

Account Based Marketing

From

To

Account Data
and Insights

Sales owned
General, market-based insights
Little marketing visibility



Account and contact-specific
Sales and marketing collaborate
equally on account needs

Forecasting and
Planning

Sales owned and creates plans
Marketing is only reactive and
not scalable on an account level



Shared so that account plans and
marketing plans have proactive,
scalable focus on sales goals

Demand
Management

Short or mid-term focus
Generic SLAs



Long-term focus
Account-level SLAs
Focus on specific accts/opps

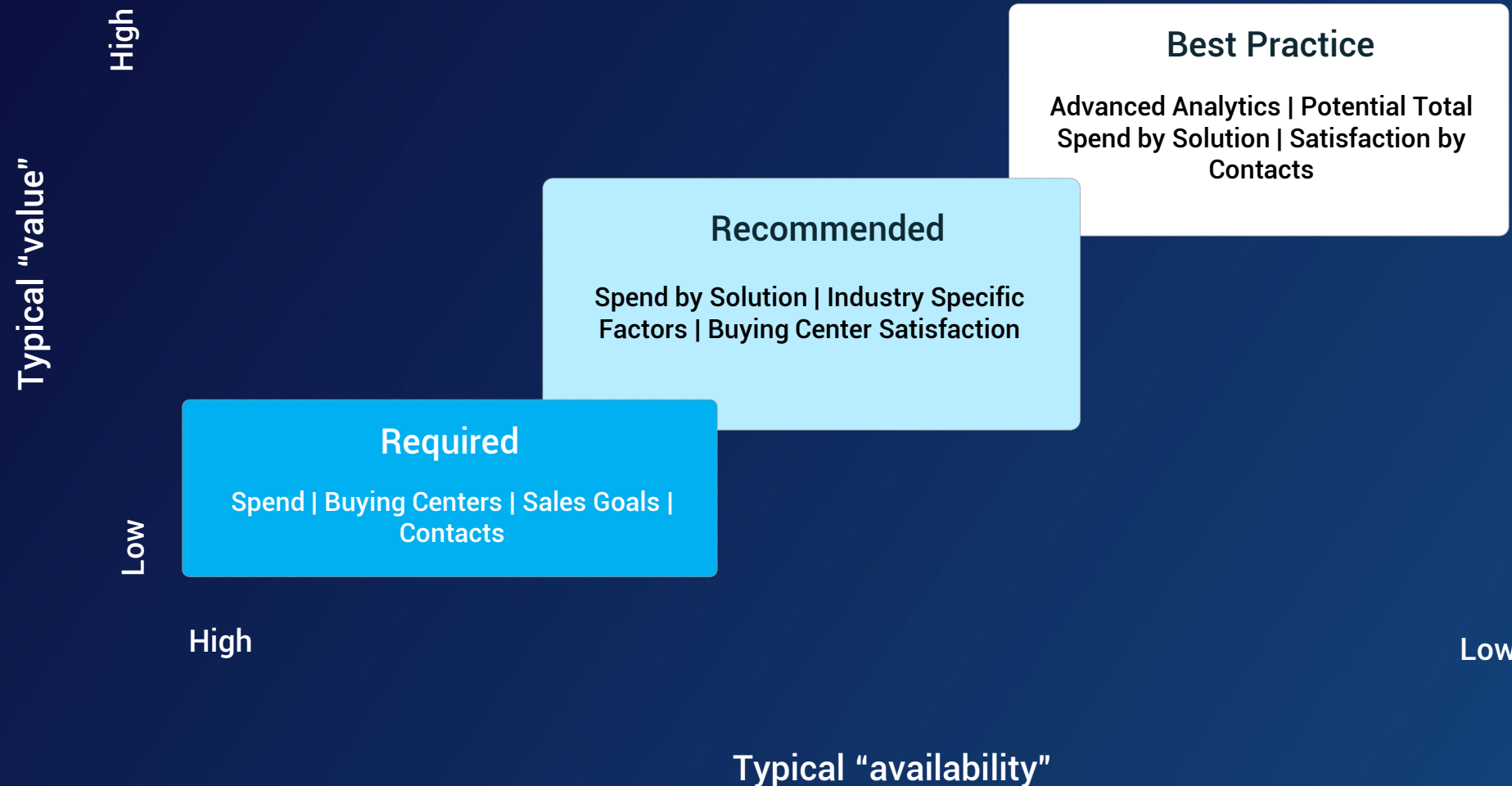
Account
Management

Sales owned
Little marketing support



Marketing-assisted partnering
Maintains communication with
sales account leads

Account data for ABM



Key Elements to Account Planning



Goals

Is it a revenue goal or a relationship goal?
How will success be measured?



Contacts

Who in the account needs to be engaged?
Who is most influential in the buying decision?
Who do we not know (but need to know)?
What message, delivery mechanism



Needs

Where are contacts in the buyer's journey or customer lifecycle?
What specific questions might these contacts have?

Getting Started



Identify

Identify cross functional support - who is willing to make ABM a success?



Accounts

Choose client and prospective accounts carefully - select criteria.

Choose ones with:

- A high propensity to buy
- Where you have clear reference architecture



Goals

Build a few key actions that will help meet account specific goals



Snapshot

Take a “before” snapshot of contacts, opportunities, deal size. Then track changes over 3, 6, 9 and 12 months

Example Success Measures



Early Progress

- Gaining account insights
- Successful planning
- Sales Utilisation
- Account/Contact Activity



Initial Outcomes

- New pipeline
- Existing opportunity progress
- Relationship development



Long-Term Value

- Revenue growth and retention
- Increased loyalty and advocacy

Example Goals



Opportunity Goal

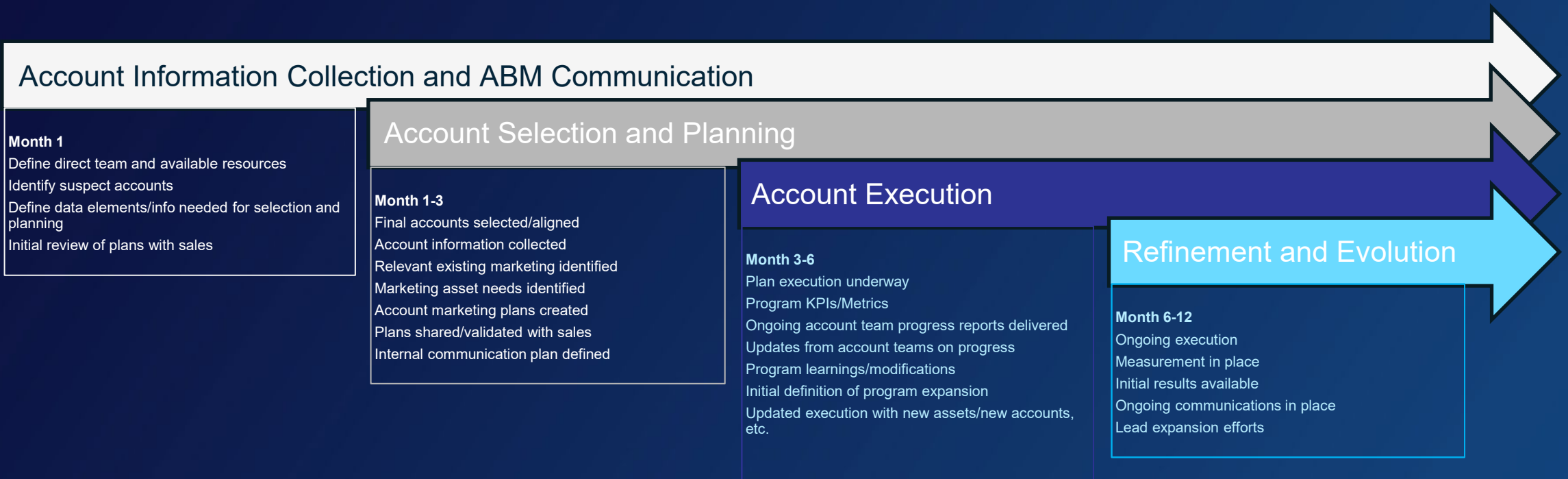
“Upsell into 2 additional areas within the Virgin Group by Q2, 2020 resulting in \$250,000 revenue”



Relationship Goal

Retain Strategic Account Porsche by engaging senior leadership team over next 18 months, showcasing value delivered, resulting in 3 year renewal

ABM Programme Example



Content Approach



Core Campaign Content

Re-purposed in multiple formats

- Social media
- Direct mail
- E-mail nurture
- PR outreach
- Website
- Paid Social
- Events

Distributed across channels