in constant flux, so continually assess your content and fill in the gaps to sustain buyer engagement.

Choose two or three strong assets that serve as cornerstones for each funnel stage and each persona. While there are several ways to determine the strength of your assets, you'll eliminate much of the guesswork by looking at the historical data around past asset performance from previous campaigns or nurture programs. Investigate which website pages show the highest buyer intent, especially when those pages tie to a solution being promoted for the overall campaign. You can then check if you should create any assets, like a display banner ad, to promote these pages.

Make sure each asset ties into specific KPIs per channel and per funnel stage. Outlining KPIs and goals across each channel allows both marketing and sales teams to realize what nurture strategies are working, as well as further segment buyers and fuel a match between leads and salespeople so that they can dive deeper into understanding the buyer's behaviors, demographics, and intent data. This constant auditing and mapping of content for each persona provides ample opportunities to continuously fill in gaps for present and future campaigns.

Review customer's resource page on their website and asset performance from previous campaigns or nurture programs to identify good content

Find out from the customer the highest intent website pages tied to the solution being promoted via the overall campaign and check if any asset (for example display banner ads) could be created to promote these pages

Audit and map the content for each market and persona based on funnel stages and fill in the gaps

Step 2: Activate

We live in the age of the customer.

Buyers' needs, preferences, and experiences shape your strategies more than ever before. The question is: Are your marketing and sales teams truly aligned with what the buyer needs to gain consensus across the buying committee and ultimately choose you?

A unified ABM strategy can be a powerful tool for improving sales and marketing alignment. When correctly applied, it provides a seamless, personalized experience to each target account at every stage of the buying journey. We've seen ABM provide a 28% increase in overall account engagement, illustrating how strategic planning can substantially increase conversion by keeping messaging timely and persuasive.

Ultimately, the success of any unified strategy comes down to data. Both marketing and sales must be informed by the same insights to understand how best to engage each target account across the buying journey to achieve greater success and revenue generation.

72% of B2B buyers begin their journey online.

Enhance Your Engagement Strategy Across Channels

Buyers research solutions on various channels and their journey isn't confined to one place. You can't dictate where they research and explore solutions, nor can you expect them to waste time looking for the right information. If you want to remain top of mind, you need to surround the buying committee with a persistent and cohesive experience across the channels they're already using.

Activation across more channels allows for deeper reach into your target accounts at scale. Consider how each channel fits into your strategy and leverage thoughtfully based on the needs of each persona and the goal you want to achieve. Ensure you have enough material to serve their needs, alongside what content performs best per channel.

Channel	Content Syndication	Display Ads	Connected TV	Social Advertising	Email
Goals	• Attract leads • Showcase expertise • Highlight competitive advantages	• Remain top of mind • Expand reach within the buying committee • Drive conversions	• Build awareness • Enhance nurture sequences • Establish emotional connection	• Build trust • Encourage deeper interactions • Increase exposure	• Enhance personalization • Promote products • Establish consistent touchpoints
Content to Use	• Industry Reports • eBooks • Case studies	• Short-form testimonials • Interactive demos • Urgency reinforcement	• Videos focused on emotional connection • Engaging or thought-provoking videos • Success story videos	• Educational webinars • Social proof videos • Product tours	• Blog content • Webinars • Exclusive, subscriber-only content

B2B decision-makers use up to and (sometimes more than) ten channels to interact with brands, which is double the number of channels used five years ago.

Define Entry Criteria and KPIs for Each Funnel Stage

Just as you evaluate each asset for where it may fit in your sales funnel, you need to consistently evaluate how buyers enter your funnel and establish KPIs for each phase of the buyer's journey. Measurement and optimization based on buying stage allows for improved personalization and ultimately speeds deals through the journey.

Awareness	Consideration	Decision	Retention
Target accounts with no prior engagement or low engagement levels	Engagement with awareness stage content and demonstrated interest	Active interactions with your product and sales teams	Reduce customer churn and build long-term brand loyalty
Entry Criteria • Engagement across social media platforms, including LinkedIn • Video and long-form content interactions • Email engagement metrics (open rates, CTR) • Initial surge in topic-related content consumption via intent data	**Entry Criteria** • Interactions with key product pages or lead forms • Lead score threshold met • Repeated interactions with specific content themes via intent data • Previous campaign engagement with case studies and other key assets	**Entry Criteria** • High engagement with comparison content or pricing page • Multiple stakeholders from the same account engaging in sales-ready activities • RFI or RFP-based activities • Opportunity creation	**Entry Criteria** • Completed purchase or service subscription • Concluded onboarding • Demonstrating signs of reduced engagement or usage • Offered feedback submission • Up for contract renewal
Example KPIs • Volume of target accounts showing initial content engagement • Website engagement • Social media interaction rate • Volume of target accounts with heightened research and engagement on core topics	**Example KPIs** • Engagement rates with high-intent content like case studies • MQL to SQL conversion rate • Engagement depth score per account • Weighted lead scoring metrics	**Example KPIs** • SQL to opportunity rate • Sales stage duration • Average deal size and velocity • Win/loss rate	**Example KPIs** • NPS score • Renewal targets • CLV • CAC

Balance Your Brand-to-Demand Activities

Connecting with buyers through problem-awareness content creates brand affinity and positions you as a voice of knowledge and a source they can trust when they're ready to seek a solution. With 56% of tech buyers saying that they prefer to work with established brands, having that brand familiarity and trust isn't just nice to have—it's critical to closing the deal.

An effective ABM strategy considers both demand creation and demand capture by engaging accounts and buying committee members throughout the entire decision-making process. While many marketers recognize the power of a brand-building strategy, demand activities often dominate their budgets and focus. Most organizations want to drive immediate growth, and brand efforts take longer and are harder to measure and demonstrate ROI. But with Forrester research finding that 67% of B2B marketers say accounts are taking longer to commit to purchases than last year, a holistic and balanced approach to your brand and demand activities ensures that your marketing team creates enough awareness to fulfill demand capture and position your company for long-term growth.

For accounts currently out-of-market but indicating interest, the goal is to raise awareness of a problem and an urgency to solve it. This can be done through LinkedIn Ads, targeted display, and Connected TV that draw attention to your solution.

DELL Technologies

"ABM allows us to target customers at the right time, with the right audience, with the right frequency. And that helps them on better decision making, understanding our product, and perceiving our marketing message as much more credible, authentic, and timely."

Sandipan Ghosh
Senior Marketing Manager
Australia and New Zealand

Recognize That Engagement Efforts Don't End After the Sale

ABM is an effective tool for customer retention and account growth, allowing you to align with sales to create custom campaigns and experiences focused on three expansion efforts:

Main Focus	Drive increased **adoption** of the solution to maximize the value of their investment	Engage with customers prior to **contract renewal**	Launch targeted **upsell/cross-sell campaigns** and expand solution reach into other departments and teams
Consideration	• Leverage data-driven insights to tailor a smoother onboarding experience • Create a comprehensive education program that includes webinars, tutorials, guides, and case studies to communicate the full capabilities of the solution • Introduce incentives such as certifications, rewards, or exclusive features for customers who actively engage with and adopt the solution • Deliver expansion offers at relevant milestones	• Identify existing customers signaling in-market buying behaviors • Activate multi-channel campaigns that reinforce the solution's value and maintain communication	• Leverage data to identify and prioritize other opportunities within the same organization, and use existing relationships to build reputation and trust with new buyers • Learn about other use cases and update and repurpose existing content with messaging targeted toward new contacts and buying groups • Launch targeted upsell/cross-sell campaigns with a multi-channel strategy

ABM contributes to more upsells and renewals. 80% of marketers say ABM improves customer lifecycle value.

Build Your Full-Funnel ABM Strategy

	Marketing Objective	Tactics	Content
AWARENESS	At this stage, you want to educate potential customers about their problems and the solutions available.	• Use **Connected TV** to generate demand • Focus on **content syndication** to educate your target audience • Use **display** and **LinkedIn** for exposure and reach	• Analyst reports • White papers • Ebooks
CONSIDERATION	At this stage, you want to provide potential customers with more detailed information about your product or service.	• Use **content syndication** to better qualify accounts • Heavily focus on retargeting through **display** and **LinkedIn** to accelerate engagement. • Establish consistent touchpoints and drive event registrations through **email**	• Buying guides • Blog posts • Demo videos • Email • Events • Webinars
DECISION	At this stage, you want to provide potential customers with all the information they need to make a confident buying decision.	• Use **content syndication** for Executive personas to accelerate decision-making • Extend into **display** to stay top of mind • Promote success stories / testimonials to reinforce product value and push deals faster	• Comparison guides • Case studies • Product sheets • White papers • Native ads • Live demos • How-to guides
RETENTION	At this stage, you want to continue to engage with customers and provide them with the support they need to be successful with your product or service.	• Leverage **content syndication** to stay top-of-mind with informative eBooks and white papers • Use **display** and **LinkedIn** to share education about product attributes via videos, webinars, and trainings • Distribute informative customer-focused **email** newsletters, but stay away from marketing hype and sales promotions	• Case studies • Customer events • Ebooks • Newsletters • Customer advisory board (CAB) • Feedback surveys

Step 3: Measure

Align metrics and goals for improved performance.

Marketing and sales often find themselves at odds when it comes to campaign measurement. Both teams view success differently. Sales teams are typically measured on the number of new accounts, deals closed, or contract renewals. Meanwhile, marketing teams are usually focused on lead quantity and brand awareness. So where do both teams meet?

A unified scorecard could be just the solution you need to improve your ABM strategies. Instead of pitting marketing against sales, this approach focuses on determining the most effective path to achieve your combined pipeline and revenue goals.

Concentrate on metrics that provide clear evidence of your ABM efforts to make this approach work. Keep an eye on performance across various channels and track account engagement. It's vital not to lose sight of the metrics that fuel growth: pipeline and revenue.

Remember that ABM campaign success isn't necessarily measured by the quantity of account leads gained. Instead, focus on the quality of accounts converted. One enterprise account that you're able to grow and retain for years to come is much more valuable than landing several low or mid-level accounts that won't benefit from your solution in the long term and will move to a competitor solution.

For those leading ABM initiatives, here's the bottom line: achieving success is not only about gaining access to the metrics but also about empowering your teams with a unified approach that optimizes every step of the buying journey for tangible business impact.

Measure Metrics Against KPIs on a Regular Basis and Optimize

Lead generation is one of the most prominent marketing goals—after all, it continuously feeds the pipeline. But for quality accounts, you want to measure metrics against your KPIs regularly, paying attention to engagement, pipeline, and conversion metrics so you can optimize as efficiently as possible.

Concentrate on metrics that provide clear evidence of your ABM efforts. Keep an eye on performance across various channels and track account engagement. It's vital not to lose sight of the metrics that fuel growth: pipeline and revenue.

Monitoring Frequency	KPI Analysis	Optimization Tactics
Weekly	• Engagement • Website visits • Lead delivery	• A/B testing for messaging, content formats, ad creative • Compare performance against industry benchmarks • Identify bottlenecks in the pipeline and activate campaigns to progress accounts along the sales funnel
Monthly	• Appointments • Cross-channel reach • Account engagement	• Refine persona targeting for each channel • Replace or remove the lowest performing content • Dial up re-targeting through display and social ads with educational content or case studies for low engaging accounts
Quarterly	• Closed/won business • Generated/ influenced pipeline • Time to close	• Refine audience segmentation or create small segments to focus on selling specific solutions, verticals, or topics • Review intent data for best content and recommended topics • Reallocate budgets between channels

Measuring and analyzing shared KPIs is crucial for understanding the effectiveness of your campaigns, as you identify areas for improvement and adjust accordingly to provide a consistent customer experience. Your engagement metrics reveal content performance across a variety of data points, such as email opens, click-through rate, content downloads, social media interaction, website visit duration, and webinar registrations. Conversion and pipeline metrics, like deal velocity, reveal how accounts move through the sales funnel while also unveiling areas of the campaign and overall buyer's journey to optimize.

Connect ABM Signals with CRM/MAP to Enrich Visibility

A holistic view of your entire marketing performance data enriches your insights around your ABM strategy, as you'll have greater accuracy when tracking and measuring campaign performance. Connecting your CRM and MAP with your ABM platform provides account-level insights that you can use to validate campaign influence around metrics like opportunity volume, deal value, and sales cycle velocity. It also allows you to run more precise campaigns, targeting audiences in segments that have friction within the buying journey. For example, if people aren't closing at a high enough rate after receiving a proposal, you can run a targeted campaign with more appropriate content, such as an ROI analysis.

Achieving success is not only about gaining access to the metrics that matter to your business. It's about empowering your teams with a unified approach that optimizes every step of the buying journey for tangible business impact. While this enriched visibility allows you to quickly identify trends and optimize each channel with content for better performance across your key metrics, you'll also be able to gain deeper insight and understanding around your entire marketing strategy and what qualifies as higher-quality interactions that benefit your company's bottom line.

ABM provides a lift across several key sales metrics, including a 28% increase in overall account engagement and a 25% rise in the marketing-qualified lead (MQL) to sales-accepted lead (SAL) conversion rates.

Adobe

"By using data and insights, we can orchestrate relevance and trusted marketing actions throughout the customer lifecycle. ABM allows us to do that in an efficient manner, and for us, that means decreasing cost per lead and an increase in conversion from leads to sales accepted opportunity and eventually pipeline."

Alexander Meyers
Head of B2B Performance Marketing EMEA

Full-Funnel ABM Is a Marathon, Not a Race

The time you spend crafting a quality ABM strategy leads to higher-quality accounts in your sales funnel. While the steps needed to identify key accounts and craft personalized experiences across the buyer's journey take time and effort, the payout of higher conversions and better long-term customer relationships is worth it. Adopting a full-funnel ABM approach is your best bet to maximize your marketing budget and improve operational efficiency.

Gear Up for a Stronger ABM Strategy with Madison Logic

With a holistic view of your unified ABM strategy and efforts, the centralized ML Platform is the premiere solution for modern marketers to power their growth and drive higher conversions. Accelerate every stage of the buying journey with the only ABM activation platform that combines three sources of intent signals, four leading media channels, and ROI metrics to drive more quality conversions.

Ready to discover how to drive more success from your ABM strategy? Find out why today's leading marketers partner with Madison Logic to improve the effectiveness of their ABM efforts.

➡ **Book a Demo**　　➡ **Contact Us**　　➡ **Read the Blog**　　➡ **Follow us on LinkedIn**