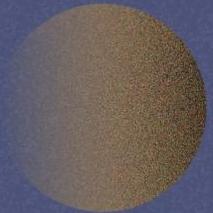




Account Based Marketing Playbook



The Purpose & Benefits of ABM

ABM is all about targeting the right accounts that are actually in the market to buy. The benefits are:

- 1 Accurately measure your ROI
- 2 Higher chance of a target lead converting
- 3 Maximize high-value accounts
- 4 Streamline the sales process

The big brains at Forrester have already predicted that by 2025, B2B demand generation efforts will focus predominantly on accounts, not leads.

ABM Strategy

The steps we recommend:

- 1 Have clear communication between marketing and sales on what accounts to focus on and how to engage
- 2 Research which personas will maximize your ROI and then go after them
- 3 Create an account plan for each identified account
- 4 Use current accounts to attract other similar accounts with connections
- 5 Get the buying committee involved and then seal the deal! And expand!

ABM Best Practices

Some items you should consider:

- 1 Encourage marketing and sales to build ABM plans together
- 2 Don't assume one account is just like another one
- 3 Attract contacts from other high value accounts
- 4 Build strong relationships with everyone in the buying committee
- 5 Measure and analyze your results then adjust based on the data

ABM Additional Best Practices

Some more items you should consider:

Personalized Content: Deliver personalized content such as blogs, eBooks, webinar, podcasts, and videos through dynamic templates and personalization tokens that speak to the needs and pain points of your specific target account.

Multi-Channel Approach: Employ a multi-channel approach to engage with your target accounts on various platforms, including social media, email, SEO, paid advertising, events, webinars, and phone follow-up.

The Five Commandments of ABM

1

Select the
best
accounts

2

Know a lot
about them

3

Engage in the
right ways

4

Align with
sales

5

Track your
progress

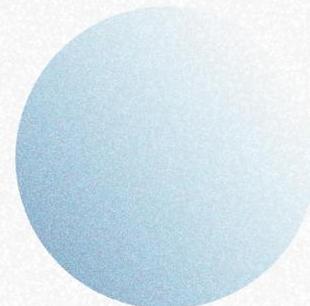


Account Selection

Here are some segments you can build your account lists based on:

- Location
- Installed technologies
- Number of employees
- Industry
- Sales rep territory
- Annual revenue
- Market segment

And many more!



Identifying the buying team

Find the key decision makers:

- 1 Don't be so account focused that you lose sight of the people making the decisions
- 2 Figure out what each decision maker cares about
- 3 Incorporate each of their needs into your messaging and then seal the deal!

"60% of purchases involve 4+ buyers, with an average number of 27 interactions in a successful buy-cycle."
-Forrester

Case Study

Revenue obtained after taking eMa on board:

\$8M

Digital Signage Company

The Challenge

- Wanted to target specific accounts
- Struggled to close high value accounts
- Looked to improve lead conversion

The Solution

- Implemented an ABM strategy
- Put nurtures in place and had a strong social media presence
- Hosted many co-branded webinars



The Results

23%

Increase in MQLs ▲

34%

Increase in SQLs ▲

48%

Increase in OPPS ▲

66%

Increase in Closed Won ▲



Post-Onboarding



Support Development Steps

- 1 Needs Analysis:** Understand and document the current state of onboarding. What are the necessary skills, knowledge, and behaviors for the audience? Interview/document stakeholders to capture their requirements and problems/pain points.
- 2 Learning Objectives:** Define SMART (specific, measurable, achievable, relevant/realistic, and timely) objectives. What are the time frames for onboarding?
- 3 Target Audience:** Document target job roles/titles, knowledge, and competencies for the onboarding audience.

Support Development Steps (cont.)

- 4 Resources and Constraints:** Identify the resources you have available. Do you already have a wiki or knowledge base software? Screen recordings for phase 1? Where will this documentation live?
- 5 Instructional Method:** Depending on the resources, constraints, and audience, select the most effective instructional methods. At this point, a different or additional method could be chosen, such as webinar-facilitated learning, as a more effective or supplementary path.
- 6 Project Plan:** Once we have those steps, we can create a project timeline with milestones and deadlines.

Support Development Steps (cont.)

- 7 Development:** Create the solution.
- 8 Prototype:** Build a phase 1 pilot version and test it with a small group of users for feedback. Measure the results against the learning objectives.
- 9 Refinement:** Use the feedback to make adjustments.
- 10 Full-scale Deployment:** Roll out and scale the solution to the broader organization.
- 11 Evaluate:** Regularly monitor usage, gather user feedback, and evaluate how well the learning solution meets the objectives.
- 12 Continual Improvement:** Keep the knowledge base updated as new features are added.



Thank You!

For inquiries or questions, please email [**contact@expertmarketingadvisors.com**](mailto:contact@expertmarketingadvisors.com)

www.expertmarketingadvisors.com

