



LEVEL UP YOUR ABM STRATEGY

white paper

Account Based Marketing (ABM) is a B2B marketing strategy that concentrates resources on a set of target accounts within a pre-defined market. It uses personalized messaging and campaign tactics to engage each account, basing the content and messaging on specific attributes and needs of the account. More plainly, ABM is an effective way to increase penetration into a smaller, more targeted set of accounts that align with the value offered by an organization.

Why ABM May Be Right For Your Initiatives

If your team has successfully identified all the brands your solution and offering can potentially help, then ABM can likely help! Account based marketing (ABM) helps focus the method in which Marketing and Sales collaborate to create customized buying stories for a specific and measured account list. ABM can help increase speed to conversion, visibility into effective messaging and engagement methods, and reduce the overall cost of demand generation when compared to more broad and higher-funnel approaches.

However, ABM is not meant to be the only mechanism in your Sales and Marketing function. Ignoring more traditional top and mid-funnel activities can be catastrophic to the overall health of your business. Think of it like this, while ABM can allow for maximum impact within a smaller subset of your Total Addressable Market (TAM), it's still a finite list and will eventually dry up and limit the scalability of your revenue organization.

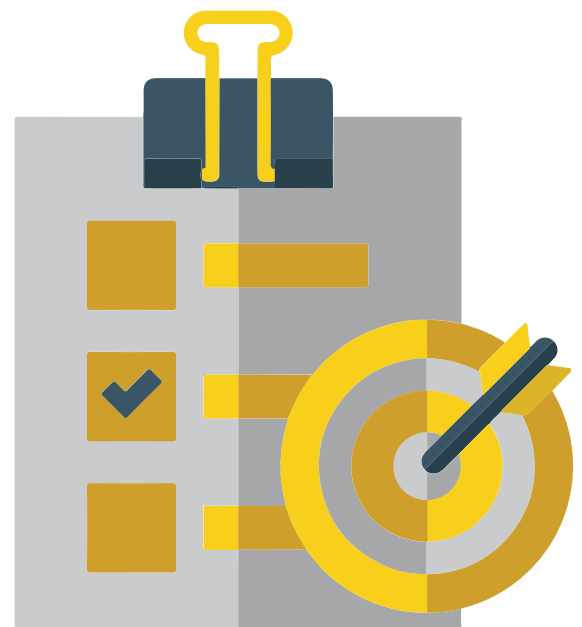
How To Develop A Solid ABM Target List

Developing the right ABM list is typically the most important and difficult part of the process. There are many methods and unfortunately the strategy likely needs to adapt overtime. Thus, it's equally important to build feedback loops into your strategy to allow for optimizations as you progress.

Sales Feedback Loop – Sales is your front-line channel and can offer insight from interactions with both your existing clients as well as high-valued prospects. Input from your sales team is important, but it's not enough to simply take the list they give you and move forward. It's a piece of the puzzle, not the complete picture.

Client/Partner Feedback Loop – Involving your most loyal and trusted clients in your Marketing strategies is always a good idea. They speak the right language and have direct and specific insights on how you can effectively position your offerings to others that look like them. Developing a look-alike audience to include in your ABM strategy can be highly effective and allow for scale in your ABM programs.

Data Feedback Loop – This one's tricky. Using data is a must but trusting it wholly can be dangerous. Intent offerings, digital engagement measurements, outbound marketing reports, all have valuable data for you to incorporate in your strategy. Try using this data as a validation tool for the direction gained from your sales and client loops, and vice versa.



Benefits of ABM in B2B

Account Based Marketing (ABM) helps in getting your message to the right audience at the right time. It helps to focus on both the channel the message is delivered on as well as the personalization of the content and message itself. Some benefits of ABM are:

ROI Measurement

ABM can increase ROI as it offers a lower-funnel approach. It's quite easy to measure the effectiveness of your overall ABM programs as you can clearly see if an account on your list is progressing through the revenue cycle.

Revenue Velocity

Personalized messaging can effectively increase the velocity towards conversion as well as reduce friction through the outbound process. This establishes a strong connection between the team and the potential client.

Engagement and Brand Affinity

Producing personalized and relevant content that illustrates your value in solving a problem your TAM is facing is a highly effective way to increase content engagement, site traffic, and brand affinity. It allows you to establish long-lasting relationships with your client base and creates a scalable market position.

Follow This ABM Process To Get Better Result In B2B Market

- **Create an Account Based Marketing (ABM) Team**

The team should include group leaders from Sales, Digital Marketing, Product Marketing, and Business Development. This helps to ensure that proper feedback, implementation, and optimizations occur and can help with improvements in other core revenue functions.

- **Select Feedback Loops**

Remember to use each in collaboration and to help validate the data being used to inform your decisions.

- **Define ABM strategy**

Outline high-level goals and specific KPIs to define success. It's also helpful to gain buy-in from Executive leadership so everyone is in alignment on what success looks like.

- **Select Required Tools**

Selecting the right ABM tools is a difficult step. Budgets are not infinite, and it may be necessary to quickly pivot if it becomes clear one or more of the tools being used are not effective in achieving the established goals.

- **Select Required Channels**

Websites, Publishers, and Content Syndication partners are important to get right. Blogs, articles, display ads, webinars, white papers, and eBooks can be used effectively and it's important that the content strategy is robust to offer highly personalized content and messaging wherever your TAM may be.

- **Optimize and Make Changes**

Measuring ABM List penetration, messaging resonance, and Channel Performance are critical to the health of your ABM program. Changes will likely be needed, but it's important to allow for enough time to properly measure for success and develop future optimizations.

Final Thoughts On ABM Strategy

Using an Account Based Marketing (ABM) strategy can help reach your known potential audience. When properly executed, ABM is effective in driving down-funnel activity and can help with perceived value and Brand affinity. Creating the proper feedback loops along with charging an ABM Team with planning, implementation, and success tracking will help increase velocity and effectiveness in your ABM strategy.

Plan your work, Work your plan. Happy hunting!

Frequently Asked Question (Faq)

- **What Partners and Channels should I review for my ABM initiatives?**

Data and insight partners like 6Sense, Terminus, DemandBase, along with so many others can offer key insights into how your TAM and potential ABM brands are engaging in the market currently. With platforms and publishers, it's important to understand their process and learn how they are potentially creating engagement with your audience. Publishers that don't offer organic content engagement or pushy tactics can cause additional friction resulting in negative ABM performance.

- **Should we adopt ABM strategy in B2B industry?**

If you have a clear understanding of many or all of the Brands that can benefit from your offering and a decent brand awareness amongst them, you should absolutely entertain an ABM strategy. It is important to first build awareness and engagement within target verticals using firmographics prior to focusing more squarely on ABM efforts.

ABM will be essential for B2B companies, and it can engage the targeted audience to build deeper relationships and track ROI. You will succeed in today's challenging business landscape by implementing [Vereigen Media's](#) ABM solutions.

