

Account-based Marketing Playbook

Updated: 2021



If you are a B2B business and NOT doing
account-based marketing (ABM)...

You're doing it wrong.

If you are doing ABM, are you doing it
right?

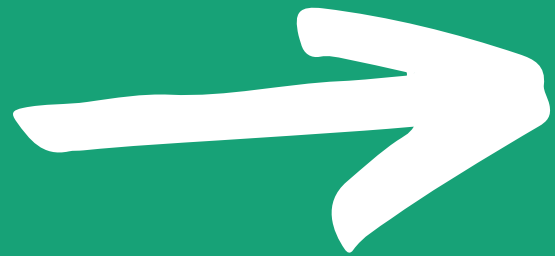
Read on...

PART 1

What and Why?



What is ABM in a nutshell?



Pick the companies you want to work with



**Multi-channel campaigning to just them,
with laser-focus**



**Push them through your sales (or
cross/upselling) pipeline**

"87% of marketers who measure ROI say that ABM outperforms every other marketing investment"

Source: ITSMA

Are you still blindly...



- Posting on Twitter, hoping your "thought leadership" wows the right client in?
- Hoping likes and comments turn in to new business?
- Getting smoke & mirror metrics like 'views' reported back to you?

Asking yourself why, after all of this marketing effort, does none of it ever really work!?

You Are Not Alone!

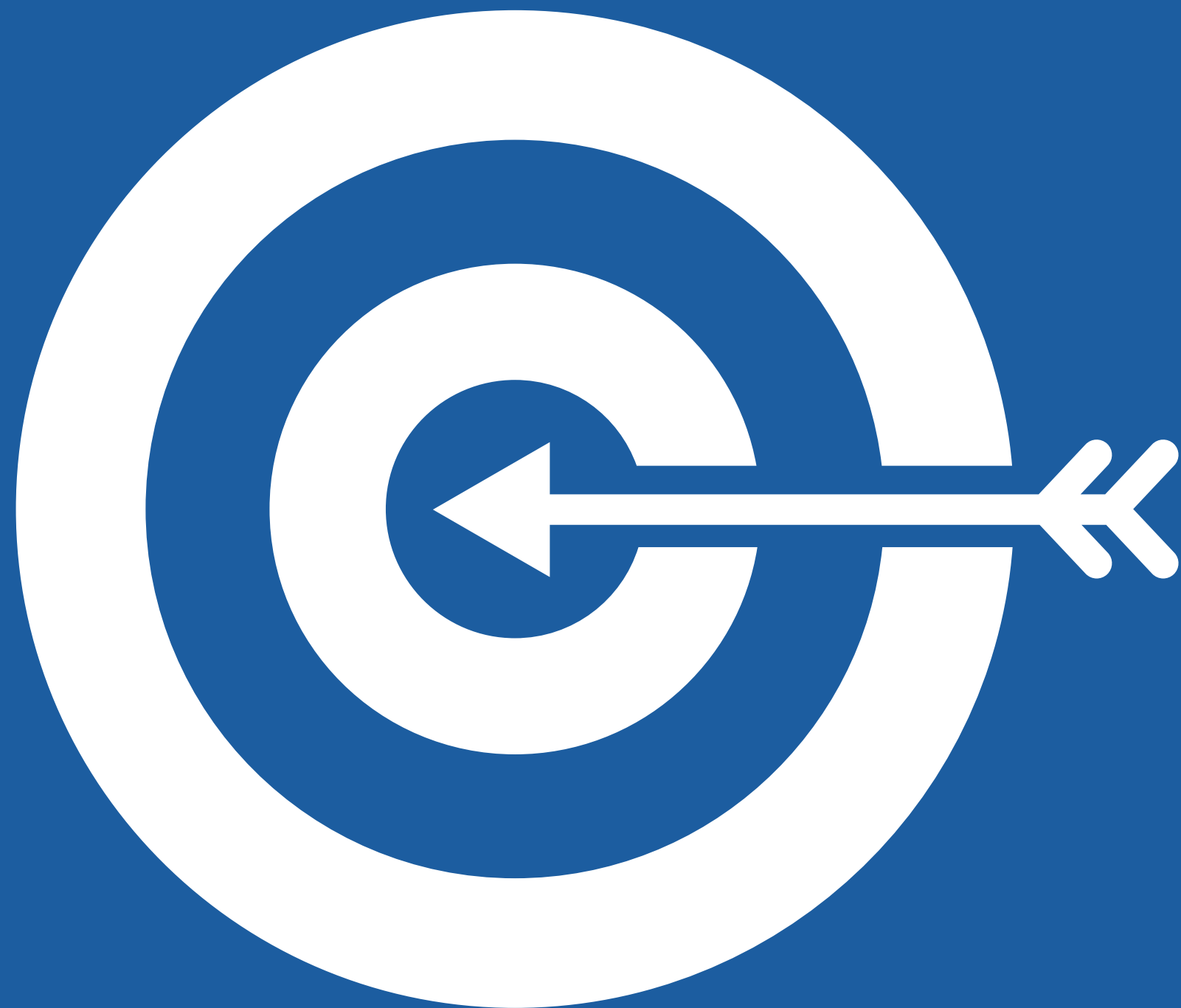
***You just haven't found ABM yet. ABM done
the right way.***

How is that done? Read on.



PART 2

Making ABM Work



#1 Data

How to do data the right way

Stop wasting time with nuisance prospects.

Firmographics

- Which current clients provide you the most profit?
- Which clients/sectors do you do the best job for?
- What size are they?
- Which job titles do you usually sign off a deal with?
- What geographies are they in?

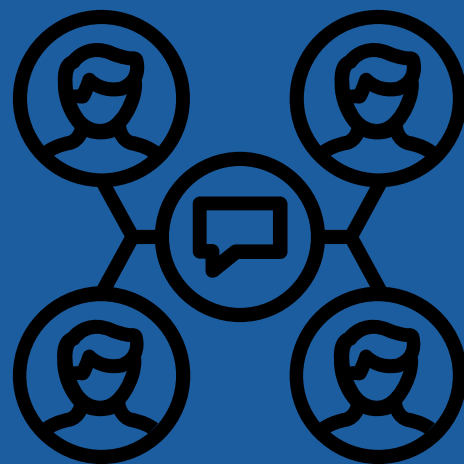


Behaviour Data

Strike the right people at the right time.

You need real-time alerting to:

- Engagement - when they interact with your message
- Intent - what are they researching?
- Relationship data - existing networks



#2 Messaging

Attention is more than half the battle

There's a lot of noise out there.



Getting the Message Right



Entertain Me!

- Get attention or you won't be heard at all
- VIDEO IS THE FUTURE
- Make it about ME, not you
- Have a specific offer
- Ask for 1 specific action

Get an experienced, proven B2B copywriter - what works is not what you would expect.



#3 Campaigning Online

Each of the channels is a dedicated art:

Email

Classic fail #1 = deliverability. If you don't know DNS and throttle inside-out, get a professional or your emails will never even be read.

Classic fail #2 = copy. It takes years to write impactful B2B emails. Start reading the books.

Linked 

Classic fails - where to begin! Approximately 0.01% of people do it right.
It is NOT like email, at all...

Pay-per-click



If you don't know your native form capture from your UID click tracking, get a professional in:

- Spend *only* your target accounts
- Target *only* the right people at your target accounts
- Watch out for CPM bidding, you can get stung quick!
- 1-click data/engagement capture
- Auto-update CRM
- Get a text message to your telemarketing team!

#5 Campaigning Offline



Leading with offline campaigns actually works best:

- Telemarketing
- Handwritten letters & cards
- Merchandise or bound reports
- Cupcakes!

More expensive per prospect, but MUCH higher impact and increases overall engagement rate.

Triggers & Telemarketing

Cheaper alternative: lead digital, trigger offline

- Prospect engages
- Automated triggers set off offline activity
- Telemarketers must be prospecting & investigation pros
- Log all discoveries in CRM

At a certain point, you WILL need telemarketing to 'seal the deal' and close an appointment.



#6 Piecing It All Together

Marketing & Sales Must Align!

To two ultimate goals:

#1 Appointments

#2 Pipeline movement



Everything else is just noise

