

THE (OFTEN OVERLOOKED) KEY TO ABM SUCCESS

5 Data-Driven Steps to Strengthen your ABM Strategy

Many B2B marketers are using or considering an account-based marketing (ABM) strategy because it can deliver an incredible ROI when properly executed.



97% of marketers achieved a higher ROI with ABM than with any other marketing initiative
—Alterra Group

HOWEVER, A LARGE POPULATION IS NOT YET SEEING SUCCESS.

58% of marketers said “No” or “Unsure” when asked if they think their current account-based marketing strategy is effective.
—Demand Wave



Data Quality is Key to Your ABM Strategy

Often overlooked, a strong foundation of reliable and complete data is critical to execute and measure a successful ABM strategy. Ensuring your foundation is strong requires an understanding of 5 key steps that provide insight into how to use data throughout the ABM process.



STEP 1

Identify Account Criteria & Targets

ABM struggles when target identification doesn’t incorporate clearly defined criteria. Ensure you have accurate firmographic data to:

- Prioritize potential targets
- Produce a solid list of target accounts

FIRMOGRAPHIC DATA FOR CRITERIA CONSIDERATION

Industry • Annual Revenue • Employee Total Count • Employee Location Count • SIC/NAICS • IP Address • Installed Technology • Location Type • Subsidiary Code • Fortune 500 Rank • Global 2000 Rank • Country • Postal Code

Prioritize and Segment Targets

Define target priorities and key segments. Where applicable, leverage technology installed-base and related operational attributes to serve as a framework for account specific program elements.

TECHNOLOGY INSTALLED-BASE ATTRIBUTES FOR PRIORITIZATION

E-commerce • Recruitment • Marketing Automation • Content Delivery Networks • CMS • Security • Personalization • Email Providers • SSL Certificates • Web Performance Monitoring



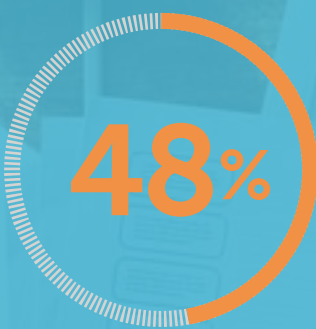
STEP 2



STEP 3

Review Personas and Develop Outreach Plan

Using the data available in your existing tools you can build and validate your personas and create an outreach plan that will resonate with them and in turn increase your conversions.



Buyers are 48% more likely to consider solution providers that personalize their marketing to address their specific business issues. —ITSMA



Behaviorally targeted ads are 2X as effective as non-targeted ads.
—HiP

Execute and Track Your Outreach Plans

In carrying out ABM campaign components, make sure the right engagement data is collected at each point and that it’s efficiently captured in your marketing technology platform.

BONUS TIP: APPEND AND VALIDATE FORM FILLS TO INCREASE CONVERSION AND ACCURACY

| WHAT THEY SEE | WHAT YOU GET |
|--|---------------------------|
| First Name <input type="text" value="Jane"/> | ✓ First Name |
| Last Name <input type="text" value="Doe"/> | ✓ Last Name |
| Email <input type="text" value="mvp@xyzco.com"/> | ✓ Email |
| Company <input type="text" value="XYZ Company"/> | ✓ Company |
| Phone <input type="text" value="555-555-1234"/> | ✓ Phone |
| | ✓ Address 1 |
| | ✓ Address 2 |
| | ✓ City |
| | ✓ State |
| | ✓ Country |
| | ✓ Postal Code |
| | ✓ State Code |
| | ✓ Country Code |
| | ✓ Employee Count |
| | ✓ Employee Location Count |
| | ✓ Annual Revenue |
| | ✓ SIC |
| | ✓ SIC Industry |
| | ✓ Name |
| | ✓ NAICS |
| | ✓ NAICS Sector Name |
| | ✓ Company URL |



STEP 4



STEP 5

Measure Performance

Building a data-rich foundation for ABM efforts allows for clear measurement of program impact and illuminates areas for adjustment. Set up recurring and on-demand reporting to identify:



- % of targets engaging
- Most engaged personas
- Best performing segments



- % increase in qualified leads
- # of impacted opportunities

Build a Solid Foundation for ABM Success

Request a free ABM foundation assessment and gain immediate insight into the health and completeness of your target database.

www.reachforce.com

