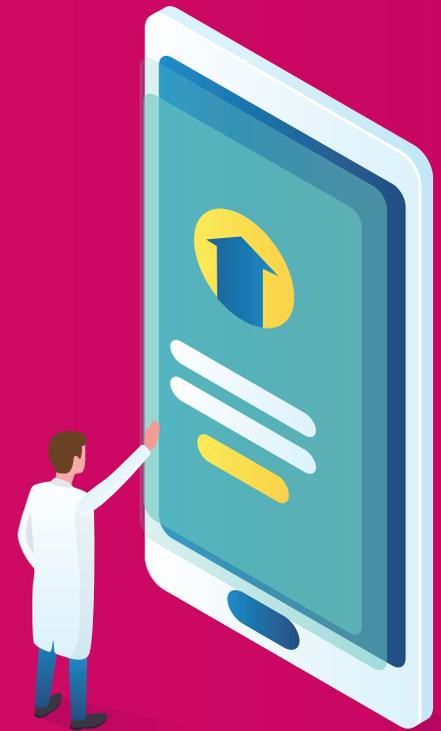




The Beginner's **Handbook** to Account-Based Marketing

A guide to using company insights
to land your biggest deals.



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Introduction

It's nothing new, but it's revolutionary nonetheless. The ultimate idea behind account-based marketing (ABM) is as old as business-to-business: dedicate most of your resources to entertain and educate the accounts with the highest revenue potential.

So, why is everybody talking about ABM now?

All of a sudden, the surge of marketing and sales technology has pushed forward the development and implementation of ABM at a scale. Thanks to technology, **marketers can now concentrate on acquiring specific high-value customers**, basing the targeting and marketing message on an account's particular attributes. And, most importantly, they can do that at scale, managing any number of accounts, from just a handful to hundreds at any given time.

Efficiency drives ABM, but what truly makes this strategy powerful is relevance and resonance. Rather than aiming to generate tons of leads and chasing them, ABM pros create a **personalized pitch that speaks directly to an individual prospect's pain points**. Think of Moby Dick. Traditional inbound marketing is fishing tuna with a wide net, whereas ABM is hunting the great big whale with a harpoon.

Because it is a hyper-targeted strategy, ABM demands insights on the target accounts, insights that inform highly personalized tactics that combine content marketing, lead nurturing, marketing automation, social media, email, and advertising. The lack of the right setup and data to draw insights is why many

marketers see the discipline as a dark art. Without insights, without data, ABM is a shot in the dark.

This eBook will take you through the ins and outs of ABM, showing you the right setup for B2B organizations and how to generate insights to land the biggest, most important deals.

As you'll see, ABM is complex yet powerful. Learn to deploy it intelligently, and you'll have a nuclear weapon in your arsenal that will outperform every other demand generation strategy in your company.

Let's jump on the ABM train.

Traditional inbound marketing is fishing tuna with a wide net, whereas ABM is hunting the great big whale with a harpoon.



Part 1

Why is account-based marketing important for B2B companies?

In a nutshell... believe the hype!

Why is ABM important for B2B companies?

The fundamentals of ABM don't differ much from the traditional marketing toolkit: sales and marketing collaboration, tailored and personalized content, and a wide range of channels. If there isn't so much difference, why all this hype?

The popularity of ABM stems from the ability of effectively combining data-driven insights, technology, and creativity to deliver an incredibly personalized marketing message. The secret sauce is specificity. As such, ABM is a science-based strategy rather than a tactic that depends on luck. ABM practitioners speak directly to significant pain points of individual accounts. In an age where B2B buyers are very well informed and enter the funnel at any stage, such specificity opens many doors.

Specificity is also what makes ABM ideal for B2B companies. In enterprise deals, there are multiple stakeholders involved in the decision-making process.

ABM acknowledges the different people within one particular account and **enables marketers and sellers to customize their messaging** to take into account all the different perspectives. For instance, if you're selling social media management software, you won't win over an IT manager, a CFO, and a marketing professional with the same messaging. On average, 5.4 people now have to formally sign off on each purchase, and your sales process must cover every single angle.

That's why in the B2B world it's hard to resist the appeal of ABM tactics. A well-oiled ABM machine guarantees sales and marketing work together and have the company information they need to be relevant in the sales process. Traditionally, marketing appeals to the masses and then nurtures potential buyers. ABM flips that funnel. It firsts identifies a very small target audience and then serves relevant, helpful content that might not be interesting to anyone else.

Whether you're a Sales Director or a Marketing Manager, it's a dream scenario. If you work in sales, you don't waste time on leads that are not ready to buy, and if you're in marketing, you can deliver your content to people genuinely interested in what you have to say.



Account-based marketing, defined

Account-based marketing (ABM) is a marketing method that concentrates on acquiring specific high-value customers with highly targeted, personalized campaigns, basing the targeting and marketing message on particular attributes of an account.



5 Reasons to Develop an ABM Strategy

When you look at the benefits, there are few reasons not to develop an ABM strategy.

1 Efficiency
Better leads, less waste

2 Knowledge
Quality leads, better conversions

3 Smarketing
More collaboration, fewer silos

4 Better results
Higher return on investment

5 Clients like it
Relevance and resonance

1. Efficiency – Better leads, less waste
By its very own nature, ABM strives for efficiency and aims at finding quality leads, rather than a large number of leads. With such narrow focus, marketers and salespeople can make better use of their time and resources to the best-fit accounts. Why spend time and money on prospects who might never be in the position of buying your product?

2. Knowledge – Quality leads, better conversions
Since ABM professionals focus on a smaller number of leads, they can dig deep on the prospects' characteristics and motivations, allowing the use of extreme personalization. By the time the sales team comes into play, prospects have already been exposed to very relevant materials and are much more likely to convert. The insights and knowledge you can gather empower you to make informed decisions in every step of the sales process.

3. Sales and marketing alignment – More collaboration, fewer silos
It's a painful truth. More often than not, sales and marketing teams don't get along. "I'm frustrated by the quality of the leads," says the sales rep. "You don't follow our strategy," replies the marketing pro. Despite pursuing common objectives, different perspectives easily lead to conflict. Luckily, due to the focus on accounts, instead of markets or industries, ABM helps to build a bridge and organically leads to an incredible alignment between sales and marketing. Both teams must work closely together to identify target accounts, develop messaging and outreach tactics, and monitor the campaign's progress. It's working: Bizible's 2017 State of Pipeline report found "that marketers doing 50% or more ABM see strong alignment with their sales teams."

4. Better results – Higher return on investment
Because ABM concentrates most resources on the highest-value



prospective customers possible, the return is likely to be higher compared to other more traditional tactics. A study from the Information Technology Services Marketing Association showed that “84% of companies surveyed said account-based marketing delivers higher ROI than other types of marketing.”

5. Clients like it – Relevance and resonance
ABM is highly personalized, and buyers like personalized experiences. Thanks to personalized messages, you can create a direct connection and conversation with your prospects, addressing their needs without being intrusive.

The most common pitfall with account-based marketing

Account-based marketing is a strategy that uses data to create lists of target accounts. Not enough data points—or too many of them—can ruin an ABM campaign before it takes off.

Knowing how to choose the target account is undoubtedly a significant challenge. A poorly executed ABM program will leave it to marketers as ABM is often seen as one more marketing tactic. When marketers pick the list of target accounts in isolation, they might not have access to all the necessary data on the accounts. Often, they just rely on their most used tool, such as a marketing automation platform. The opposite case—an abundance of data—is also typical. A CRM full of unstructured and old data can leave marketers overwhelmed with data points and noise.

For an ABM strategy to work, sales and marketing have to be aligned. For both departments to work in sync, it’s important they share goals, terminology, and have a crystal-clear understanding of the company’s ideal customers. More importantly, data integration through shared tech stack will glue the functions together. Don’t forget to establish an explicit sales and marketing service level

agreement ahead of time to avoid issues down the line.

Such a setup paves the way for targeted marketing campaigns and tactics like ABM. Let’s see next how to execute them.



Pro tip: Marketers shouldn’t pick account lists in isolation. ABM is a company-wide strategy that starts with sales and marketing working in sync.



Part 2

Getting started with account-based marketing

How to build the right setup, choose your tech stack, and align your sales and marketing around common goals.

Getting started with account-based marketing

Proceed with caution. Account-based marketing is a strategy that requires a significant investment in resources, technology, headcount, and budget. Before you dip your toe in the ABM waters, you want to prepare a solid action plan.

ABM efforts take time, too. It's not a strategy for quick wins. Instead, you need to prepare well in advance and make sure you have the correct setup and executive commitment for a long-distance race. Let's walk through the first decisions you need to make before you start.

Define your objectives and metrics

The first thing you need to do is to agree on the overarching objective of your ABM program. Are you looking to increase average revenue per customer? Or, do you want to deliver a higher number of new business face-to-face meetings? Your

ultimate objective will inform the type of ABM and plays you'll execute.

Once you've set your objective, select the metrics, KPIs, and benchmarks to measure your success against. ABM may or may not replace current marketing processes. If you're getting started, an ABM program will likely run in parallel with traditional demand generation tactics. It will need, however, separate goals and metrics.

By definition, ABM focuses on key accounts, so you need to measure results with an account-centric lens. Contrary to traditional lead generation tactics, marketing's goal won't be to generate as many leads as possible. Instead, the team needs to focus on creating influence with the people that matter. As a result, **middle-of-the-funnel metrics are key to ABM**. By tracking how the right people at target accounts engage with your content and campaigns, you will have a quantifiable way of showing progress.

Focus on engagement metrics, like visits and email opens by account. Also keep watch of journey analytics to track progress toward intended outcomes.

Because ABM is a long-term strategy, your day-to-day analytics should answer one pivotal question: **Are we deepening relationships with our target accounts?** Only by continuously measuring account penetration, you'll be able to react and change the course of an ABM program before it's too late.



Pro tip: Focus on engagement metrics. ABM is a long-term strategy, so your day-to-day analytics should answer the question: Am I deepening relationships with target accounts?



The three types of ABM

One of the biggest advantages of ABM is its scalability. Originally, ABM was a way of building in-depth marketing plans for a handful of key accounts. Thanks to technology, it is now possible to apply the same tactics to reach hundreds, even thousands of accounts. The objective is the same: **building relationships with target accounts through integrated sales and marketing activities that resonate**, and are, therefore, welcome.

Once scaling ABM activities became possible, three distinct types of ABM emerged. The spectrum ranges from truly one-to-one conversations with the largest accounts on an individual basis, to programmatic ABM with hundreds of lower-value accounts.

As such, each style takes a different approach to the coverage and activities for new and existing accounts, and each requires a certain level of investment.

Here's a breakdown:

Strategic ABM. This is the original ABM methodology. It aims at establishing one-to-one conversations with the largest accounts on individual basis. These accounts get completely bespoke marketing, so strategic ABM requires significant investment to enable one-to-one attention, including deep research, personalized content and dedicated programs. This approach is extremely resource-intensive and requires significant investment to the extent that a dedicated, senior-level marketer may work directly with just a handful (less than five) of strategic accounts with the highest revenue potential, generally at least €1M a year and as high as €1B+.

ABM Lite. This is a one-to-few model that targets a wider group of tier two accounts, usually in the \$100K to \$1M annual potential range. While it doesn't require completely bespoke marketing, this approach focuses on small clusters

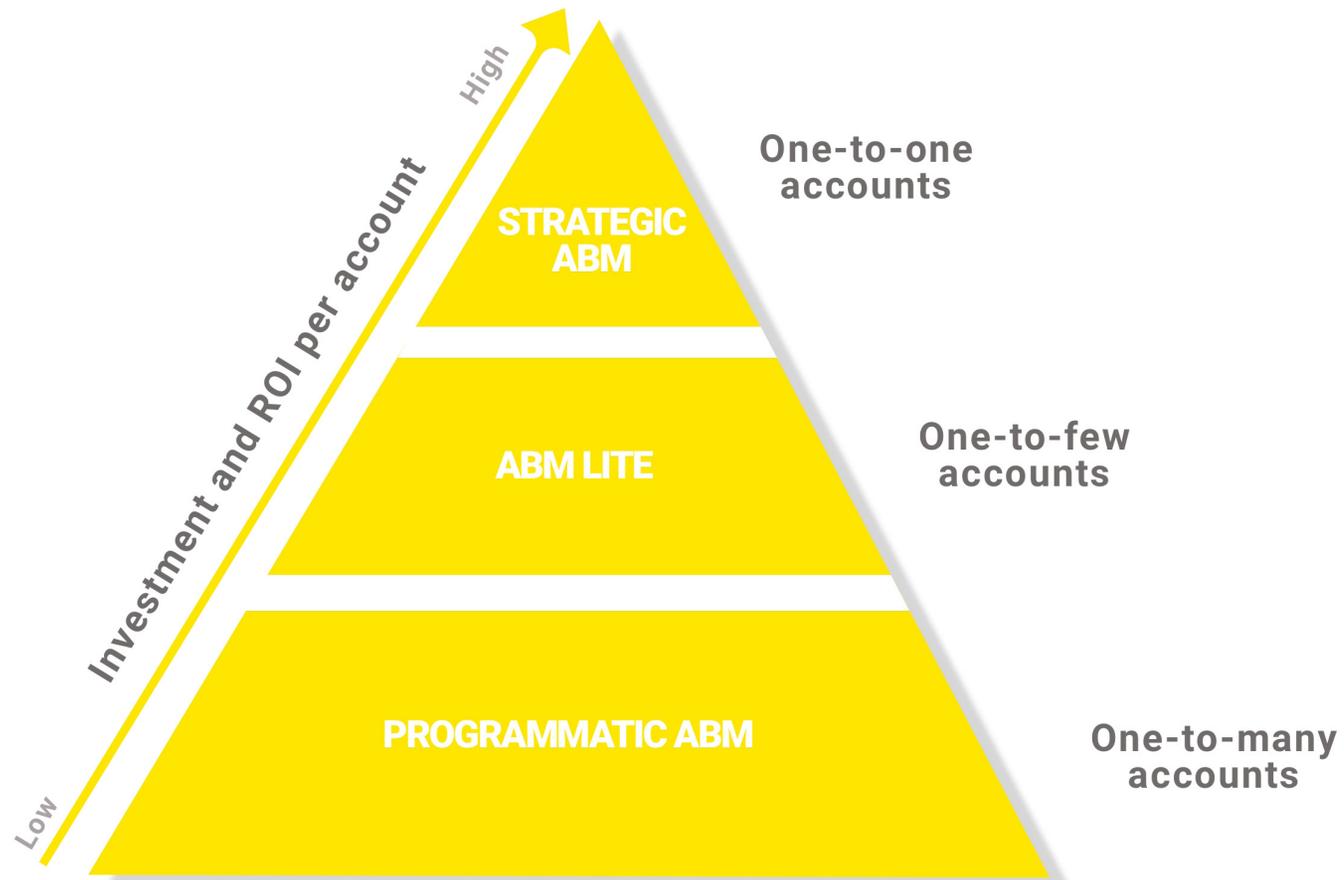
The spectrum of ABM ranges from truly one-to-one conversations with the largest accounts, to programmatic ABM with hundreds of lower-value accounts.

of accounts with similar characteristics. There can be around 80 accounts and each cluster typically containing about 20 accounts. In this model, success greatly depends on the correct segmentation of all target accounts.

Programmatic ABM. This one-to-many approach relies on technology to automate many ABM-inspired tactics and



Which type of ABM is right for you?



personalize outreach. Each account is generally worth less than \$100K per year, and a company can have hundreds at any given time. This model, mostly based on online activities, is typically used to penetrate new accounts and boost sales and marketing alignment around a list of accounts. That’s why, in theory, one single marketer can simultaneously manage hundreds of accounts.

These three types of ABM don’t exclude each other. Which approach you choose depends on your available resources and the accounts you decide to prioritize. Ultimately, you can also employ multiple approaches at once, opting for one-to-one tactics to grow existing accounts, and a one-to-many model for new business development. Such a strategy is ideal for companies trying to move upmarket.

Strategic ABM One-to-one	ABM Lite One-to-few	Programmatic ABM One-to-many
Reserved for few strategic accounts	Focuses on small groups of accounts with similar characteristics.	Wide-reaching, hundreds of accounts at any given time
Fully customized marketing plans	High level of personalization	Light personalization
Thought leadership	Relationship development	Uses technology and automation to customize outreach
Relationship development	Targeted digital ads	Targeted digital ads
Email marketing	Email marketing	Email marketing
In-person events	In-person events	Webinars



“97% of marketers surveyed said ABM had higher ROI than other marketing activities”

– Alterra Group

Pick your tools

In theory, you can run ABM plays with very little technology. It doesn't take much to wine and dine your key accounts, right? The reality is that if you want to scale your program beyond a few accounts, you can't escape technology. Also, as you narrow down your audience to even smaller groups, you have to take personalization to the next level. Without the right tech stack, finding your target accounts, drawing insights and delivering your messaging in a scalable way is an uphill battle.

Take time choosing your tech stack. Jumping the gun and setting up the wrong tools can quickly leave you in ABM limbo, so make sure you have these six must-have tech-categories:

- **Account Intelligence**—to capitalize on prospects' data and generate valuable insights.
- **Lead and contact data automation**—to craft tailor-made buying journeys.
- **Integration with other systems**—to automate and streamline your sales process.
- **CRM system**—to gather contact data and have visibility on your accounts.
- **Marketing automation and ABM solutions**—to orchestrate plays and deliver content.
- **Analytics and reporting**—to understand the impact of your ABM tactics.

With so many options in the market, selecting your sales and marketing technology stack can be a daunting task. **For seamless alignment, no team should choose software in isolation.** The design of a tech stack should be a company-wide effort to ensure the different systems “talk” to each other, instead of just serving the needs of a single department. When software is integrated, data can automatically be synced and all teams have a complete picture of all the target accounts.



How to build your tech stack

Here's an overview of the different tools you want to tinker with when readying your company for account-based marketing.

Start with the **essentials**. That's your CRM platform (to gather your contact data) and your marketing automation platform (for list building and content delivery). Most likely, you already have these tools in place.

Next, you want to integrate with **data and insights** tools. With a data enrichment process in place, you'll have additional data points for a more accurate target accounts selections. A subcategory of this is **third-party intent data**. Such technology can help you identify which accounts might be actively research particular solutions. They're vital for establishing the right timing to reach out.

Many of these tools are useful for traditional sales and marketing activities. Additionally, there are **comprehensive ABM solutions** used to manage account-based interactions, orchestrate plays, and execute the different aspects of an ABM program.

Finally, ensure the tools you choose have robust **measurement and analytics** capabilities to track your progress.



Align sales and marketing teams

Sales and marketing alignment is both a requirement and a consequence of account-based marketing that works. That's because ABM is a team effort. Not just a marketing initiative, but a company strategy.

ABM encourages teams to make plans together and focus on the same accounts following clear and agreed upon criteria. The following activities will drive alignment and collaboration:

- **Establish an ABM leadership team.** Senior sales and marketing executives should agree on the planning and execution of ABM, committing to work together and pursue shared goals. The leadership signs off the target lists and content that will be covered.
- **Create an aligned terminology.** Clarifying key terms will boost communication between departments. A daily communication between

87%

of sales and marketing leaders say collaboration between sales and marketing enables critical growth.

(LinkedIn, 2020)

85%

of marketers with an SLA think their marketing strategy is effective.

(HubSpot, 2020)

62%

of marketers say they can measure a positive impact since adopting ABM.

(LinkedIn, 2020)

60%

of sales and marketing professionals believe misalignment could damage financial performance.

(LinkedIn, 2020)



sales and marketing is imperative for successful ABM.

- **Defined shared metrics between the sales and marketing team.** ABM is a long-term strategy, so metrics that show incremental progress along the way are as important as a simple revenue number. Acting on the same key metrics will drive alignment.
- **Integrate your sales and marketing software for data alignment.** When the systems that sales and marketing are using can “talk” to each other, data can automatically be synced between them. When software is integrated, all teams have a complete picture of the buyer lifecycle, from visitor to customer, at all times
- **Proceed all communication from data.** ABM is a data-driven strategy, so data can be the glue that keeps sales and marketing efforts together.
- **Sign a service level agreement.** An SLA between sales and marketing serves to clear up confusion and solidify the roles of each department.



What to include in a sales and marketing SLA

Your sales and marketing SLA is the peace plan between your sales and marketing departments. To maximize accountability and empowerment, it is best to define the SLA in a joint meeting between the two.

In your sales and marketing SLA, both departments commit to supporting each other, based on concrete numerical goals.

- » Marketing SLA defines the expectations sales has for marketing with regards to lead volume and quality.
- » The sales SLA defines the expectations that marketing has for sales on how deeply and actively sales will process each marketing qualified lead.

You might not want to think about it, but there should always be formal consequences when a goal isn't met as part of an SLA. It doesn't have to be dramatic. By having clear decisions for a) who's in charge of making sure each department's goals are met, and b) if you include a form of compensation to one party when the other doesn't meet their agreed-upon goals in your written SLA, you can avoid fights between the two groups down the road.



ABM Glossary

Account-based marketing introduces new ways of working for salespeople and marketers alike. New processes also bring a different terminology and jargon, so let's quickly review the essential ABM terms.

Account: A synonym for a company, firm and organization. Any of these can be used to avoid repetition.

Account Research: Thorough investigation of a company with the end goal of surfacing account insights that justify outreach and form a basis for solving the customer's problem. Account research is a crucial part of any prospecting process before outreach and meeting.

Account Lifecycle: The account lifecycle is the ABM equivalent of the customer lifecycle. It takes into consideration the entire buying committee rather than individual people. It includes three overarching phases: acquisition, acceleration, and expansion.

Account-Based Marketing: A marketing method that concentrates on acquiring specific high-value customers with highly targeted, personalized campaigns, basing the targeting and marketing message on particular attributes of an account.

Company Attributes: Basic information on companies, e.g. business ID, business entity, company name.

Company Changes: Changes that happen in a company, e.g. new financial statement, appointment of a CEO.

Company Data: Simply facts or figures—unprocessed bits of information, that describe a company's characteristics, interests, and tendencies. When company data is processed, interpreted, organized, structured or presented so as to make it meaningful or useful, it is called information. Information provides context for data.

Company Information: External data about companies which has been processed, interpreted, organized, structured or presented. Information provides context for data. Subcategories of company information are firmographics, technographics, company changes and, intent data.

Contact: Any person who interacts with your business and whose information is saved in your CRM.

Ideal Customer Profile: A (data-driven) definition of a company that is most likely to convert, will get the most returns from your product, and will yield high lifetime value.

Intent Data: (Web) behavioral data about prospects (either contacts or accounts) actively researching products or services. Intent data is rarely used alone, but instead often

paired with firmographic, technographic, and other company information which narrows the list of accounts to just those that are a good fit.

Lead and Account Scoring: With lead scoring, you can attach values to each of your leads based on their company information, contact information and the behavior they've exhibited on your website. This can be used in marketing to qualify leads when a certain lead score is reached. Account scoring is the ABM equivalent.

Marketing Automation: This term refers to the tools, processes and technologies that help execute marketing tasks in a more streamlined and scalable way, enhancing the productivity of your team. Marketing automation helps with lead generation, nurturing, and scoring, as well as with measuring overall ROI on campaigns.

Marketing Qualified Account: This is the ABM version of a marketing qualified lead. An MQA is an account that's shown a high enough level of engagement to indicate it is sales ready.

Play: A defined set of steps that marketing and sales will do when an account does a specific action.

Sales Intelligence: Technologies for the collection, analysis, and presentation of information that helps salespeople find, monitor and understand data that provides insights into prospects' and existing clients' daily business.

Smarketing: The process of integrating the sales and marketing processes of a business. The objective is 100 percent sales and marketing alignment, so they work together to achieve common goals with the aim of increasing revenue.

Sales Velocity: A measurement of how quickly deals move through your pipeline and generate revenue. This equation uses four metrics: number of opportunities, average deal value, win rate, and length of sales cycle.

Technologies: Refers to insights on a company's current technology choices such as marketing automation platform and social media channels. Also known as technographics.

Trigger Event: Any change in a company datapoint or mention in any document can act as a trigger event that leads to an automated action in a workflow.

Part 3

Practical steps for implementing ABM

Everything you need to do to run an ABM program.

Practical steps for implementing ABM

ABM is a major change in the way sales and marketing teams work. Once you get started, many habits and assumptions will go out the window. Ready?

The strategy demands that you invest a considerable amount of time and money into a few accounts, so you can't afford to start on the wrong foot.

In the following pages, you'll learn the different steps to launch an ABM program for the very first time.

1) Find the target accounts that fit your ICP

The whole point of ABM is to target the accounts with the highest revenue potential. That's why proper account selection is the single most important step in any ABM program. Get it right, and you'll optimize your sales and marketing

resources by focusing them on the accounts most likely to become your biggest customers. Get it wrong, and you'll miss out on deals you could have won, and you'll waste efforts on a poor fit.

Remember what we said about ABM being a team effort? Marketers shouldn't pick accounts in isolation. In fact, **account selection is the first step towards the alignment of sales and marketing resources**. ABM is a collaborative effort between different parts of your organization, and that's why sales and marketing need to get together to segment and prioritize the accounts.

Effective prioritization requires a more structured approach—ignore your gut feeling. Companies with a clearly defined ideal customer profile (ICP) have done much of the grunt work to find target accounts for an ABM program. High-potential opportunities will match your ideal customer profile.

Finding accounts that match your ICP, and therefore, ideal candidates for ABM campaigns, requires a deep dive into different data sources that will help generate insights to pick accounts and set them in tiers.



Data sources to build target accounts lists

- Firmographics
- Technographics
- Engagement data
- Intent data



2) Identify people

Yes, it's account-based marketing, but it's people—the stakeholders at those companies—who receive your messages and make decisions at the end of the day. A carefully crafted target list is worth little if you can't identify and grow the number of contacts per account.

In enterprise deals, there are multiple stakeholders involved in the decision-making process. Your **ABM program must acknowledge the different people within one particular account** to enable marketers and sellers to customize their messaging, taking into account all the different perspectives.

Before you initiate any ABM play, you'll need:

- A list of the most common job titles you should be targeting within your target accounts. These titles will be the same as your buyer personas.

- The names of the contact to target as well as their contact data.

Where to enrich your contact data

There are many sources of contact data, such as:

- **Your existing contact database.** This data, living in your CRM, you should typically get from your lead generation forms when someone is converting on your website.
- **Purchased lists.** This is a quick way to grow your contact database, but its reliability might be questionable.
- **Manual research.** Time-consuming yet effective, scouring the web, including social media and media sites, can help you source contact data.
- **Events.** Typically, trade shows, conferences, and events are great opportunities to curate a list of prospects.

All those methods are valid to bring new leads, but they are not without

Your ABM program must acknowledge the different people within one particular account to enable marketers and sellers to customize their messaging, taking into account all the different perspectives.



problems. Right off the bat, none of these lead generation processes solve one of the biggest obstacles to the correct development of an ABM program: lead-to-account matching. You might have dozens of people in your database that work at your target accounts, but no way of linking their activity to the right company.

To solve this problem, additional external data from a sales intelligence tool will be useful.

Lead-to-account matching

Growing your contact database is not hard. Seasoned marketers have a trick or two up their sleeve to generate leads. In ABM, though, the challenge is to connect those leads to the account they represent.

as firmographics and technographics, it is possible to identify two people who belong to the same company.

The process can continuously and automatically run in the background. All the robots need to associate the right data with the right account in your CRM is a common factor that links the different datasets together. For example, this can be the name of the company, a mailing address, or a website domain.



What is data enrichment?

Simply put, data enrichment (also known as data appending) refers to tools and processes that enhance, refine, or otherwise improve raw data. Now that's quite a broad and slightly ambiguous definition. For salespeople, data enrichment mainly serves to bring internal and external data together to build a richer profile of their potential and existing customers.

By this token, CRM data enrichment is all about appending missing data to your CRM. This is done most effectively by integrating a sales intelligence or data enrichment tool with your CRM and using the integration to append company data, such as firmographic, technographic, and signal data, to the contacts in your database.

Data enrichment can solve the lead-to-account matching problem. A sales intelligence tool pulls data from millions of quality sources online in real-time. It then becomes an abundant reservoir of company information. Once connected to your CRM, the tool will append missing data points to your database.

With **enriched data, your view into your target audience grows exponentially**, allowing you to easily match any lead to the right account. When a data enrichment tool appends the contacts in your CRM with missing attributes, such

**Almost 85% of
marketers measuring
ROI say that ABM
outperforms other
marketing investments.**

– ITSMA

3) Generate insights: Research phase

What do you know about your top accounts? How do you monitor them? After deciding on your target list and identifying the right people, the entire ABM strategy hinges on your ability to learn and understand your accounts (and the key people at those accounts). Only if you do your homework, you can deliver hyper-personalized content to maximize your relevance and resonance within each account.

As consumers have become more selective, ABM practitioners have to become smarter as well. Since this method of marketing is highly-targeted, bombarding prospects with the same message will not work.

Target the right people at the right time

Rich profiles of your target accounts and personas won't help if the timing isn't right. This is why you need to capitalize on

the insights you've gathered to send your message to the right people at the right time.

Changes happening on your target accounts' end can mean that a company becomes more likely to have a need for your product or service. Companies changes can be anything, from new hires to the launch of new product, or the release of a financial statement.

Those events make companies fall in and out of your ideal customer profile description, and consequently, belong or not to different target lists. They are also a good indication of how relevant your messaging is.

Always stay on top of such changes because they represent ideal triggers for new targeted campaigns and distribute personalized content that addresses such needs. For example: when a company launches a new podcast, it opens up a window of opportunity to offer podcast production services.



Where to find company insights

Fortunately, there's no shortage of company information. Not long ago, marketers and salespeople needed to check multiple sources for information (from social media to official company information and websites), but today, it's possible to build up a complete profile of your accounts in a few clicks.

There's no easy substitute for hard work and research, but you can automate many parts of your account research. In this phase of an ABM program, account intelligence and sales intelligence tools really shine as they provide the means to track intent data and any company-specific information about your targeted organization. The technology can put the information you need right where you need it.

Combine external data with engagement data sourced from your marketing automation tool to draw extra insights. Look at how key buyers at your accounts interact with your content. What they read and see will tell you a lot about their interests. Find out how decisions are made and who the influencers are.



4) Start creating conversation with personalized content

By now, you're well aware of ABM's main premise: delivering highly-personalized and tremendously relevant content.

Typically, inbound marketing works like media companies do. Content is published with the expectation that many will find it and read it. It's about building an audience with the hope of landing as many conversions as possible. It's one-way communication.

ABM doesn't work this way. You already know your audience (your target accounts), so your goal won't be to get eyes on your content, but to cut through the noise and engage with your audience. ABM is all about **building a close dialogue with your accounts**, developing a conversation across different channels.

Nobody wants to have a conversation about something they are not invested in.

To engage these buyers, you must add value and educate them. In a nutshell, you need to be relevant.

In the previous step, you acquired ample insights on your key accounts. Now it's time to persuade them with a bespoke message rooted in that knowledge.

There are many different channels you can use to start knocking doors—you should choose according to the contact's preferences. Email marketing, however, is one of the most effective channels to deliver bespoke messaging.

It is relatively simple to customize content and send specific messages to various groups without investing much time and resources. That's why it's one of the most used channels in programmatic ABM. Let's see an example.

Any marketing automation tool worth its salt offers a rich set of features that make it easy to segment lists, personalize email



How much personalization is necessary?

ABM doesn't require flashy content or special effects. Every kind of content you'd use in normal sales and marketing campaigns will be effective. What matters is that it's targeted and relevant.

All or any of these content types will work: emails, eBooks, blog posts, videos, podcasts, infographics, templates, white paper, web pages... anything as long it's targeted and relevant.

That's why the more personalization, the better. However, this isn't always scalable. The level of personalization correlates the importance of the account. Tier 1 (one-to-one ABM) should see highly personalized content, whereas for tier 2 (one-to-few) and tier 3 (one-to-many) accounts you'll use more templates. In all cases, however, always give a human touch to your approach.

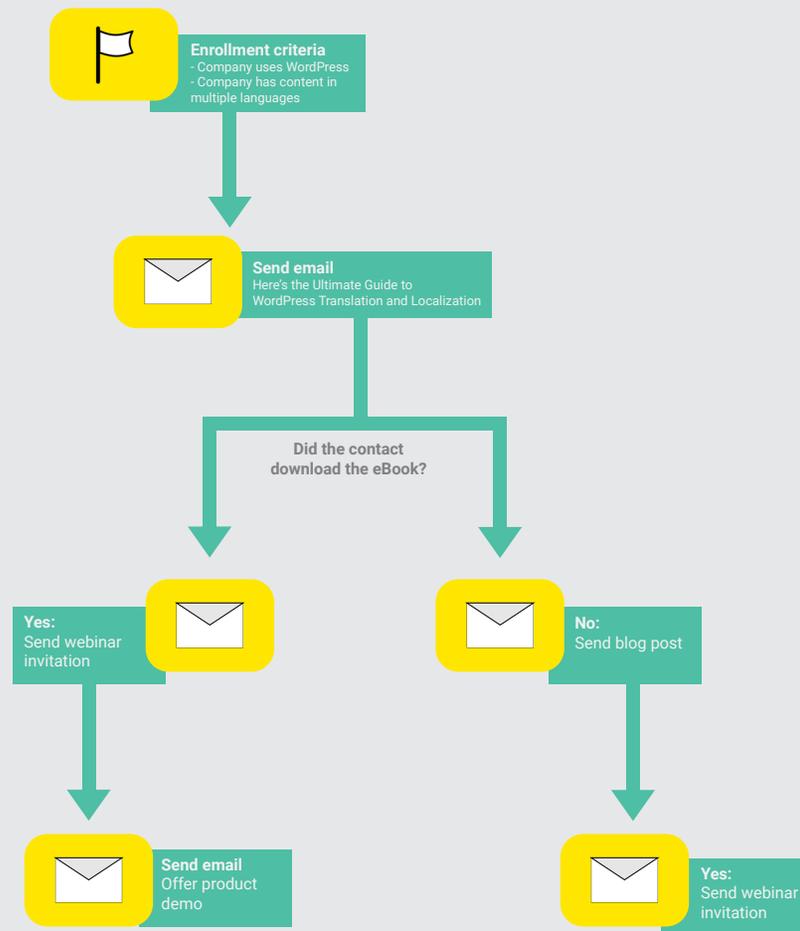


content, and build automated email drip campaigns.

Once you have identified target accounts, you need to segment them into various groups to send specific messages. Segment your accounts based on the attributes and insights you discovered during the research phase. For example, one of your email lists can be companies that use specific website technology.

After researching your target accounts, you are also in an excellent position to determine their key pain points and interests. Refine your proposition and marketing to create valuable, personalized emails that address the challenges the target accounts face, so your approach becomes meaningful. Send newsletters, webinar invites, eBooks, or any other relevant content that will be relevant. You can personalize your emails even further by tracking their behavior on your website and send automated emails based on their actions.

Personalized email drip campaign



5) Orchestrate plays: Choose the right channels

ABM is a multichannel marketing strategy that takes many shapes and forms.

There's no one-size-fits-all because some buyers might prefer to engage in one particular channel that others. Tactics depend on what buyers will resonate with, so diversification will increase your chances of success.

One can be inclined to think that ABM is a digital marketing strategy, but in practice, offline channels, like events, can be equally important. In fact, a mix of channels increases your chance of a response and outperforms any single channel.

Here's a list of the channels you need to consider when planning and executing your ABM program:

- Email marketing
- Phone calls
- Social selling

- LinkedIn InMail
- Display advertising
- Events
- Personalized website
- Direct mail

Because ABM tactics spread over different channels and people, you want to orchestrate ABM plays that synchronize many different interactions and channels as part of an integrated account plan.

Here, sales and marketing alignment is critical. Orchestrated ABM plays call for a **perfectly sequenced coordination of different activities across marketing**, and sales development to drive engagement with multiple stakeholders in target accounts.

Every ABM playbook must include pre-designed plays for different stages of the account lifecycle. This is a great way to ensure that both sales reps and marketers follow a systematic approach and best practice when executing an ABM program.



ABM plays, defined

Account-based marketing (ABM) is a marketing method that concentrates on acquiring specific high-value customers with highly targeted, personalized campaigns, basing the targeting and marketing message on particular attributes of an account.



The following are some of the most common types of coordinated plays in an ABM playbook.

- Demand generation plays, including pre-targeting and account nurturing.
- Customer marketing plays such as upsell/cross-sell, advocacy, and adoption.
- Customer renewal plays to prevent churn.
- Deal acceleration plays to move accounts through the sales process more quickly.
- Trigger event plays, launched when a change happens at your target account.
- Event attendance plays
- Product launch to generate awareness and adoption.

Optimal timing: Trigger event plays

In practice, ABM is about creating smart data-driven target groups regardless of channel. Data answers key questions that will guide your messaging strategy and segmentation. As such, certain triggers can automatically launch ABM plays when certain conditions are met.

Trigger events are an effective way to get a conversation started. Simply put, this is any event that gives you a good reason to reach out. Once you know what works, setting up automated plays like this is a great way to scale your ABM program. You can also add companies to your ABM campaigns automatically as they go through significant company changes.

If this...	...then
New funding announced	Sales rep reaches out
New senior hire	Send congratulation email
Expansion to new market	Share ebook about go-to-market strategy
Downloads an ebook	Contact enters new drip campaign
Watches a webinar	Contact is invited to upcoming webinar



6) Measure progress. Optimize. Repeat

ABM is a long-term strategy. As such, metrics to measure progress and engagement become vital.

Rather than using revenue as a compass metric, short and medium-term metrics can show incremental progress along the way. In this regard, traditional marketing metrics, based on quantity and volume, became far less important than metrics that measure relationships and engagement.

The list of KPIs you want to look at includes:

- Engagement rate
- In-funnel conversion rates
- Reach within an account
- Pipeline velocity

Shared metrics is the final component of successful sales and marketing alignment.

Both teams can look at the same metrics and KPIs and work at improving those figures together.



Todo list for executing ABM

- Build out lists of ideal accounts in your CRM.
- Collect a list of ideal job titles within companies.
- Collect required data points for ABM into both your CRM and your marketing automation tool.
- Set up campaign audiences in your marketing automation tools.
- Craft insight-driven content relevant to your target accounts.
- Build out ad campaigns for personalized campaigns.
- Implement moments in cadence where you push for a website visit or contact conversion on our website.
- Set up an ABM reporting structure.



Q & A with Helen Ltd.

Helen provides energy to over 450,000 customers in Finland. ABM's hyper-personalized tactics are ideal to support the company's goal to be the most customer-centric energy company in the market.

Powered by a combination of external and internal data, sales and marketing teams work together to deliver bespoke messaging and call-to-actions that resonate with relevant target groups.

How are you applying ABM?

Helen's product and solution portfolio is growing at a fast pace. We need effective ways to connect with right audiences and offer them the best set of energy solutions for their needs. ABM offers a meaningful framework to recognize ideal target groups, define our messages and to make the right content and channel choices. ABM also supports Helen's aim to be the most customer-centric energy company in the market.

What kinds of companies are you targeting and how are you finding the data for targeting?

Helen's B2B offering serves vast range of customers including companies of all sizes and housing companies. We have Helen's own sales data in the background and Vainu provides a rich external source of information. We also have partnerships with housing companies and property owners that provide detailed information about some specific focus groups.

How does your message change depending on the company you're speaking with?

We base our messaging on relevant benefits, interesting reference cases, and, of course, product recommendations. We select the right message according to the needs and challenges of the target group we are dealing with. We also take the buying process into consideration and match call-to-actions to the target relevant group's needs.



Atte Aro

Development Manager

Company name

Helen Ltd.

Headquarters

Helsinki, Finland

Industry

Electric power industry

Personnel

860



How are you aligning sales and marketing around the same accounts?

Sales and marketing teams participate in the target group specific process planning right from the beginning. When the ABM process has been agreed on a broader level from both units, it becomes easier to get all activities aligned. We are also building common ways to set targets and measure results.

Is there something noteworthy about your ABM strategy you'd like to highlight?

We have started with a learning-by-doing approach and a flexible mindset about ABM. Based on Helen's need in question we can pick parts of common ABM strategies that serve our purpose, but we don't necessarily follow any framework to detail. As we get more data from our activities we keep tuning the process.

“Sales and marketing teams participate in the target group specific process planning right from the beginning.

When the ABM process has been agreed on a broader level from both units, it becomes easier to get all activities aligned. We are also building common ways to set targets and measure results.”

- Atte Aro, Development Manager, Helen Ltd.

Part 4

Using Company Information in ABM

Because without insights, ABM is a shot in the dark.

Using Company Information in ABM

Account-based marketing is a terrific combination of art and science. The artistic souls of marketers, combined with the hard facts from company data, make of ABM an incredibly creative and precise strategy.

Today, everyone can access a tremendous amount of data on any company in the world. A simple search on Google has the potential of going basic facts and figures, revealing more attributes than location, industry, or number of employees.

Data's a goldmine for salespeople and marketers. Knowing a company's technology stack, their general web presence, and other technographic data can make all the difference when approaching a prospect.

The sophistication and access to data give the **laser-sharp focus that a bulletproof ABM strategy requires**. Sales intelligence tools pull data from multiple

sources and transform it into actionable insights. This technology powers ABM because it allows for:

- Finding and segmenting target accounts
- Personalization to create bespoke content, messaging and customer journeys.
- Predictions to interpret intent signals alerting when a company might need your product and services.
- Account intelligence that helps make sense of the infinite data available.
- Real-time targeting and retargeting of target accounts across different channels.
- Data-driven insights that directly influence which accounts receive what content and when, so the sales efforts are transformed into a time-based and need-based process.

In the chapter, we'll cover the three main ways to use company insights in ABM.

Data's a goldmine for salespeople and marketers. Knowing a company's technology stack, their general web presence, and other technographic data can make all the difference when approaching a prospect.



Ideal customer profile and account segmentation

Successful ABM campaigns start with marketing working alongside sales to develop lists that reflect their company's ideal customer profile. This is a critical step in your strategy. It requires access to high-quality data that enables thorough contact data analysis.

First, you need to build a robust ideal customer profile (ICP). There's no universal definition of an ICP, and even your own ICP will evolve with time. The customer that fits your company like a glove today might not be ideal for your business tomorrow.

To build a top-notch ICP, look at the characteristics of your most important accounts. What do they have in common? This might include things like:

- Company size
- Revenue

- Location
- What technologies they use
- Number of employees

Your **ICP will be the compass that guides your account segmentation**. When you know the company attributes of the accounts that match your ICP, you can easily build your target lists accordingly. For example, suppose your company offers translation and localization services. In that case, one of your priority target groups within your ICP will be companies that expand into a new market.

In the next chapter, we'll go through an example of insight-driven segmentation.



Pro tip: A well-thought-out ideal customer profile requires that you know your best customers inside out. Find out which characteristics your happiest customers share.

Using insights from data will minimize the risk of missing many of the less obvious indicators of accounts that you and your team should ideally target. Look beyond basic firmographics.



Optimal account coverage

ABM campaigns aren't set-and-forget because companies are in a state of flux. Changes happening on your target accounts' end can mean that a company becomes more likely to need your product or service. Senior hires, the release of new financial statements, or a new website registration can make companies fall in and out of your ideal customer profile description, and consequently, belong or not to different target lists.

Such changes represent ideal triggers for new targeted marketing campaigns. When a company launches a new podcast, it opens up a window of opportunity to offer podcast production services. That's the right moment to launch a targeted marketing campaign with personalized content that addresses such needs.

Salespeople need to stay on top of these changes as well. For such a trigger-based approach to succeed, you want

Senior hires, the release of new financial statements, or a new website registration can make companies fall in and out of your ideal customer profile description, and consequently, belong or not to different target lists.

to automate opportunity identification in your CRM and create tasks instantly when a company change in your target lists occurs.

Similarly, the marketing team can automatically start campaigns such as email nurturing workflows based on trigger

events. The connection is straightforward: a sales intelligence tool (Vainu) pushes up-to-date company information into a marketing platform (HubSpot). When an account meets your criteria (e.g., a new financial statement is released), a workflow will be triggered and run the campaign.



Data facilitates personalization

An ABM program makes no sense without personalization. After all, isn't that the point? But, how can you personalize your campaigns if you don't know anything about the account or person you're trying to reach?

The good news is that these days there's more information written about any company in the world than ever before. When you **turn this information into actionable insights**, you'll be able to tailor your messaging and content, so it addresses the unique problems and interests of your target accounts and each contact within each account.

Remember, your ABM program's success depends on crafting content that speaks directly to the matters most important to the people you're targeting. Tap into sales intelligence to collect data that goes beyond basic firmographics. That's how you'll find incredibly useful insights to craft

content like ads, emails, or even redesign your entire website depending on who's visiting it.

Let's see a few examples of how you can create a conversation with personalized content.

1. Advertising

Without insights on your target accounts, display advertising and remarketing typically require an initial interaction with your website or content. You need your prospects to visit your homepage so you can serve them ads when they leave your website. Even when this interaction happens, it does not guarantee you reach the key influencers in your targeted account's buying committee. This way, your advertising budget can quickly skyrocket without the right people seeing your ads.

When you add company insights to the mix, you'll be much wiser on how to plan your advertisement so you can determine

Remember, your ABM program's success depends on crafting content that speaks directly to the matters most important to the people you're targeting.



which audience within your key accounts should see your ads.

This is how it works. The key is finding companies that match your ideal customer profile. Once you know your ICP (i.e., all e-commerce stores in Europe with X revenue), you can search for all the companies using these criteria in a company database such as Vainu. This way, you'll have a list of key companies (or accounts) to target.

Next, upload this list to an advertising network, for example, LinkedIn Ads, and directly target the company's relevant employees with your ads. This may be the HR manager, or the CFO, depending on the solution/product you are selling. You can also build lookalike audiences. With a data enrichment process, you can identify which of your own customers match your ICP. Pull out the related contacts, and make lookalike audiences from them in your ads platforms or CRM. Target them with your ads, too.

These ads may not reach a broad audience, but they will be relevant to the people seeing it. Data and company insights also provide you with the necessary context to personalize your ads' messaging, making them resonate with the people seeing them.

2. Email Marketing

Email Marketing is one of the most valuable channels for ABM. No other channel achieves the same degree of personalization and intimacy that one-to-one emails can. Email outreach ticks all the boxes of effective ABM campaigns: the right message at the right time to the right people.

Each individual at an account has different needs and pain points, so your email program's success depends on a thorough understanding of who, when, and what. Marketing automation platforms can help you determine when you need to reach your contacts, but the effectiveness of any email outreach starts with knowing



Pro tip: With email marketing campaigns you can send highly relevant content to a single contact, to a group of people within the account, or to all the accounts in your target lists. However, the larger your recipient list is, the less you can personalize your message.

Before you send your marketing emails, ensure you have permission to do and comply with GDPR and other regulations.



well to whom you're targeting. Good data, therefore, is essential for the success of any email program.

When planning your email strategy, you need to look into **three essential data points**. Understanding demographic data, such as title, role, and seniority, tells you who influences an account and who is the decision-maker. Firmographics, such as size and type of company, inform industry segmentation by revealing structures, revenues, and capabilities. Finally, the particular technology and tools a company uses (technographic data) can indicate if your product is a good fit for your targeted account.

The more data points, the more attributes on your accounts you can use to craft personalized emails that will speak to the right people.

3. Website personalization

With inbound marketing, you strive to drive traffic to your website and hope visitors

will leave their contact details, whereas ABM campaigns don't end there. Once visitors reach the website, you want to serve them messaging that speaks directly to them, creating a tailored experience. Remember, you're targeting a specific account, so a generic website experience might be problematic.

Websites usually service multiple industries and consumers, so you end up generalizing everything. Your message loses impact. This is why ABM pros are investing in web personalization, a tactic that lets you show different content to different visitors and solves the problem of generic web experiences. A CEO will not be interested in consuming the same content as an IT Manager.

Techniques like reverse IP lookup help you identify if employees from one of your targeted accounts land on your homepage. Plus, with company data, you can determine other attributes such as firmographics, intent, and behavior. This

way, you can welcome them with the most relevant messaging, offers, and solutions. For example, you can identify that a visitor belongs to the clothing industry, so you present him with a case study relevant to that industry. Relevant content leads to more time spent on site, increased content consumption, and better conversation rates.



Data quality matters

This is as obvious as it gets, but data quality is too often neglected in marketing in general. Contact data goes bad at breakneck speed—it's estimated that 30 percent of it becomes outdated every year.

Companies change, their revenue rises and falls, they hire new leaders, renew their tech stack, or simply move offices. In a matter of days, errors and inconsistencies clutter your CRM, making it difficult to find valuable information and turning any reliable insight into an educated guess at best.

In ABM, data quality is especially important. With such high-value deals at stake, you don't want to personalize content with the wrong facts or send a marketing email to the wrong stakeholder.

Any organization looking to invest in ABM wants to establish year-round data cleaning activities. Finding data

inconsistencies and duplicated contacts opens the door to additional data points and richer insights, ultimately safeguarding the success of an ABM program.



Data cleaning, defined

Data cleaning or cleansing is the process of detecting and/or removing corrupt or inaccurate records from a set of data. When talking about sales and marketing, such a set of data is customer and prospect information usually stored in a CRM system.



Part 5

Insight-driven segmentation

A practical example of how you can create segments of your target accounts.

Insight-driven segmentation

In the previous chapter, we saw how insights drawn from real-time company data support account segmentation. Next, we're going to go through a practical example of how you can segment your target audience and create small account clusters so you can drive sales with targeted marketing.

Successful ABM campaigns start with marketing working alongside sales to develop lists that reflect their company's ideal customer profile. The goal of ABM is personalized sales and marketing, but you can't reach personalization at scale without finding **common attributes** among your targets.

Let's take one company as an example. We'll call it Happy Pencil because they're a content marketing agency that produces anything from blog posts to videos and podcasts. Happy Pencil offers Content as a Service and looks for customers ready to pay a monthly fee for content production.

The company's ideal customer profile is the following:

Happy Pencil's ideal customer profile:

Companies operating in Scandinavia that have a turnover of over 5 million euros and that invest in digital marketing content and measure performance in data-driven ways with adequate technology.

So far so good. That's enough criteria to search for prospects. Using Vainu's prospecting features, we find the right search options:

- Industry: all but the public sector
- Revenue: €5M - €500M
- Use a marketing automation platform
- On their websites, they offer blog posts, newsletter, guides, or e-books

With such criteria, we end up with a list of 1,537 companies matching Happy Pencil's description of ideal customer profile. Some of these companies are already in

the CRM (349), but most are not (1,188). With a tightly integrated tech stack, exporting this list of companies to a CRM or a marketing automation platform is just a matter of a few clicks.

Once we've identified our initial list of target accounts, we will further segment the audience into smaller account clusters that allow the degree of personalization ABM requires.

Let's see how it's done.



Creating customer segments for targeted marketing

A large segment of 1,537 accounts is suitable for one-to-many ABM campaigns. This approach allows you to personalize outreach lightly, but to get more granular and develop one-to-one and one-to-few ABM campaigns, you want to create **even smaller segments or account clusters** that have similar company characteristics or attributes. With smaller account lists, marketing and sales can build highly customized campaigns and scale them using technology.

Back to our example, we can determine smaller segments among Happy Pencil's ideal customers:

- Companies that use video content
- Companies that produce podcasts
- Companies that use HubSpot
- SaaS companies
- Potential face-to-face meetings
- Companies with multilingual content

With additional criteria, we run a new search in Vainu. With the search results, we'll build smaller target lists. We use these criteria:

- To identify international companies, we look for company websites translated into different languages.
- To find companies with good potential face-to-face meetings, we search for companies located within 50km.
- And to find companies that use HubSpot or podcast, we look into the technologies companies use.

The result of this search is a set of new target lists. Some of the accounts might belong to one or more lists.

- **Use video content:**
849 companies, 55% of ICP accounts
- **Produce podcasts:**
77 companies, 5% of ICP accounts
- **Use HubSpot:**
271 companies, 18% of ICP accounts

- **SaaS companies:**
183 companies, 12% of ICP accounts
- **Potential face-to-face meetings:**
835 companies, 54% of ICP accounts
- **Publish content in multiple languages:**
130 companies, 8% of ICP accounts



Pro tip: To get more granular and develop one-to-one and one-to-few ABM campaigns, you want to create even smaller segments or account clusters that have similar company characteristics or attributes. With smaller account lists, marketing and sales can build highly customized campaigns and scale them using technology.



Import segments into your CRM and marketing automation platforms

The next step is to put those segments into work. For that, target lists must be available (and synced) across the different sales tools in your tech stack.

A sales intelligence tool like Vainu not only identifies and builds target lists, but also pulls data from millions of quality sources online in real-time, and so becomes an abundant reservoir of company information. When you integrate a sales intelligence tool with your CRM and your marketing automation, a data enrichment is just a click away. This process appends the contacts in your CRM with missing firmographic, technographic, and signals data from its database.

With your segments in place and with enriched data, your view into your target audience grows exponentially. Are you a HubSpot user? Then, you can setup

Ideal Customer Profile

Companies operating in Scandinavia that have a turnover of over 5 million euros and that invest in digital marketing content and measure performance in data-driven ways with adequate technology.

Search options

- Industry: all but the public sector
- Revenue: €5M - €500M
- Use marketing automation platform
- Content-heavy websites: blog posts, newsletter, guides, or e-books

Additional criteria

- Companies that use video content
- Companies that produce podcasts
- Companies that use HubSpot
- SaaS companies
- Potential face-to-face meetings
- Multi-lingual content

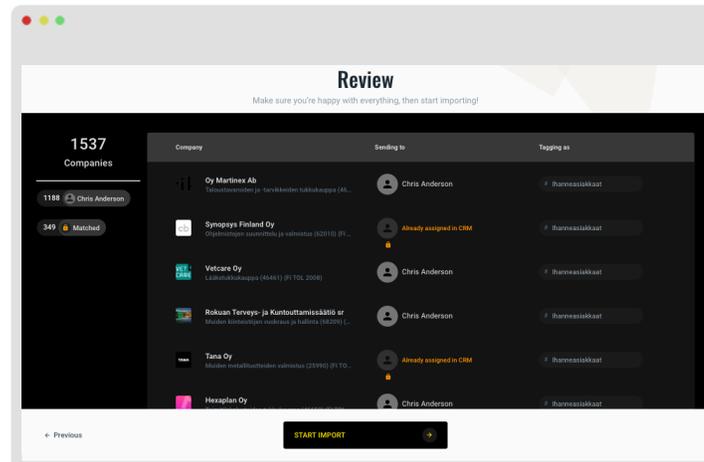
Target account lists ("Micro-segments")	Number of accounts	ICP
Need video content	849 companies	55% of ICP accounts
Podcast production	77 companies	5% of ICP accounts
Companies that use HubSpot	271 companies	18% of ICP accounts
SaaS companies	183 companies	12% of ICP accounts
Potential face-to-face meetings	835 companies	54% of ICP accounts
Need multi-lingual content	130 companies	8% of ICP accounts



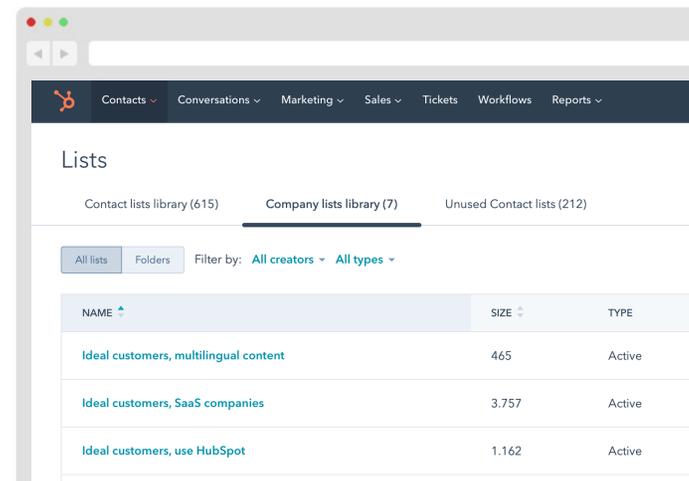
workflows based on your segments for targeted marketing. Plus, the wealth of company information available will give you the context to personalize your campaigns. Simple, isn't it?

Discovering your best segments for ABM is a reasonably straightforward process you can improve and repeat over time.

Extensive **data segmentation leads to a better way of doing sales.** Aimless cold and spam lists are replaced by smart, well-founded sales and marketing efforts. ABM is highly personalized, and buyers like personalized experiences. As a result, with properly executed ABM strategies, you can create a direct connection and conversation with your accounts, addressing their needs without being intrusive.



Import segments into your CRM and marketing automation platforms



With your segments in place and with enriched data, your view into your target audience grows exponentially.



Q & A with Advian

Advian, a fast-growing advanced analytics company, builds and provides innovative industry-specific analytics solutions to bring intelligence into their customers' business processes to automate their decision making.

With their contact database enriched by sales intelligence, the company's sales and marketing teams work together to deliver the content their customers need at the right moment.

How are you applying ABM?

Since we offer services that require high expertise and strong co-operation with the customer, our sales cycle is quite long and needs marketing and sales to work together seamlessly. That's why we're currently using ABM tactics that allow us to focus our marketing efforts on selected target accounts and decision-makers from our key industries.

What kinds of companies are you targeting and how are you finding the data for targeting?

Our target companies are relatively large, usually companies with a multimillion turnover and international presence. Vainu has been a great tool for prospecting and receiving important news and alerts about our target market. This happens automatically, since we have integrated Vainu with our CRM—the built-in automations and triggers ensure that our CRM data stays fresh and up-to-date.

How does your message change depending on the company you're speaking with?

Advian's goal is to be an advanced analytics company that creates the most genuine added value to its customers. Different companies have a different kind of needs. For that, ABM tactics enable us to hyper-personalize our content from start to finish: we try to address our customers' pain points and not go with same-for-all type of content. Constant communication



Serena Kukkonen

Content Marketing Lead

Company name

Advian

Headquarters

Espoo, Finland

Industry

Information Technology and Services

Personnel

20



with the sales team is important here: they have the best visibility to individual companies' decision-makers. We try to answer to the question: what kind of content do they need to reach their goals?

How are you aligning sales and marketing around the same accounts?

We have meetings every week.

Communication is the key here, and it works both ways—the sales team needs a particular type of content, the marketing team delivers. When marketing discovers an opportunity from marketing data, the sales team will be notified immediately. We see ABM more as a way of doing things rather than a single campaign tactic. It encourages the type of co-operation that sales and marketing teams need when it comes to large scale B2B sales.

Is there something noteworthy about your ABM strategy you'd like to highlight?

You don't necessarily know how everything will turn out when you first try ABM, but

don't be afraid to change your plans! We believe that in ABM success depends on having courage and an open-minded attitude—be agile, dare to fail, learn from your mistakes, and scale your success for future campaigns.

“We see ABM more as a way of doing things rather than a single campaign tactic. It encourages the type of co-operation that sales and marketing teams need when it comes to large scale B2B sales.”

- Serena Kukkonen, Content Marketing Lead, Advian

On average, a B2B customer will regularly use six different interaction channels throughout the decision journey.

- McKinsey

Part 6

The best tools for account-based marketing

The best tools for account-based marketing

There's no way around it. ABM practitioners need to be geeks. Or, at least, they must familiarize themselves with different kinds of automation, integration, and workflows. The truth is that ABM requires dedicated superusers that oversee the correct functioning of the sales and marketing technology stack.

Throughout this eBook, we've talked about sales tools and technology at length and how pivotal it is for ABM. We've seen how sales intelligence generates the necessary insights to plan ABM campaigns and how marketing automation helps to execute those campaigns at a scale. Plus, data cleaning and enrichment should be recurring processes in any organization.

You may dip your toe into the ABM waters with the essentials: a CRM platform and a marketing automation tool. However, if you want to plan and develop a fully-

fledged ABM program, you will need a little extra.

It's technology what gives marketers the ability to build scalable, personalized ABM campaigns, measure their results against a set of key performance indicators, and prove revenue contribution.

The right tools also facilitate the **alignment of sales and marketing departments** and allow creating personalized buying journeys. Users can offer tailored paths for visitors to take when they come to their homepage, making them more likely to navigate through them.

Many sales and marketing tools are also beneficial in other forms of marketing. But technology really shines when planning and executing ABM campaigns. Hence, the method only recently took off thanks to the last years' upswing of account-based marketing software vendors.

From account intelligence to orchestration tools and personalization platforms, the ABM software category isn't short of options. You'll find tools to automate and reduce the lengthy process of identifying and nurturing accounts, and also software to allocate resources and execute ABM campaigns.

To help you navigate the ABM software category, we've listed ten strong account-based marketing solutions.





6sense

6sense's account-based orchestration platform helps revenue teams know everything they need to know about their buyers so they can easily do anything they need to do to generate more opportunities, increase deal size, get into opportunities sooner, compete and win more often.

» 6sense.com



ActiveDEMAND

ActiveDEMAND's marketing platform is specially designed for digital marketing agencies and small business marketers. ActiveDEMAND Call Tracking empowers marketers to manage multiple call tracking campaigns from one account.

» activedemand.com



Demandbase

One of the pioneers in the account-based marketing space. The platform offers several different modules for advertising, marketing, sales, and analytics. Every module is account-based which means, for example, that it delivers targeted advertising to the companies and job titles that matter most.

» demandbase.com



Engagio

Marketo's Co-Founder, Jon Miller, launched Engagio a few years ago. The company brands itself as an orchestration platform for account-based sales and marketing. Engagio allows users to run multi-person, multi-channel sales and marketing plays against your target accounts.

» engagio.com





Jabmo

Jabmo is an omni-channel account-based marketing platform designed for the unique requirements of global manufacturers. Jabmo drives revenue growth by serving personalized ads to both known and anonymous buyers in your target accounts. It integrates with CRM systems and marketing automation tools.

» jabmo.com



Madison Logic

Madison Logic's ActivateABMTM helps users convert their best accounts faster by finding and engaging with the most influential individuals throughout the buyer journey. It brings sales and marketing together with buyer insights and journey optimization to make every interaction a meaningful one.

» madisonlogic.com



Revegy

Revegy is an account and opportunity planning platform that helps sales teams navigate the maze of changing relationships, competing interests, and corporate politics that always come with key accounts. Revegy can integrate with any CRM to drive customized account plans.

» revegy.com



Terminus

Terminus account-based platform is an end- to-end command center for targeting the right accounts with dynamic data, engaging them with unified multi-channel campaigns, activating sales by separating signal from noise, and reporting on the revenue outcomes that matter.

» terminus.com





Tray.io

All account-based programs are built on data. That's where Tray.io's offering comes into play. Their platform syncs account-based marketing tool with target account data from almost any source. Users can easily automate complex processes and connect their entire cloud stack thanks to APIs.

» tray.io



Triblio

Triblio's account-based marketing solution unifies inbound and outbound marketing with sales plays to drive revenue generation. The platform allows users to run targeted ads, web personalizations, and sales triggers to generate demand from their most important target accounts.

» triblio.com



What's new?

The technology that supports an account-based marketing strategy is hard to define. It includes different types of tools, from account-intelligence to account-based advertising and personalized content creation.

Moving forward, we expect to see clearer, holistic account-based marketing solutions as well as solutions specialized in very specific industries.



Wrap up and next steps

Additional resources

Something extra to read and do next.

Wrap up and next steps

Account-based marketing has the potential of changing the way you do B2B sales and marketing. Getting started is not easy feat, though. It's daunting and daring. After all, betting many resources on a few accounts sounds nerve-wracking.

Careful planning and acquiring the right tools will give you a headstart. If you want to jump on the ABM train, consider these takeaways:

- ABM is about identifying who your most important accounts are. These are the accounts that match your ideal customer profile.
- ABM requires as much insight on your accounts. With that insight, sales professionals and marketer craft bespoke marketing messages optimized for the target accounts.
- Technology is an imperative for ABM. Accurate data, or more precisely, the lack of it, is a major roadblock that

many organizations face when trying to implement ABM.

- ABM doesn't need to replace other marketing activities, but if proven successful, this method will drive all your sales and marketing.

Highly targeted and personalized sales and marketing campaigns will always perform better than generic campaigns launched to the masses. That's nothing new.

The difference now is that we have the technology to execute complex ABM campaigns and do so in a cost-effective manner. Eventually, all B2B marketing will be ABM.

Therefore, choosing the right ABM technology is the first step you need to take if you want to run the ABM marathon. Fortunately, sales tech is developing at a terrific speed! Each day, more and more apps and platforms are helping you make

sense of the data and put it into good use as you implement your ABM strategy.

Vainu is one of these platforms. We collect an enormous amount of information from millions of open data sources, and our machine learning algorithms analyze it so you can implement it into your sales and marketing process. If you want to know more about Vainu, don't hesitate to contact us.



Additional resources

Below you will find a list of resources that will help you develop and document an account-based marketing strategy.

Templates

» ***Ideal Customer Profile template***

Defining your ICP is among the most important things you can do to maximize the relevance of your marketing and the results of your sales efforts..

» ***Sales and Marketing Service Level Agreement***

Use this template to draft an SLA between sales and marketing to maximize accountability and empowerment.

» ***Sales Playbook Template***

All your tactics and strategies in one document to boost collaboration and onboarding.

Tools

» ***Trigger Events tracking***

With this spreadsheet you can measure the effectiveness of your most important trigger events.

Guides and eBooks

» ***5-Step Guide to Implementing Real-Time Sales***

How to use real-time company information to uncover best-fit prospects, reveal the ideal timing to reach out, and create relevant messaging.

» ***The 100+ Best Sales Tools***

100+ sales tools in 10 categories every B2B professional should know.



Vainu can help you start account-based marketing. Book a demo at www.vainu.com to find out more.





Vainu is building a Sales Intelligence platform that helps salespeople and marketers move forward. Powered by technology to collect, read and understand all company information ever written, Vainu makes these real-time company insights easily consumable directly in its customers' existing business systems.

Headquartered in Helsinki, Finland, the company launched in 2013 and is now at €15 million in annual revenue with a team of 150, spread across Europe. Over 2,000 sales and marketing teams globally use Vainu's data to personalize customer interactions at scale—ultimately leading to more sales.

Learn more at www.vainu.com.