

MOJO  
MEDIA  
LABS

# ACCOUNT-BASED **MARKETING**

A Workbook & How-to Guide





# WHAT IS ACCOUNT-BASED MARKETING?

**Account-based marketing (ABM)** may seem like a hot new marketing trend taking center stage, but this is not the case. ABM has been around for a long time, but it is once again becoming the preferred marketing strategy of the most innovative and successful B2B companies. In fact, **93% of B2B organizations say they consider ABM to be very important to their organizational success.**

Sangram Vajre, Chief Evangelist and Co-Founder of Terminus, Founder of #FlipMyFunnel, and author of Account-Based Marketing says “ABM is transformative—the kind of change we haven’t experienced in over a decade—because it’s about so much more than the strategies and tactics within it. ABM is B2B, there’s no separating the two.”

So, what is account-based marketing and why has it made a spectacular comeback?

# DEFINING ACCOUNT-BASED MARKETING

Let's start with three of the most common account-based marketing (ABM) definitions. **ABM is:**



A structured approach to developing and implementing highly customized sales and marketing campaigns for single accounts, prospects, or partnerships. ***\*ITSMA***

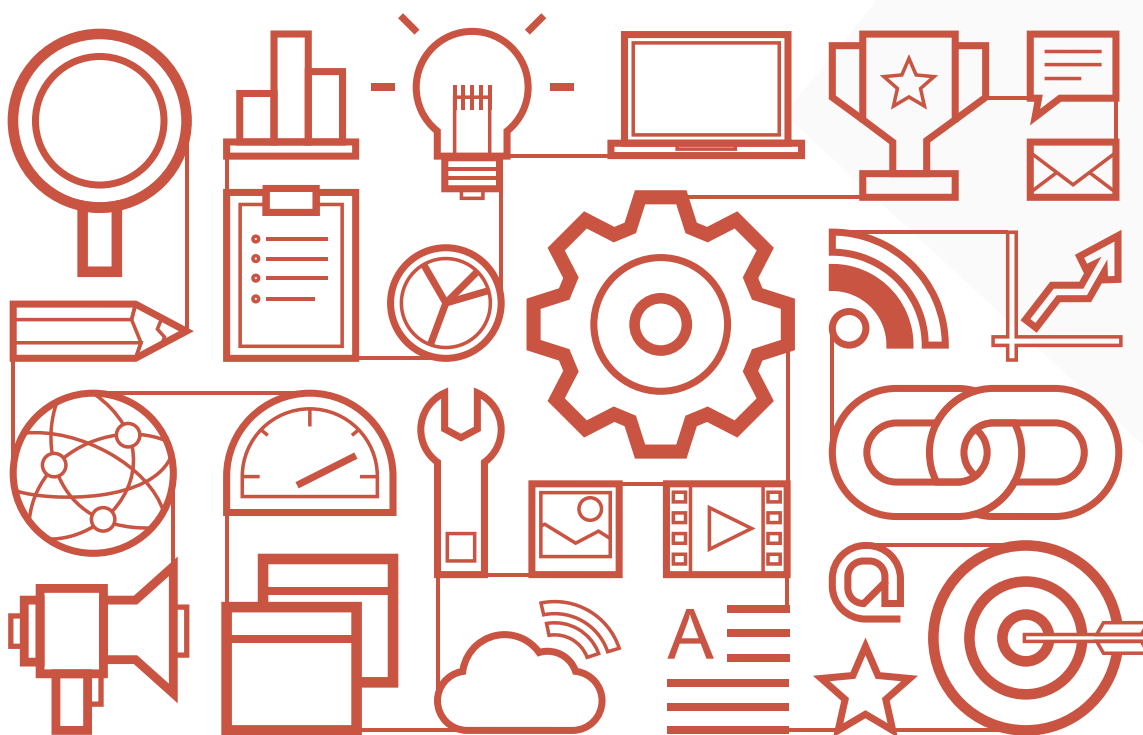


A strategic approach marketers use to support a defined universe of accounts, including strategic accounts and named accounts. ABM helps to evolve the role of marketing to reflect a stronger alignment with sales objectives and customer needs to deliver better execution and revenue outcomes" ***\*Sirius Decisions***



A strategic approach to business marketing in which an org considers and communicates with an individual prospect or customer accounts as markets of one. ***\*Wikipedia***

The three definitions identify 3 key things that makes a marketing program an ABM program: B2B marketing strategy, account-focused, and clear, organizational alignment.



ABM is a proven B2B marketing strategy that gets your sales and marketing teams aligned and impacting the bottom line. Identify and target the accounts you value most, using account-based data to attract, engage, convert, and measure progress against customers and prospects at scale.

Now, I'm sure you're asking yourself, what is up with this "account" terminology? Aren't marketers supposed to bring Sales **leads**? This is a fundamental shift in thinking that's required in account-based marketing. No longer does marketing focus on leads and individuals; marketing now focuses on a specific group of target companies or accounts.

Sales has never closed "individuals" or "leads." Sales closes accounts. In the end, marketing is adjusting its own lens to better align with larger business goals and to do so, marketing has to talk the sales and business talk before ABM can walk the business walk. So, if Sales has always worked in accounts, why is ABM just now becoming the talk of the town?

# WHERE DID ABM START AND WHERE ARE WE TODAY

Let's take a trip down memory lane. Account-based marketing began over 20 years ago, influenced by our friends in Sales, as a strategic way to market to target accounts. It didn't have the success it enjoys today for a few reasons.

## 1990

Most organizations focused on small numbers of accounts. They connected through highly personalized, high touch engagements such as dinners, in-house meetings, and personalized notes sent after events.

## 2000

The new millennium ushered in the era of content management systems (CMS) and marketing automation systems (MAS) to help marketers scale their efforts and reach more people. This included a focus on email, reactive marketing initiatives to customer actions, and form submissions to drive conversions. The personal touch was lost in the mix.

## TODAY

Technology and personalized data work as one to engage hundreds and thousands of target accounts. Digital efforts are streamlined to reach the right people with the right message at the right time by using ideal client profiling, real-time bidder visibility, customized website experiences, personalized sales interactions, and improved data management systems, reporting, and processes.

*Today's advancements in technology and the deep understanding your business has of its customers all fuel account-based marketing's rapid growth over the last 20 years, and it's no surprise when 96% of marketers claim to have higher ROI with ABM than other marketing types.*

*\*Demandbase*

# FOUR MAJOR BENEFITS OF ACCOUNT-BASED MARKETING

Sales and Marketing alignment is typically like oil and water; it just doesn't mix. But it doesn't have to be that way! With ABM, Sales and Marketing must repair the relationship and work closely together so both teams can focus on their shared target accounts. When this happens, you have much higher close rates and you keep business objectives top of mind. But that's not all you'll gain with ABM.

*Here are some of the key benefits you'll find with ABM:*

**1**

## **Account-based marketing delivers the right message at the right time to the right accounts.**

*This is only possible with full organizational alignment. With Sales and Marketing focused on specific target accounts, Operations can then optimize technology resources to make delivery speedy and measuring the results a snap. It's all about collaboration.*

**2**

## **ABM helps bridge the gap between departments by shifting focus to target accounts.**

*If you can't beat 'em, collaborate with 'em! Collaboration is essential for ABM success. ABM bridges the gap between departments by creating a central, standardized language around ABM. That shared vocabulary focuses on accounts, key business objectives, revenue, and an iterative process. Marketing becomes more efficient by focusing on target accounts (no more spray and pray!). Sales is excited about the increased quality of account leads. Both are thrilled at the higher close rates with larger contract values.*

### 3

#### **Account-based marketing delivers a customer-centric experience.**

*Remember how Sales and Marketing lost their personal touch in the early 2000s? Because customers can smell a sales pitch from a mile away and they are always growing smarter, it is important to have highly personalized interactions when dealing with accounts at every journey of the buyer's stage. Customers crave personalized attention, and when you know the target account's attributes like the back of your hand, you can proactively provide specific solutions just for that target account.*

### 4

#### **ABM connects marketing to revenue.**

*You read that right. ABM helps marketing make a tangible impact on revenue. This is because ABM markets to hyper-targeted accounts. These accounts are chosen in part based on their likelihood of positively impacting key business objectives. These objectives fall into three metric categories:*

- ▶ *Close Rates*
- ▶ *Average Contract Value or Deal Size*
- ▶ *Funnel Velocity*

# THE KEY TO UNDERSTANDING ACCOUNT-BASED MARKETING

*No man is an island, and no department is a silo. Account-based marketing is only strong when:*

- ▶ *the team rallies behind it,*
- ▶ *there is collaboration across the organization, and*
- ▶ *everyone understands that ABM is the key strategy that positively impacts the business's bottom line and the health of the company.*

**How do you do this with ABM?** The most important element to understanding ABM and how it positively impacts business objectives is by flipping the funnel. Yes, our Sales funnel is getting turned upside down. ABM starts with a hyper-targeted focus, then expands to create advocates. The traditional sales and marketing funnel begins with a large group of people, then homes in on the best clients.



\*Source: Terminus <https://terminus.com/>



*Because ABM requires great targeting skills from Step 1 of the process, the whole organization sees the benefits:*



#### **FINANCE**

gains greater predictability, transparency, and visibility into marketing expenses' ROI.



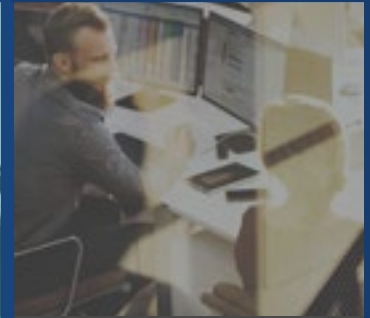
#### **OPERATIONS**

engages with coordinated platforms between Sales and Marketing while creating accessible reporting for everyone from c-suite to HR.



#### **SALES**

improves precision, coordination, and velocity in its target account engagements.

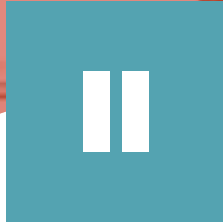


#### **MARKETING**

becomes more focused, efficient, and finally connects the dots back to revenue.

Questions and critics are almost guaranteed, but by presenting ABM in a way that speaks to tangible, measurable, key business metrics, you will have a better chance at convincing others that ABM will make business better for everyone involved. And education is an integral part of the journey, so as you introduce ABM, make sure educational resources are available. Knowledge is power, after all. If that's not enough, there's one thing that will surely convince any naysayer— a decrease in cost per opportunity with an increase in pipeline generation.

It's a total-organization effort, a partnership, and it begins with measuring past metrics, discussing how ABM meets business objectives, and fully committing to the collaboration it takes to make ABM a success.



# ARE YOU READY FOR ACCOUNT-BASED MARKETING?

***In Chapter 1***, we discussed the various definitions of account-based marketing, its legacy and evolution as a B2B marketing program, four of its major benefits for any organization, and the fundamental shift in thinking that's key to understanding account-based marketing. Overall, it was a great comprehensive introduction to ***account-based marketing*** and what it takes to make it work. But is everyone ready for account-based marketing?

# BEFORE YOU BEGIN YOUR ABM JOURNEY

Not every business is ready to implement account-based marketing, nor should every business start their own ABM journey. If you are honest-to-goodness interested in implementing ABM to improve your business, you will have to take stock of your current business structure, organizational alignment, processes, and CRM, just to name a few steps. But don't sweat the small stuff! Chapter 2 is going to help guide you through a few questions and considerations to help you truly see if your company is ready to implement account-based marketing.



# ASSESSING YOUR ACCOUNT

Believe it or not, what your business provides as a service or product to other businesses can have major bearing on whether or not your company is ready to implement ABM strategies. How? Take a look at who is involved in the buying decision process and how much the product costs.

*Let's look at the buying decision process first:*

**Who is involved in the buying decision process?**

**Is your buyer a single person who e-signs the agreement?**

**Does the sale require small group approval?**

**Who are the key decision-makers your business has to interact with to close the deal?**

Remember account-based marketing doesn't focus on leads, rather, ABM focuses on B2B accounts, and most often, it will be set up to engage multiple key decision makers in a single account with hyper-targeted personalized marketing. With this in mind, if your key decision maker is a non-business affiliated individual with a credit card, it's most likely the case that ABM would not be ideal for your business at this point in time.

### **Have you created a Target Account List?**

As you assess key decision-makers within your current (and future) world of accounts, also take a moment to ask yourself: has your business ever created a target account list to market to? Not a target lead list of MQLs or SQLs, but a target account list or what your business considers ideal purchasers of your product or service?

If this tactic has never seen the light of day at a marketing or sales meeting, you will want to give the idea some legs to stand on before you walk it through the ABM process. Conversely, if this is a tactic your business is familiar with and you could probably pull something resembling a target account list from your CRM, you're well on your way to ABM readiness.

# COSTS AND CREATING NEW CUSTOMERS

Regarding your product or service's price, this is key to understand from the beginning because this will be an important component of building your target list later. One of the goals of ABM is to increase average deal size, and if your product pricing is not strong enough to generate substantial revenue while focusing on select target accounts, this might not be the right time to bring ABM into the picture. If your product or service is competitively priced, it has a greater chance of bringing in increased revenue when compared to the guys down the street.

## BONUS

**Bonus item:** consider the potential value of bringing on a new target account for your business. Do you want to keep existing, just floating along or do you want your business to grow with new accounts and strong up-selling strategies that increase account lifetime values and long-term ROI?

ABM is a demand generation marketing program; it creates growth, expansion, and engagement with both new accounts and new opportunities in current accounts. If you're seeking scalable ways to effectively grow your closed revenue for the long-term, ABM is right up your alley.

# ANALYZING YOUR SALES PROCESS

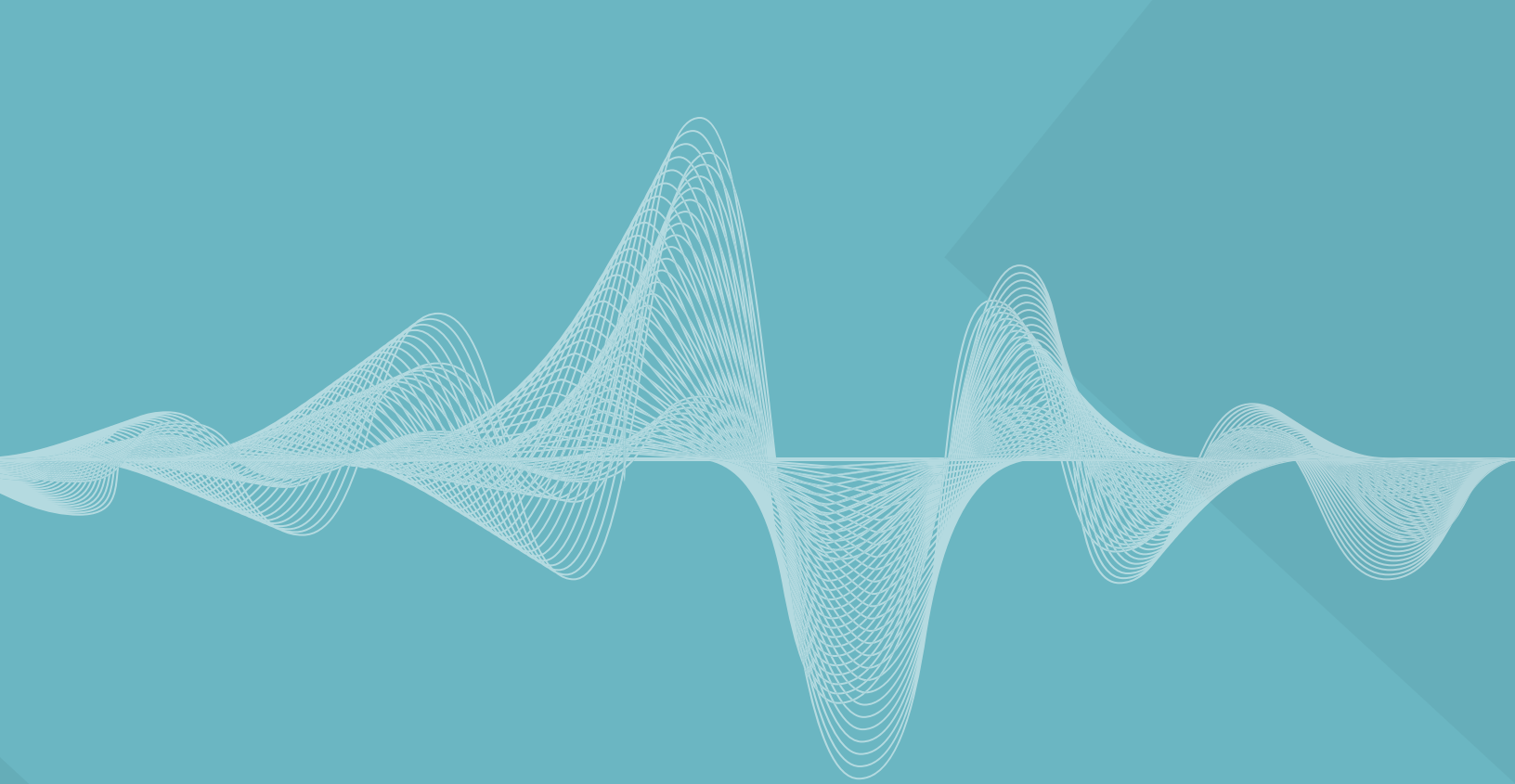
The first piece to look at is your sales process. Who are the players? What is their purpose? Do they know their purpose? Having this documentation is key not only to your organization's success now but in the future.

Account-based marketing uses key insights from past processes and programs to build a better organizational future with larger annual contracts, more closed new revenue, and a funnel velocity unlike ever before. Without this documentation, ABM would be flying blind, basing decisions off of assumptions, and for an inherently strategic program, that simply won't work.

If your sales process is documented with clearly established and adhered to roles and responsibilities filled by the best-qualified people, ABM is well within reach. If your sales process could use a little attention, address this before moving on with your ABM journey. The more insights you have into your sales processes, the better marketing will be able to collaborate and work alongside the rest of the organization to hit key business objectives.

Two key ABM-readiness indicators worth looking at lie outside of internal sales processes and relate back to the current customer: Sales cycle length and required salesperson interactions. ABM is a long-term marketing strategy, meaning it takes time for results to show up in shared reports. With this in mind, look at your current customers: how long does it take to close a deal?





If the sales cycle is longer, it will work well with account-based marketing, because by nature ABM is about the long game, turning key accounts into advocates that also become up-sell opportunities, and quick turnaround sales cycles do not give ABM the time it needs to provide ridiculous results. Rather than managing more accounts with lower ROI and closed revenue, sales is better off managing fewer accounts with higher ROI and closed revenue, which perfectly coincides with longer sales cycles.

Additionally, if your customers don't require much, if any, salesperson interaction, ABM would do more to hurt than help your business. One key feature of ABM is the highly personalized, interactive sales process where sales will host an event for a select few target accounts, pay visits to offices, and engage in more face-to-face than a business that runs successfully without this. We spend a good portion of **our Mojo ABM consultation engagement** on this segment with customers. We want ABM to work in your business just as much as you do, so we take the time to guide and consult appropriately!



# MEASURING METRICS AND YOUR TECH STACK

Measuring in ABM isn't just about the metrics post-deal close nor is it just about benchmarking your pre-ABM state of the business. Account-based marketing is a strategic marketing approach that measures pre-ABM, present-ABM, and post-campaign metrics to better inform future campaigns, sales and marketing strategies, and organizational business objectives.

The first step to measuring is a combination of defining and measuring. At the very least, an ABM-ready business will measure the number of leads and the conversion of those leads into opportunities and customers. This makes the transition to thinking in terms of accounts rather than leads much smoother for the entire organization. **Additionally, it is key to have definitions in place for each lifecycle stage, including:**

**Lead**

**Marketing Qualified Lead**

**Sales Qualified Lead (or  
Sales Accepted Lead)**

**Opportunity**

If you have these definitions set in your organization and you are measuring lead conversions, you are headed in the right direction for ABM. If not, take the time to flesh these out in your next meeting to help all parties get on the same page – after all, ABM cannot succeed without organizational alignment.

Technology is crucial for ABM success. Now, that doesn't mean just because you purchased and implemented an ABM software that you are ABM-ready. On the contrary, with only a software in place and none of the strategic work completed mentioned in previous sections, the software's utility is virtually null and void. **To be ABM-ready, at the very least a solid technology infrastructure will include a:**

**CRM**

**Marketing Automation System**

**Targeted ABM Advertising Tools**

**Contact Data ID and Augmentation Tool(s)**



Get our **tech stack planning kit** to help you get started identifying and selecting the right software for your ABM program:

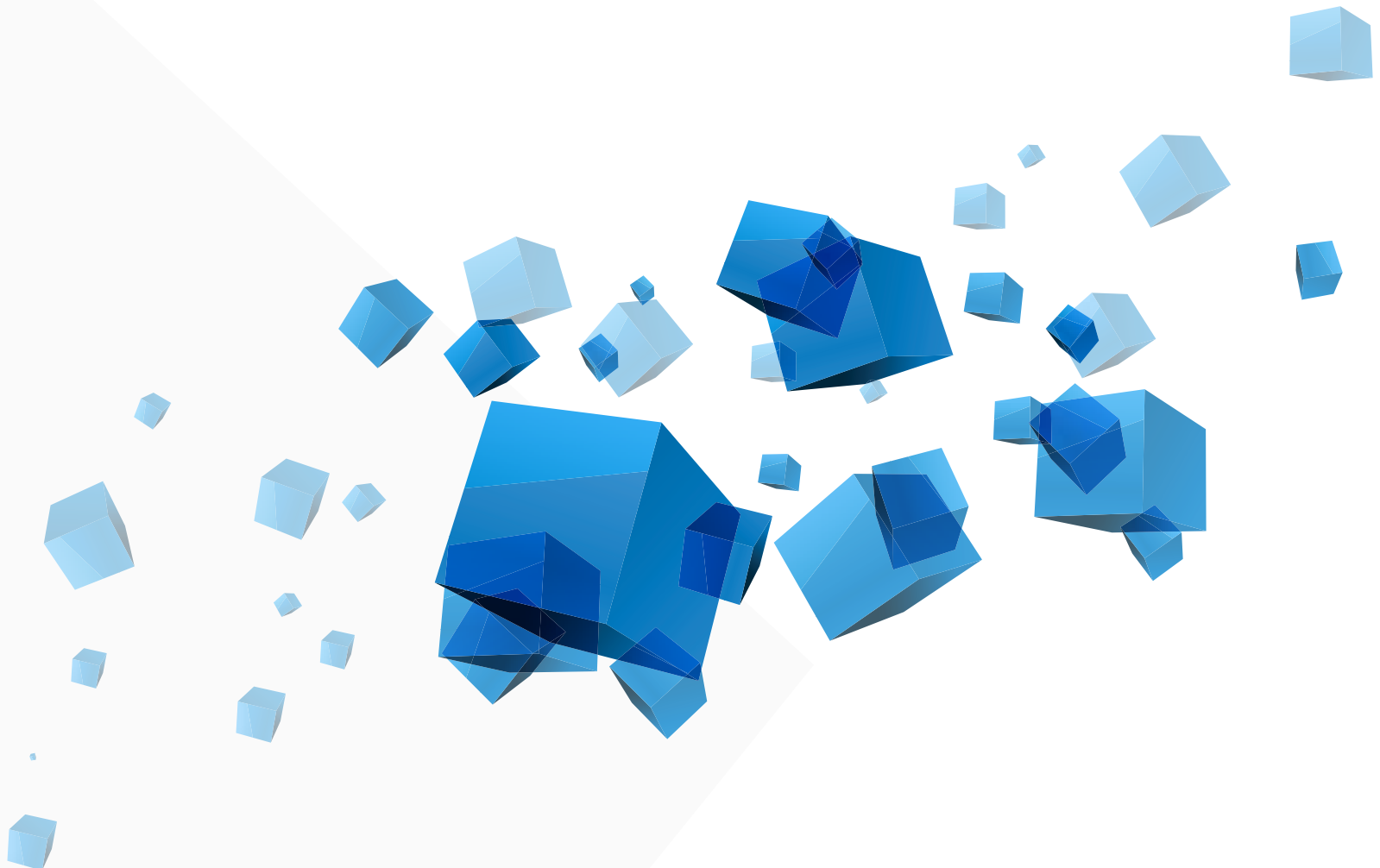
Download the Account-Based Marketing Software: **Tech Stack Planning Kit**

**DOWNLOAD THE KIT**

If your organization doesn't have the capacity to create this kind of content nor the insights with which to drive this kind of content creation, this will be a major roadblock to ABM success.

If your organization has content capacity and a solid tech stack running to engage target accounts, you will be receiving data on your campaign, right? While it's nice to assume content and tech stack alone will convert, your website must be optimized for conversions.

This means personalization where possible, form optimization, and readily available additional content post-conversion. If your website is not optimized for personalization nor conversions, you will need to do this before moving on with an ABM action plan.



# CREATING ABM ORGANIZATIONAL ALIGNMENT

It's been mentioned a few times already, but in the end, your organization will never be ABM-ready without at least the ability to align across functions, including marketing, sales and operations teams, to fully support an ABM focus. No more siloed departments competing for the spotlight. Everyone is in this together to hit key business objectives like increased average deal size, increased funnel velocity, and increased close rates.

It might seem like a heroic task to get your organization ABM-ready, but once it is ABM ready, the rest of the process towards ABM program implementation becomes much smoother.

Want a way to quickly assess your business's ABM-readiness? Do you love internet quizzes? You're in luck! We've created a quick ABM-readiness quiz that will tell you where your company is at in the grand scheme of ABM-readiness and what next steps you should take to get everything headed down the path to ABM greatness.

*Take our*  
**INTERACTIVE ABM FITNESS QUIZ**  
*here to see if ABM is a good fit for you.*

**TAKE THE QUIZ**



## CREATE YOUR ABM LEADERSHIP TEAM

Repeat after me: Account-based marketing won't succeed in the workplace unless everyone is on board. It's true! We've been preaching organizational alignment from the very first chapter in this ABM story, and it's time to dive into the fine details of why building an ABM leadership team is crucial to account-based marketing success, who should be part of the team, and how they directly impact the future of account-based marketing in your business. To help guide this chapter, we checked in with some of our own Mojo Makers and clients who have participated in ***ABM programs*** to give their two cents on the importance of the ABM leadership team. Because you can talk all day about theory, but hearing how ABM applies to real life organizations will always be more beneficial.

# FIND YOUR ABM LEADERSHIP CHAMPIONS EARLY

*“Proper alignment starts with a strong ABM leadership team, and leads to a smarter strategy that creates a relevant account-based experience, from the very first brand awareness ad to the final interaction before closing a contract.”*

**R. Michael Rose**

CEO, Mojo Media Labs

Working in an environment where your team is excited about an endeavor from the beginning makes the journey that much more enjoyable and often more successful. On the flip side, a lack of positivity can make progress and momentum difficult to maintain.

By engaging optimistic, energized team members early on in your ABM process, you will have not only team members who keep you motivated but also cheerleaders who can motivate others in the organization. But where do you find these people, and who should you seek out as not only early proponents of ABM but also as long-term ABM leadership team members?

As we've said before, this is an organizational alignment task; this means members of each previously siloed department should make up the ABM leadership team. But as with any solid team, you want strong players who can motivate others and create positive change and impact across organizational lines. **To make your search simple, we've got a handy list of potential ABM leadership team members from various departments, just for you:**



As you can see, upper management and c-suite executives must be part of your ABM Leadership Team for the project to be a success. If you can establish a great team to lead the way, your battle is halfway won.

But how do you convince these team members to join your proposed ABM leadership team?

# SPEAK TO MARKETING ROI AND BUSINESS GOALS

Marketing teams could work all day dissecting web analytics, page views, bounce rates, form fills, and more. But these metrics won't make any difference when you put them in front of a c-suite executive unless they speak their language.

*"One of my favorite pieces of advice for ABM teams that I think applies to MANY things – **find your champion early**. If someone who fits your other requirements for ABM leadership is very excited, whether they come from operations, sales, or marketing then they **SHOULD** be on that team. Their energy will do wonders for either a full rollout or a pilot program."*

**James Elhardt**

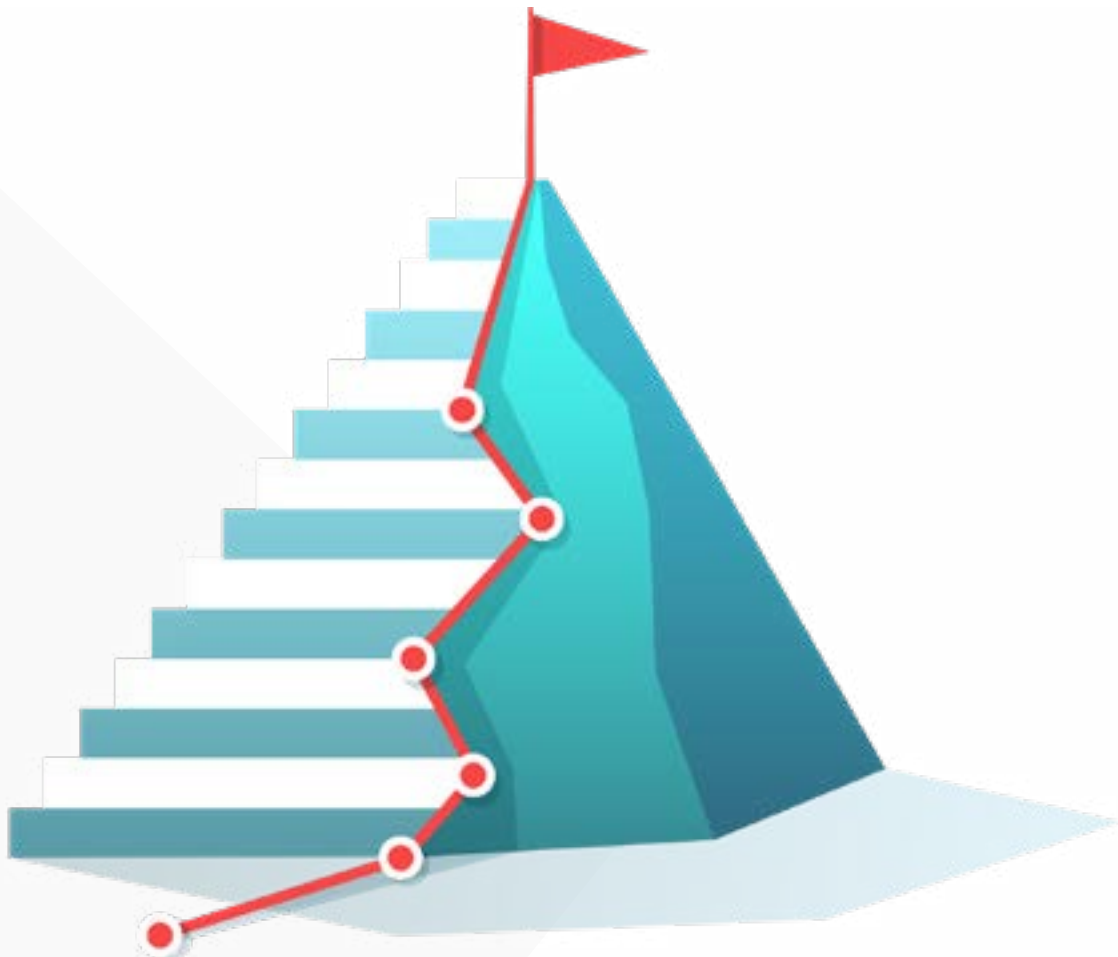
*Digital Marketing Specialist*

Helping leadership team members understand the ties marketing dollars have to the business's key objectives and goals is critical for buy-in and continued advocacy. You've made the connections yourself in your marketing team to some degree, but it's all for naught unless you can show the leadership team just **what account-based marketing can do for the business bottom line.**



Furthermore, not only should you work to connect the dots between marketing dollars and business ROI through ABM in the beginning, but you should also continue to encourage and work with the ABM leadership team to guide future organizational decisions through the lens of ABM.

ABM is a long-term commitment requiring time, alignment, and advocacy across the organization. As decisions are continually made through an ABM lens by the leadership team, this will help create organizational cohesion and help account-based marketing become a new normal, working alongside inbound campaigns and other tactics. But your work isn't done just because you got everyone on board in the first place.



# ABM ADVOCACY IS KEY TO SUCCESS

There's a difference between engagement and advocacy. Engagement is going through the process, being part of a program, actively participating in the ABM tactics within your organization. Advocacy, however, speaks to continued promotion, working side-by-side with tangible, repeatable proof that shows why account-based marketing benefits your business's bottom line. Advocacy is what you should strive for when you create your ABM leadership team.

*"The team at Mojo Media Labs has been a valuable partner in aligning our sales and marketing teams, from strategic planning and improving communication processes, to the tech stack identification, setup and optimization of our HubSpot/Salesforce integration."*

**Gary Williams**

*Director of Demand Generation, Reputation Institute*

Members of ABM leadership teams like Gary Williams of Reputation Institute understand that the account-based marketing process doesn't stop at initial alignment. For ABM to succeed, it's critical to engage at all points of the process and advocate the ridiculous results account-based marketing brings to the business's objectives.

And to that, it's not just a matter of getting people excited; remember, account-based marketing is a strategic organizational initiative. You will strategically work with the executives mentioned previously to create cross-department alignment and continue to foster that alignment even down to tech stack choices and reporting.

# KEY POINTS FOR BUILDING YOUR ABM LEADERSHIP TEAM

*Overall, the ABM leadership team can make or break an organization's account-based marketing initiative. It is the duty of leadership to:*

- ▶ *Create shared focus across the organization*
- ▶ *Staff for the account-based marketing initiative*
- ▶ *Communicate clear ABM and business objectives to the organization*
- ▶ *Reset expectations throughout the process*
- ▶ *Ensure compliance among team members*
- ▶ *Constantly collaborate to create the best results*

Your key members should always come from Sales, Marketing, and Operations at the very least. These will be primary engagement departments for ABM initiatives, so while incorporating other members is advised, these three departments must have members on the ABM leadership team to help the business:

1. *Confirm that ABM is the best strategy*
2. *Define primary ABM business objectives*
3. *Determine how success is measured*
4. *Create the target account list (based on the criteria from most successful clients).*

# WHO IS ON YOUR ABM LEADERSHIP TEAM?

**Sales:**

**Marketing:**

**Operations:**

**Finance:**

**What are your key objectives?**

**Average deal size:**

 **increase**  **from**  **to** 

**Sales velocity Increase from to:**

 **increase**  **from**  **to** 

**Close rate Increase from to**

 **increase**  **from**  **to** 

**Other Increase from to**

 **increase**  **from**  **to** 

The process of building your ABM leadership team can be viewed as part of a larger 90-day alignment journey to Sales and Marketing alignment. As you can see in the chart, the leadership team's biggest impact falls in the first 30 days with approvals and alignment, but continues along the philosophical alignment row and beyond to continue advocating ABM as campaign and program results begin to form.

# 30-60-90 DAY PLAN SALES & MARKETING ALIGNMENT & TARGET ACCOUNTS

	FIRST 30 DAYS	FIRST 60 DAYS	BY 90 DAYS
<b>Philosophical Alignment</b>	Identify your Champions. Agree on Business objectives for the strategy.	Establish the roles & responsibilities required for a successful ABM Plan.	Communicate out to the affected Sales and Marketing Teams.
<b>Target Account List</b>	Identify area(s) of focus. <ul style="list-style-type: none"><li>• How big should your list be?</li><li>• How much of Marketing's resources will be focused here?</li></ul>	Establish Segmentation Strategy. <ul style="list-style-type: none"><li>• What are the business objectives for each segment?</li></ul>	Figure out how often to review/iterate on your list
<b>Planning / Review Cadence</b>	Host initial meetings w/ABM Leadership Team.	Establish a regular meeting cadence.	Work with Marketing to concept programs to achieve these objectives
<b>Setting Core Objectives</b>	Benchmark current metrics: <ul style="list-style-type: none"><li>• Average Deal Size</li><li>• Sales Velocity</li><li>• Close Rates</li></ul>	Establish improvement objectives with ABM strategy.	Socialize with everyone in Sales & Marketing.

At the end of the day, your ABM program is only as strong as your ABM leadership team and its actions in the organization. To create lasting account-based marketing success, your ABM leadership team needs to be the primary advocate for the program starting early in the process and maintain accountability across the organization as it makes future business decisions through an ABM lens. This will create a successful platform for you to take the next steps to ABM success.



# IV

## IDENTIFYING YOUR IDEAL CUSTOMER PROFILE

You've got buy-in from your **ABM leadership team** to start building an ABM program, but who will be the lucky recipient of your marketing and sales efforts? **Account-based marketing** is a strategic marketing approach that helps you achieve business objectives and ultimately increase contract value, funnel velocity, and close rates. That doesn't work with a spray and pray marketing methodology. Enter, the Ideal Customer Profile (ICP), your Sales and Marketing vetted perfect client. This will be your target account audience for your ABM efforts, but how do you define your ideal client?

# REVISIT ALIGNMENT FOR YOUR IDEAL CUSTOMER PROFILE

As with every aspect of account-based marketing, alignment is key, and it's no different in creating your company's Ideal Customer Profile. The ideal client profile is not a single source creation; rather, the ICP is the result of an aligned discussion with members of Sales, Marketing, and Operations culminating in the ABM leadership team's sign-off.

Company goal alignment is a great place to start when assessing an ideal customer fit because there is always room for more customers that best help your company reach its goals. From here, the real work begins.



# START WITH YOUR MOST SUCCESSFUL CUSTOMERS

Often an ideal *anything* is theoretical, but with account-based marketing theory becomes reality with your ideal customer profiles. Rather than start with that theoretical ideal of the perfect client you *wish* would purchase your company's product or services, it's best to start with those *already* engaging with your business. It's as easy as 1, 2, 3...

I

**Sit down with Sales** and take a good hard look at your list of customers from the past year. This will give you insight on two fronts: a) a benchmark for the number of customers in a year b) a close analysis of your customers themselves.

II

**Define your "best customers."**

How do you do this? Ideally, your best customer will reflect high spending with the company, long-term retention, collaborative relationships, and an optimistic outlook that trusts you to guide them in the right direction. Essentially, you're almost like a part of their team and your Sales team might even have the potential to upsell.

III

**Create a list of common traits.** Jot these commonalities down as they come up in your analysis. This way you have a paper trail to look back on when you're assessing accounts in the next steps to determine whether or not to target them.

It can be as simple as a spreadsheet, document, or a presentation slide where you store these traits that define your ideal current customer. This is just the first step. Beyond determining which customers provide your business the most dependable revenue streams with larger contract values and collaboration unlike any other, you can't really build a profile out of these traits alone.



# DOCUMENT YOUR IDEAL CUSTOMER PROFILE

Remember, this isn't just a Marketing and Sales exercise. The Ideal Customer Profile should be accessible by anyone within the organization and be presented in a format that can be directly tied back to business objectives. *Therefore, when compiling your ICP, you will want to note the following traits for each account:*

## FIRMOGRAPHICS

*These are the company-specific traits that relate directly to the business rather than the individual. Be sure to include:*

**Company Size:** *How many people work there?*

**Company Revenue:** *How much does the company make on average annually?*

**Geographic Location:** *Where are their headquarters and branch locations?*

**Relevant Products:** *What do they sell?*

**Industry:** *Where do they sell?*

**Negative Considerations:** *What roadblocks might you encounter along the way?*

**Budget:** *How much can they spend on your business's ABM services?*

## FIRMOGRAPHICS

Additionally, you may want to include the technology your ideal customer will have in their tech stack or what they will be open to incorporating to ensure you can realistically help them achieve their own business goals. ***Be sure to note:***

**Current tech programs:** *What are they using now?*

**Future tech investments:** *What should they use in the future?*

**Capacity for tech maintenance:** *Can they actively maintain their current product suite?*



## BUYER PERSONAS

Traditionally an Inbound Marketing element, buyer personas can help your business marketing initiatives speak to the individuals within the accounts, because while Sales will close accounts, they will still engage with individuals within those accounts. Therefore, understanding the mindset of the key decision makers at the accounts is critical for ABM success, and aligns with the idea that ABM and Inbound can and should run in tandem to create a comprehensive business marketing suite.

*Some key points to include in your buyer personas include:*

**Location:** *Where does this buyer reside?*

**Age:** *How old are they & how does that influence their decision-making?*

**News Source:** *Where do they get their info & what outlets do they trust (where can you reach them?)*

**Income:** *How much do they make, & how will this affect their decisions?*

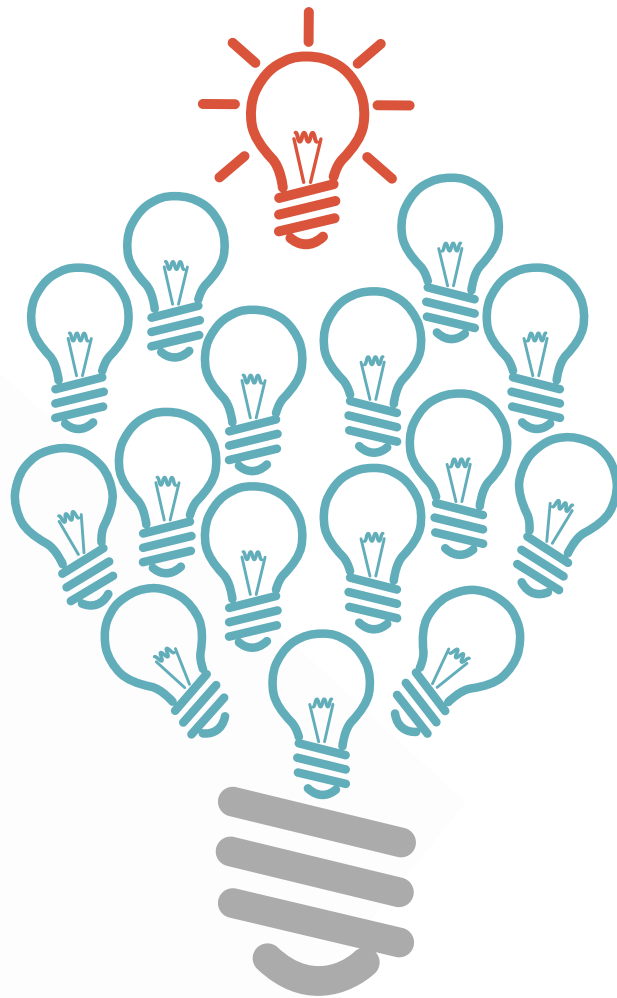
**Pain Points:** *What do they struggle with at their company & how can you help them resolve their current issues?*

**Goals:** *What do they want to achieve at their company?*

**Objection to Purchase:** *Why would they say "no" to doing business with you?*

Furthermore, not only should you work to connect the dots between marketing dollars and business ROI through ABM in the beginning, but you should also continue to encourage and work with the ABM leadership team to guide future organizational decisions through the lens of ABM.

ABM is a long-term commitment requiring time, alignment, and advocacy across the organization. As decisions are continually made through an ABM lens by the leadership team, this will help create organizational cohesion and help account-based marketing become a new normal, working alongside inbound campaigns and other tactics. But your work isn't done just because you got everyone on board in the first place.



# SEGMENTING YOUR ICP: ACTIVITY

	INDUSTRY 1	INDUSTRY 2	INDUSTRY 3	INDUSTRY 4	INDUSTRY 5
Segment					
Geography					
Account Tiers					
Other Considerations					
Negative Attributes					
Primary Solutions of Interest					
Current Clients					
Industry Based Pain Points					

# YOUR ICP DIRECTLY INFLUENCES YOUR TARGET ACCOUNT LIST

After Sales, Marketing, and Operations have collaborated to create the proposed Ideal Customer Profile, the next step is to take it to the ABM leadership team. They will then provide their input as to the accuracy of the profile, look at your evidence, and either approve or provide feedback to help further focus on what truly defines an ideal client. Once their buy-in is secured, you will move onto building out your target account list.

Without the Ideal Customer Profile, the next step in the ABM process is virtually impossible. Remember account-based marketing is a strategic marketing program that doesn't spray and pray. It starts with an intense focus on a target group built out from the Ideal Customer Profile, then expands within those target accounts to reach key decision makers and engage them. This is where your skills and capacity for manual list build-out and predictive tool management will come into play, but more about those in the chapters to come.

Just remember, everything starts from the Ideal Customer Profile, so build your list carefully. And in the end, account-based marketing is an iterative process so as your business evolves, so too will your Ideal Customer Profile.



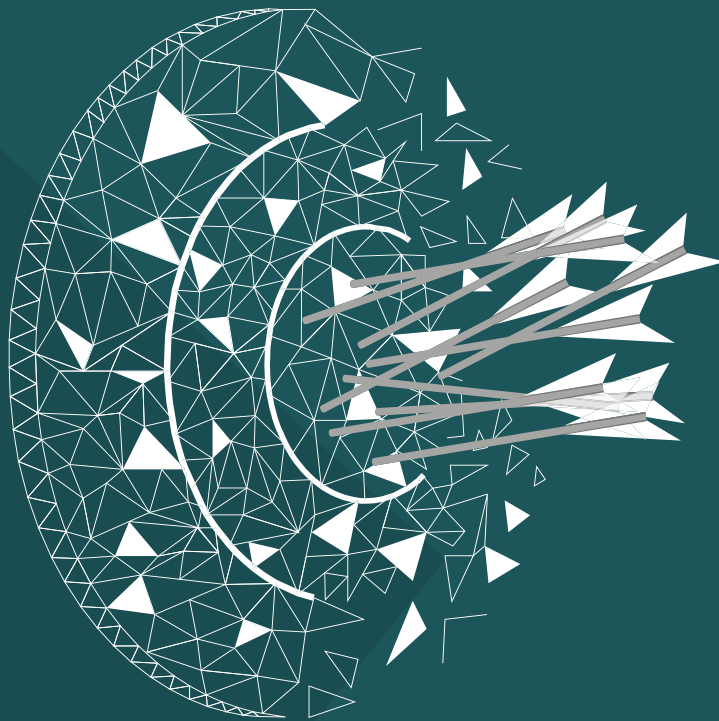
## SELECT AND SEGMENT YOUR ABM TARGET ACCOUNT LIST

To create the best Target Account List, follow these four main steps: **Build**, **Secure**, **Verify + Iterate**, and **Update**. We'll dive into the details of each in this chapter of the account-based marketing story, but just keep these in mind as you proceed. First, let's talk about how to build your target account list.

# BUILD YOUR TARGET ACCOUNT LIST

Arguably the most important step in the process is establishing list ownership. Account-based marketing thrives on full organizational alignment and accountability, so designating a list owner creates a point of contact for the organization as you move through the ABM process. This person will engage in all stages of the list's lifecycle and serve as the liaison to the ABM leadership team.

*After selecting the list owner, it's time to dive into the tools you might use to determine how you will build the list. What will be your approach and what tools are available to you to determine target accounts.*



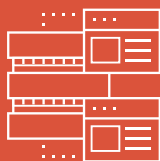


## 3 OF THE MOST USEFUL TOOLS IN THE PROCESS INCLUDE:

### YOUR CRM



### DATA AUGMENTATION TOOLS



### PREDICTIVE TOOL



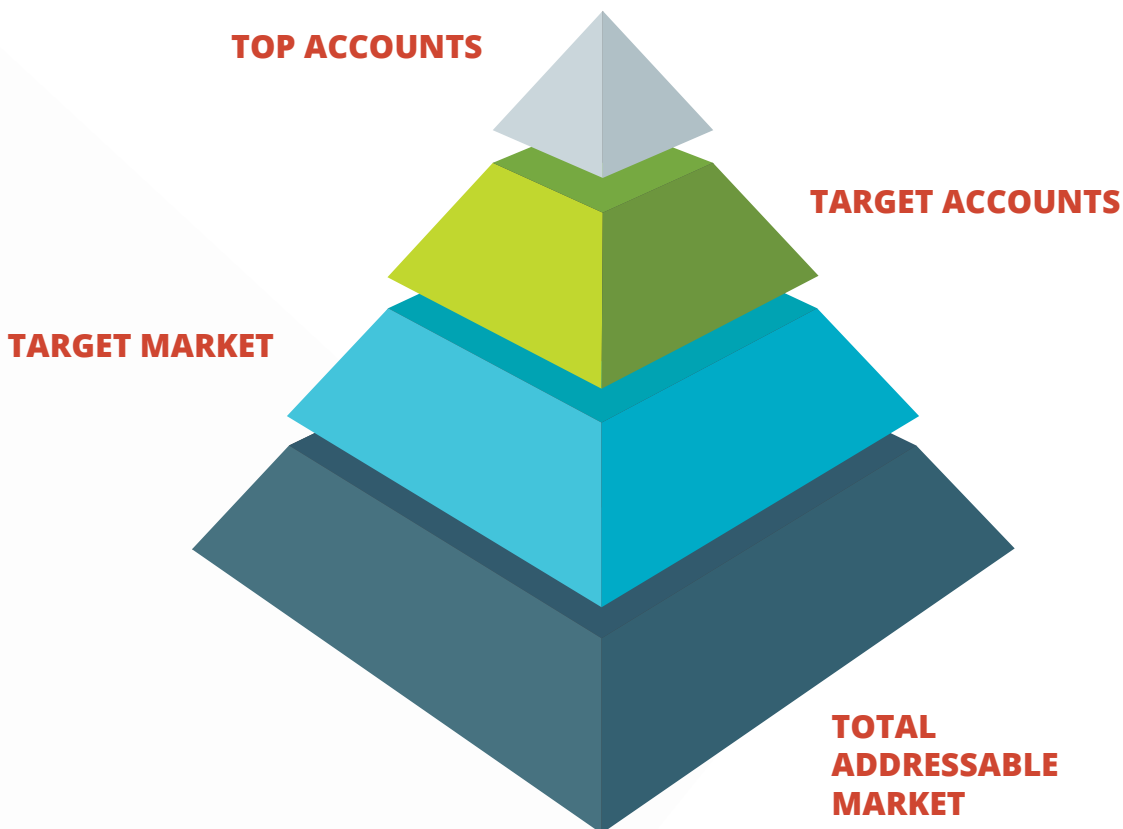
Your CRM has current contact and account information from which you can glean successful account traits. The addition of data augmentation and predictive tools allows you to expand on those current key accounts and generate target accounts with similar probability for success. Remember, this is a strategic process. It is not an exercise in the ideal, dream account. This segmentation exercise of targeting specific accounts will be based on facts, events, and data.

Additionally, it's important to remember that while predictive tools are commonplace in ABM programs, they would not be successful without the CRM data and insights you currently have to fuel their predictive algorithms. Therefore, it's critical to look inward before depending solely on a predictive tool to do your digging. This is where your Ideal Customer Profile will help direct expansion tactics and guide your internal CRM search and external predictive account targeting tools.

You should also look to your marketing resources and data you are familiar with and create a hypothesis based on traditional marketing and web metrics to help drive list creation before it goes to Sales and Leadership. Overall, the accounts you choose should be currently affecting or have a high probability of affecting business growth in revenue, average deal size, and funnel velocity.

# FROM TOTAL ACCESSIBLE MARKET TO TOP ACCOUNTS

While **Total Addressable Market**, or TAM, is a great place to start when assessing target accounts, your key target accounts should not solely exist in the TAM sphere of your business. These accounts could purchase from you, but should they really bite the bullet? They might have a volatile revenue stream, no potential for upselling, or lack long-term goals. These accounts will participate in peripheral engagements with little to no personalization, including ebook downloads, short meetings at tradeshow, and webinar attendance.



Moving past the TAM, you will gain insights into your **Target Market**. These accounts have more potential for long-term success compared to the Total Accessible Market, but they will not receive the same caliber of personalized marketing as Target Accounts. The Target Market accounts should fall in line with your Ideal Customer Profile, but not all will show intent to buy. Target Market accounts will participate in the TAM-based engagement opportunities and also exist in nurture campaigns, segmented personalization such as content including basic personalization tokens or certification courses.

From the Target Market, you will determine **Target Accounts**, or the ICP accounts that show the most buying intent. These accounts will receive targeted tactics that are high touch and specific to those accounts. Tactics like personalized advertisements, discounts to events like webinars or speaking engagements, and the previously mentioned target account tactics reliant on segmentation and nurture sequences.

From the Target Accounts, you then decide which are the Account Executive's **Top Accounts**. These accounts will receive more quality attention, resources, and budget than the previous segments, making them the highest, most personalized touch accounts outside of opportunities and customers already in your funnel. The spend is higher to close AE Top Accounts, but it will be worth it since these accounts are most likely to close with long-term, high-value contracts. The tactics for AE Top Accounts includes highly personalized messaging within advertisements, your website content, direct mail, and email in addition to field activities.

*As you dive into your data and determine your AE Top Accounts, these will be the foundation for your marketing-vetted target account list. You will analyze data from various points of your CRM and marketing analysis to back up your account choices, and then hand off the list for approval to Sales and Leadership.*

# SECURE YOUR STARTER TARGET ACCOUNT

Because account-based marketing only succeeds with full organizational alignment, the target account list needs to be approved by three bodies: Marketing, Sales, and Leadership, in that order. First, provide the list to Marketing. Gathering insights from the marketing team is the first step in the process. Once you've exhausted your marketing resources, Sales is the next step for approval.

Sales will provide insights into your list and how the chosen accounts relate to your business's ability to achieve its business goals and objectives while increasing revenue across the organization. Their guidance in list refinement will help you better create Sales enablement tools that we'll discuss in the next chapter. After Sales works with Marketing to refine the list, Leadership will give the list a final check, assess its potential to increase business revenue, contract value, and pipeline velocity.

Once Leadership has provided buy-in, it's time to launch and iterate! But before that, there's one final step to securing your starter list: Giving the list a name. By giving the list a name, it makes the list real and easy to reference by all members of the organization. Remember, alignment is key for ABM success, so even something as simple as giving the target account list a name everyone can reference around the organization creates cohesion among the teams and keeps everyone on the same track.

# VERIFY AND ITERATE, POST-ABM LAUNCH

Account-based marketing at its core is a scalable strategic approach to hitting business goals as one team. As you attempt to see which accounts are performing, which are duds, and decide how to optimize your list, there are a few ways to keep everyone active in the process.

## SALES, MARKETING, & OPERATIONS TASKS

By setting tasks for each of the departments that play to its strengths, it helps everyone perform at their best when optimizing and scaling the ABM target account list. This keeps everyone informed and communicative.



### SALES

For Sales, the tasks they need to perform include field tactics, engaging with the target accounts digitally by performing follow-ups, and creating face-time opportunities whenever possible. It will also be the job of Sales to keep notes on account performance and what enablement tools are aiding them most.



### MARKETING

Marketing's job is to create and optimize sales enablement tools and update creative content as necessary to ensure Sales can perform its duty to the best of its abilities and the digital components of the ABM program do their job as well, whether those be personalized ads or nurture segmentation.



### OPERATIONS

Operations plays a key role in overall reporting on progress. They will help Sales and Marketing see the gaps in their own work in an accessible report that can be understood by all areas of the business. How the accounts perform overall will be critical for Sales, Marketing, and Leadership to understand as they continue to iterate and scale the list to best achieve business goals.

# WHAT'S THE "RIGHT" LIST SIZE?

**While this is the most frequently asked question in the account-based marketing process, it does not have a clear answer.** It would be great to be able to suggest a list size for companies based on any number of criteria, but that perfect list size must be determined internally through collaborative meetings where Sales and Marketing discuss existing territories, new territory suggestions, sales team capacity, marketing capacity, close rates, and sales cycles, just to name a few criteria.

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*Discussing these details as they exist before ABM implementation will help you iterate in the long run and not bite off more than you can chew at any point in your ABM journey.*

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Consider capacity first, then grow with your ABM program as it increases business revenue and allows that growth to happen. The answer is subjective, but it's honestly for the best.

# UPDATING YOUR LIST

Updates might seem cumbersome, but with consistent vigilance from Sales, Marketing, and Operations to measure target account success, you will find a balance that creates measurable metrics but also allows for change.

*Remember, ABM is a long-term investment, so changing the list immediately after implementation is not the best idea. There are two categories of update criteria to assess:*



## MAJOR UPDATES:

Fundamental business changes including new funding, executives, and market shifts will require you to take a look at your list and decide how to adapt. These will need to be addressed annually when updating your list.

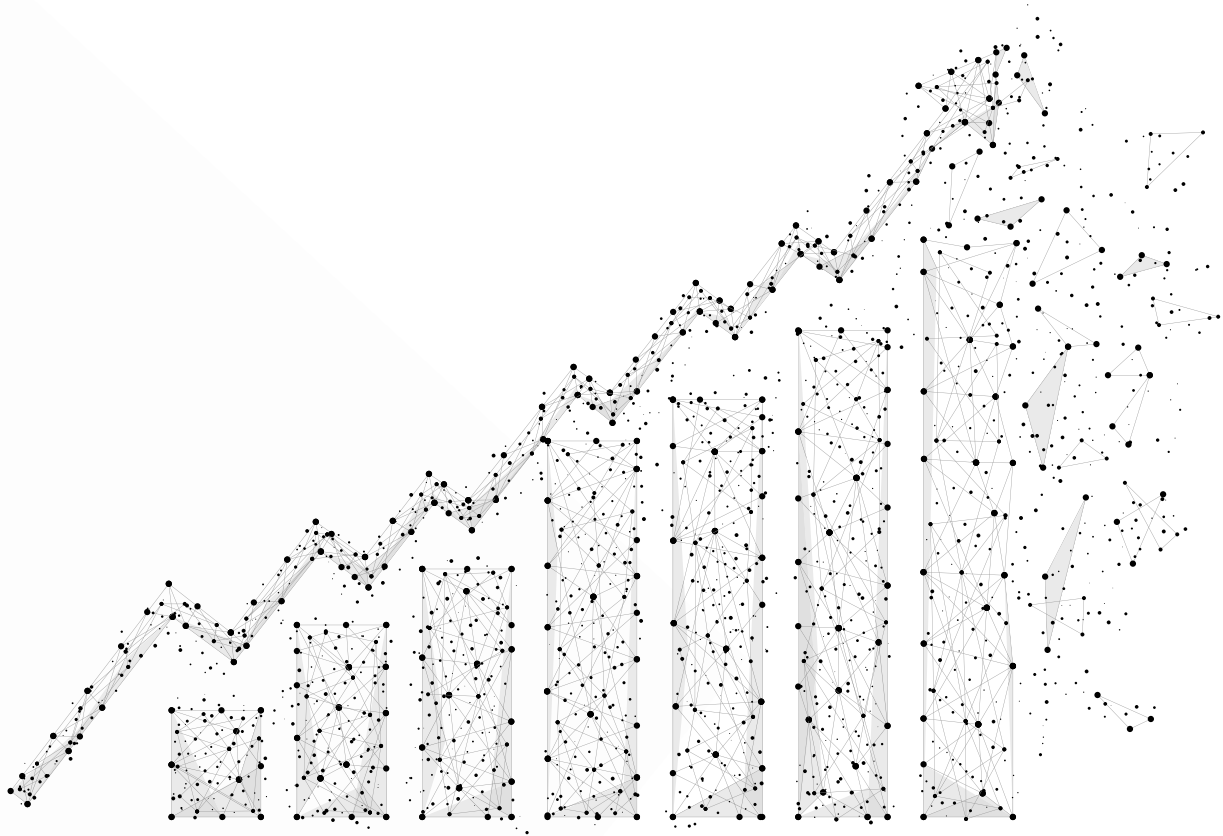


## MINOR UPDATES:

Territory changes and new product offerings can result in quarterly updates as they relate to target accounts that would or would not benefit from these changes.

# LET YOUR TARGET ACCOUNT LIST GROW WITH YOU

Overall, it's key to remember the target account list is a strategic, scalable, living thing within your ABM program that should grow alongside your account-based marketing successes. As you grow your average contract size, increase revenue, and improve pipeline velocity, you will see room for expansion of your target account list and better data to use within predictive tools that can aid that expansion. Keeping Sales, Marketing, and Operations involved through task delegation and constant communication make the process much easier as the time to iterate and update does come, but it's always important to give your target account list time to perform.







# VI

## ALIGNING ABM ROLES AND RESPONSIBILITIES: SALES LIST

One of the main benefits of an account-based marketing program is full organizational alignment, and that means Sales and Marketing working together. Rather than working in silos, the two teams begin to synchronize, enabling each other to perform their best with data-driven insights and a focus on key accounts that help the business reach its primary objectives. To make this happen, we need role and responsibility alignment on each team. In this chapter we start with the Sales team.

# COMMON SALES OBJECTIONS TO ABM

You can expect a lot of questions from both Marketing and Sales when you're considering and launching an ABM program. There may be objections from both teams, but understanding the common objections and how to address them is half the battle.

*Two of the most common objections by Sales to account-based marketing program implementation are:*

I

**What happens to leads already in the funnel?**

II

**There will be too few leads to hit our pipeline and revenue goals.**

## LET'S DISCUSS!

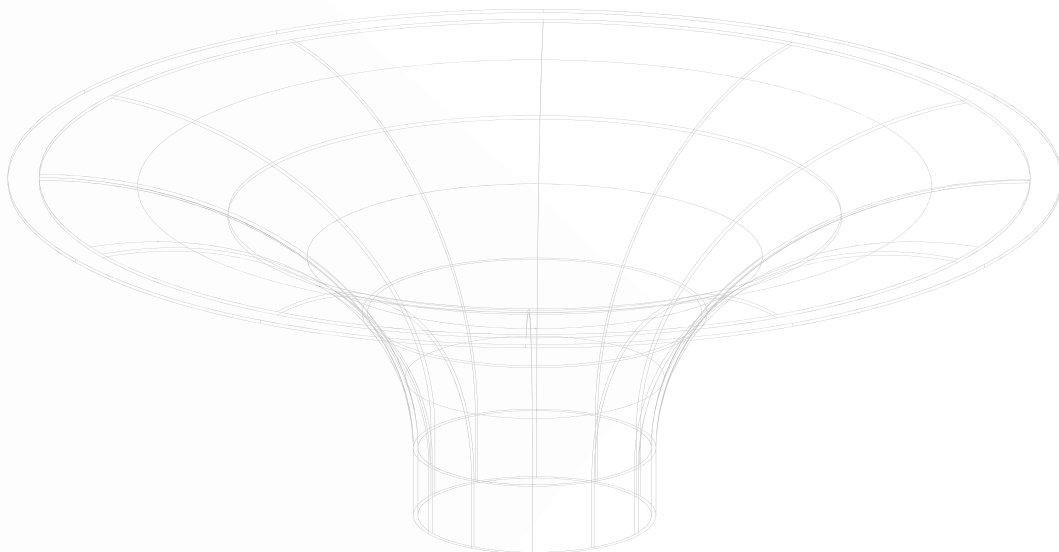
# WHAT HAPPENS TO LEADS ALREADY IN THE FUNNEL?

At first glance, it is easy to mistake ABM as a total shift in Sales attention where the only focus is the target accounts chosen by Sales and Marketing.

This is because Sales understands ABM is a high-touch program involving careful and conscious efforts to win target accounts above all else.

Truth be told, account-based marketing is not a complete shift in business, rather it is a strategic shift of designated Sales resources to selected accounts. These accounts are most likely to engage with your business to help it reach its business objectives such as increased average contract value and closed revenue.

Leads in the funnel will still be addressed, however, the caliber of effort they receive will be adjusted. The leads in the funnel will receive more reactive sales interactions than the ABM target accounts which will receive proactive sales interactions.

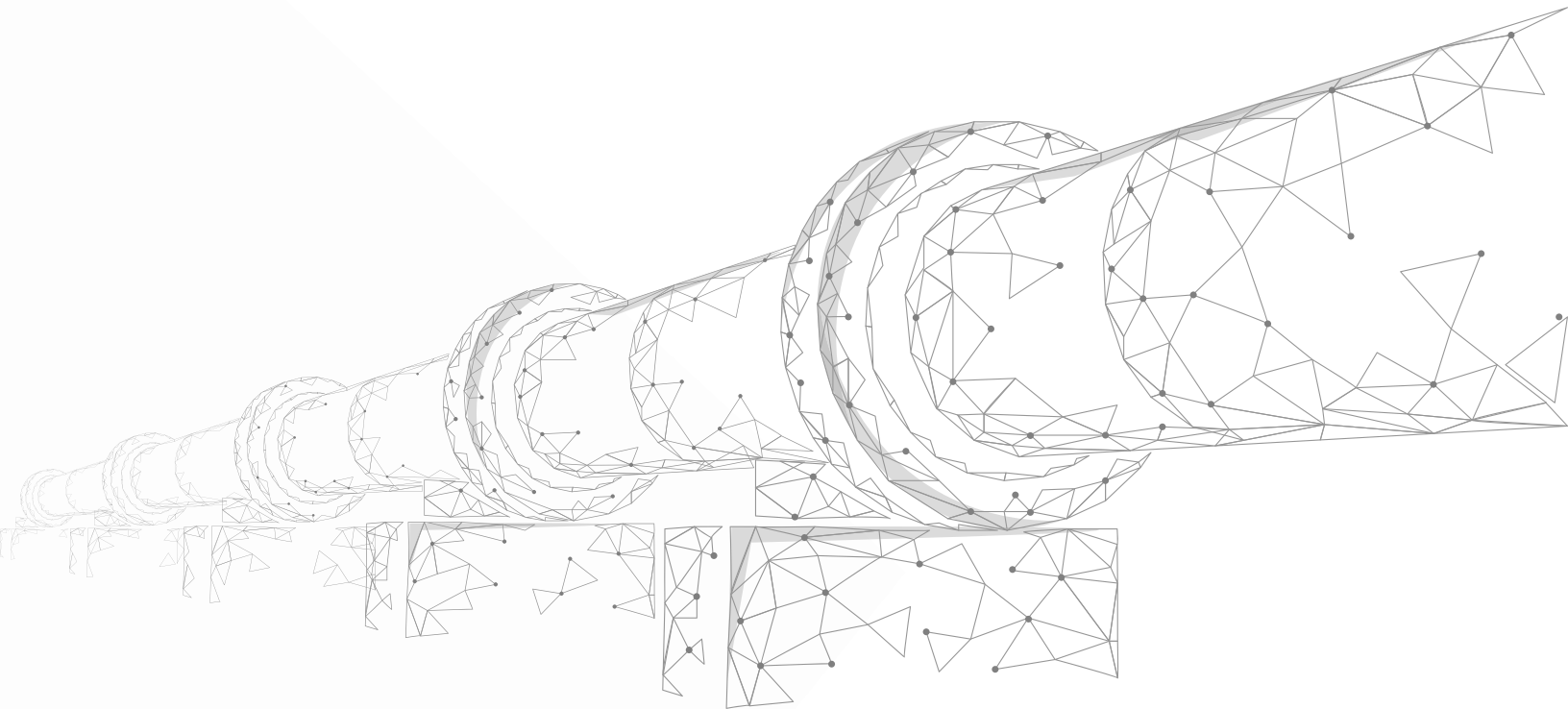


# THERE WILL BE TOO FEW LEADS TO HIT OUR PIPELINE AND REVENUE GOALS

An understandable reaction. ABM does tend to vastly trim the fat from the quantity of leads Sales receives.

The quality of leads, while fewer, will increase accordingly. No more wasted time on accounts unlikely to close; ABM target accounts tend to become upsell opportunities and engage in proactive advocacy of your business.

Additionally, ABM target accounts will most often have a higher contract value, enabling Sales to close more revenue with fewer accounts than less revenue with a larger number of flopped leads.



# HOW DOES ACCOUNT-BASED MARKETING BENEFIT SALES?

When addressing these objections to ABM implementation, be prepared to promote the positive changes account-based marketing brings to the table.

**The major benefits of an ABM program for Sales include:**

- ▶ *Collaboration instead of conflict with marketing*
- ▶ *Account quality over lead quantity*
- ▶ *Efficiency*
- ▶ *Proactivity*
- ▶ *Intelligent insights*
- ▶ *Achievement of 3 business objectives: increased contract size, closed revenue, pipeline velocity*

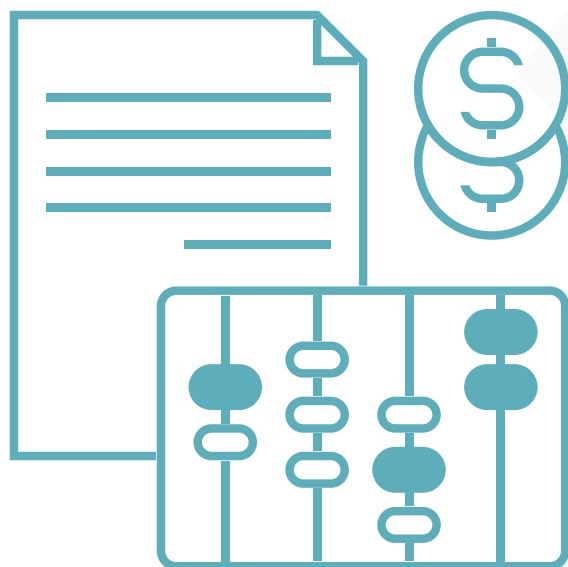


## **COLLABORATION INSTEAD OF CONFLICT WITH MARKETING**

As mentioned at the beginning of the chapter, Sales and Marketing are the age-old business opposites who do not speak the same language, care about different results, and seldom ever see eye-to-eye. That changes with ABM.

Let's put this on repeat: The key to ABM success is full organizational alignment, and that means Sales and Marketing working in tandem.

Collaboration is the answer to navigating the choppy waters of transition. As the two departments begin to speak the same language, work towards the same goals, and have the same definition of success for ABM, collaboration will happen more naturally, and when we discuss roles and responsibilities this will become much clearer.



## ACCOUNT QUALITY OVER LEAD QUANTITY

Sales can be inundated with fruitless leads sometimes, and it might not always be apparent. While Sales is at its core a numbers game, the prioritization of numbers shifts with an ABM program.

This means that rather than seeking a large number of leads (quantity) the focus becomes the strategically chosen accounts (quality) .

It may take some adjusting of territories and reallocation of responsibilities within Sales to ensure target account efforts are adequate and proactive, but the ability to hone in on high-value accounts that could become upsell opportunities in the future makes life much easier for Sales.

**After all, it's easier to keep current accounts and customers than to find new ones!**



## EFFICIENCY, PROACTIVITY, AND INTELLIGENT INSIGHTS

These three benefits go hand-in-hand. With proactive engagement on the part of Sales to provide Marketing with intelligent insights about target accounts, Sales increases its own efficiency regarding the selling process and the ability it gives Marketing to best enable Sales success. Let's explain a little further.

Sales is the main point of interaction with target accounts and leads within the business. Therefore, they are the front line receiving actionable insights into what accounts seek from your business. This enables both Sales and Marketing to proactively create strategies that best engage target accounts. As such, Sales efficiency improves because there is less wasted time on lackluster leads with low dollar values and more proactive engagement with target accounts that have the highest likelihood of closing.

As all the benefits of an ABM program for Sales become clear, it is also easy to see just how this impacts the ability of the business to reach its three key business objectives: **increased contract size, closed revenue, and pipeline velocity.**



# SALES ROLES AND RESPONSIBILITIES

The ability to achieve the three primary business objectives and reap the benefits of an account-based marketing program in your organization is only as realistic as the alignment of roles and responsibilities to Sales and Marketing. In terms of the Sales team, they will be responsible for the following:

- ▶ **Set expectations and accountability with leadership**

Be realistic with leadership when it comes to roles and responsibilities within Sales and the capacity of Sales to take on an ABM program.

- ▶ **Help with target account selection + define prospects**

Sales is the front line for target account interaction, so providing these insights to help Marketing iterate and scale the ABM target account list alongside the Sales team is a must!

- ▶ **Give sales cycle insights to the ABM team**

Coming back to the technicalities of Sales for a moment, sales cycle length is crucial for the ABM team to understand. This allows them to best enable Sales with the right materials to reach the right accounts at the right time.

- ▶ **Rework inbound and outbound teams to address ABM**

The current territory structure might not work with ABM implementation. Ensure your Sales team takes the time to reconfigure territories and account delegation based on capacity and abilities of the different Sales team members.

▶ **Close, retain, and upsell accounts**

This comes as no surprise, but it still falls on Sales to close the accounts, retain them as customers, and upsell when possible.

▶ **Engage target accounts**

Using personalization and actionable insights, Sales will engage in high-touch selling efforts for AE top accounts including:

Use of strategic sales enablement tools provided by marketing

A combination of VIP dinners and field marketing at tradeshow

Personalized follow-ups (meetings, emails, phone calls, etc).

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With Sales taking the reins  
on the above roles and  
responsibilities, collaboration  
with Marketing, Operations, and  
other departments across the  
organization becomes a much  
more fluid process.

# BRIDGING THE GAP FOR SALES AND MARKETING

A strong account-based marketing program makes collaboration between Sales and Marketing, in particular, a no brainer. The teams come together and align on roles and responsibilities that result in Sales having less wasted time on lackluster leads, greater account success predictability, visibility into marketing impact, increasingly focused pipeline generation, and improved efficiency. Account-based marketing programs enable Sales to create greater results that achieve business objectives without unnecessary fluff.





## VII

# ALIGNING ABM ROLES AND RESPONSIBILITIES: MARKETING

In this chapter, we address common objections and benefits of ABM for Marketing, and provide descriptions of roles and responsibilities that fall on the shoulders of Marketing. Our goal in this chapter is to help you learn how account-based marketing programs allow Marketing to collaborate more effectively and efficiently across the organization.

# COMMON MARKETING OBJECTIONS TO ABM

Just as with Sales, it can sometimes be difficult to get the Marketing team on board. A new venture may seem daunting when they're already inundated with so much content creation and campaign monitoring.

***Here are some of the most common objections from Marketing to implementing an Account-Based Marketing program:***



**Sales won't provide a target account list or work with Marketing to build one.**

Collaboration keeps the account-based marketing program humming along like a fine-tuned machine. To achieve harmony, tensions between departments must be addressed and dispelled. Marketing may not have historically gotten what they need from Sales to do their best, so it's important to find a starting point. This means the key is finding somewhere to start collaborating and building trust. Whether that is a sales development representative or someone from the ABM Leadership team to encourage interaction, it's important to find your "in" to begin the process. From here, you can begin working to build a great target account list.



## **ABM is more expensive than the current budget allows.**

Another all-too-common objection lies in budgeting. Often, Marketing departments have to fight for their budget, but account-based marketing means an end to this battle. With an account-based marketing program, Marketing efforts are directly tied to business objectives, so when Marketing spends budget on creating optimized content for target accounts and the supplementary Sales enablement materials, these efforts are more visible across the organization. Not only this, but the efficiency that account-based marketing brings to Marketing means there is a higher acquisition of the right leads from target accounts on the same budget.

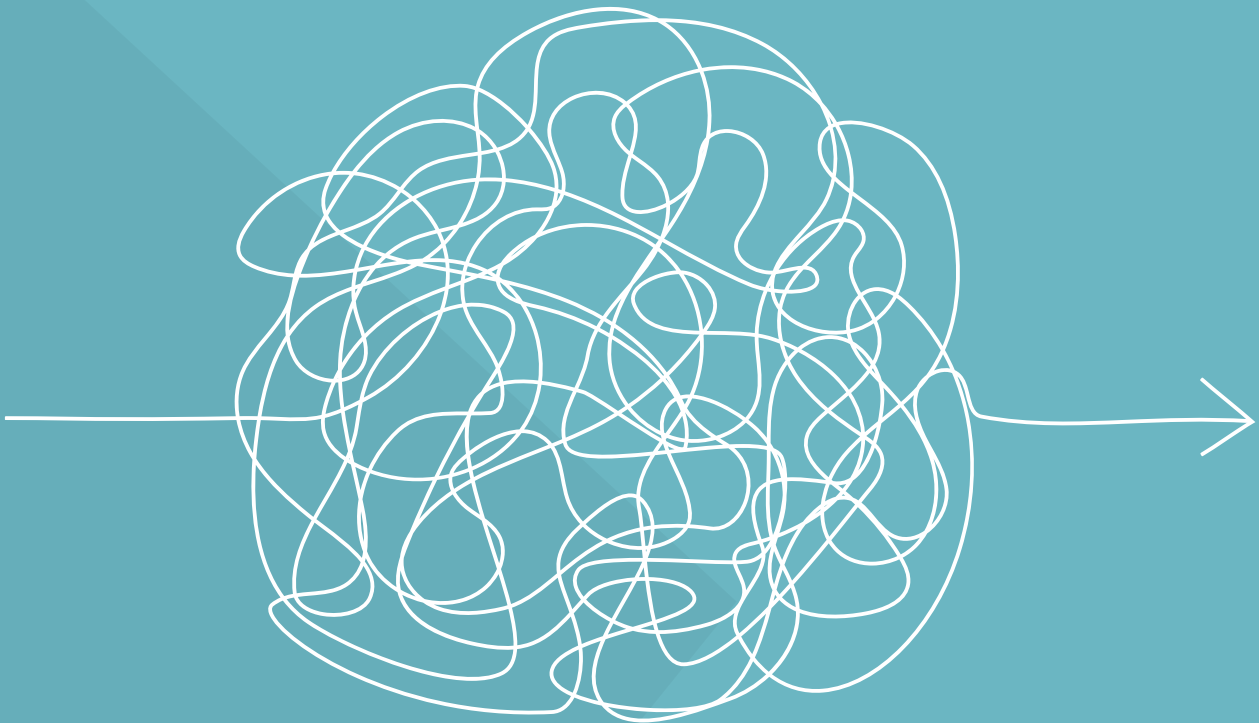
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With account-based marketing, you will be proactively spending a larger portion of the budget on target accounts with a higher likelihood of conversion and larger average contract values.



## Too busy for ABM.

Following the above points about the budget, Marketing is often tasked with spray and pray tactics that attempt to target a number of leads to keep the pipeline full and Sales happy. Account-based marketing's strategic efficiency means a decreasing number of campaigns and tactics in favor of higher ROI campaigns. With fewer campaigns to maintain and the heightened ability to personalize and optimize those campaign materials for target accounts and their respective Sales contacts, Marketers can breathe a bit easier.



# | WHAT DOES ABM BRING TO MARKETING?

ABM programs have a variety of benefits for organizations, and many of them relate to Marketing's daily life. It all comes down to the ability to strategically analyze what is currently happening, how it affects key business objectives, and where optimization in future ABM campaigns can occur. Some of the key benefits of account-based marketing programs for the marketing department include:

## **PROVEN EFFICIENCY:**

Strategic assessment and planning for a target account list mean fewer campaigns and higher ROI overall. No more spray and pray marketing.

## **TYING MARKETING TO THE BOTTOM LINE BUSINESS FINANCES:**

As ABM ties directly to business objective impact, the spending Marketing performs to attract and engage target accounts is more easily tied to bottom line business finances.

## **COLLABORATION BETWEEN SALES AND MARKETING:**

As previously mentioned, it's time to bridge the gap. ABM is only as strong as the alignment and collaboration within the organization, so the battle between the departments stops here.



## **ABILITY TO PROVIDE INSIGHTS AND DATA TO HELP SALES HIT GOALS:**

Marketing has long spoken its own language, referring to web conversions and metrics. With account-based marketing programs, Marketing begins to speak the language of Sales and the rest of the organization, translating its traditional department metrics to those relating to business metrics. Operations can help by creating excellent accessible reports that the entire organization can understand while still highlighting Marketing's fantastic web conversion work.

## **BETTER BUDGETING AND SEGMENTATION STRATEGIES:**

It's easier to budget when you are absolutely certain of your target accounts. Rather than seeking lead quantity, Marketing now can hone in on specialized optimized content for target accounts. They have an intimate knowledge of what the individuals within the accounts need and how their business can help them. The key insights ABM provides allow for more strategic segmentation that can be reflected quite clearly in the budget. A Marketing dream come true!

**Overall, each of these benefits leads Marketing to connect to 3 business objectives: increased contract size, closed revenue, and pipeline velocity.**

With this understanding, it becomes much easier to define roles and responsibilities within Marketing.

# MARKETING ROLES AND RESPONSIBILITIES

Collaboration is important to ABM success, but so too is the delegation of roles and responsibilities. Just as Sales has a specific target account list owner, so too will Marketing have defined accountability within the ABM process. Some of the items Marketing is responsible for include the following:

## **SALES ENABLEMENT:**

Marketing will create, maintain, and strategically optimize all Sales enablement material to help Sales close revenue with higher contract values.

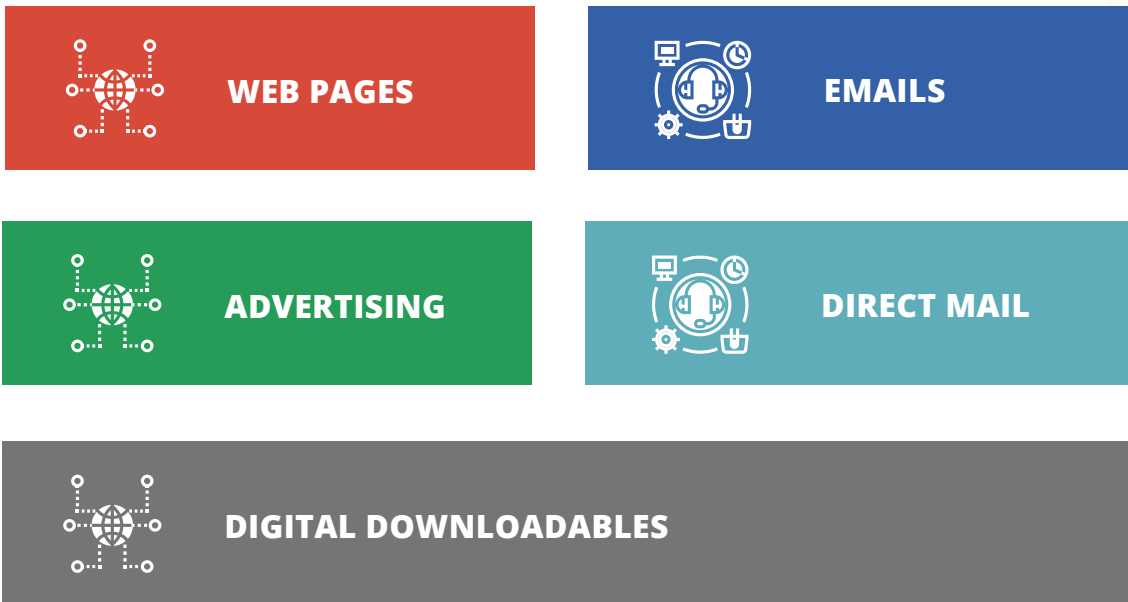
**This includes:**



## OPTIMIZED ACCOUNT CAMPAIGNS

These are iterative, personalized campaigns that are optimized reach and convert the right accounts at the right time with the right material.

**These campaign pieces can include:**



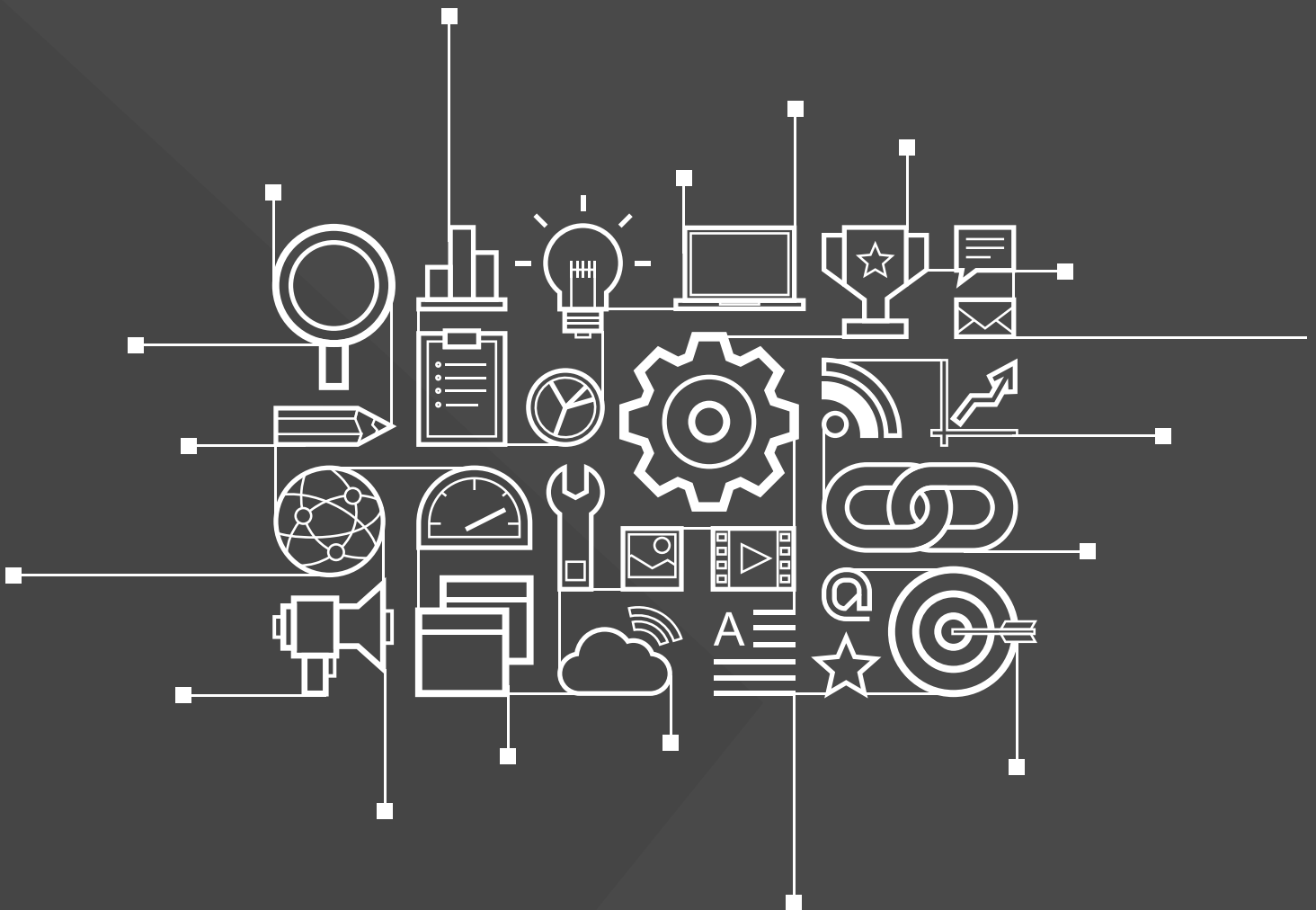
## PRE AND POST LAUNCH MEASURING

Marketing creates benchmarks before launching ABM to understand where the program is starting. This makes connecting closed revenue to KPIs and business objectives based on Marketing input much easier.

**Note:** Remember to translate marketing KPIs into business objective and Sales language. Operations can help create accessible reports to make this a reality.

1000 JOURNAL OF CLIMATE

ABM's greatest strength comes from collaboration and making Marketing accessible to other areas of the organization. Previously a siloed department whose efforts never received any gratitude when deals closed, Marketing is now a key component and a true foundation of ABM programs. By tying Marketing to business objectives and finances, there is greater collaboration and higher success closing the best accounts across the organization.





# VIII

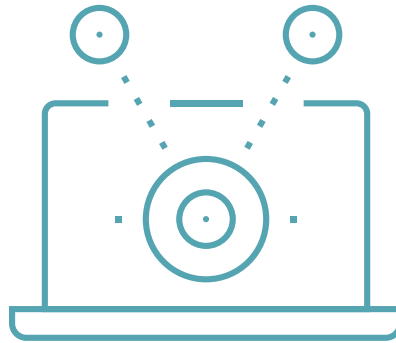
## SCORING, GRADING, AND ADJUSTING SALES AND MARKETING PRACTICES FOR ABM

To continue our journey to *account-based marketing success*, one of the key tasks to complete is assessing your current organizational processes and understanding how they need to be adjusted to fit an ABM program. Now, this isn't to say your current setup isn't fantastic, but there are critical changes an organization must go through in order to become ABM ready. Adapting is a great skill to have anyway, so take the opportunity to learn more about it through this process!

To help set our course, we'll start by using what's called an ABM Maturity Model; essentially, this helps you benchmark your current status and gain insights into where you're going in your organization.

# TIER 1 MATURITY: BEGINNER ABM

Remember, ABM is a strategic, scalable program that requires organizational alignment, so ensuring your business has a solid foundation makes growing your digital campaigns a much easier task in the future. Beginning with the basics, here is what you will need to qualify as Tier 1 ready for ABM.



## SALES AND MARKETING ALIGNMENT

The goal for Tier 1 readiness in Sales and Marketing alignment is just that, foundational alignment and acceptance that ABM is going to be the primary program Sales and Marketing will collaborate on. This is the beginning of bridging the longstanding gap between Sales and Marketing, who traditionally have butted heads more often than not.

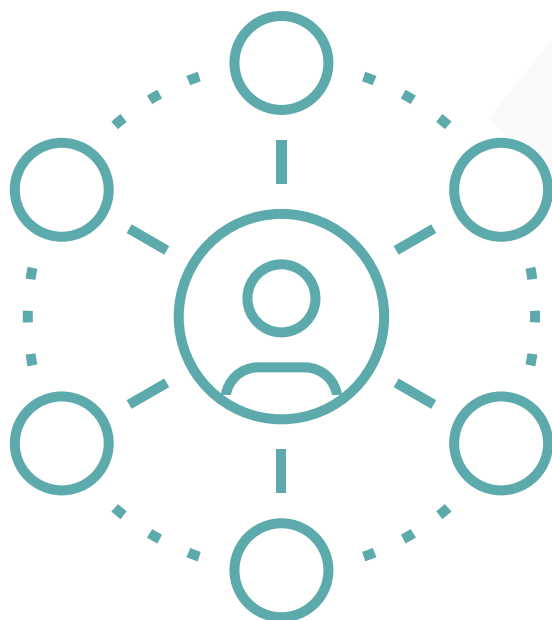
To achieve Tier 1 readiness, Sales and Marketing will need to come together in the shared belief that account-based marketing will positively impact the business. Additionally, these two traditionally siloed departments will have to commit to collaboration, because ABM has no chance of success without Sales and Marketing working like a fine-tuned machine. This **philosophical alignment** sets the stage for the rest of the program.



## TARGET ACCOUNTS

Target accounts are those which will receive your ABM marketing and sales efforts. Therefore, it is the task of Sales and Marketing to strategically assess current database accounts and strategically determine a starting list fueled by the Ideal Customer Profile.

An easy way to begin this task is to select up to 50 accounts that have the largest contract potential for your business. This is key because ABM is all about hitting 3 business goals: increased closed new revenue, average contract size, and funnel velocity. Starting with a small list vetted by Marketing and Sales against the ***Ideal Customer Profile*** is a great way to solidify your baseline and leave room to scale.

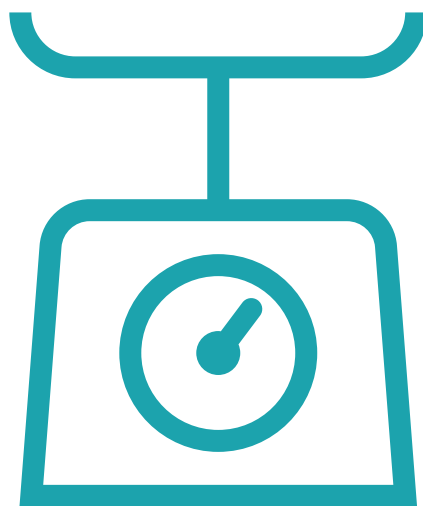


## MARKETING PROGRAMS

Switching from the mindset of lead quantity to target account quality can be difficult, especially since some Sales and Marketing will still attend to those inbound leads. However, these leads can also be a great place to start assessing and adapting your marketing programs. A strategic approach here would be to look at your bottom of the funnel and lead generation programs.

Assess the target accounts from these and determine what data can be appended through your marketing tech stack and how to optimize forms these accounts will engage with during your campaign by adding autofill technologies. These small adjustments at base level get the gears turning for later scaling and optimization for future target accounts and ensure you have the data to make the best personalization iterations possible.





## MEASUREMENT

While Marketing has the biggest language shift when it comes to implementing an account-based marketing program, it is key to the program's overall success. You won't be measuring ABM tactic success overnight, so a great place to start is to work with Operations and translate current marketing campaign analytics or website analytics into accessible reports for all other areas of the business, specifically Sales and Leadership.

**To do this, take your base metrics and begin to shift your measurement/ROI presentation. These metrics should include:**

- ▶ *CTRs*
- ▶ *Conversions*
- ▶ *Inquiries*
- ▶ *MQLs*

Operations plays a key role in making your traditional campaign measurement analytics accessible across the organization, and this will help translate your results so everyone can remain aligned and on board.

## TIER 2 MATURITY: MID-LEVEL ABM

At mid-level maturity, organizations have their foundations set, full alignment, and are well on their way to scaling their current processes. Here's what your organization might look like at mid-level ABM maturity.



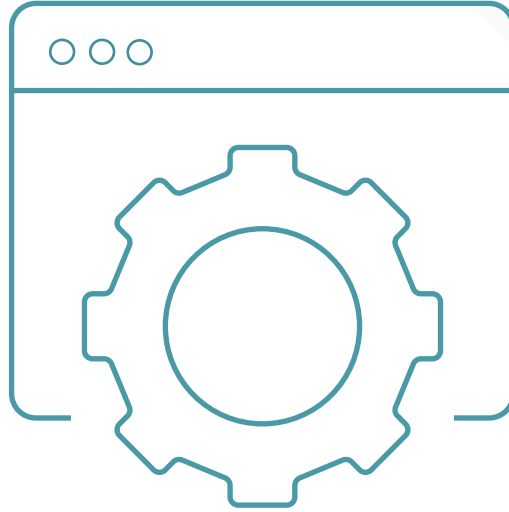
### **SALES AND MARKETING ALIGNMENT**

You've got everyone on board, agreeing to collaborate for the greater good that is account-based marketing, so the next step is to take action. This is where operational alignment comes into play; decisions are made as a cohesive team, target account selection is well within reach or even in its beginning stages post-tier 1 readiness, and your ABM team is creating a planning and execution cadence. This means Sales and Marketing are working as one to ensure their strategic actions not only look good on paper in the planning stage but have room to grow and adjust during the execution phase of the ABM program.



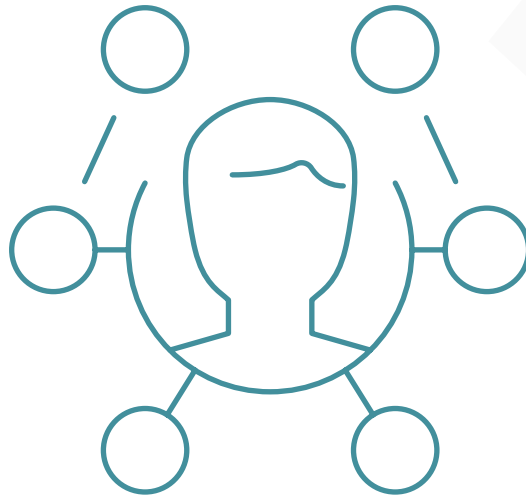
## TARGET ACCOUNTS

Tier 2 target account selection goes beyond your current database and begins to explore the world of look-alike targeting. This entails Sales and Marketing collaborating on further optimization of the Ideal Customer Profile to include more common success traits, and use this updated Ideal Customer Profile to **expand your database of target accounts to engage**. This is also a great opportunity to begin scaling your target account list up to 5,000 target accounts, if possible. Much of your scaling process will depend on the capacity of Sales and Marketing, specifically in Sales as territory assignments are adjusted. Just know that this is the time and place to begin scaling and using technology to expand beyond your current customer database into look-alike accounts.



## MARKETING PROGRAMS

Marketing programs in tier 2 evolve from basic digital campaigns into full-funnel digital sales enablement and marketing tactics. This is where ad platforms come into the picture to improve attraction capabilities, website engagement delves into personalization and further optimization opportunities, and marketing automation platforms align with CRM data to provide the most personalized, high-touch experience for target accounts to work in parallel to Sales tactics. The personalization and automation elements are key because they signify a growing program that requires scaling and more help beyond manual duties of Sales and Marketing.



## MEASUREMENT

Measurement in tier 2 begins analyzing revenue performance, a long-time missing link between marketing and financials. Being able to accurately tie ABM efforts to ROI is a key benefit as marketing campaigns traditionally are difficult to tie into financial spending, making budgeting for Marketing and Sales together a little tricky. With ABM, measuring revenue performance includes analyzing lift, pipeline, and funnel velocity as they relate to ABM tactics and campaigns working alongside Sales. Remember, Marketing has the biggest task in translating its metrics into accessible organizational reports, but with the help of Operations, reporting on campaign metrics and now tying marketing efforts to ROI and revenue make it easy to see how ABM directly impacts the business bottom line.

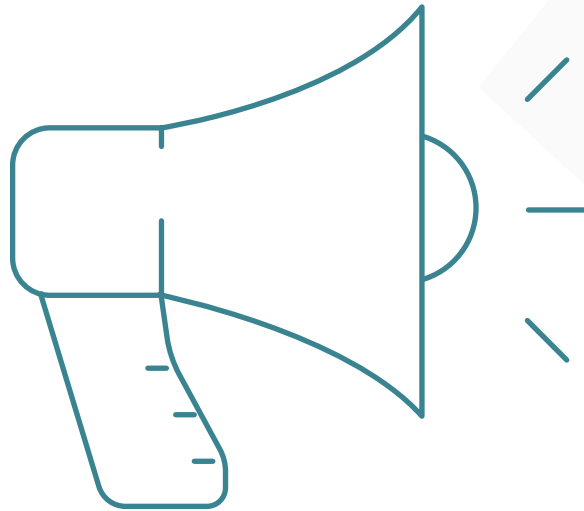
## **TIER 3 MATURITY: EXPERT-LEVEL ABM**

Strategic scaling, effective iteration, and full organizational alignment come easy to you now at Tier 3 maturity. From here, you can work to improve processes that generate growth and increase efficiency across all areas of the business. Here are your expert pieces of the ABM puzzle that signal tier 3 ABM readiness.



### **SALES AND MARKETING ALIGNMENT**

Using data-driven account selection with key insights is the primary tenet of an expert-level ABM target account process. This is where AI and machine-learning, data-driven platforms really take the reins and aid the target account selection process, up to 5,000 accounts. Any more than 5,000 can be a stretch even for enterprise companies purely because target account engagement is so high-touch and highly personalized. Anything more than those 5,000 can force Sales to step back on its tactics and not perform at its best. At the same time, this is absolutely the best opportunity for scaling and using AI to take more of the manual work and target account assessment off the shoulders of Sales and Marketing, allowing them to better use their time and resources in other ways.



## MARKETING PROGRAMS

Marketing programs in tier 3 successfully scale and blend the analog efforts with digital marketing. Due to the high quality of target accounts, efficiency implemented via technology within the program, and key insights gained throughout the course of the ABM program, Sales and Marketing can engage in the best analog and digital blend of target account interactions to hit business goals. This includes the previous tier 2 digital marketing tactics like website and advertising personalization working in tandem with the CRM and marketing automation's abilities to generate other personalized digital campaign pieces.

The differentiator for tier 3 readiness is the implementation of analog activities for Sales and Marketing's task of further enabling Sales to perform during these activities. This includes field events like tradeshow or VIP dinners and appearances at corporate events where known target accounts are in attendance to generate high-touch, personal interactions that guide target accounts to closing new revenue or upselling current contracts. The combination of analog and digital marketing programs allows Sales and Marketing to further collaborate, scale, and effectively hit business goals set at the launch of the ABM program.



## MEASUREMENT

Measurement also takes a step towards increased financial relevancy by improving reports to relate ABM efforts directly to the three primary business outcomes: increased funnel velocity, average contract size, and closed new revenue. The shift and evolution from translating traditional marketing campaign metrics to tying these efforts directly to business outcomes is a major benefit of running an account-based marketing program in the first place, and serves to connect previously unknown tactics to financial statements with visible ROI, making it easier to adjust for budget and spending in the long run.



# ASSESSING YOUR CURRENT SALES AND MARKETING PRACTICES

As mentioned in the beginning of this chapter, it is quite possible that you might currently rank Tier 1 for some aspects, and Tier 2 or 3 for others. This is not a cut and dry process, rather this is meant to provide insights into what account-based marketing looks like across four major aspects of your business and how it will need to scale to see long-term success.

If the current 4 segments do not resonate just yet within your business, be sure that as you assess your current practices to address the roles and activities within Sales, Marketing, and Operations. Those three departments will all need to align for ABM success, and being able to take a deep dive into their current processes to adjust for ABM is critical for your upcoming program.

Addressing the current state of your business and adjusting for ABM takes time, so be patient, budget accordingly, and work with your ABM Leadership team to keep making progress to become fully ABM-ready.

It's all come down to this, the numbers and metrics. You've gone through this journey with us and learned how organizational alignment, clear communication, and accountability are foundational elements of a successful account-based marketing program, but through each chapter, we've also touched on another key element required from beginning to end: measurement. Understanding, analyzing, and turning metrics into actionable steps can elevate your program in a number of ways, and we'll discuss the importance of metrics through each part of the ABM program together.

## PREPARING YOUR ACCOUNT-BASED MARKETING TECHNOLOGY STACK

There's something to be said for the benefits technology brings to marketing. It's no longer a game of letter writing, office visits, and dinners (though these are still part of an advanced ABM program). Technology is the key to ABM success because ABM is a strategic, scalable marketing program that requires optimal CRM, marketing automation, and other software to streamline your processes, manual and technology driven. That said, you can't buy your way into ABM success with technology. Over 6800 marketing technologies exist, but not all are best for your company. Today, we'll take a look at the five major technology categories that make up a solid account-based marketing tech stack and how each affects your organization's ABM success and business goals.

# ACCOUNT-BASED MARKETING TECHNOLOGY CATEGORIES

The five categories of technology that comprise an ABM tech stack relate to infrastructure, account selection, engagement, sales enablement, and measurement. Soon you'll understand what each category of technology solves for your business, who it affects, and see some examples of platforms falling under those categories.



Get our **tech stack planning kit** to help you start identifying and selecting the right software for your ABM program:

Download the Account-Based Marketing Software: **Tech Stack Planning Kit**

**DOWNLOAD THE KIT**

# 1. INFRASTRUCTURE

The pieces of infrastructure technology in ABM address the basic foundational aspects of your account-based marketing program needs. Your infrastructure technologies solve things like:



**LEADING  
ROUTING AND  
PRIORITIZATION**



**REPORTING ON  
ACCOUNTS**



**ACTING ON  
ACCOUNTS**



**BAD DATA**

Without your infrastructure pieces of technology in place, you cannot succeed in an account-based marketing program, plain and simple. It's the true foundation of your account-based marketing home, so to speak. These technology pieces affect the following roles:

- ▶ *Marketing Operations*
- ▶ *Sales Operations*
- ▶ *Demand Generation Managers*
- ▶ *Website Managers*
- ▶ *Content Managers*
- ▶ *SDRs*

They will be the key users for infrastructure technologies. Why? Because these technologies relate directly to their positions. The most basic infrastructure technologies include:

- ▶ *CRM*
- ▶ *Marketing Automation*
- ▶ *DMP*
- ▶ *CMS*
- ▶ *TAG Management*
- ▶ *Live Chat*

It's pretty cut and dry when it comes to your infrastructure pieces because without these in place and functioning well for your account-based marketing program, there is no way to succeed. Customer data needs a place to live, your website content needs a home, and the very minimum of marketing automation should be set up to help you grow and scale strategically as ABM helps your organization hit its key business goals. While all technology components and categories are critical for account-based marketing success, you can only grow if you have solid infrastructure technologies in place with the teams capable of running them.

## 2. ACCOUNT SELECTION

Account-based marketing exists to target specific ideal customer profiles related to key accounts. As such, having the right account selection tools on hand from the start will help you hit goals and scale in the future. Account selection tools help your team address: Manual scaling difficulties, regular data updates, and need for better methods of combining data and practical knowledge.

It's in the name, and account-based marketing requires strategically chosen accounts to target in order to achieve the business goals while solving the issues mentioned above. The roles account selection tools will affect include:

- ▶ *Marketing Operations*
- ▶ *Sales Operations*
- ▶ *Demand Generation Managers*
- ▶ *SDRs*



They will have a primary role in building the initial target account list and continually iterating throughout the ABM program to address sales territory changes, product evolutions, and other adjustments affecting the list and its potential for success. Examples of account selection technologies are:

- ▶ *Data append and management tools*

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- ▶ *Predictive data tools*

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- ▶ *Analytics Tools*

All of the above technologies help those in roles associated with target account selection choose the best fit accounts for the ABM program. It's critical to identify accounts similar to your best customers, and these tools give you the ability to scale. Also worth mentioning here is the importance of AI among account selection tools. AI and machine learning are key to helping you scale and expand your program to accounts beyond your current CRM or infrastructure database tools to maximize targeted efforts that will result in sales. Putting in the work up front for AI and machine learning pays off in future prioritization and scaling exercises with your target account list.

### 3. ENGAGEMENT

As the name suggests, engagement tools help your program engage and connect with the best fit target accounts. Traditional marketing relies on spray and pray methods hoping for quantity over quality, but with an optimized target account list fueled by solid data and infrastructure technologies, targeted high touch engagement becomes much easier for all members of the ABM team. Some of the challenges engagement tools can help solve include:

- ▶ *Difficulty reaching target accounts with pre-existing tactics*
- ▶ *Valuable segments not receiving targeting messaging*
- ▶ *Wasting money on non-ideal accounts*

It's all about leveraging your current data from infrastructure and account selection tools to create the right messaging that meets the right accounts at the right time. Those roles involved in ensuring peak performance engagement include:

- ▶ *Marketing Operations*
- ▶ *Events Managers*
- ▶ *Social Media Managers*
- ▶ *Field Marketing*
- ▶ *Designers*
- ▶ *Demand Generation Managers*
- ▶ *Website Managers*
- ▶ *In-house Advertising Managers*
- ▶ *Content Managers*



They will help create the appropriate messaging that will convert key accounts and ensure it reaches those accounts while enabling Sales along the way. Some examples of engagement technologies and tactics your company might use include:

- ▶ *Advertising*
- ▶ *Social Media*
- ▶ *Website*
- ▶ *Content*
- ▶ *Personalized Messaging*
- ▶ *Email*
- ▶ *Events*

Remember, ABM is high touch and high engagement with optimized, personalized messaging, so your ability to leverage your current data in your engagement tools and customer lifecycle understanding is critical. Creating engagement that spans digital tactics like personalized webpages and email alongside in-person events can make all the difference when getting a target account to convert to a customer.



## 4. SALES ENABLEMENT

While Marketing is mostly responsible for engagement tactics, there is a major component that can't be ignored, and that is Sales Enablement. When Sales has the tools it needs to convert potential customer accounts on the spot, the likelihood of success is much higher. Sales enablement tools help salespeople address:


- ▶ *Ignored or Cold Leads*
- ▶ *Leads that aren't converting*

It's critical in Sales Enablement technologies to invest in tools that address marketing and account activity, making it visible for Sales when they engage in conversations with target accounts. The roles affected, as you might have guessed, include:

- ▶ *Marketing Operations*
- ▶ *Sales Operations*
- ▶ *Field Marketing*
- ▶ *Demand Generation Managers*
- ▶ *SDRs*
- ▶ *Sales Enablement Managers*

These roles help build the materials for Sales to use in the field and online, giving Sales the best methods to convert key accounts. A challenge with acquiring sales enablement technology comes with reaching the buying committee and convincing them the technology is worth the price. It's key to do your research and present them with a tool that enables contact development and enrichment as you scale your ABM program. Some tools that do this include:

- ▶ *Contact Development Tools*
- ▶ *Account Insight Tools*
- ▶ *Sales Intelligence Tools*



With these types of tools in your kit, Sales has a better chance of converting the right target accounts at the right time.

## 5. MEASUREMENT

With everything in account-based marketing, having tangible measured results and KPIs helps you see what's succeeding, what's not performing well, and where to scale. Measurement helps resolve challenges such as:

- ▶ *Determining impact of campaigns*
- ▶ *Sharing accessible account insights and report with sales*
- ▶ *Determining the messages that resonate most with target accounts*

Measurement isn't a job for everyone in the ABM team. Those who have insights and ability to help create accessible reports all members of the organization can understand will have to steer the measurement ship to success. These roles include:

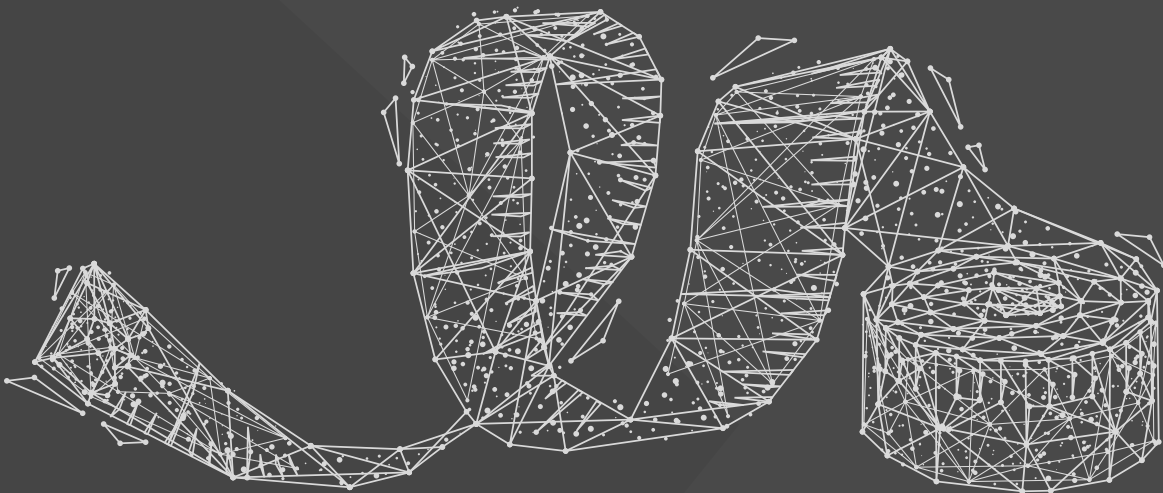
- ▶ *Marketing Operations*
- ▶ *Sales Operations*
- ▶ *Demand Generation Managers*
- ▶ *SDRs*
- ▶ *Content Managers*



Because measurement is about gaining insights, it's important for these key roles to help build reports all members of the organization can read and learn from for future scaling practices. Measurement tools really boil down to the ability to resolve ignorance and allow people to see what's working by using account-based intelligence tools. These tools might include:

- ▶ *Analytics Tools*
- ▶ *Testing and Optimization Tools*
- ▶ *Business Intelligence Tools*
- ▶ *Attribution and Reporting Tools*

Knowing which programs and activities make the most difference at different points of the account-based marketing program is the basis for any measurement tool, and generating reports to back up future decisions is critical for success.



# PURCHASING ACCOUNT-BASED MARKETING TECHNOLOGY TOOLS

When discussing the pros and cons of technologies for your organization's account-based marketing program, you'll need to determine who will own the stack, create that team, train them on the value and use of the technologies, and put clear ROI metrics in place. Alignment is everything for ABM, and that's especially true when it comes to your organization's technology choices.

**Your key considerations should relate to:**



**DATA**



**SCALABILITY**



**EXECUTION**



**COST**

Your data creates insights that allow you to scale and execute at scale while adjusting your budget as needed. Again, you can't buy your way into a successful account-based marketing program, so even the most advanced technologies won't work if you don't have the teams and processes in place to perform. By finding solutions that check multiple boxes and the teams to keep them functioning well, your ABM technologies will allow data to communicate across platforms to keep your ABM program consistent and scalable from your basic CRM data to the advanced output reports on your most recent campaign tactics.



## MEASURING YOUR ACCOUNT-BASED MARKETING PROGRAM

It's all come down to this, the numbers and metrics. You've gone through this journey with us and learned how organizational alignment, clear communication, and accountability are foundational elements of a **successful account-based marketing program**, but through each chapter, we've also touched on another key element required from beginning to end: measurement. Understanding, analyzing, and turning metrics into actionable steps can elevate your program in a number of ways, and we'll discuss the importance of metrics through each part of the ABM program together.



# KEY METRICS FOR A SUCCESSFUL ACCOUNT-BASED MARKETING PROGRAM

The first step is ensuring all *technology is set up properly* and everyone in the organization is on the same page. How do you do this? Chat with Operations; they are your prime gatekeeper for reporting and will be responsible for creating accessible reports for the entire organization. Additionally, they will be the first to notify you when things are performing or not. When reports are created by Operations, you'll have more standardization and this is critical for your success. Standardization via Operations is also the best way to translate marketing web and campaign metrics to relate to revenue goals.

Marketing is used to speaking one language, again, and most often this doesn't translate to tangible revenue metrics the rest of the organization tracks. Operations is the bridge for this gap in accessible, standardized reporting and will help Marketing better tie their tactics and efforts to tangible revenue metrics. That said, in order to make sure you're getting the most accurate reporting on your ABM program, you have to set benchmarks. Understanding and illustrating where you're starting from will help you more clearly see the progress made through your account-based marketing program related to key business objectives tied to new revenue.

So what metrics will you track and measure to determine ABM success? We suggest measuring within these 3 segments: **Business Objectives, Campaign + Web Metrics, and Sales Metrics.**

# BUSINESS OBJECTIVE KPIs

You've heard us touch on the importance of three key business metrics from the very first chapter. These are: average deal size, sales velocity, and closed new revenue. We won't go too deep into detail here, since we've spoken about these key metrics so much before, but the main point to remember here is that Operations will now be able to help Marketing tie its efforts to actual, visible revenue goals. The picture becomes clearer and this allows organizations to scale ABM programs over time as these KPIs are hit and iterated to new, higher standards. Remember, set those benchmarks and track them over time to find those small opportunities to scale and grow as your business grows.



# CAMPAIGN + WEB METRICS

The major difficulty here will be translating these metrics to accessible reporting and language that can be understood across the organization, even by those who don't know what a conversion path is or how to read a Google Analytics report. When tracking web and campaign metrics for an ABM program, address them in four fundamental categories:



## LEADING ROUTING AND PRIORITIZATION

Which companies are visiting your website? Are they target prospects, existing customers, or partners?



## ACQUISITION

How did website visitors find your site? Which campaigns are driving high quality, target account visitors?



## BEHAVIOR

Which pages are receiving the most hits? Is your content helping move target accounts further on their journey to closed sales?



## CONVERSION

Which actions are target accounts taking? Are target accounts reaching out to your business and which are closing as deals that hit one of the three major business KPIs?

With a good understanding of the above tracking and measuring categories, it's easier to see what web and campaign metrics to measure as related to those four categories. We've put together a quick cheat sheet below that touches on specific measurement metrics, just for you. It isn't categorized exactly as the above information, but you'll be able to closely track progress via these metrics and Operations can then translate this information as it relates to business KPIs for the entire organization.

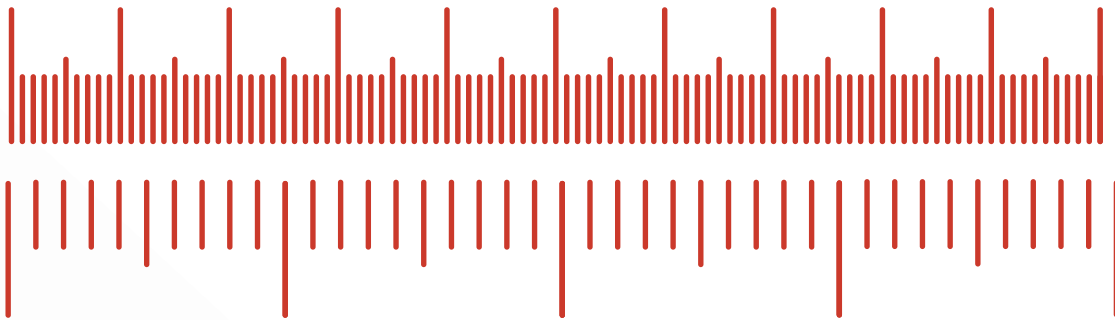
# KEY METRICS

- |  |   |
|--|---|
| ▶ <i>Attraction</i>                        | ▶ <i>Avg. Session Duration</i>              |
| ▶ <i>Engagement</i>                        | ▶ <i>Form Page Views by Target Accounts</i> |
| ▶ <i>Conversion</i>                        | ▶ <i>Bounce Rate</i>                        |
| ▶ <i>Number of target accounts on site</i> | ▶ <i>Video Starts</i>                       |
| ▶ <i>Time on Site/Page</i>                 | ▶ <i>Click to Call</i>                      |
| ▶ <i>Site Goal Completions</i>             | ▶ <i>Sessions by Channel/Campaign</i>       |
| ▶ <i>Lift</i>                              | ▶ <i>Product Page Views</i>                 |
| ▶ <i>Avg. Pages per Session</i>            | ▶ <i>Sales Chat Initiations</i>             |
| ▶ <i>Form Completions</i>                  | ▶ <i>Inbound Clicks</i>                     |
| ▶ <i>Sessions</i>                          | ▶ <i>Video Completions</i>                  |

By tracking the above numbers, you'll have greater insight as to how your tactics are impacting business KPIs and what you can do to improve campaign performance. Additionally, don't forget about chat functionalities. Tracking how your site chat functionality performs not only in numbers but as a transitional metric between Sales and Marketing will help you understand how the two departments are communicating and aligning to improve the overall ABM program. Remember, it's all about finding ways to succeed and scale.

# SALES METRICS

These metrics will already be in place and won't evolve much. Traditional Sales metrics that remain important in account-based marketing programs include pipeline and target account opportunities. Ensuring the pipeline is not full in terms of quantity but rather high-quality target accounts is a major difference that must be addressed, and tracking this will allow insights to drive efforts to fill the pipeline with more target accounts. Think of Sales metrics as similar to business objective KPIs but focused more on the target accounts themselves rather than the big picture.



When analyzing Sales metrics, remember, the key is to gain understanding about how Sales is helping the business hit those KPIs and what must be done in partnership with Marketing to improve the ability of Sales to do so. It's not a bad idea to revamp your current strategies, though, to make this happen. It doesn't mean reinventing the wheel, but adjusting current strategies with the ABM mindset will benefit the organization. For example, tradeshow and hyper-targeted events are excellent field activities that engage target accounts; rather than just setting up a booth and hoping the target accounts come to you, set up dinners, meetings, and VIP events for target accounts. The changes don't have to be major, but small adjustments can make all the difference.

# MEETING ON MEASUREMENT

While it sounds great to have Operations create accessible reports for the entire organization, their efforts go to waste if meetings don't occur and accountability isn't maintained. Setting up meetings to discuss measurements will help maintain alignment, visibility, and find growth opportunities for all involved in account-based marketing. **Our suggested cadence and topics for ABM meetings is as follows:**

## QUARTERLY MEETINGS

Use this time to discuss overall program results and larger reports. Additionally, these meetings will be where you determine large scale iterations that will take time and more manpower than a few switches flipped.

## BI-WEEKLY OR MONTHLY MEETINGS

Use this time to discuss the program's progress and small iterations that can be made more immediately to impact the program's success.

A word of caution when discussing success, progress, and iteration opportunities in these meetings, remember that ABM is a long-term, strategic program that requires time and full organizational effort to build success and scale. Essentially, let it cook! The best things in life are worth the wait, after all.

# 3 STEPS TO EFFECTIVELY MEASURE ABM

The most impactful element of account-based marketing is the ability to measure effectively and gain key insights that help the program grow alongside your business. When the entire organization is on the same page and looking at the same reports with high visibility, accountability and responsibility are much easier to achieve. **In the end, effective measurement can be boiled down to three simple steps:**

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- ▶ **Organizational alignment:** we've preached it through the entire series, but it remains true through every step.
  - ▶ **Set goals and forecast:** your benchmarks matter just as much as your progress. Insights don't pop up out of thin air, so use your experience and the tools you have to move forward and scale.
  - ▶ **Report like a champ:** standardized reporting allows CMO's, department heads, and program owners to track the metrics that impact their day-to-day the most while not being confused by other measurement items. Operations will help create reports for each, and this will help everyone stay aligned to reach key business goals.
- 

Overall, your insights should help guide your next steps, and that next step is scaling your pilot program to a full ABM program. You have your team on board, you can showcase the benefits of the program and you understand how to make it successful. Now it's time to grow your program.

# I CONCLUSION

Account-based marketing is not just a marketing program – ABM is an exercise in full organizational alignment, strategic long-term planning, and finally tying marketing to key business goals related to revenue. When beginning your account-based marketing journey, remember, your strongest ally is your leadership team, and once you've shown them the potential ABM has to improve your closed revenue, average deal size, and funnel velocity, they will be your main ABM cheerleaders, keeping the organization on the same page and helping guide strategy when needed.

By taking on account-based marketing, you are sharing the best parts of your business with target accounts who are most likely to become customers or upsell opportunities, and you will have personalized, optimized content that meets them in the right place at the right time with the message that resonates most. All in all, successful, strategic account-based marketing programs will provide your business with key insights related to key revenue KPIs that help you scale over time and reach your highest potential in the marketplace, but it is rarely a job one marketer or marketing team can perform alone.

To learn how to start your ABM program off on the right foot, contact Mojo Media Labs today and we'll help you successfully launch your pilot program.



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