



Webinar



Podcast



Event

ABM Beyond the Hype: How to get started today

Wednesday 9th October 2019,
12.00 PM, London

Please submit questions throughout

Our panel



NICK MASON
Founder, Turtl



OWEN STEER
Account Strategist, Punch!



JOE BIRKEDALE
Founder & CEO, Project36

Agenda

What does a good ABM campaign look like?



What tech is out there to help? And is there a no tech route?



How do you decide which tactics to use?



How about the metrics?
What should you track?



What is the secret to aligning successfully with sales and the business?



Top tips for success?



1. What does a good ABM campaign look like?

Stage 1 – Set your goals



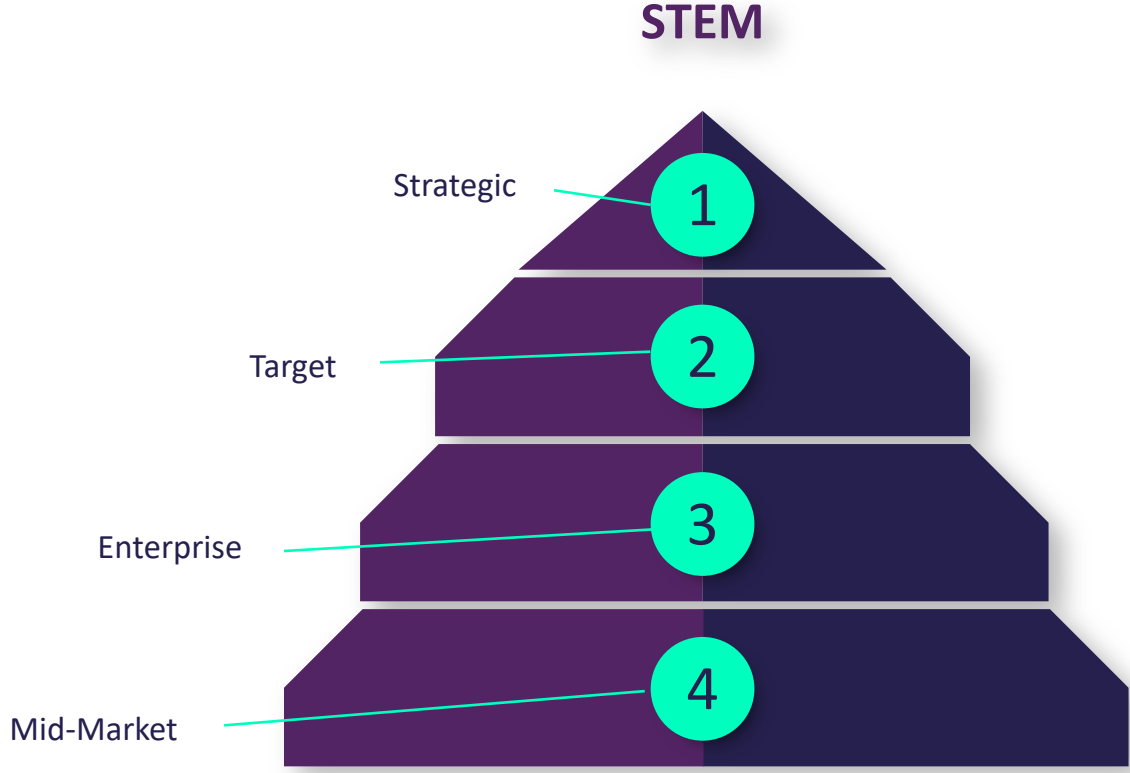
Goal type 1: Pipeline/funnel-centric goals

Based on revenue targets associated with different stages of your pipeline/funnel

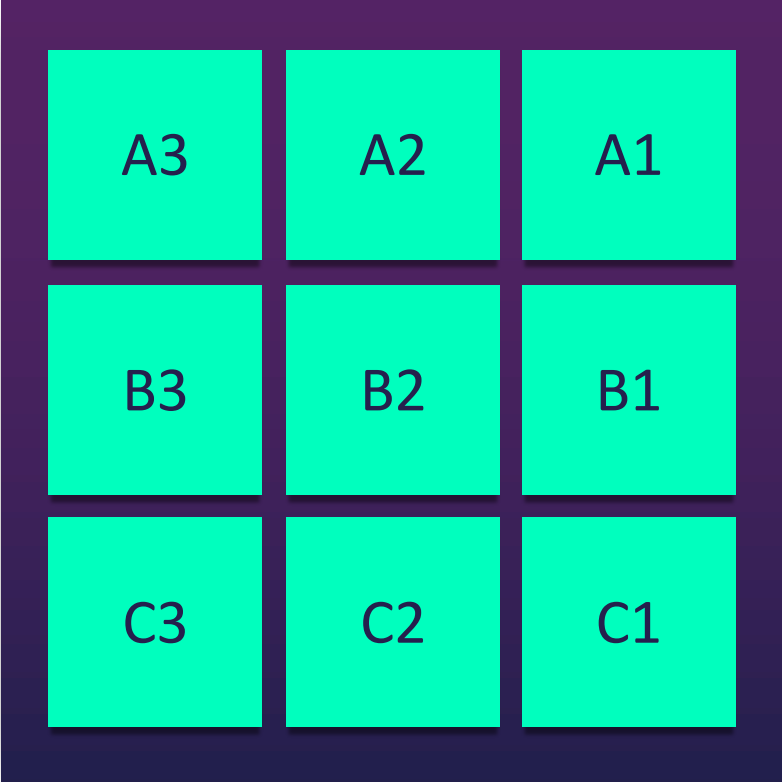
Goal type 2: Account-centric goals – these would cover areas such as:

- Coverage of decision making units
- Engagement per decision maker
- Total number of account conversions to opportunities

Stage 2 – Identify target accounts



*Source: Punch!



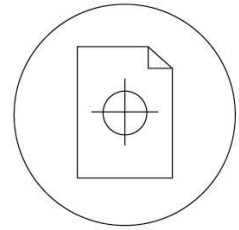
*Source: Punch!

Stage 3 – Engage them with personalised campaigns

Top tips:

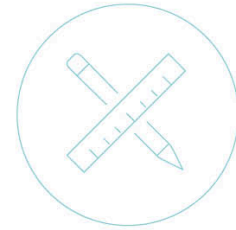
- Change titles and subtitles of existing blog posts, whitepapers, and guides
- Tweak introductions and conclusions of existing content
- Change imagery in existing content to match that of the account and its industry
- Build personalized landing pages
- Create a case study about the account's industry
- Update your company's overview PowerPoint presentation with personalised messaging, imagery, and examples

The content personalisation spectrum



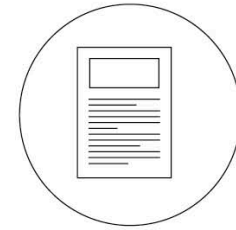
Fully personalised

Content created for a specific persona from a specific account



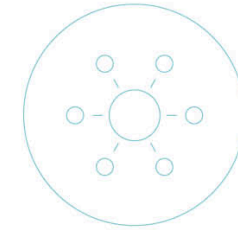
Customised

Existing content adapted for a specific account



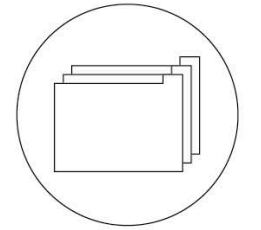
Partially personalised

Content created for a specific persona or target account



Industry-specific

Tailored for a specific sector (or group of sectors)



Generic

All content is shared with all accounts

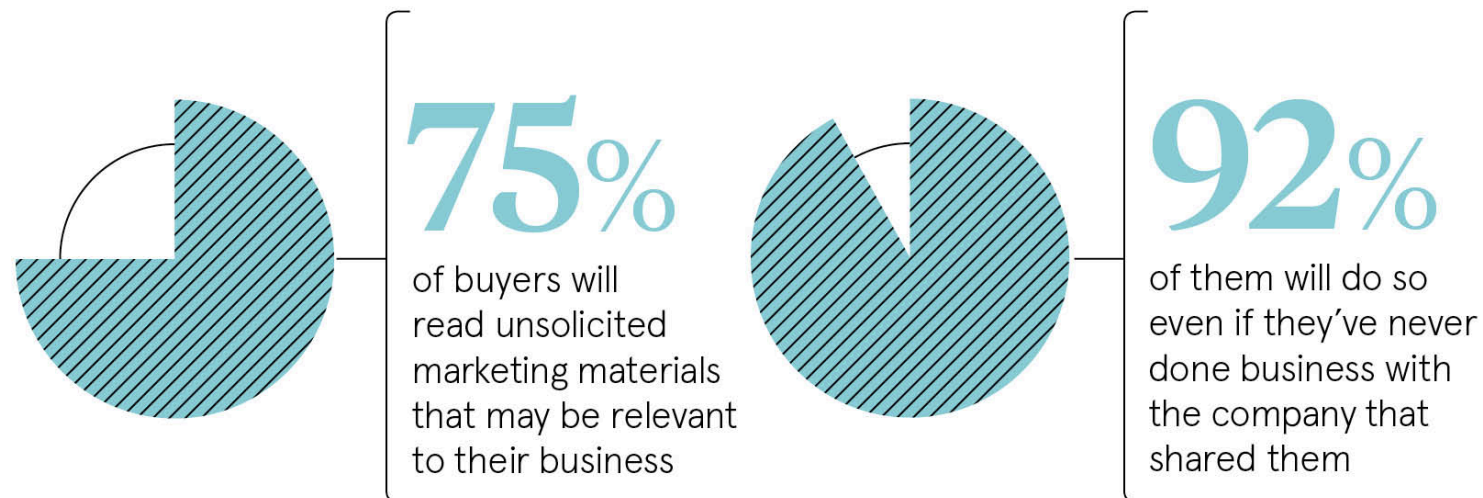
*Source: Raconteur

Stage 3 continued: Engage them with personalised campaigns

Align content to your customer journey:

1. Create customer journey maps
2. Look for holes in existing content
3. Plan content by sales stage and persona
4. Rank content needs and priority

Prospects will respond to relevant content



*Source: Raconteur

ITSMA, 2007

Case study



Case study

CASE STUDY: OKI RACES INTO RETAIL WITH ABM




Case study

CASE STUDY: OKI RACES INTO RETAIL WITH ABM

RESULTS

10X MORE PIPELINE GENERATED VS
TRADITIONAL DEMAND GENERATION

PUNCH  + OKI

2. How do you decide which tactics to use?



ABM tactics: identify the DMU

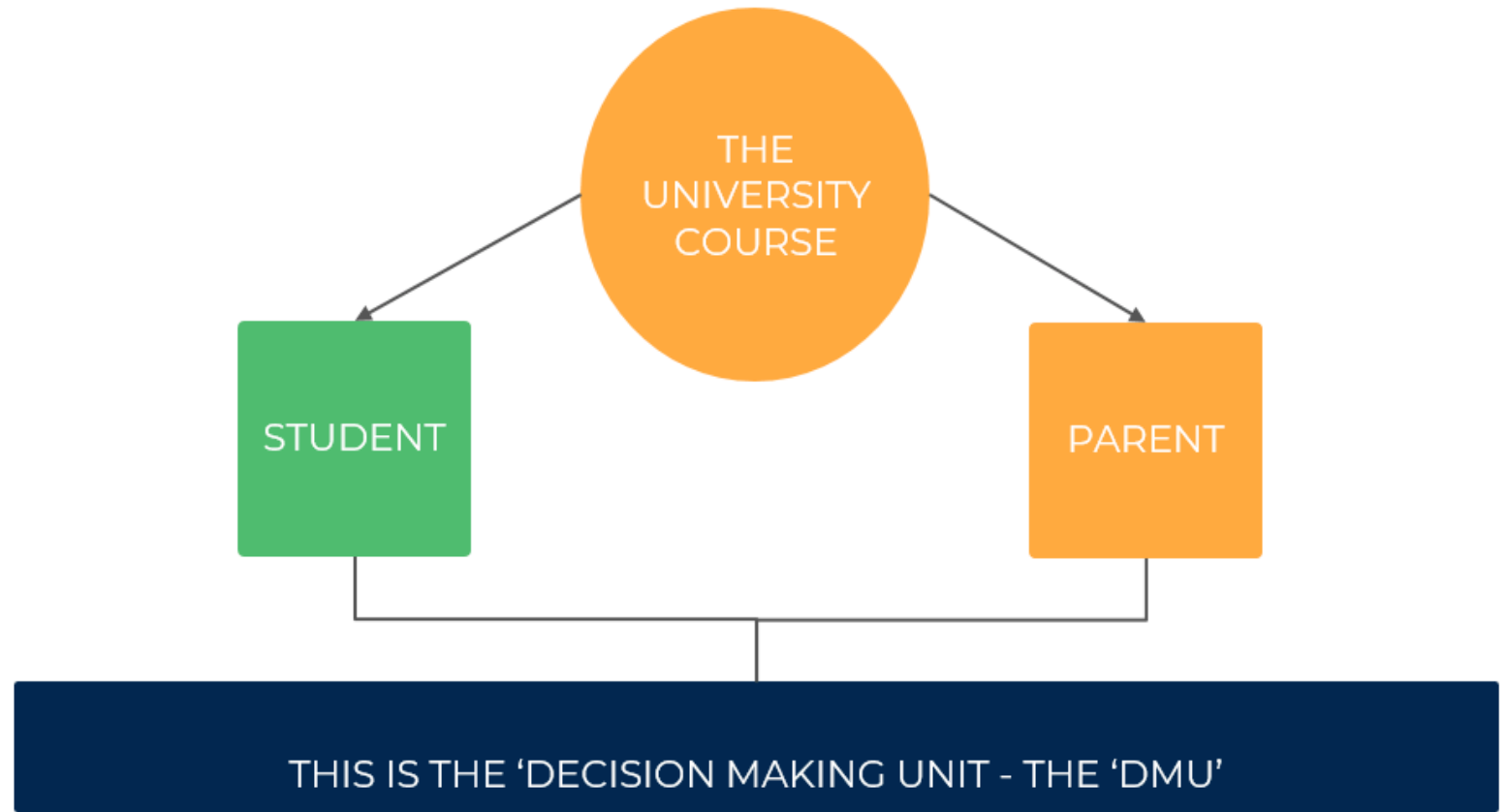
- Live in-person events
- Webinars
- Emails
- Direct mails
- Social media
- Online advertising
- Website and landing page personalization
- SDR outreach
- Gated content
- Blog posts

*Key point – these will vary depending on the decision maker you are targeting



Example

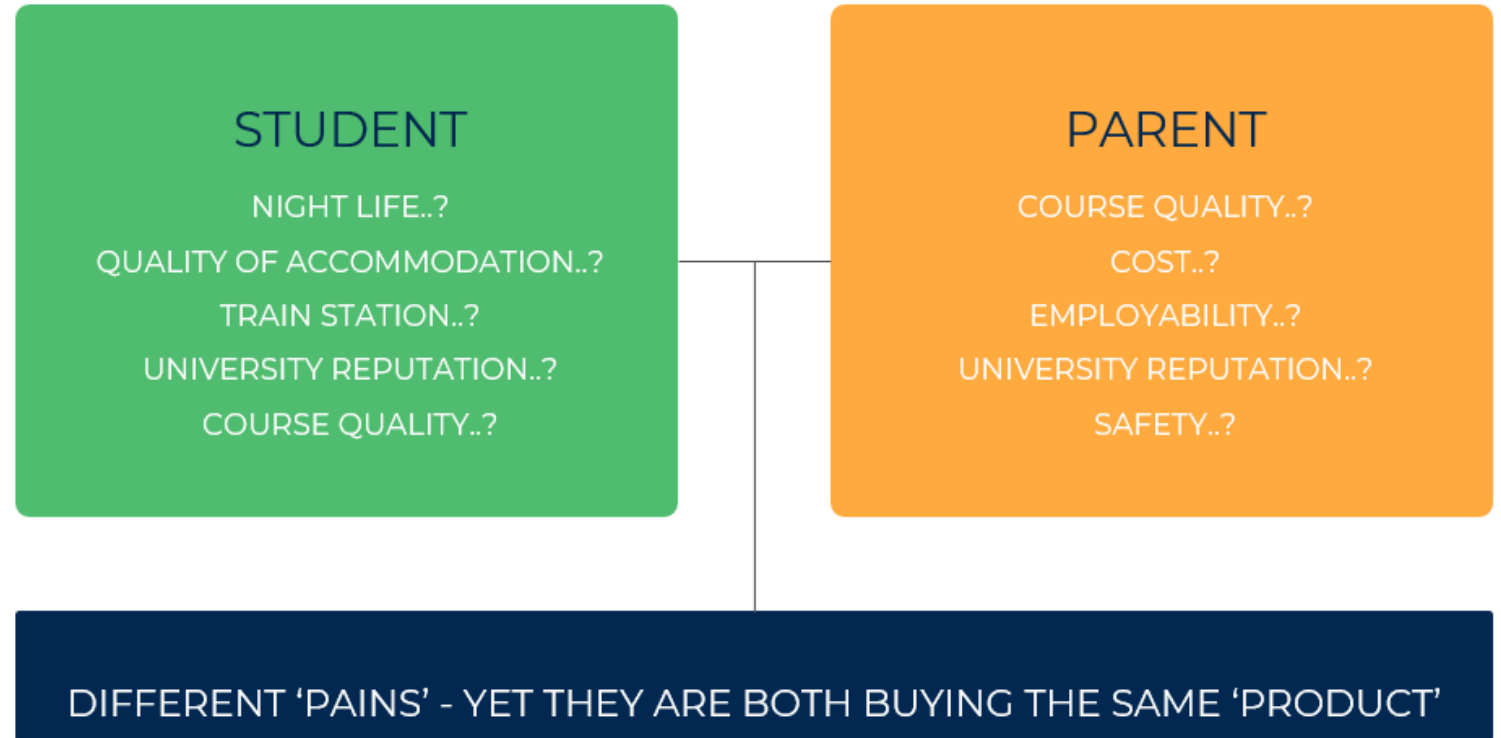
ABM TARGET IDENTIFICATION - THE DMU
Example: A university wants to attract students;



Example

ABM PAINT POINTS

Two Decision makers in the DMU. Two sets of 'Pains' to address;

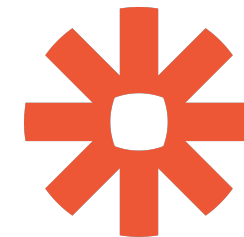


3. What tech is out there to help?
And is there a no tech route?


To tech or not to tech?

But:

Don't overlook Google Sheets, Excel and other free tools – don't change until it's broken



4. How about the metrics?
What should you be tracking?

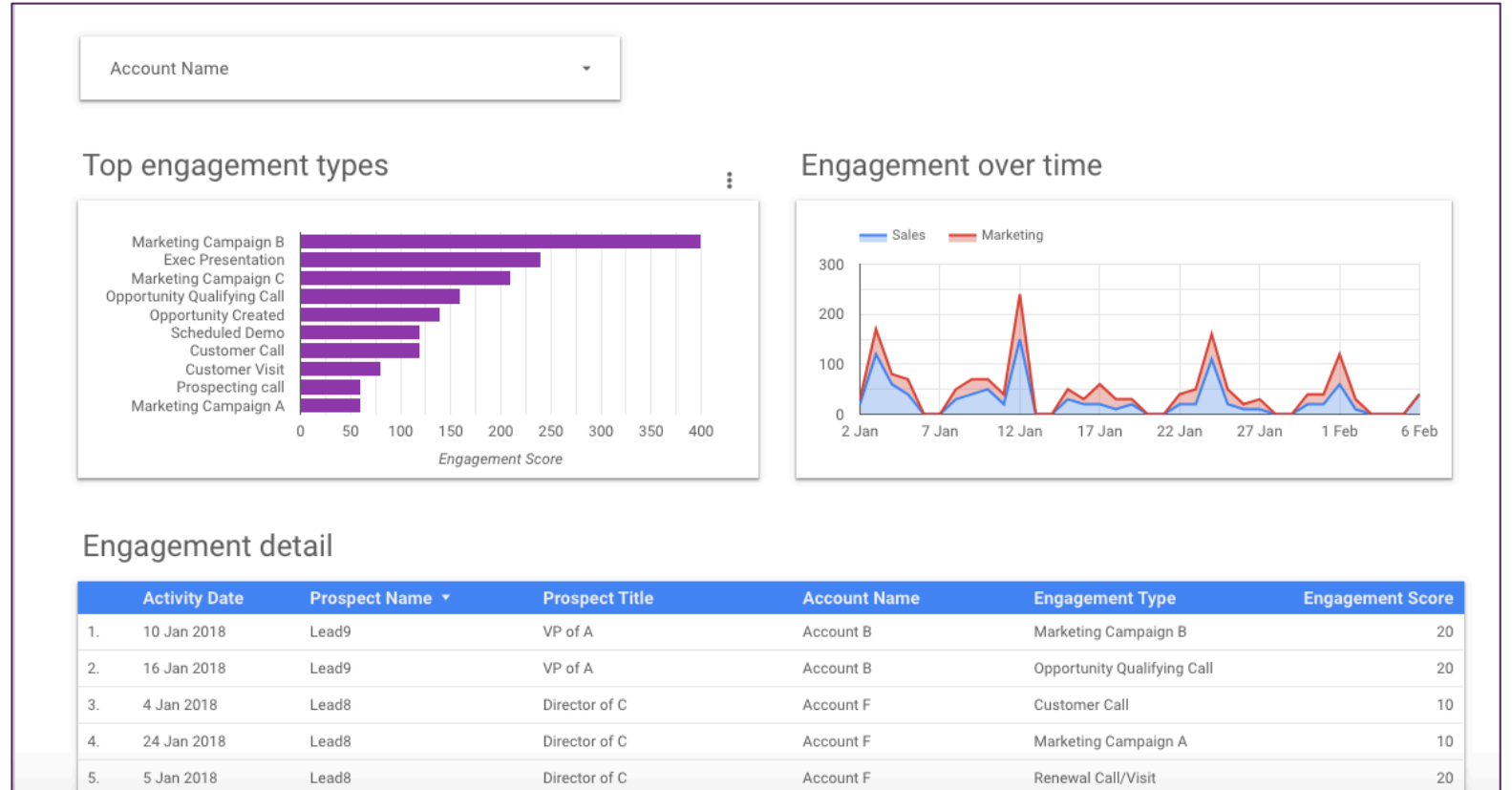


The metrics

“Businesses should track and score every interaction with each named individual at a target account in order to understand the engagement level of each decision maker”


- Tom Gatten (Source 1: AdRoll)

- Monitor, learn and make improvements
- ABM is all about being data-driven to enforce focus and optimise results
- Most marketers are working with tools that are not well-suited for their ABM efforts



*Source 2: Lindsey Christensen, VP Marketing at @thoughtbot

5. How do you successfully align with sales
and the rest of the business?








Aligning with the business

“ABM will fail unless it is a joint initiative between sales, business development, marketing, and customer success.”

- Bob Apollo (Source: AdRoll)



Things to consider:

-  Include the right stakeholders early
-  Determine the needs of each department
 - Standardize terms
-  Sell the benefits
-  Agree on accountability
-  Set weekly check-in meetings once the campaign is live.



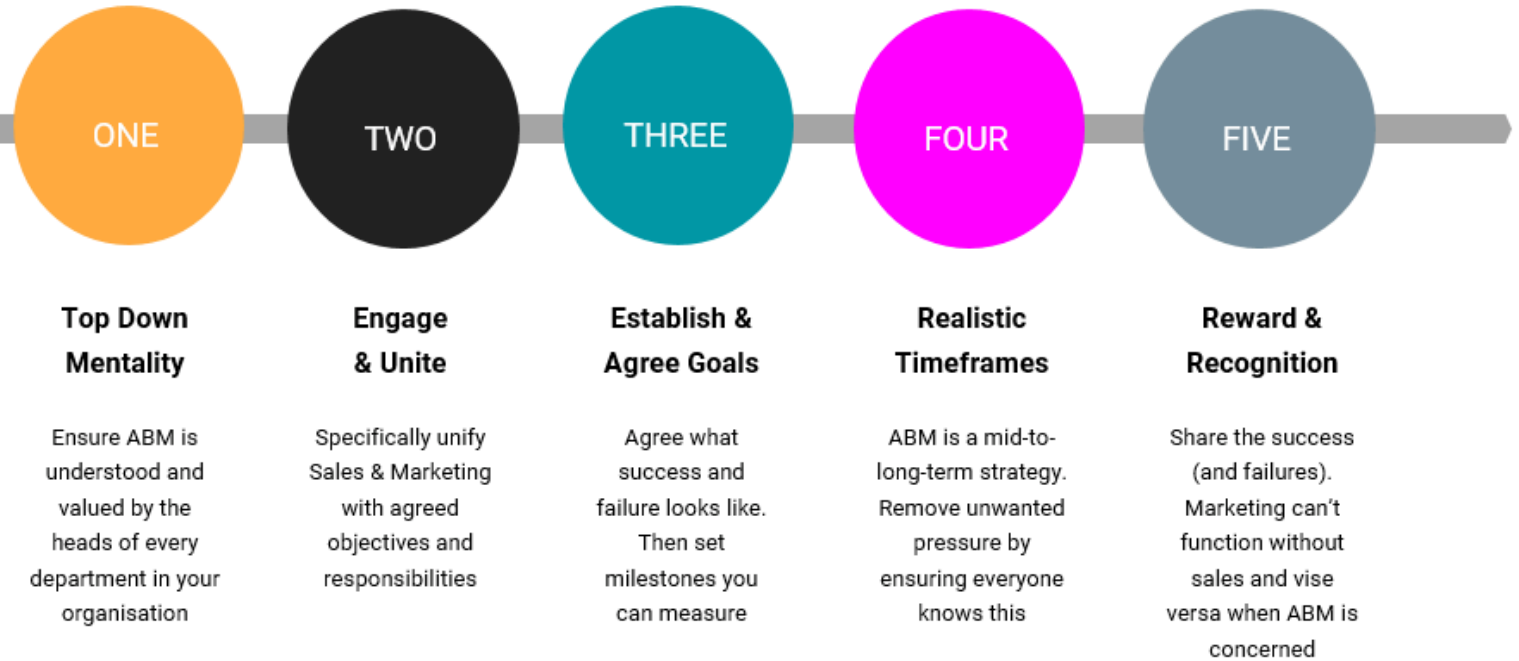
6. What are your **3 top tips** for success?



Top tips

EXPERTS IN ABM

5 Pro Tips on how to Expertly Implement ABM in your Organisation



Useful resources

[Tracking ABM engagement: what you need to know](#)

[10 exciting ABM tools you need to be using!](#)

[Inspirational content ideas to guide your abb strategy](#)

[Getting started ABM: a true story from a real start-up](#)

[Building an ABM analytics suite — quick and cheap \(with some free templates\)](#)

[The 10 biggest risks to watch out for](#)

For more resources on ABM, visit: cognism.com/blog

Any questions?

This webinar has been recorded.
A link will be sent out later along with a copy of the slides.

For more resources on scaling outbound, visit: cognism.com/blog