

Account Based Marketing.

5 key success factors

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S H E R P A Λ

ABM has taken the B2B Marketing space by storm.

ABM is focused resource from marketing and sales into targeting, converting and growing a defined list of accounts. It's a more strategic approach to generating sales opportunities – within the right type of organisations and businesses – than traditional B2B marketing. And the results have shown that companies who use Account Based Marketing see increased ROI on their marketing spend, shorter sales cycles and a better relationship with their clients.

Is account based marketing the silver bullet B2B marketing has been hoping for?

87% of marketers agree that Account Based Marketing delivers higher ROI than other marketing investments.*

* ITSMA, 2017 ABM Benchmark Report.

In order to see these sorts of results, it requires the right circumstances of product, audience knowledge and marketing and sales resources. In this guide, we have distilled the perfect circumstances to make ABM successful into 5 key success factors.

let's do this

does your product have a +3 month sales cycle & a high value unit sale?

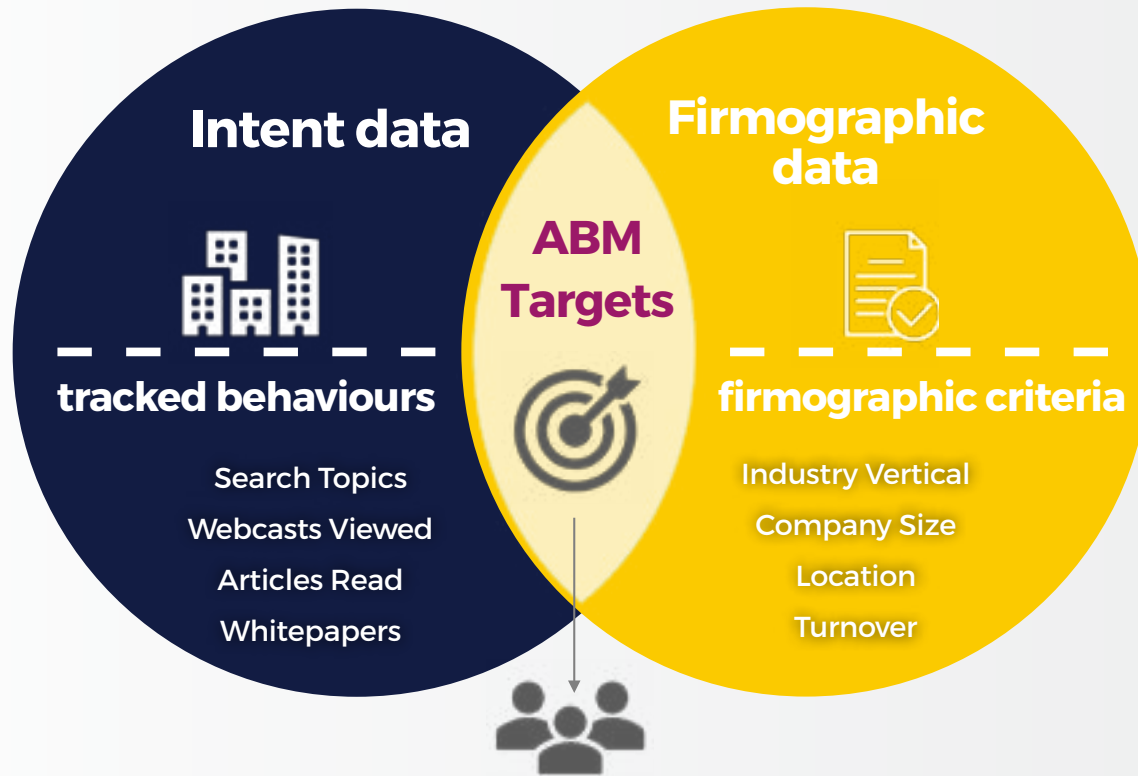


Higher value, Longer Sales Engagement

YES: This type of circumstance is ideally suited to ABM. ABM takes messaging aligned to your ideal customers and delivers it to those target accounts. This should ultimately reduce the time needed to nurture leads, but also establish a better relationship between customers and you, leading to better lifetime value.

NO: Account based marketing is an investment, in terms of both marketing collateral and resource to support. That does not mean ABM isn't right for you, but it may be that a blended approach of demand generation and ABM will deliver better ROI than a one-to-one or one-to-few approach.

do you have a clearly defined audience & persona?



92%
of companies
recognize the
value in ABM,
going as far as
calling it a B2B
marketing
'must-have'*

Hubspot, updated 2007

YES: Great! This is a brilliant place to start from. Knowing your audience very well gives you your addressable market but how what volume of your marketing are showing propensity to purchase? Intent data can tell you what companies are actively researching specific solutions and products in real time. It would be worth adding intent reporting to your targeting efforts to further refine your ABM target list.

NO: Having a defined idea of the audience, their issues and ultimately how you can help is a really important first step in building an account list to target. Only then can you stand out from your competitors as most relevant to your prospects.

2. audience

do you have content to support messaging to your target audience?



40%
of buyers are more
likely to buy with
tailored content.

CEB (now Gartner) "The Consensus Sale"

YES: Content relevant to the audience is the cornerstone of account-based marketing. You are in a good position to move forward and use this existing content and personalise or tailor it to drive valuable sales opportunities.

NO: Your ABM starting point will have to be either creating new content or repurposing existing content and tailoring it to your target accounts. If you follow the steps shown above, you will ensure that your content is customer centric and relevant to your audience.

3. content

do you have the marketing platform capabilities to target your audience with custom messages?

<p>Dynamic content</p> <p>Dynamically placed relevant content based on audience recognition</p> <p>Requirements: Marketing platform allowing personalised content</p>	<p>Content Marketing</p> <p>Placing bespoke content on publishing and platforms as a lead generating activity</p> <p>Requirements: Input leads & engagement into a CRM</p>	<p>Social Advertising</p> <p>LinkedIn based content specifically addressing named accounts</p> <p>Requirements: Access to LinkedIn, Twitter, Facebook & Google Adwords</p>	<p>IP Advertising</p> <p>Advertising based on users' IP address</p> <p>Requirements: Ability to place tracking codes on relevant pages</p>
<p>Remarketing</p> <p>Serving ad messages to audiences who have viewed specific content.</p> <p>Requirements: Ability to place tracking codes on relevant pages</p>	<p>Email</p> <p>Highly-bespoke and personalised email campaigns</p> <p>Requirements: Company email service provider/ platform</p>	<p>Telephone</p> <p>Telephone-based discovering and content delivery</p> <p>Requirements: Ability to follow-up on leads</p>	<p>Direct Mail</p> <p>Bespoke/ Personalised mail/ item sent to physical work address of targets</p> <p>Requirements: None</p>

YES: Great! Lots of different technologies and platforms means that not only can your account based marketing messages reach your target audience through a variety of touch points, but they can also be tracked and measured to establish the value of the programme to your business.

NO: A number of platforms and technologies can make account based marketing more effective: social engagement, CRM platforms and websites built on platforms where you can easily create landing pages. You are likely to have some of these in place, even if you have not had much direct involvement with them. If you know that you don't, a good starting place for a programme would be looking at what to invest in. This will not only help with your ABM efforts, but all of your marketing and sales activities.

do you have sales & marketing alignment within your organisation?



\$1trillion
cost per year of
misalignment
between sales &
marketing.

Hubspot, updated 2017

YES: That's great and surprisingly rare; you have a competitive advantage if you have this alignment. Account based marketing is a great way to bring this advantage to create Sales opportunities within your target market.

NO: ABM is not a 'funnel filling' activity. It brings target prospects on a journey from prospect to customer via targeted and bespoke messaging. This means that sales and marketing have to work together to have aligned and consistent lead nurturing.

5. alignment

rate how you are doing against the success criteria.

Success Factor	Yes	No
1. Product You have an enterprise-level product (£30,000+) with long sales cycle		
2. Audience You have a defined audience and target company with understanding of the reasons to make a purchase		
3. Content You have or can help create, customer-centric and vertical relevant thought-leadership pieces, customer case studies and product capability for all stages of the sales funnel		
4. Delivery You have access to your company's social media accounts and analytics platforms. You have a sales and/or marketing CRM platform in place		
5. Alignment You have sales and marketing resource to nurture and manage leads in an ongoing and integrated way across sales and marketing		

Mostly Yes

You are well-positioned to start creating sales opportunities from an account-based approach.

Next Step: Start a Pilot Account Based Marketing programme.



Mostly No

Just because some of the success factors are not quite there, it doesn't mean ABM is not for you.

Next Step: Talk to us about where there are gaps in your process or platforms and we can advise you on where to go next.



how can Sherpa help?

Identifying a suitable ABM programme for your sales cycle and unit sale value	We will help you identify which type of ABM is suitable for your company. Whether this be a highly targeted one-to-one programme, partner ABM, programmatic (or one-to-many) ABM or a blended approach; our ABM programmes act to shorten the sales cycle and allow marketing and sales to work in alignment to push prospects through the sales cycle faster.
Defining Target Audience and Persona	Our ABM programmes always start with a discovery workshop, regardless of how well you have defined your ideal customers. We take the time to really understand your target audience, what frustrations they have the the product solves, what the value proposition, features and benefits of your products are. We partner with intent data providers who can take your well defined audience and find out which of them are actively researching your solution, telling you who is most likely to purchase.
Creating/refining content to support messaging to your target audience	Creating content will need to be part of your ABM programme - A content audit is one of the first activities we carry out to understand whether you have the right content to support the marketing messages. . We will also identify where content needs to be added or re-purposed to support different messages. We work with a range of copywriters who are well experienced in translating the value proposition of your products into a message that resonates with your target market.
Establishing your marketing platform capabilities to target your audience with custom messages	We have extensive experience working with clients with a huge variety of technological circumstances. We will establish which platforms we can access (if any) and design the initiative around current capabilities and we can use our own platforms where necessary. We will take on the lion's share of the setup on all platforms, which will enable us not only to run the programme, but also to monitor and report; freeing up your precious marketing and sales resource.
Sales and Marketing Alignment	Whilst ABM is generally a Marketing-led initiative, we work with sales and marketing to structure the programme to fit the requirements of the sales cycle at a very detailed level. Sales is normally involved in an account based marketing programme from the very beginning. The whole focus of the activity is to enable the sales team be involved in nurturing leads and to pick up the contact at the right moment with the prospect.

thank you.

Visit our website to see how we use intent scoring, desirability and fit matrices to locate organisations who are already focused on finding a solution like yours, then build laser-targeted marketing campaigns that appeal directly to the pains and priorities of the decision makers at those organisations. We can help your sales and marketing teams work together in a customer-centric lead-nurturing process that accelerates the sales cycle. To find out how we can help you form the foundation of a long-lasting commercial partnership with your clients, visit our website:

If you would like to find out more about our approach to account based marketing, please get in touch with our ABM team on **01234 964000 or email letschat@sherpamarketing.co.uk.**