

The background is a solid orange color. There are several abstract circular shapes: a large, light orange circle in the top right corner, a medium-sized solid orange circle on the left side, and a large, light orange circle in the bottom left corner.

DELIVERING ACCOUNT-BASED CONTENT AT SCALE



Chris Knipper
CEO

Kuno has been a HubSpot Partner since 2009 and provides digital marketing services to mid and large-size companies.





Dan Hanrahan
President & Founder

Do more with employee email
by inserting targeted call-to-
action banners within on-brand
email signatures.




WHY ABM?

Attract New Prospects

1. Everyone is blogging and doing SEO
2. YAEB - Yet another eBook
3. CAC - Is rising with increased demand gen funding needs to support goals
4. Increased competition - Leverage existing relationships across the entire company

Engage Existing Customers

1. They don't take calls
2. Need reminders - Not email blasts
3. Limited time & selective with meetings



“Leads nurtured with personalized content
tend to lead to **20% more** sales
opportunities”

— Demand Gen report

The background is a solid orange color. It features several decorative elements: a small solid orange circle on the left side, a large orange arc in the bottom-left corner, and a series of concentric orange arcs in the top-right corner.

Personalization and relevance
are key to ABM

The background is a solid orange color. There are several abstract circular shapes in a lighter shade of orange. One is a small solid circle on the left. Another is a large arc at the bottom left. In the top right corner, there are three concentric circular arcs of varying radii.

That's Easier Said than Done:
Where Do I Start?

GETTING STARTED WITH ABM:



Audience
HubSpot Lists

+



Channel
Employee Email Signatures

Email is big. REALLY BIG!

274B
human emails / day



60B
msgs



23B
msgs



18B
views



15.9B
visits



4.4B
searches



1B
streams



<1B
msgs



Employee Email is a scalable way
to deliver ABM Content.

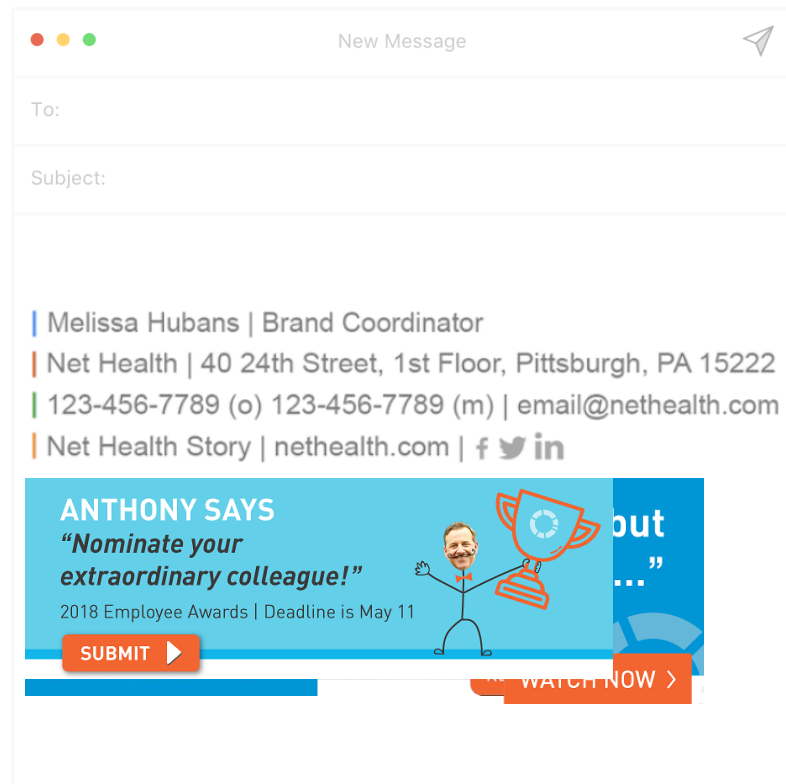
Your best marketing asset: Your people

“When I logged into **HubSpot** I was shocked at the level of engagement our Sigstr campaigns received. Sigstr spreads digital reach using passively acquired attention. To a marketer, passively acquired attention is a gold mine.”

Erika Conefry, Marketing Manager, Net Health

TARGETED BANNERS

Dynamic by Sender: HR, Sales, Support Teams
Dynamic by Recipient: Customer, ABM Prospect, Co-Worker



75 customers drive
marketing ROI with



1. Sigstr for ABM: Deliver targeted signature banners by syncing HubSpot lists with Sigstr.
2. Signature Sync: Deliver signatures & banners in HubSpot emails for consistency and targeting.
3. Analytics Sync: Push Sigstr analytics to HubSpot for ROI Tracking.



ABM FOR KUNO

New Prospects

1. #1 Reason to Hire Kuno - Industry Experience
2. Targeted Ungated Content – Increased conversions. They're already in our database
3. More Opportunities for Engagement - Website visits, Webinars, Events

Current Customers

1. Awareness & Upsells - Lead with Inbound but sell many other services
2. Retention - Ungated success and case studies
3. Daily Repetition - Reinforce and repeat without a lot of opt-outs

Email Signature CTA's for Kuno

Sigstr Banner Name (HubSpot List)

Digital Marketing eBook (Default)

Video Best Practices (Customers)

Setting Budgets (Persona Leads)

Mktg in Healthcare (Healthcare Leads)

Tech Mktg for CEO's (Tech Leads)

We Want to Work w You! (Open Oppty's)

HubSpot - Tips (HubSpot Customers)

Sender



ABM



ABM



ABM



ABM



ABM



ABM



ROI FOR KUNO

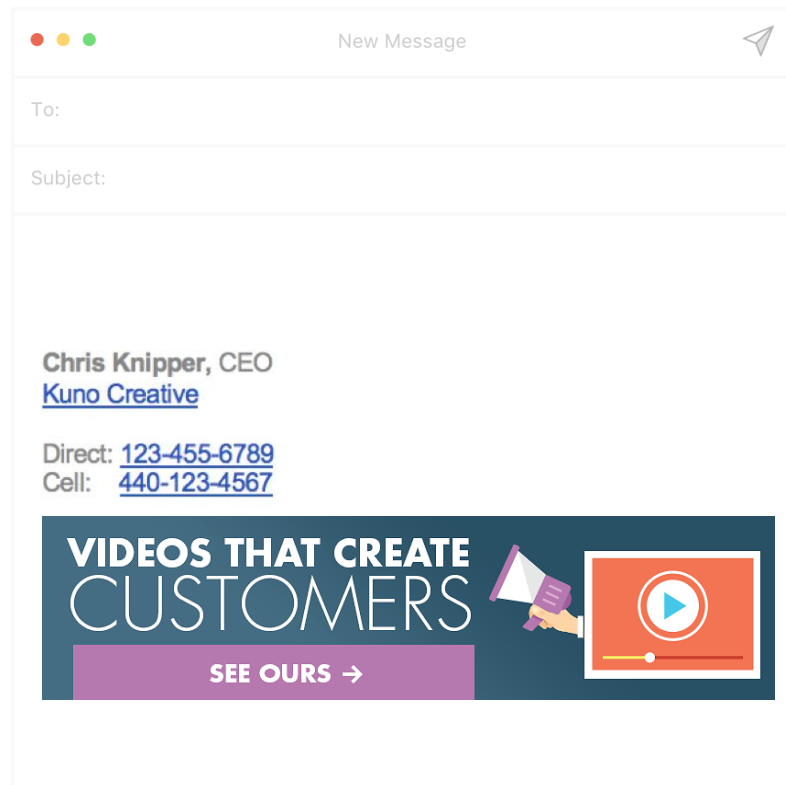
Aggregate Measures

Duration: 5 Months
Sigstr Banners: 16
Impressions: 125,000

Video Service CTA Results:

CTA Type: ABM
Audience: Current Customers

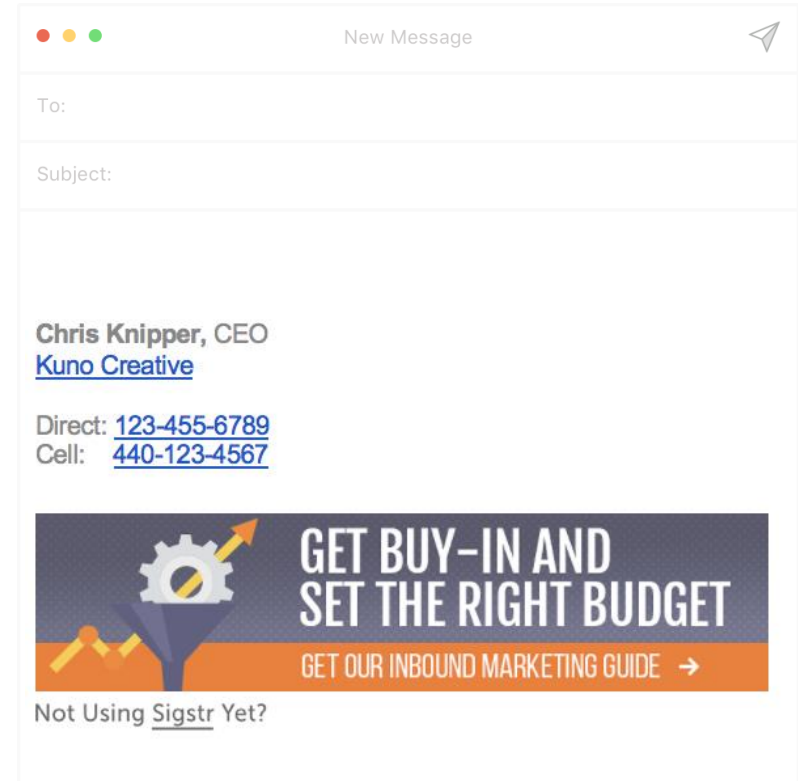
“The video banner displays when employees email our customers. Employee email is a powerful way to cross-sell services—one of our largest clients requested \$60k of video work in just Q1 as a result of the campaign.”



NO SELLING!

Every Email Kuno sends drives awareness for email signature marketing.

1. Kuno Uses Sigstr for Its Own employees
2. Customers Ask about Sigstr
3. Kuno Refers Customer to Sigstr
4. Sigstr Manages The Sales Process
5. Kuno Manages Sigstr for Customer



CUSTOMER EXAMPLE:


***i*ffice[®]**


KUNO SERVICES FOR IOFFICE


Identify Audience & Create HubSpot List


What type of list do you want to create?


Sigstr gives you the power to target campaigns directly to individual contacts or entire email domains. Choose the type of list you want to create and let's get started.


**ACCOUNTS**
Create a list of email domains.

**BULK ACCOUNTS**
Create multiple lists of email domains.

**CONTACTS**
Create a list of individual contacts.

**HUBSPOT**
Import a list from HubSpot

**SALESFORCE**
Import a list from Salesforce

**MARKETO**
Import a list from Marketo

Design Banner & Add to Sigstr



Kaitlan Smith
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www.iOFFICECORP.com



DISCOVER WHY...
9 out of 10 CUSTOMERS
recommend... **iOffice**
CLICK HERE

Sync HubSpot List with Banner

Sync a list from HubSpot

Select the Hubspot lists you wish to sync with Sigstr

You only need to perform this step once. Sigstr will sync this list any time a change is made in Hubspot.

Show entries

Search:

<input type="checkbox"/> List Name	Number of Contacts	Type	Creation Date
<input type="checkbox"/> MQLs, SQLs & Opportunities	152	Smart	19 Feb 2018
<input type="checkbox"/> Manufacturing Leads Not Other	287	Smart	19 Feb 2018
<input checked="" type="checkbox"/> Nora Leads Not Other	892	Smart	19 Feb 2018
<input type="checkbox"/> Renewable & Energy Leads Not Other	245	Smart	19 Feb 2018
<input type="checkbox"/> Tech Leads Not Other	704	Smart	19 Feb 2018
<input type="checkbox"/> HubSpot Customers Not Lifecycle Stage Other	1489	Smart	13 Feb 2018
<input type="checkbox"/> Changed/Added Owners 020818	15962	Static	08 Feb 2018
<input type="checkbox"/> Download - Digital Marketing Strategy Kit	65	Smart	08 Feb 2018

Showing 1 to 100 of 290 entries

Previous 1 2 3 Next

Select Type > Sync

Sync

KUNO SERVICES FOR IOFFICE

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www.iofficecorp.com

DISCOVER WHY...
9 out of 10 CUSTOMERS
recommend... **ioffice** [CLICK HERE](#)



Build HubSpot Landing Page

SCHEDULE YOUR LIVE, PERSONALIZED DEMO HERE!

See how our workplace management software can help improve your organization's efficiency. We'd love to speak with you about your specific needs. When you schedule your demo, you'll learn how to:

- Customize the live Webex to your specific needs and problems.
- Demonstrate the features and functionality.
- Show you the intuitive easy-to-use format of the iOFFICE application.
- Identify opportunities to create better customer satisfaction.

Complete the form to the right to schedule your live demo and see why thousands of your colleagues rely on iOFFICE's workplace management software every day.

REQUEST A DEMO

First Name	Last Name
Company Name	Email
Department	When are you available for a demo

What module demos are you interested in? (Check all that apply)*

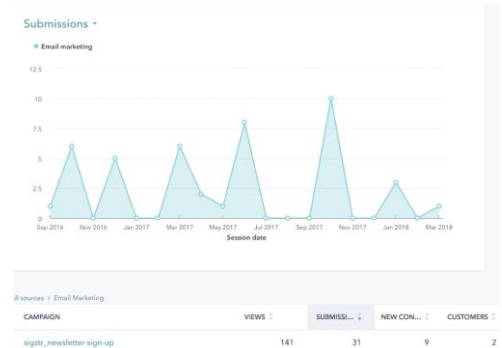
<input type="checkbox"/> Employee Experience Apps	<input type="checkbox"/> Asset Tracking
<input type="checkbox"/> Print & Copy Management	<input type="checkbox"/> Inventory Tracking
<input type="checkbox"/> IWMS Mobile Apps	<input type="checkbox"/> Lease Management
<input type="checkbox"/> Mail Management	<input type="checkbox"/> Move Management
<input type="checkbox"/> Reservations Management	<input type="checkbox"/> Service Request
<input type="checkbox"/> Space Management	<input type="checkbox"/> Visitor Management
<input type="checkbox"/> Wayfinding	

- How would you describe yourself? -

- Please Select Country -

[Schedule My Demo](#)

Track Results in HubSpot & Sigstr



AGENCY: REFER & SERVICE

SIGSTR: SELL & IMPLEMENT

Agency Services

1. Set-Up of HubSpot Integration (1 hour)
2. Design Services for CTA Banners (1 hour / banner)
3. ABM Execution: Sigstr and HubSpot Lists (.5 hours / banner)
4. Strategy and Calendar for CTA Banners (90 minutes / qtr)
5. Reporting and Optimization (1 hour / month)



Takeaways:

1. Email signature marketing is perfect for ABM
2. Agencies generate services with Sigstr
3. Agencies grow via email signature marketing

Learn More

www.Sigstr.com

Thank You!



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chris@kunocreative.com



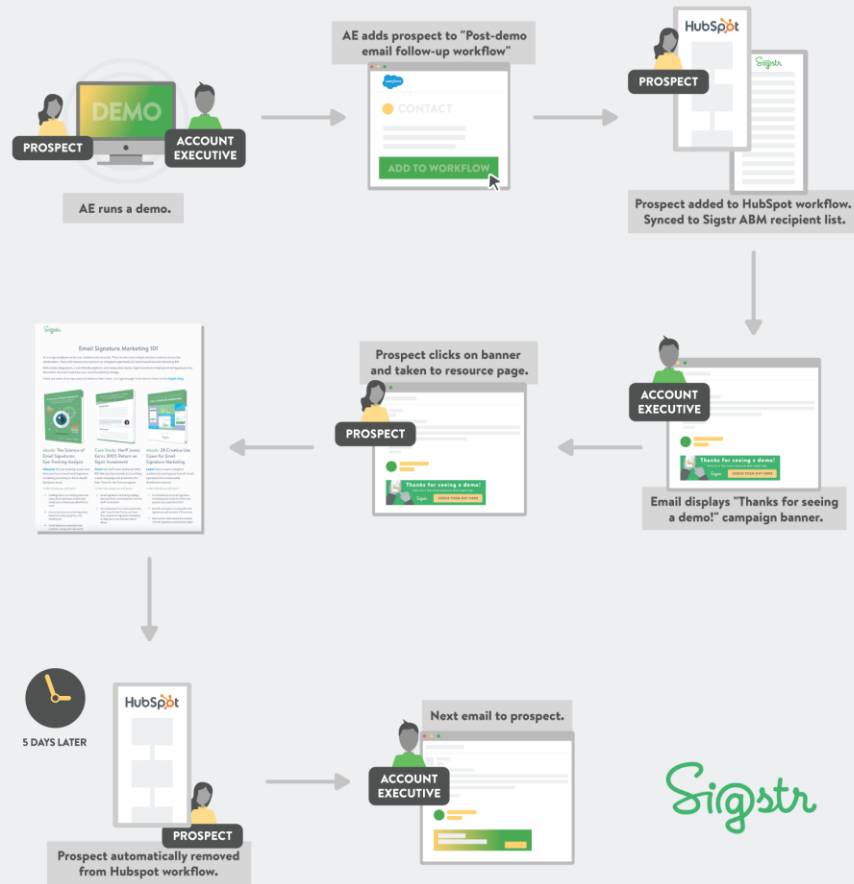
Dan Hanrahan
@danharahan8
dan@sigstr.com



Appendix

Right Time Content

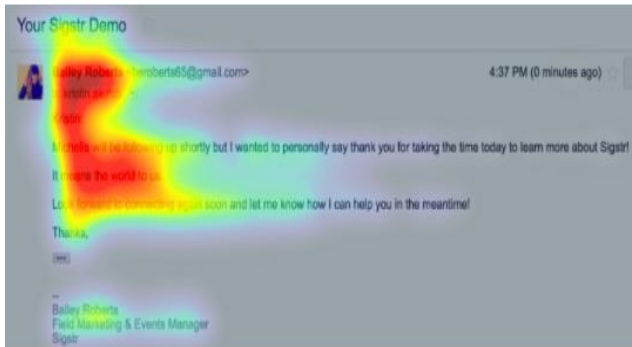
1. "Demo Complete" box checked
2. Prospect added to smart list
3. Emails to prospect will have "Thank you for taking a demo" CTA for 2 weeks



The Effect of Email Signature Marketing

Test 1

Email with a non-branded email signature



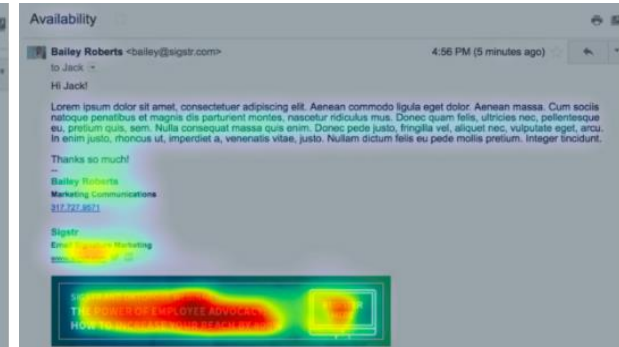
Test 2

Email with a branded email signature and text call-to-action



Test 3

Email with a branded email signature and banner call-to-action





Ashley Richter

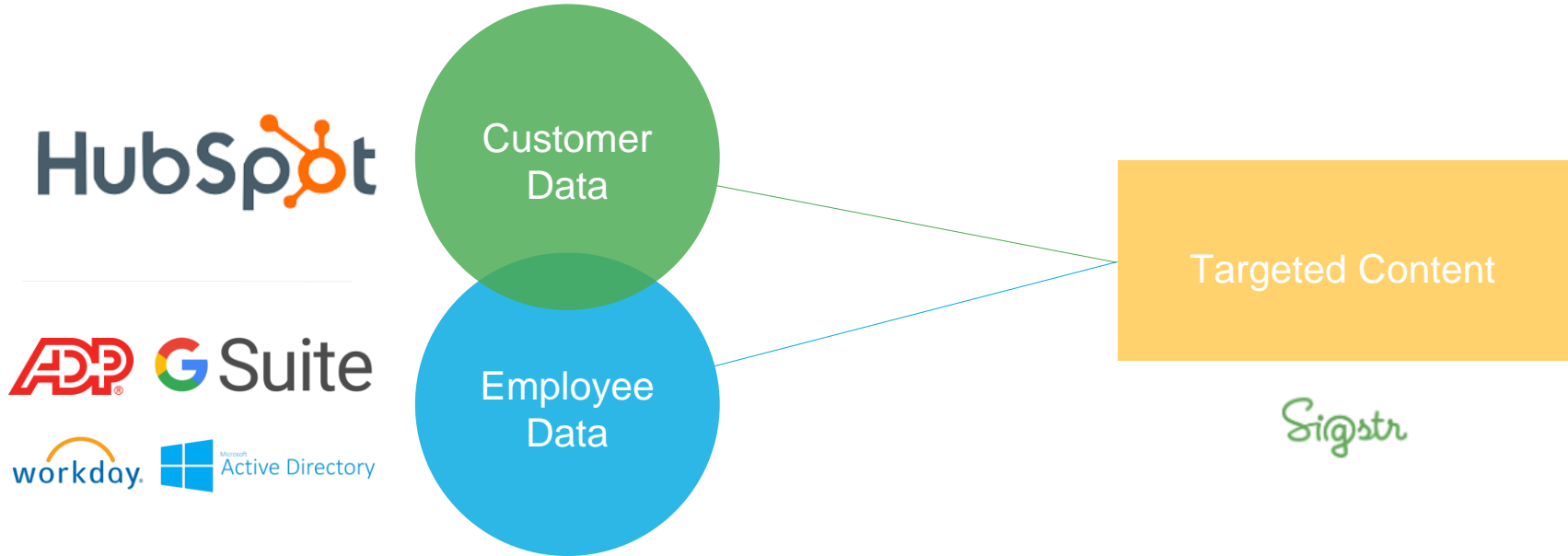
Marketing Ops
Return Path

“Sigstr is our #1 performing advertising channel. Nearly every closed-won deal includes a click on a Sigstr campaign. Sigstr outperforms other advertising channels, including display, retargeting, paid search, and sponsored e-blasts.”



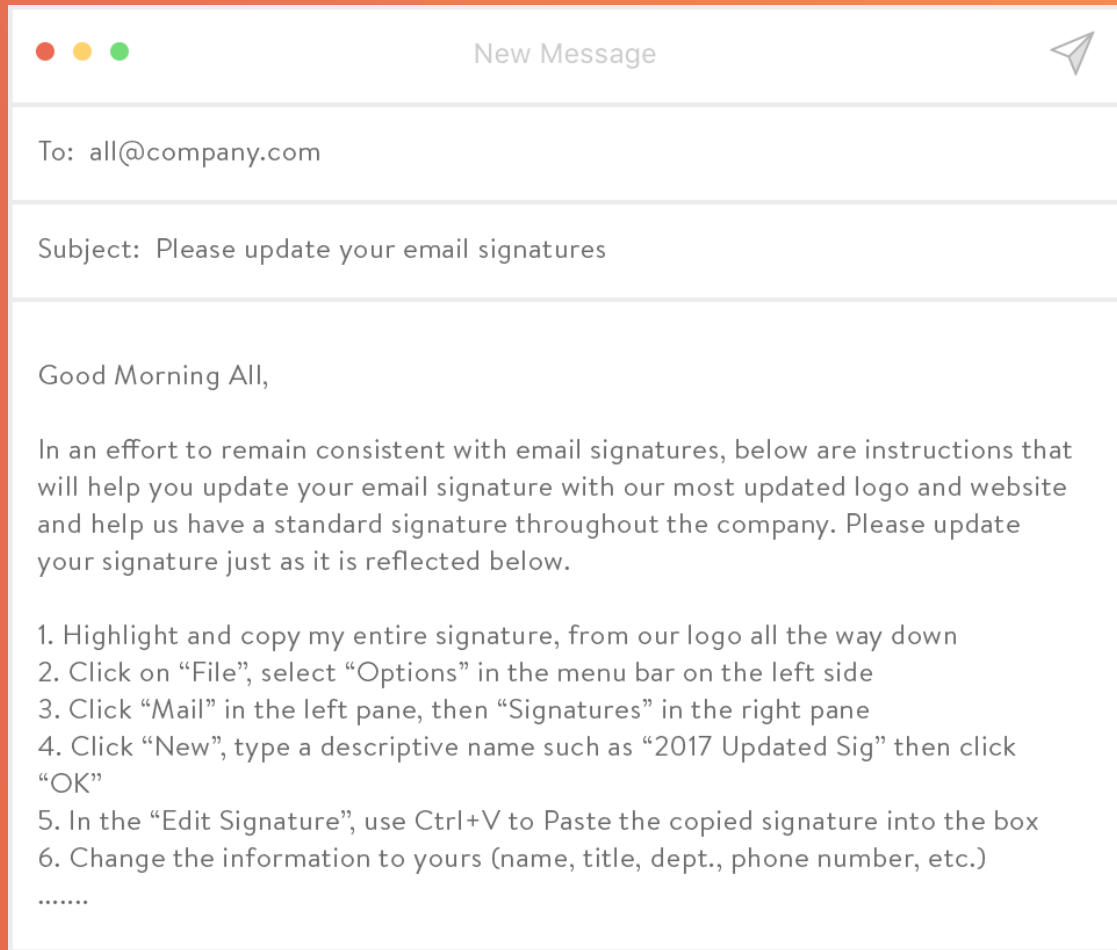
Accurate Segments Fuel Effective ABM

By understanding Employee and Customer:
Sigstr delivers targeted content making human to human interactions more productive



Life before Sigstr

(the dreaded email from marketing)



Life With Sigstr

Dynamic Content Based on
Sender and Recipient



Justin Keller
VP of Marketing, Sigstr



SEND


New Message

To: scott@highalpha.com

Subject: **SENDER-BASED**

Justin Keller
Vice President of Marketing

Sigstr
Email Signature Marketing
www.sigstr.com  



 **THE SIGNOFF**
Sigstr's new monthly email newsletter
SUBSCRIBE


New Message

To: kelly@sigstr.com

Subject: **INTERNAL**

Justin Keller
Vice President of Marketing

Sigstr
Email Signature Marketing
www.sigstr.com  



 GET TO KNOW OUR NEWEST
SIGSTARS


New Message

To: michael@celtics.com

Subject: **ACCOUNT-BASED MARKETING**

Justin Keller
Vice President of Marketing

Sigstr
Email Signature Marketing
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 Using a new digital channel
for ticket sales & partnerships
Read the Case Study