

Start Using Your Marketing Automation and Lead Nurturing Capabilities for ABM

Automation is the key to maximizing ABM revenue

One of the first and most popular misconceptions that marketers will experience when starting out with ABM after creating their strategy is the immediate need for a new point solution to purchase and stitch together with their crowded tech stack. This initial reaction has proven to be problematic because while point solutions provide value, marketers will end up trying to turn them into the centralized hub for “all things ABM”. Instead, the point solutions end up becoming a separate hub for disconnected campaigns, data and cross-functional team communication, which prevents a key element of ABM: Sales and Marketing Coordination.

Additionally, point solutions limit the number of channels and lack the automation capabilities to truly scale ABM, especially for brands with large target account lists. They also risk competing against the marketer’s existing lead-based programs and campaigns. As a result, sales and marketing teams can’t maximize the full potential of ABM. They end up delivering “random acts of sales and marketing” to the customer, which puts the customer experience at risk of being irrelevant, disconnected, and ineffective. Successful B2B brands recognize that their ABM strategy should coexist with their traditional lead-based inbound strategy. If this is the case, then their marketing automation and lead nurturing hubs should naturally act as the hub for both their lead and ABM efforts. This ensures that both strategies are working together using the same tools, data, channels and reports inside one, complete solution.

Here are a few reasons why full-scale marketing automation and lead nurturing is the key to successfully starting and scaling ABM:



Simplified and holistic reporting that is faster and more accurate

A complete solution that offers both lead and account automation is going to offer holistic reporting that enables you to view ROI in context with all other lead-based programs, avoiding the mess of having to stitch reports together across different tools and duplicative databases with different data models.

It improves the buyer experience

Automation ensures the account-based experience automatically continues and adapts to the next appropriate stage in the buying journey for when the customer wants to engage next. The account relationship is scored, qualified and then nurtured at the right pace for as long as it needs to be nurtured for new deals and cross-sell opportunities.

Unified lead and account data models and insights

A complete solution that natively unifies your lead and account data provides a unified profile in the context

of both contacts and accounts. It offers the necessary holistic insights you need to perform critical ABM activities including account selection, scoring and prioritization. It also helps you avoid having duplicative data and data consistency across multiple databases and data models.

Integrated lead and account-based campaigns, targeting and channels

Leveraging your cross-channel marketing automation solution for ABM naturally allows for engaging target accounts on the same channels that you engage non-strategic leads on. A complete cross-channel automation solution offers integrated lead and account campaign capabilities side-by-side, enabling you to deliver informed, real-time, highly personalized, and coordinated account-based experiences that take place in context with your existing lead-based programs. This helps you avoid overlapping contacts across lead and account-based programs and prevent siloed experiences that don't speak to one another.

People and account targeting

While ABM is about targeting accounts, you're still engaging with individual leads within those accounts, which means that successful ABM requires you to have robust lead and account segmentation, identification, targeting, and measuring capabilities. Marketers can take advantage of the lead management backbone of their marketing automation solution to segment and target leads within buying groups and accounts across all channels.

Add elements of ABM at your own pace without disrupting existing programs

ABM is hard to do all at once which is why marketers need a solution that allows them to add certain elements of ABM at their own pace that run in parallel with their existing lead-based programs. With a complete solution, marketers can add elements of ABM at their own pace to find the right mix of lead and account-based strategies without disrupting any of their existing lead-based-only

efforts. Account-based strategies can be used to augment and enhance your existing lead-based programs to have an account strategy in mind, making them more targeted and strategic to produce a better ROI.

Access to turn-key ABM-specific integration and partner ecosystems

Marketing automation and lead nurturing solutions often include 3rd party integrations and partner ecosystems. They help marketers extend the value of their ABM automation into other integrated tools and to build the right ABM recipe for their tech stack.

Important attributes for a complete lead and account-based automation solution:

- **Scalable and robust:** Native multichannel capabilities and database access to fully scale ABM.
- **Data consistencies:** ABM and lead-based programs use the same data source of truth.
- **Easy to learn:** Many of the same functionalities, but account oriented.
- **Faster ABM time-to-value:** Less time spent learning and managing separate tools when needing to deploy new and optimize existing ABM campaigns.
- **Seamless integrations:** Many robust partner integrations that extend ABM capabilities across tools that help build your ABM tech stack congruently with your overall marketing tech stack.

Remember, focus on experiences, not interactions:

Account-based experiences that build off each other, instead of disconnected campaigns and inconsistent interactions, are what create lasting customer engagement.

Learn more at marketo.com/solutions/account-based-marketing