

ACCOUNT-BASED MARKETING

ABM for B2B

A DIFFERENT
AGENCY EXPERIENCE





96%

OF B2B MARKETERS LEVERAGING ABM REPORT A POSITIVE IMPACT ON MARKETING EFFORTS.

(Demand Metric)

WHY ACCOUNT-BASED MARKETING?

Account-Based Marketing is a novel B2B approach to client engagement that places special emphasis on an individual account's value. Instead of casting a wide net and hoping to attract high-value clients along the way, ABM focuses on personalizing your marketing approach with your initial customer base.

GETTING STARTED

IDENTIFY, MARKET & MEASURE

Although ABM principles have only recently gained momentum across the B2B marketplace, this approach is anything but brand new. Most companies used to limit their Account-Based Marketing practices to a few favorite clients, leading to expensive, fruitless campaigns that did no favors to their bottom line.

So what's changed? In short: technological efficiency and an ever-expanding toolbox of engagement metrics. Thanks to nuanced key performance indicators, ABM tactics can be scaled to fit any client's industry or inclination. That's not to say that Account-Based Marketing is a walk in the park, mind you. Before you can really start personalizing your marketing approach, you'll need to whittle down your potential customers into a target account list.



83%
Increased target
account
engagement
with Sales

70%
Better Sales and
Marketing alignment

67%
More qualified
prospects

55%
More pipeline
opportunities

STAY ON TARGET

Building your target account list – the group of current or prospective clients that can most directly benefit your business and lead to new business relationship opportunities – is the first step towards realizing your ABM goals.

Think about how different marketing approaches can resonate with your target accounts, then implement strategies that can strengthen your relationship right off the bat. No more one-size-fits-all campaigns that fizzle after the first mass mailer; with ABM, every step is personalized from the beginning.

There's no shortage of ways that your team can jump into the ABM game, but if you're looking for a suggestion:

- 1. Prompt your sales team to list out high-profile clients**
- 2. Pull in marketing personnel to brainstorm approaches tailored to each target account**
- 3. Utilize sales data to further narrow down your list**
- 4. Using analytics, determine which clients are most susceptible to future engagement and begin planning possible marketing approaches**



TARGET LISTS

Target account lists can come in all shapes and sizes. You might have one list categorized alphabetically by account name, you could have another defined by a specific revenue bracket or limited to a single industry, or simply a list of contracts that are coming up for renewal soon. It doesn't matter if your list contains a couple dozen target accounts or a few thousand; all that matters is that you decide to focus on a clear-cut number of accounts in order to better focus your Account-Based Marketing efforts.

Don't be afraid to start with a more manageable sample size of accounts before widening the scope of your initial target account list. Once you've settled on a list, get the ABM ball rolling with a few opening steps:

- **Pick a control group of key metrics to assess. Anything from ROI to your Marketing Originated Customer Percentage or the Lifetime Value of a Customer (LTV) can be helpful in prioritizing and planning your work.**
- **After determining your most highly-valued accounts, pursue them through targeting ABM programs.**
- **With your Account-Based Marketing strategy underway, weigh the new methods against your older marketing processes and scrutinize the difference.**

BULLSEYE

Don't forget: the main intent of any Account-Based Marketing program is to selectively focus on these target accounts so that any marketing efforts can be oriented towards an audience that you've already become familiar with. Remember, we're spearfishing here instead of casting a wide net. There's no need to broaden your approach unnecessarily or appeal to an imagined common denominator when you start your marketing process with target audiences in mind.

Building a set of ABM programs for your target account list allows you to give a more relatable texture to your messaging, keeping engagement high and your sales velocity at top speed.

Boiling your list down to a select few regions, industries, or age ranges can also help you avoid scope creep and wasted effort by sticking to the contours of your target audience.

92%

Regular Planning Meetings with Sales

66%

Sales Enablement

64%

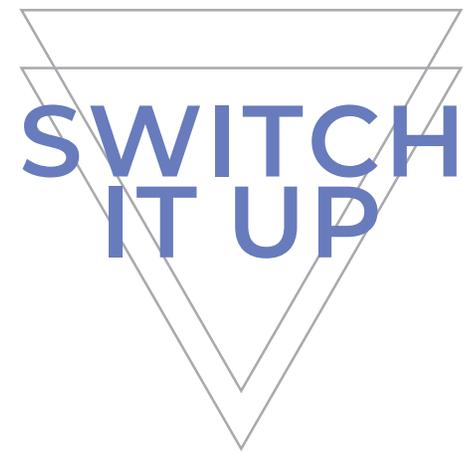
Event Planning

63%

Funnel & Pipeline Review

62%

List Building



Switching from a traditional approach to the **ABM** mindset is easier said than done, but the benefits speak for themselves. Gone are the attraction and conversion processes that depended on broad statements and vague one-size-fits-all appeal to thrive; instead, marketing profiles are built up around specific accounts and customers, be they future or current.

TARGETING NEW CLIENTS

Having a specific potential customer in mind allows you to trim your campaign's fat and streamline your efforts into something tailor-made for the type of customer you'd like to do business with.

- Found out that workers in a given industry are more responsive towards analog marketing than digital? Save the effort on email blasts and pivot towards setting up direct mailers in key regions.
- Losing out on engagement when you overstuff your landing page? Take the time to personalize your home screen experience to instruct new visitors on your company's potential utility.

ENCOURAGING EXISTING ENGAGEMENT

Clients need to be engaged, meaning your marketing and potential for value need to remain engaging.

So how can ABM help?

- Use ABM strategies to determine what your target customers engage with consistently, then set up campaigns to replicate and heighten it.
- Give regular visitors the opportunity to explore your digital presence and click through pages that they may not otherwise seek out.

ACCOUNT-BASED MARKETING

enhances your typical marketing strategies into something that is custom-built for your preferred customers. It can be hard to know where to start with ABM, don't be afraid to take calculated risks with some of your marketing mainstays:



- ***Inventive and Intuitive Web Pages:*** Brevity is the soul of wit. In other words: keep it simple and urge customers to search for the value that your company can provide. There will always be room for another page index or quick link, so be sure to keep your detail-heavy pages as interesting as they are informative. Keep a consistent theme, give your target customers a clear and well-applied call to action, make your site an extension of your unique identity without drowning anyone in text.
- ***Hook Them at the Landing Page:*** As with any first impression, you'll want to put your best foot forward. The good news is that you'll already be armed with enough information from your target account list to know what your preferred customers will be looking for. Cut down on the overlapping navigation menus and point target customers in a straight line towards the things they value the most.
- ***Watch Those Metrics:*** Marketing campaigns can be a beast all their own, and ABM is no different. While trial and error takes a diminished role in more concentrated projects such as these, you'll still want to keep an eye out to see which way the engagement needle sways. Losing out on impressions? Tweak your ad distribution and get your company's name in front of the right crowd. Sales dipping? Turn inward to see what your clients are yearning for and show them how easily you can meet their ever-growing needs. Your suite of metrics will let you act and react accordingly, so don't be afraid to lean on the data.



PERSONALIZE THE EXPERIENCE FOR YOUR ACCOUNTS

Don't let the thought of customer-partitioned content scare you. Personalizing your campaigns for every target account doesn't mean you have to draw up a new set of content for every client. Instead, think of it as an opportunity to specify your message using existing content and assets. White papers are a great example of an easily-customizable asset that can be adjusted to fit any number of markets. Know who you're talking to and tell them what they want to hear without tossing away any templated materials you've built up along the way.

It's also important to remember that tastes can change over time; just because your eBook has been passed around in all the right digital circles doesn't mean that it'll be just as engaging five years down the line. Sometimes that means reformatting your ads to blend in with your most engagement-heavy social media platforms, and other times that it'll mean giving your home page a visual update with higher-resolution photos or more contemporary imagery.

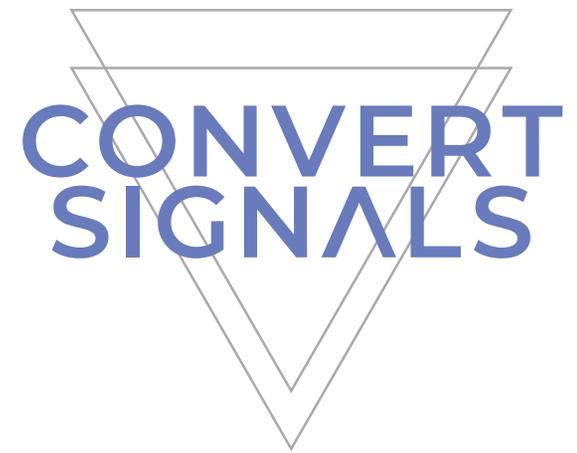
Through A/B testing or other comparable methods, present different versions of your personalized content to members of your target audience to discover which methods are the most effective. These tests can go a long way in helping you design the perfect marketing approach for your target accounts, to say nothing of how they put you in the mindset of potential clients ripe for engagement.

Using technology that lets you identify what company individual visitors are from, you can understand who the companies visiting your website are — before they raise their hand. By understanding the types of companies visiting your site, you can personalize the experience within your CMS.

PERSONALIZED WEBSITE BEST PRACTICES

The central tenet of Account-Based Marketing is that each client requires a marketing response tailored to their individual needs. While there's no magic bullet that can perfectly contour your ads against your list of target accounts, there are more than a few methods that can point you and your marketing team in the right direction.

- **Self-Assess and Address:** Does your landing page make it easy enough for your target clients to find what they're searching for? Are you icing out your preferred clients with convoluted site navigation and text-heavy pages? If so, then you and your UI team need to do some soul searching. Take a long, hard look at your web presence and determine which floorboards need to be pulled in order to draw the right eyes.
- **Streamline with Statistics:** Analytics can be a godsend, but there's only so much that page view counts can tell you. If you want to adapt your marketing towards a preferred set of accounts, you'll need to find out more detailed aspects of your visitors' behavior. Are they moving past the landing page? Are they clicking through your portfolio? Do they want to know what's on your "About Us" page, or does their interest wane before they even find the menu option?
- **Calculate Your Call to Action:** A gentle push can be enough to point clients in the right direction, but don't expect to pique the interest of your target accounts without a deliberate, personalized call to action. Paint your company as the best possible solution to their distinct set of problems by speaking to them directly and don't be afraid to leave the generalities behind.



As you've probably guessed by now,

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can bridge the gap between engagement and that ever-elusive final sale. By modifying your strategies to fit the particulars of each account, you ensure that you get the hard work out of the way early on during campaign development.

ABM magnifies the buying signals that your targeted account holders are putting out, making it that much easier for your Sales team to follow up on an initial site visit or a comment left on your social media account. If you've properly anticipated the target account's wants and needs and custom-built your site to talk them through your own unique set of positive outcomes, then you'll know which areas to tweak as you walk them towards the final handshake.

You'll also be able to pare down your lead generation forms to solicit only information that you don't already know. As part of your target account list research, you would have gathered enough foundational data to guide your marketing approach. Hold onto that info and come up with concise forms that don't ask too much of your prospective customers.

70%

of ABM users report that their sales and marketing organization are mostly or completely aligned

(Demand Metric)



MEASURING YOUR PROGRAM

What holds true in carpentry also applies to ABM campaigns: measure twice, cut once. Metrics are the most consequential tools in your ABM toolkit, so it only makes sense to ensure that you're measuring the right things. As we've already mentioned, clickthrough rates will only give you a partial view of a customer's experience with your site. Before you decide how to draw in your targeted clients, your approach should be guided by a few choice data points.

ASK YOURSELF:

- Do my ads speak to my target accounts directly?
- Am I facilitating engagement by presenting solutions to problems unique to my target accounts?
- Am I making it easy for my potential clients to convert into customers?
- Are there any places in my campaign where my targeted accounts might feel ignored or unaddressed?

ATTRACT



Are I driving target accounts to my website?

ENGAGE



Are they engaging with my content?

CONVERT



How are they converting to sales opportunities?



CUSTOMIZE & ANALYZE

It can also be helpful to customize your ABM approach and analyze your KPIs in step with each phase of the **B2B Sales Funnel**:

Awareness: Which channels account for the highest volume of clickthroughs within your target account's industry?

Interest: Which pages or links are seeing the most traffic? Where are your target account stakeholders spending most of their time?

Consideration: Where are your target accounts looking to compare solutions and ask for advice from industry experts?

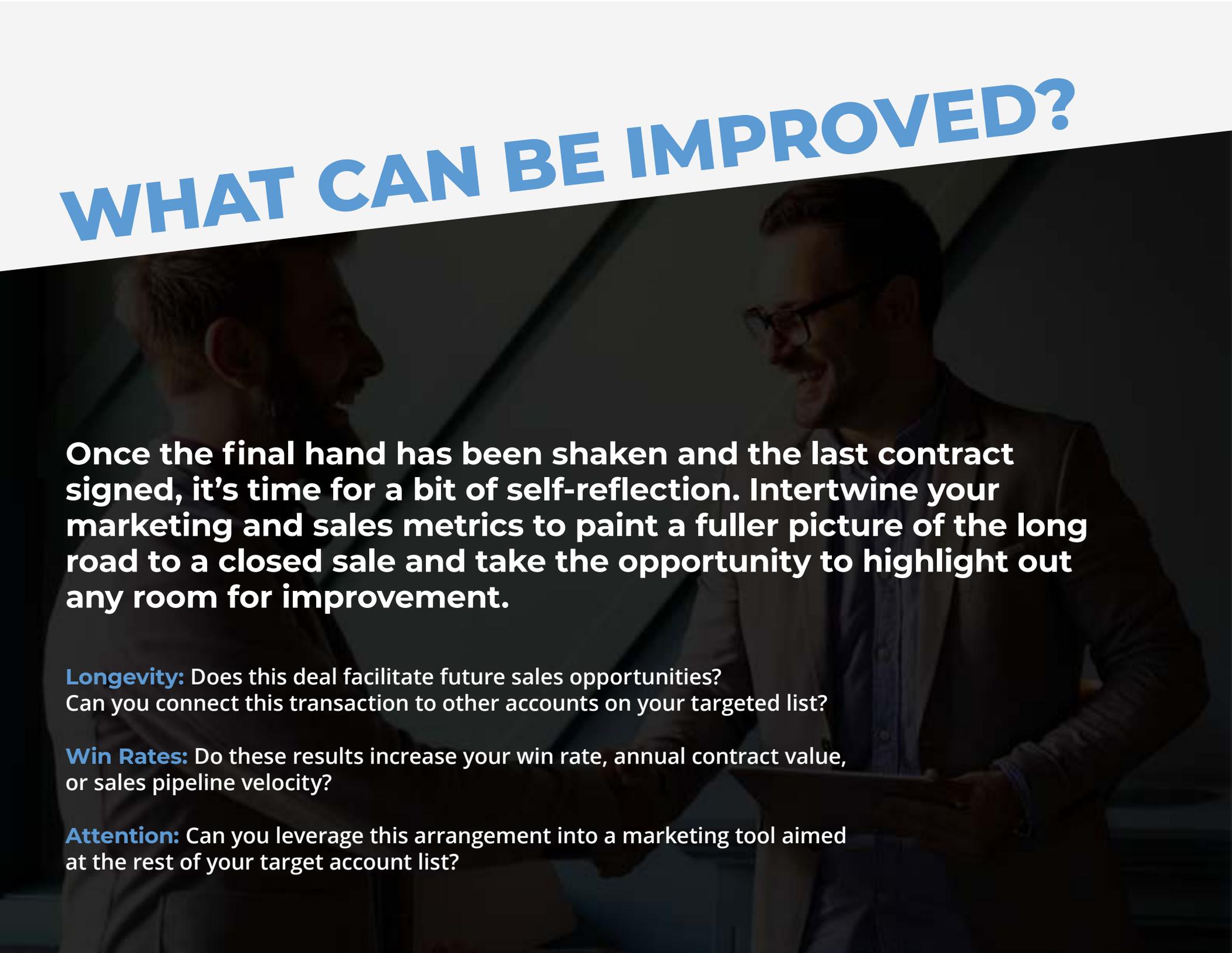
Intent: Is it easy for your target customers to reach out and set up a sales presentation? How can you avoid repeating what they've already seen on your site?

Evaluation: What "tie-breakers" can you deploy to make your company stand out against the competition? What makes your solution unique?

Buy: How can you turn a final sale into a repeated transaction? What can your campaign do to emphasize repeated engagements and keep your company relevant?



WHAT CAN BE IMPROVED?

A background image showing two men in business suits shaking hands. The man on the right is wearing glasses and has a mustache. They are in a professional setting, possibly a meeting or a deal signing.

Once the final hand has been shaken and the last contract signed, it's time for a bit of self-reflection. Intertwine your marketing and sales metrics to paint a fuller picture of the long road to a closed sale and take the opportunity to highlight out any room for improvement.

Longevity: Does this deal facilitate future sales opportunities?
Can you connect this transaction to other accounts on your targeted list?

Win Rates: Do these results increase your win rate, annual contract value, or sales pipeline velocity?

Attention: Can you leverage this arrangement into a marketing tool aimed at the rest of your target account list?



“ GIVE ME A LEVER LONG ENOUGH &
A FULCRUM ON WHICH TO PLACE IT,
& I SHALL MOVE THE WORLD. ”

– ARCHIMEDES



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