



# A Recipe for Lean Account-Based Marketing

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# INTRODUCTION

As a B2B marketer, you're always looking for ways to more effectively reach your goals and support sales by bringing in qualified leads and generating demand for your company's products and services. Traditionally, marketers do all they can to maximize their voice in the market and engage the largest number of potential buyers with broad reaching demand generation techniques. Then they nurture those leads, guiding them down the funnel towards sales. This approach, often designed to cast a very wide net across a large number of companies, can be effective. However, it's not the only way to organize your sales and marketing efforts, in fact, there may be a better way depending on the nature of your market.

Account-based marketing (ABM) can be an effective alternative approach to marketing for many businesses. It's important that marketers consider all the available methods to move the needle and drive revenue for their organization, and select the one that is most suited to their business.

Account-based marketing is, in many ways, the exact opposite of the traditional demand generation approach. Rather than reaching broadly across a large number of organizations, companies that employ an account-based marketing strategy focus their marketing and sales resources on a targeted set of accounts and look to deliver strategic, orchestrated campaigns personalized to those accounts. The accounts that you target with ABM are high-yield, and are often considered a better fit for your products or solutions. These accounts are likely to generate more revenue, and often have other strategic significance, like helping to penetrate new territories or influence a market.

ABM marketers aren't worried about driving a volume of purchase transactions typically, but rather, are focused on a select group of high-value customers. Many companies, particularly those seeking customers in specific industries or large enterprise customers, are better served by targeting specific customers rather than taking a broad-reaching approach to their sales and marketing effort. Maybe you're targeting educational institutions, large financial institutions, veterinarian offices, or any other specific, and identifiable target audience with your products and services. If that's the case, ABM might be the best approach for you too.

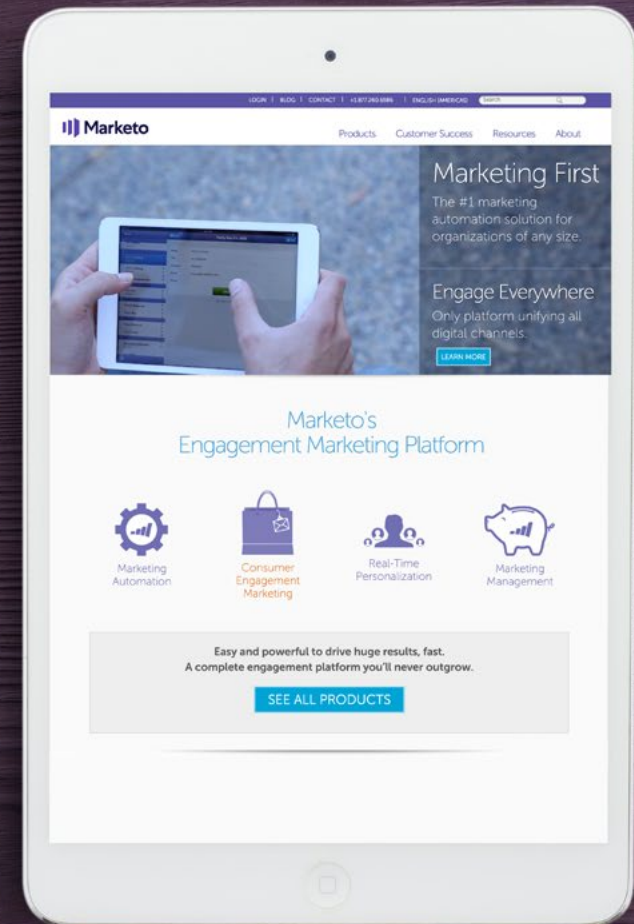


# GETTING STARTED IS EASIER THAN YOU THINK

The common perception is that traditional ABM initiatives can be resource intensive and take years to develop. However, there is an easy way to get started and drive real results for your business quickly. You can deploy lean ABM to effectively streamline marketing and sales efforts with minimal resources.

This ebook highlights the benefits of ABM and illustrates some clear tactics you can take right now to start an effective ABM initiative. In the pages that follow we provide some great examples of how ABM works in other companies and a step-by-step recipe for how to create and implement lean ABM in your organization, including:

- Selecting target accounts
- Establishing effective goals
- Planning campaigns
- Evaluating success and optimization



# THE BENEFITS OF ACCOUNT-BASED MARKETING

Marketers using ABM experience a multitude of benefits, but there are some that make a bigger impact on the organization. Let's explore some of the key benefits ABM provides.

## Benefit #1: The ROI is clear

Effective ABM drives tremendous business results. In fact, compared to other marketing initiatives, the 2014 ITSMA Account-Based Marketing Survey found that "ABM delivers the highest Return on Investment of any B2B marketing strategy or tactic".

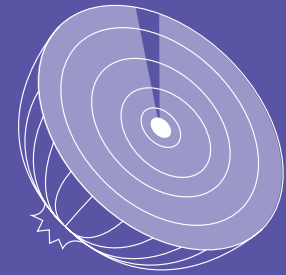
**Altera Group solidified the sentiment with these compelling stats:**

- **97%** said ABM had a somewhat higher or much higher ROI than other marketing initiatives
- **84%** said ABM provided significant benefits to retaining and expanding existing client relationships
- **65%** said ABM provided significant benefits to attracting new clients

## Benefit #2: It reduces waste because it's so targeted

ABM allows marketers to focus their resources efficiently and run marketing programs that are specifically optimized for target accounts.

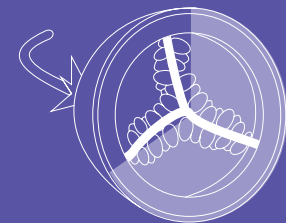
With ABM, you decide which accounts are qualified and then go after them. This can profoundly impact the way you think about sales and marketing, and the types of programs you execute. With ABM you don't run broad-reaching campaigns. Instead, you look for ways to target very specific individuals in very specific organizations. By targeting your efforts you minimize the expenditure of sales and marketing resources on less important buyers or segments of the market—often significantly reducing waste.



*97% said ABM had a somewhat higher or much higher ROI.*



*84% said ABM provided significant benefits to retaining and expanding client relationships.*



*65% said ABM provided significant benefits to attracting new clients.*

# THE BENEFITS OF ACCOUNT-BASED MARKETING

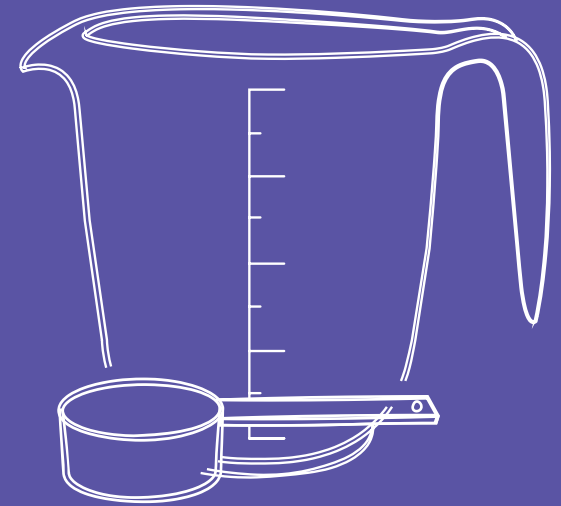
## **Benefit #3: It is personal; therefore optimized**

ABM not only targets your sales and marketing efforts with laser precision to a specific audience, but ABM also entails personalizing your messaging and communications to specific accounts so that your campaigns resonate with these target audiences. In fact, according to Aberdeen, 75% of customers say they prefer personalized offers, which makes sense. Targeted customers are more likely to engage with content that is geared specifically

to them, and is relevant to their business and stage in the buyer journey. And because ABM is inherently personal, your campaigns are automatically optimized for the right audience.

## **Benefit #4: Tracking to goals is clear and so is measurement**

Because ABM is so targeted, the analytics it provides are also laser-sharp. When you're analyzing the effectiveness of campaigns, whether email, ads, web, or events, it's easier to draw clear conclusions, because you look at a smaller set of targeted accounts instead of a vast set of metrics and analytics that span your database. We'll get deeper into ABM metrics and how to approach performance measurements later in this ebook.



*When you're analyzing the effectiveness of campaigns, whether email, ads, web, or events, it's easier to draw clear conclusions, because you look at a smaller set of targeted accounts instead of a vast set of metrics and analytics that span your database.*

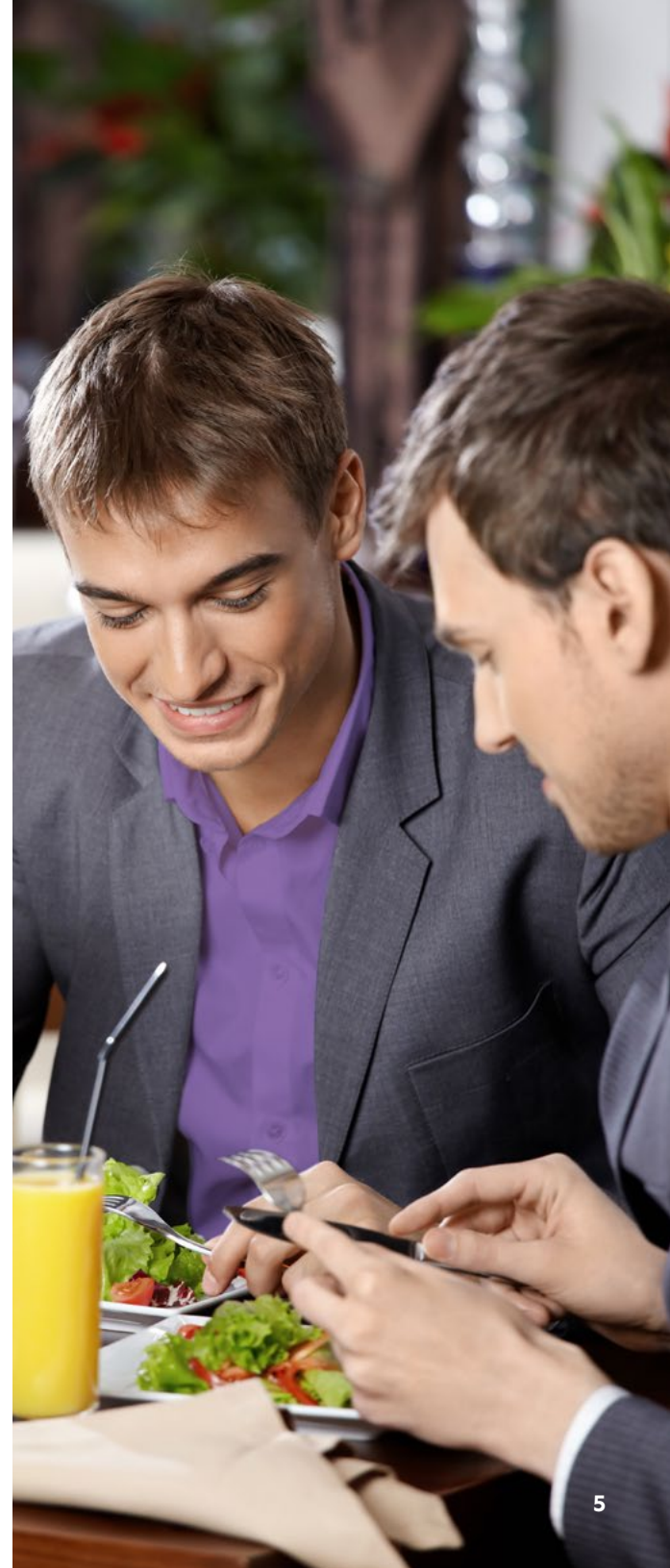
# THE BENEFITS OF ACCOUNT-BASED MARKETING

## Benefit #5: Sales alignment is easier

Plenty has been said about the elusive goal of aligning sales and marketing teams, but ABM is perhaps one of the most efficient ways to accomplish this goal. This is primarily due to the fact that the marketer running an ABM program operates with a mindset very similar to sales—he thinks in terms of accounts and how to target them, bring them to the table, and generate revenue from them. Accounts are what sales people use to measure success, be it accounts in the pipeline or accounts won—for sales it's all about accounts. The ABM marketer not only speaks the same language, but also works closely with sales to identify accounts and pursue them throughout the sales process.

**While those benefits are core to ABM, organizations that use ABM will see that it provides even more. It:**

- Brings sales and marketing teams together with the single strategic goal of landing target accounts.
- Provides better ROI since you're investing in the accounts most likely to generate revenue or provide other strategic significance.
- Makes marketing attribution easier to determine because you are singularly focused on specific prospects from the start.
- Makes sales more successful (and happy) because you are focusing on companies based on their likelihood to buy.
- Focuses your reporting—it's easier to see what works when you're analyzing effectiveness for specific accounts and not an entire database.



# IS ABM RIGHT FOR YOUR ORGANIZATION?

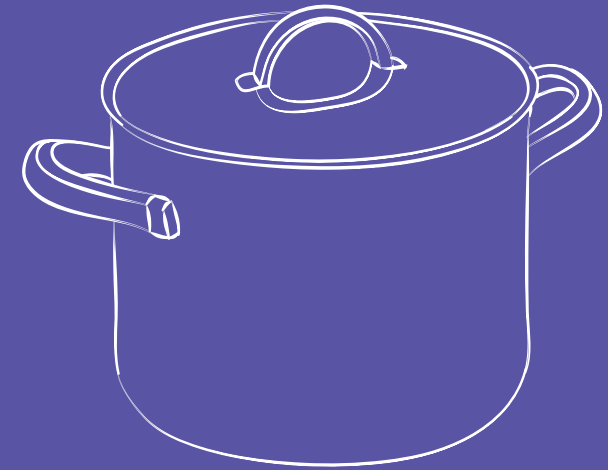
In short, ABM is all about focusing on a target audience, whether it's a specific list of companies or a profile of the companies you want to work with the most. There are typically two different situations where ABM is appropriate.

1. When you are targeting very few and typically very large key accounts—the dream accounts that marketing and sales both have an eye on.

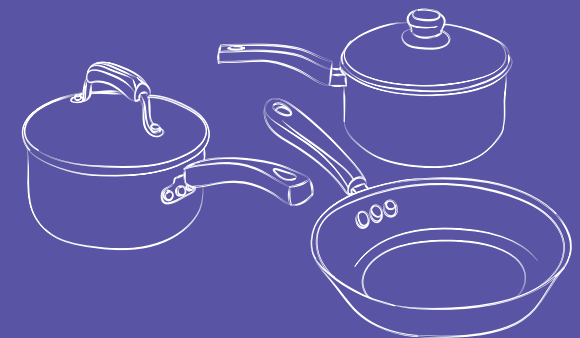
**Example:** Your sales and marketing efforts might be best suited for the Fortune 100, or the top 50 retail companies.

2. When you are targeting groups of accounts that share similar characteristics, indicating they are more likely to provide revenue, such as specific verticals, companies using specific technologies, or companies that belong to very specific niches.

**Example:** If your products and services are ideally suited for Financial Services organizations or colleges of a specific size.



*ABM works when you are targeting very few and typically very large key accounts.*



*Also, it is effective when you are targeting groups of accounts that share similar characteristics.*



# GETTING STARTED WITH ABM

**To jumpstart your lean ABM strategy, it's important that you lay the foundation for success—getting your stakeholders' buy-in and identifying your target accounts.**

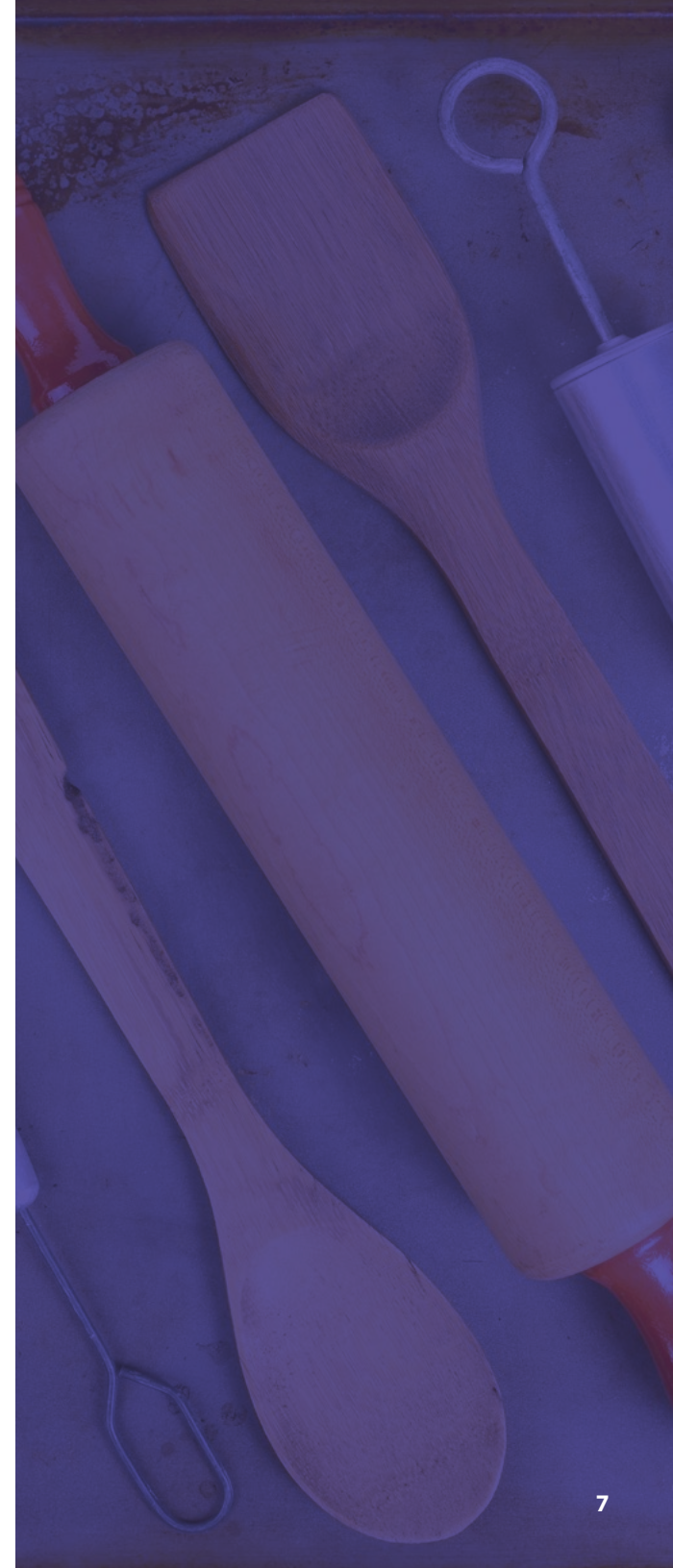
## **Get Stakeholder Buy-In**

To increase your chances of success, you'll want to get buy-in from key stakeholders. Share your plans for ABM with other departments that should be involved, such as sales and key executives. Make sure you start by educating them about the purpose and benefits of implementing an ABM strategy. Remember, different benefits will resonate with different stakeholders. For example, your sales team will want to understand how ABM will help them close more deals, whereas your CFO will want

to understand why investing in ABM will provide greater ROI than your traditional marketing approach. Be sure to tailor your message internally based on the audience.

**Additionally, you may want to put together a team that is responsible for the ABM program. For example, define an ABM group manager who is in charge of the campaign and sales people to watch for activity alerts and review account progress.**

In some cases, when you're not sure if you will get corporate sponsorship immediately, but want to demonstrate how effective this strategy can be, you can get started with the steps below, and show your ability to impact accounts positively.



# GETTING STARTED WITH ABM

## Identify Target Accounts

This stage is slightly different for every organization because each company has its own unique targets and different reasons for going after specific companies or verticals. In some organizations, identifying target accounts may be as simple as the CEO or sales directors identifying accounts to pursue, and in others, there may be several factors you use in order to determine your target accounts.

Here are a few strategies you might use when identifying accounts for your ABM campaign:

- **High yield:** Identify top money-makers and big fish. These accounts are likely to result in much larger than average deals for your sales team and generate substantial revenue over the long term.
- **Fit with your product:** Look for companies with business needs that clearly match your solutions, which increases the likelihood they will purchase.
- **Quick wins:** Seek out accounts that typically have a short purchase decision process due to their size or structure.
- **Strategic importance:** You may want to target accounts that align to your company's strategy—for instance, if you're entering a new market or territory. Sometimes acquiring new, big logos is a strategic goal.
- **Competitors:** Target companies using competing products, whether it's to hit your competitors where it hurts, or simply because it's easier to make the switch with already educated users.
- **Territory:** Go after accounts in a specific region of the country to directly support sales. Sales teams are often segmented by territories and have target accounts within each of those territories. Helping sales people generate awareness and build pipeline in their region will make you their best friend.





# GETTING STARTED WITH ABM

To further identify which accounts, or types of accounts, you want to go after, do some research—it will help surface likely targets. These tips will give you some guidance on where to start your research:

- **Talk to sales:** The sales team has great insight into which accounts can be targeted effectively. They may have had conversations with companies that fell through or can give you a better idea of the kinds of accounts to pursue.
- **Review customer relationship management history:** Look in your CRM to discover which companies fit into the high-yield or quick win categories mentioned previously. After identifying enough of each, you can look for commonalities and create a profile of a company likely to generate large deals or, generate a list of names similar to those you already sold to.
- **Discover existing opportunities:** Check your marketing automation platform or CRM to find out whether any of the accounts fitting the profile you're going to target have engaged previously with your brand. For example, if have they downloaded content or frequently visit your blog. Accounts that have already engaged with you in the past may show quicker results once you target them with personalized campaigns.
- **Research competitors:** Look at competitors to source new accounts. Sometimes, identifying your competitor's customers is as easy as reviewing logos on a competitor's website. But other times you may need to get more creative. For example, if you are marketing software, use digital tools like Datanyze, Builtwith, or other resources to identify companies using your competitor's products. Additionally, if you notice that your competitor is doing well with certain types of companies, you may want to consider targeting that profile.



# GETTING STARTED WITH ABM

## Finalize The Account Lists

At this point, it's time to narrow down the list and choose exactly which accounts to target. To start, choose two to five lists of potential targets—it's better to focus on fewer lists as you're getting started, so you're able to iterate quickly and identify areas for improvement. This will help you train your organization's ABM muscles to deliver amazing results faster.

While you may have multiple lists and many targets, it's vital to prioritize your lists in order to demonstrate early success and maximize your ABM ROI. Give priority to the account types that are most relevant to you—the accounts where you have a good understanding of the potential buying journey and those that you already have content to support.

Next, if you are using any targeting tools that can engage accounts specifically, such as Marketo Lead Management and Real-Time Personalization, now would be the time to upload the lists of account groups in order to analyze performance and create targeted engagement campaigns across channels.

## Know Your Decision-Makers

Consider the different decision-maker personas within the target organization you are after. This high-level insight will help you create content to target accounts even more effectively, especially during the mid-to-bottom-of-the-funnel stages. While this is a bit more advanced, it's helpful to identify the different decision makers and roles in your target accounts. Even if you don't start with persona-specific targeting at the beginning, understanding the decision-maker personas will help you better understand the account/customer journey that's taking place.





# SET GOALS AND ESTABLISH INITIAL ANALYTICS

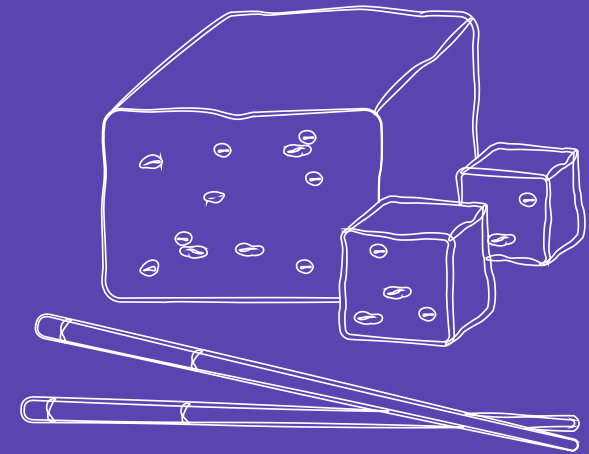
Get started by setting goals and analytics now; don't wait until campaigns are running to begin measuring. Set goals before beginning an ABM campaign—once you have a baseline of analytics for each account group, you'll be able to reasonably hypothesize how each campaign will perform.

Initial analytics on the activity levels of your target accounts can help you plan and prioritize the rest of the process. For example, low activity from a group of accounts may indicate that you need to focus on generating awareness, while high activity suggests that targeting content to them will further educate them and generate more sales ready leads faster.

## Establish Analytics

The most important reason to establish analytics is because it creates a strong foundation for your ABM program reporting, but here are some additional benefits to setting up analytics first:

- **Get a baseline:** Determine the accounts' levels of interaction with you now so you can gauge future performance. Have they been to your website before or not? If so, have they downloaded or engaged with content? This information lets you know what you can initially expect from the account.
- **Provide value to sales:** Provide TOFU—top-of-funnel—intelligence to the sales team, so they have the information they need to keep an eye on account activity and gauge potential signals from buyers.
- **Get some quick wins:** Use the data to determine which accounts to prioritize. If a targeted account has already shown substantial engagement on your website or with your content, it might be a good idea to tackle that account immediately via sales, or begin the relationship with mid-funnel tactics.



*Provide TOFU—top-of-funnel—intelligence to the sales team, so they have the information they need to keep an eye on account activity.*

# SET GOALS AND ESTABLISH INITIAL ANALYTICS

## Measure Engagement

To understand how your target accounts are performing, one metric that you'll want to track, right from the start, is their engagement. To evaluate and measure the engagement levels of prospects from target accounts, consider tracking the following:

- **Ad views**
- **Visits to site**
- **Multiple visits from same organization**
- **Multiple visitors from same organization**
- **Leads generated**
- **Lead scores**
- **Opportunities**
- **Wins**

## Analytics That Inform

As you set up your reporting and analytics, it's important to see the status and progress of your ABM activities from a high-level program view down to the individual account activities. To do this, you want to have a dashboard that includes three different views—the summary view, the account list view, and the account view.

These views provide different levels of insight into your ABM activities. At a glance, here are the benefits of each view:

### View 1: Target Account Summary

This view shows the progress and health of your ABM efforts across all of your target account categories. It helps you quickly understand the status of your ABM efforts at a glance—from new names all the way to bookings generated.

### View 2: Account List

This view allows you to quickly compare your progress in one account to the progress in other accounts. It's a particularly useful view because it provides a way to visually benchmark your target account groups against each other. A list view allows marketers to quickly identify success in one account group and evaluate if it's an activity or process they can replicate in the others. It also allows marketers to identify and mitigate any issues with an account group.

### View 3: Individual Accounts

This view allows you to track your progress and see the health of your efforts in each specific account. This deep dive helps marketers identify areas for improvement, focus, and more investment. With this view, a marketer can see, at a glance, how an individual account is performing on each benchmark.



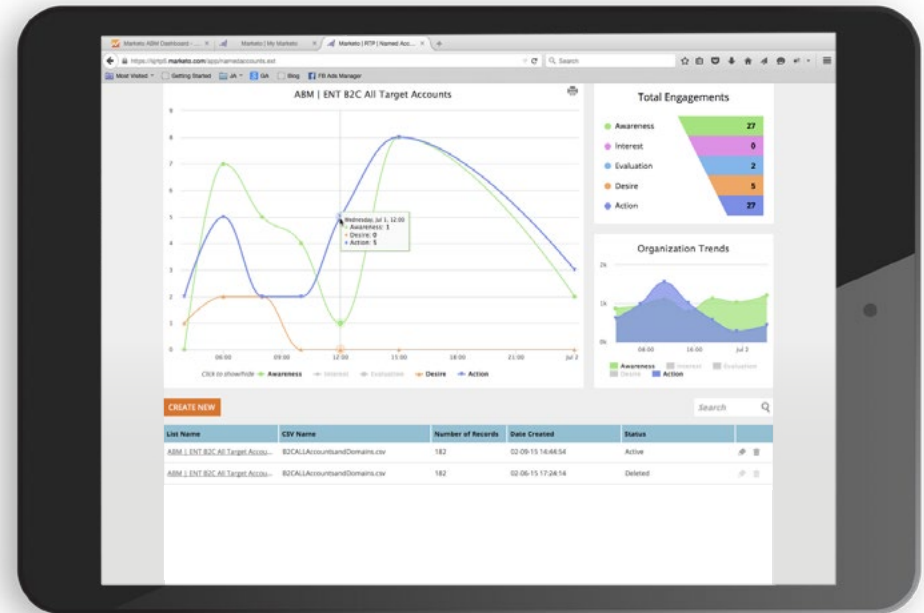
# SET GOALS AND ESTABLISH INITIAL ANALYTICS

## Analytics that Inform

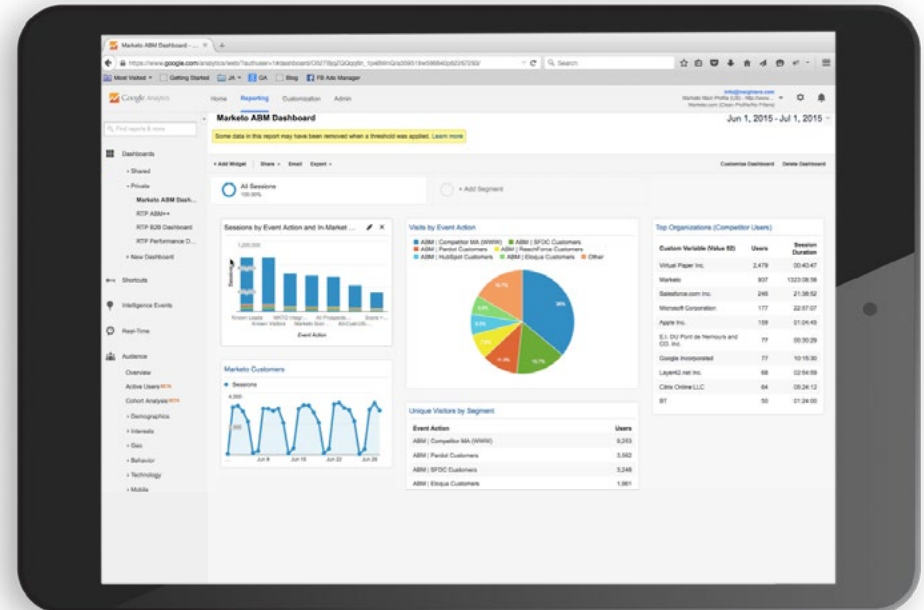
At Marketo, we implemented a lean ABM program to help us reach our marketing goals, but we needed a way to report our progress and success that was comparable to our traditional demand generation reports. So, in combination with utilizing our marketing automation platform's capabilities to track our ABM activities, we developed a dashboard that includes the three different views necessary to track, report, and optimize our ABM program.

We use this dashboard to help us quickly view our progress and then decide which activities to stop, start, continue, or invest more. Take a look at our dashboard that includes the three views of ABM activities:

*A report from Marketo's Real-Time Personalization (RTP) that measures the engagement level of a specific list of accounts.*



*A report from Google Analytics that uses Marketo to enrich its data on anonymous leads—this dashboard shows marketers how engaged your target accounts are with you.*



# SET GOALS AND ESTABLISH INITIAL ANALYTICS

To leverage account-based analytics you can either use specific software applications that provide ABM functionality, such as Marketo, more generic analytics platforms such as Google Analytics, or even basic excel spreadsheets like in the examples below.

ABM SCORECARD- SUMMARY VIEW									
Target Group	Aggregate Engagement Score (Low, Medium, High)	New Names Identified	New Leads Engaged	Director Level Leads Engaged	# of Live Meetings Generated	New Meetings (Above Director)	Opps Created	Pipeline Created	Bookings Generated
Target Group 1									
Target Group 2									
Target Group 3									
Total									
ABM SCORECARD- ACCOUNT LIST VIEW									
Target Group	Aggregate Engagement Score (Low, Medium, High)	New Names Identified	New Leads Engaged	Director Level Leads Engaged	# of Live Meetings Generated	New Meetings (Above Director)	Opps Created	Pipeline Created	Bookings Generated
Company 1									
Company 2									
Company 3									
Company 4									
Company 5									
Company 6									
B2B									
Company 7									
Company 8									
B2C									
Company 9									
Company 10									

*This image shows two helpful ABM dashboards. These report your progress in 2 ways:*

*1) A Summary View, which shows progress and health of your ABM efforts across all of your target account categories.*

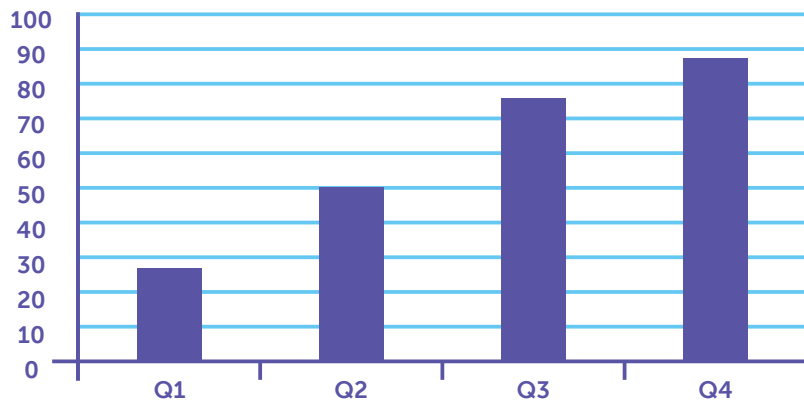
*2) An Account List View, so you can quickly compare your progress in one account vs. other accounts.*



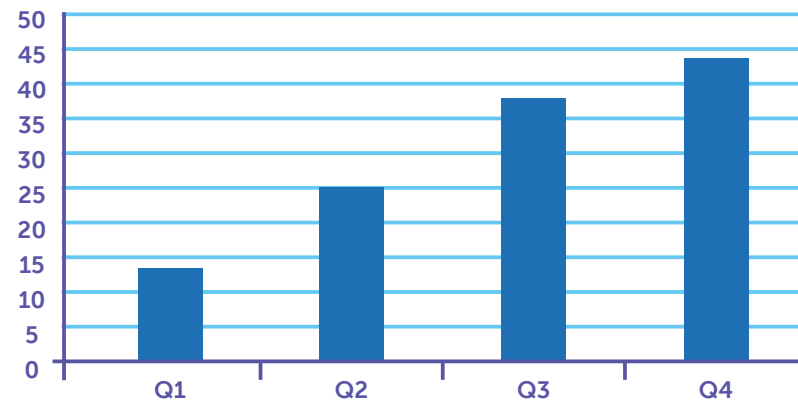
# SET GOALS AND ESTABLISH INITIAL ANALYTICS

## ABM SCORECARD- ACCOUNT OVERVIEW

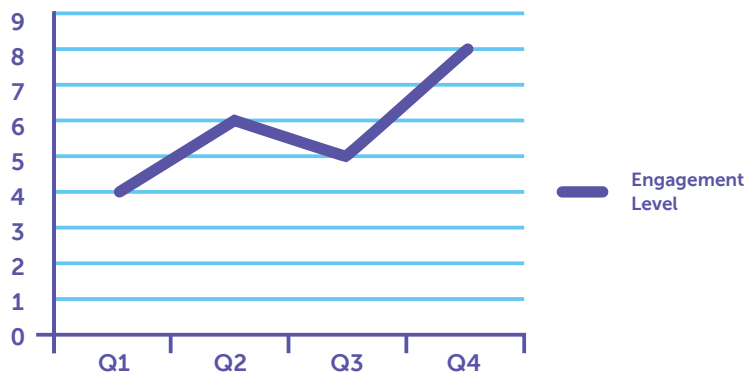
### New Names Identified



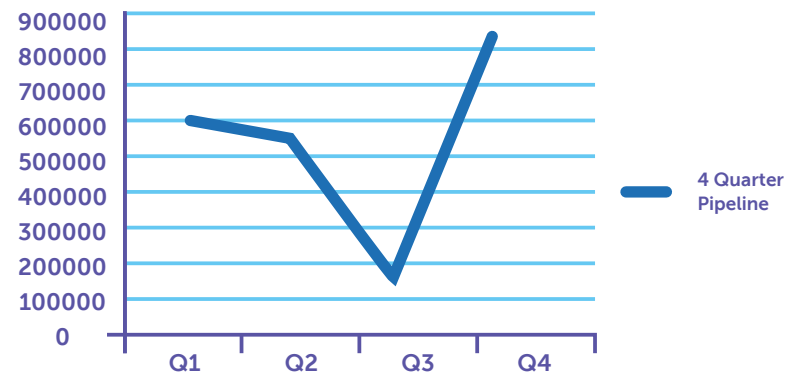
### New Leads Engaged



### Engagement Level



### 4 Quarter Pipeline



# PLAN CAMPAIGNS

Now that you've identified your targets, set up analytics, and gained a baseline for each account's activity, it's time to really get into the meat of your campaigns. What content will you use and when? What channels will you use to reach your target accounts?

## Create a Journey Matrix

Because you've researched each account's previous relationship with your brand (if any), you can plan out the ideal or typical customer journey for each one. Collaborate with sales to gain more insight into how this journey looks. Then, create a chart that outlines what content to use in each phase of the journey. Each customer journey looks different based on the initial analytics and history. A company that has never been to your website needs more top-of-funnel (TOFU) targeting than a brand that has engaged with your content before. If they have already visited your website several times, you may want to start at a different point—for instance, with a series of email campaigns followed up with sales calls.

The most effective way to plan your ABM campaigns is to lay out a customer journey matrix for each group. This matrix follows the typical sales cycle:

- Awareness
- Interest
- Evaluation
- Desire
- Action

## How Long Does It Take To Plan an ABM Campaign?

The length of time that goes into planning an ABM campaign depends on several factors, including the scope of your campaigns and the individual customer journey. In most organizations building a lean ABM program will take about one quarter, and in the second quarter you will start to achieve results.

During that length of time, each company will have unique expectations for how long each campaign will last and what it will entail. The further into the sales cycle accounts are at the start of the campaign, the more quickly the process will go. However, if the accounts you are going after aren't aware of your brand, it will take longer to drive them down the sales cycle. It's also important to consider potential setbacks that affect duration, such as a lack of relevant content and the time needed to create or revamp that content.

# PLAN CAMPAIGNS

## Customer Journey Matrix

In this example, you'll see a customer journey matrix that shows the different types of activities and content that you can offer as a customer moves through her journey from awareness to action.

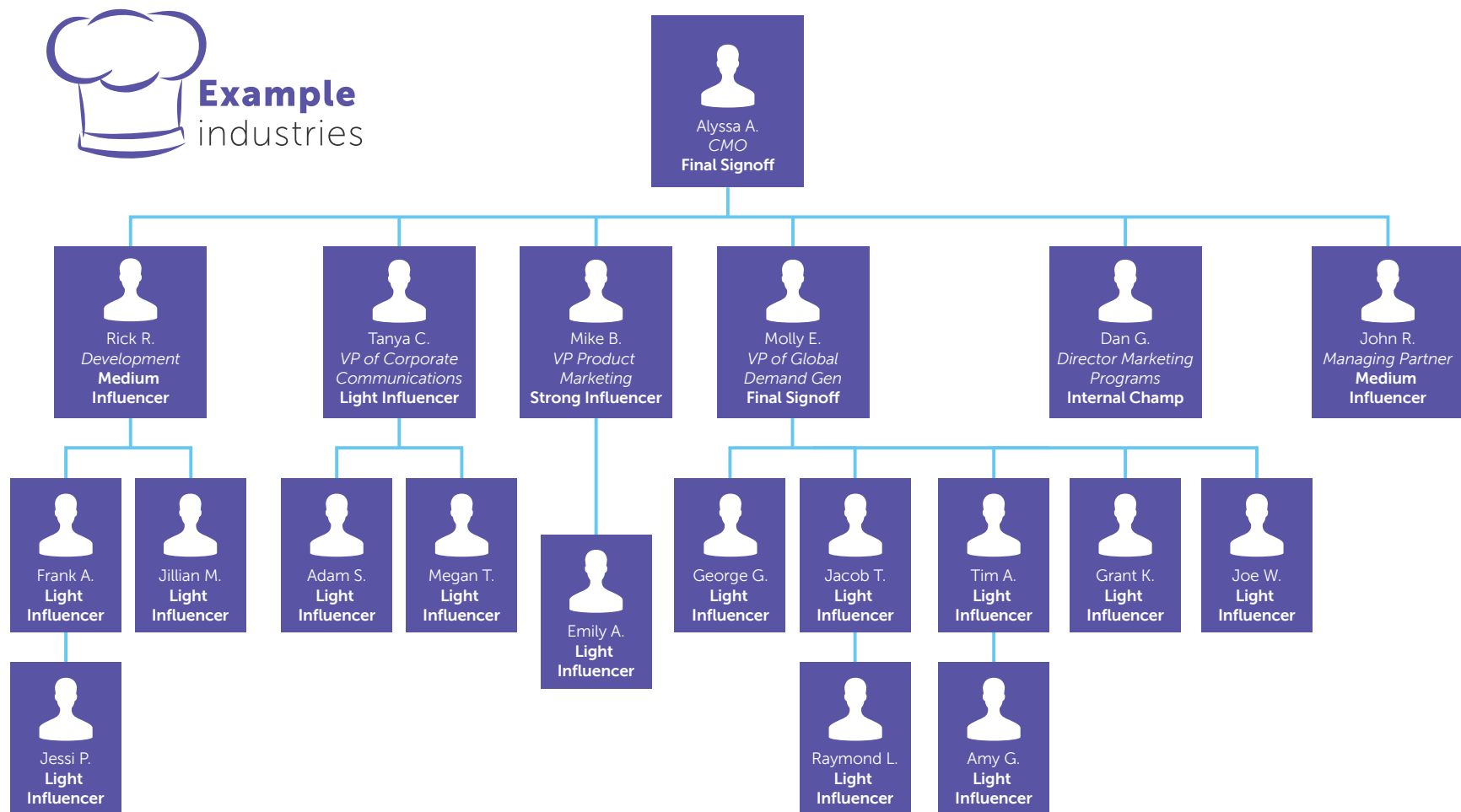
CAMPAIGN PROGRAM MATRIX    Example- Vertical Customer Journey				
Segment Asset/Type	Awareness	Interest	Evaluation	Commitment
Higher Education	Empowering Higher Education Relationship Management: It All Starts with Marketing  <b>Frost &amp; Sullivan Paper</b>	Enrollment, Engagement, Donation: How Higher Education Can Improve Its Grades With Marketing Automation  <b>Ebook</b>	UC Irvine Case Study: Drive Enrollment and Engagement  <b>Case Study</b>	Marketing Nation Community & Purple Select Advocacy Program  <b>Community &amp; Advocacy Program</b>

*This matrix is filled in with the Marketo higher education ABM example. It shows how to match appropriate content to each stage of the customer journey for a target group.*

# PLAN CAMPAIGNS

## Understand Your Account Profiles

Understanding the different members of your target accounts' team, and how their roles affect or influence the decision-making process, can help contribute to ABM success. Map your target account's organization to help you understand who and how to target each team member with relevant content. Here is an example of a map that you may want to create as a part of your process:





# PLAN CAMPAIGNS

## Choose Content

According to MarketingSherpa, **82%** of prospects value content made for their specific industries, and **67%** say the same of content created for their specific job functions. When content is targeted to customers based on where they are in the buyer's cycle, the results are even better. For example, generic content about marketing automation may be interesting to a Healthcare CMO, but it is likely more interesting if it's tailored to her industry. By the same token, content targeted at that CMO should have an executive tone and messaging that's appropriate for her, whereas her team-member, a marketing specialist may be interested in a more practical "how-to" piece of content that's still targeted to the same industry.

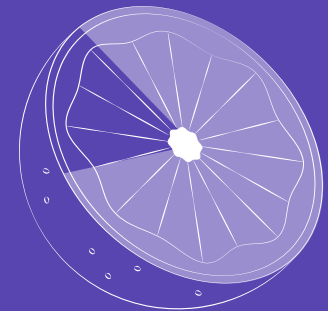
Once you have outlined the journey for each account, choose content for each stage. This part is vital for interacting with buyers and creating relationships. Use a mix of marketing assets, like ebooks, infographics, videos, and more to inform these prospects and keep them engaged.

Each stage of the sales cycle should include at least one asset. We recommend using multiple assets so you can conduct A/B testing during the campaign. This allows you to learn which content is appropriate for each stage and each account group, so you can apply this knowledge to your next campaign and improve the engagement results.

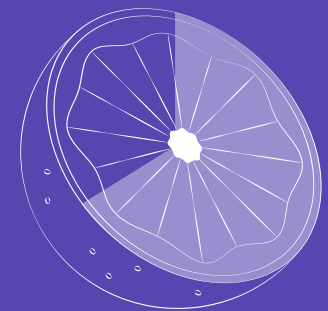
Some platforms, like Marketo's, will leverage A/B testing to optimize the content that is displayed. Also, check to be sure you have enough content relevant to the groups you're targeting. If not, you will need to create more, which could delay your start date. Try to start with the groups you have the content for.

## ABM Content Tip:

*Content for each ABM group doesn't have to be all that different, you can offer the same case study, ebook, or video to different groups while slightly changing the call-to-action to make it more appealing and effective.*



**82%** of prospects value content made for their specific industries.



**67%** say the same of content created for their specific job functions.

# PLAN CAMPAIGNS

## Define Channels

Once your content is mapped, you need to determine which channels to use to reach each account. You should eventually use a combination of web, email, ads, social, and events—but you don't have to start with them all initially. Have content picked out that is appropriate for each channel or simply think how to use the same content in different channels.



## Extend Your Personalization Across Channels

Make your target accounts' digital ads more personal with a tool that connects your digital advertising insights to your marketing automation platform. Marketo's own Ad Bridge links Marketo's marketing insights with Facebook, Google, LinkedIn, and more. This helps marketers more effectively target audiences based on who they are, their stage in the buyer journey, and their individual behavior over time to deliver more personalized digital ads.

# PLAN CAMPAIGNS

## Put It Together

Finally, put all of the stages together so you have a detailed roadmap of the customer journey for each group of target accounts. This roadmap includes content for each stage, as well as which channel you should use to target the account. For example, a campaign for one ABM segment might start with generating awareness via ads, which would be followed up by a site visit and the opportunity to download the latest ebook written specifically for that segment's industry.

## Customer Journey Matrix Worksheet

Now that we've covered how to create your Customer Journey Matrix, use this worksheet to map your Customer Journeys, and the channels and content that support them.

CAMPAIGN PROGRAM MATRIX    Example- Vertical Customer Journey			
Account Group Asset/Type	Awareness	Consideration	Decision
Account Group 1	Channel Content Type		
Account Group 2			
Account Group 3			



# ABM IN ACTION: SCHOOLDUDE

**What does ABM look like in an organization? To a marketer, it looks like orchestrated sales and marketing campaigns targeted at decision makers within specific accounts with hyper-personalized content, coordinated closely with sales throughout the buying cycle.**



# ABM IN ACTION: SCHOOLDUDE

Let's look at an example of ABM campaigns in action—at SchoolDude.

## SchoolDude

SchoolDude offers education operations management through a suite of solutions used by more than 6,000 institutions in the U.S., Canada, Europe, the Middle East, and Australia. They found success by deploying an ABM strategy specifically targeting the higher education market. Let's take a closer look at one of their online campaigns that consisted of personalizing their website homepage based on the profile of the site visitor. Website personalization is a simple but extremely effective way to start an account-based marketing initiative.

## The Challenge:

As SchoolDude started to build their ABM strategy they faced a unique challenge—their target accounts were all known because nearly all educational institutions register their emails and domains. Because of this, SchoolDude needed to be able to target these known accounts and drive them to complete specific activities, like register for SchoolDude annual user's conference, or adopt newly launched products.

*The SchoolDude website, as everyone sees it.*



# ABM IN ACTION: SCHOOLDUDE

## The Solution:

To solve their problem, SchoolDude implemented Real-Time Personalization (RTP), a tool within the Marketo platform, to run large-scale ABM campaigns that included up to 30 account groups targeting over 100,000 educational institutions. They also ran a smaller campaign targeting just their existing customers. With RTP, SchoolDude could serve different content on their website based on who the visitor was. Using industry updates, information, and content they created different experiences for different prospective buyers and customers.



*A personalized site for a visitor from a higher education ABM list.*

# ABM IN ACTION: SCHOOLDUDE

## The Results:

With the personalization effort targeted at specific accounts, SchoolDude attributed 150 out of 500 (30%) registrations for their professional development re-launch webinar to account-based personalization. For their user's conference, SchoolDude's geographic targeting and personalization drove 400+ registrants to their East Coast event.

## Key Learnings:

1. **ABM has Multiple Use Cases:** ABM can be effective for targeting prospects and existing customers.
2. **Be Personal:** Know your customers well enough to personalize effectively. In education, there are segments that prefer specific language and messages. Understanding that nuance can significantly improve the effectiveness of campaigns.

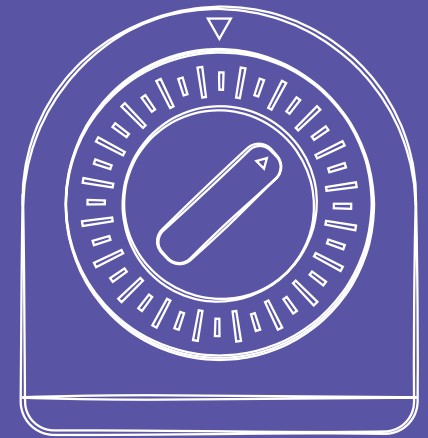
# IMPLEMENT CAMPAIGNS

Now that you've completed all the hard work of researching and planning, it's time to execute your campaigns. When it comes to implementing ABM, timing is everything. Without a combination of timing and relevance, the right targets will never see your content. Once you've outlined when and where each content asset goes, you have to nail the timing.

According to research from Microsoft, you have only **10 seconds** to demonstrate value when a visitor lands on your site. Show targeted content in real-time to drive accounts down the sales funnel. As soon as prospects click through to your site, they should see a personalized experience with targeted calls-to-action that present the right content, at the right time. This is where having the right tools can come in handy.

## Useful Tools for ABM Implementation

You don't necessarily need extra tools to accomplish ABM. However, some tools are very helpful and will make your ABM campaigns more efficient. Tools like a marketing automation platform that facilitates real-time website and display ad personalization is enormously helpful in order to identify, target, and engage prospects to effectively lead them through the sales cycle. You might think of these tools as ingredients that can improve the quality of the project, but won't alter the essence of the recipe.



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*According to research from Microsoft, you have only **10 seconds** to demonstrate value when a visitor lands on your site.*



# IMPLEMENT CAMPAIGNS

## Useful Tools for ABM Implementation (Continued)

**Marketing Automation:** A marketing automation platform helps you see clearly how your campaigns are performing and keep all of the data contained in one place. With marketing automation you can map out customer journeys for different ABM segments.

Additionally, you also need a way to manage your target account lists, a place where you can upload, edit, and review ABM performance and sync this data to existing analytics tools like Google analytics.

**Real-Time Personalization:** Personalization tools use various methods to help you identify the accounts people are coming from, and whether they are known or anonymous. With this information, it's much easier to personalize the message (content, calls-to-action, etc.) to your target accounts across channels like web, email, and ads.

**Predictive Scoring Tools:** Predictive scoring tools use statistical models that often consider the demographics, firmographics, and past activity of an account in order to predict what the account's next action will be. These tools then use that information to trigger an automated activity. This can be powerful when you are working to send your targeted accounts timely and relevant materials in order to accelerate

them toward purchase. These tools may also help in the account selection process by highlighting accounts similar to those you had success with.

**Ad Tech Tools:** Ad technology, especially ad technology that connects to your marketing automation platform, makes digital advertising more personal by combining the insights of the advertising platform (Facebook, LinkedIn, Google) with the data from your marketing automation platform. This tailored experience offers your targeted accounts uniquely specific advertising that supports their journey.

**Sales Intelligence Tools:** Sales intelligence tools augment the information that you have about an account, helping make the data more complete. These types of tools often link with your CRM or marketing automation platform. Using a sales intelligence tool can help you by giving you more information to work with, and therefore, use as you tailor your communications for your target accounts.



*A marketing automation platform helps you see clearly how your campaigns are performing and keep all of the data contained in one place.*



# ABM IN ACTION: MARKETO

**Let's take a look at another example of an ABM campaign in action—at Marketo.**



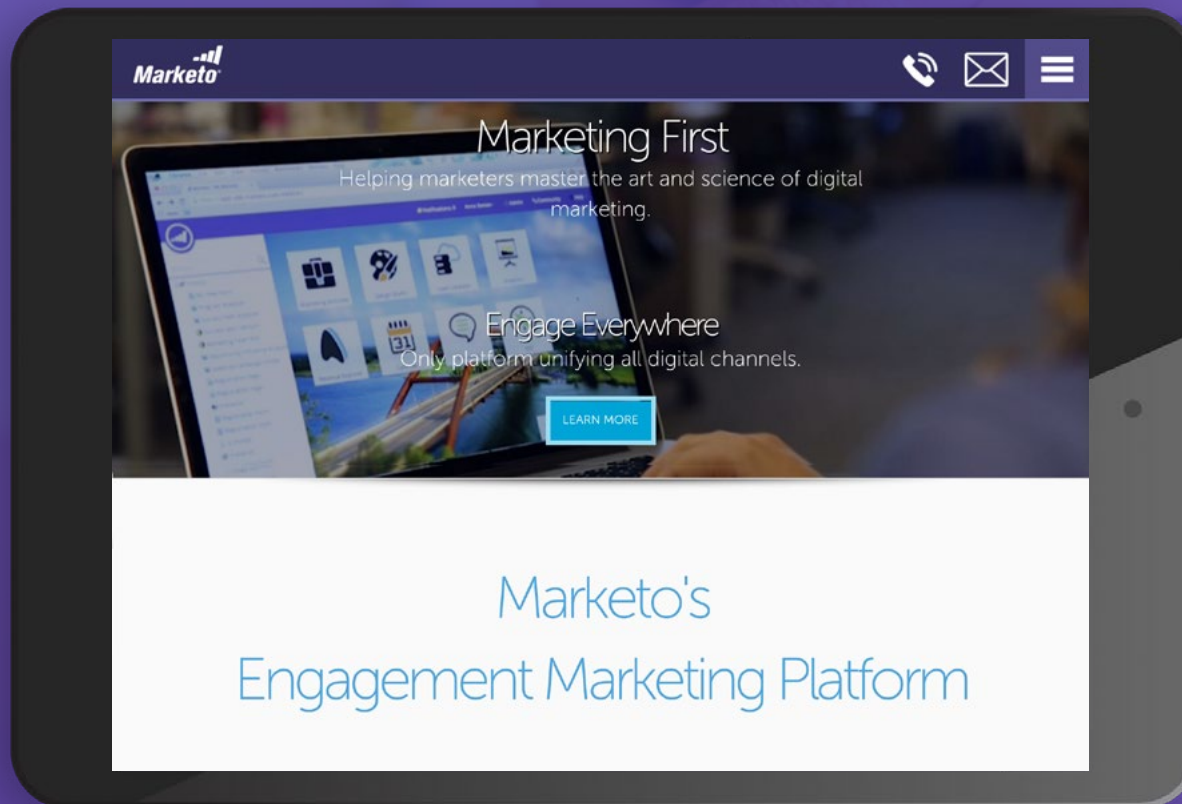
# ABM IN ACTION: MARKETO

## The Challenge:

At Marketo, we leverage a variety of different marketing strategies; account-based marketing being one of them. For us, ABM is a strategic approach to lead generation where our time and resources are used to target a key group of specific accounts.

This year we wanted to start making headway into a new vertical—education—but we wanted to target specific institutions based on their current marketing automation solution, location, and size.

*Marketo's homepage*



# ABM IN ACTION: MARKETO

## **The Solution:**

We determined that an ABM approach was the best way to pursue this specific group of higher education accounts.

We followed a similar process to the one detailed here, in this ebook, to deploy a lean ABM strategy to drive interest and ultimately sales within this group of targeted accounts.

To start, we built out a full list of target accounts. This allowed us to give sales reps visibility into their accounts and provide them with a territory analysis—how many accounts fell within their territory? Once we had identified our accounts, our marketing team then mapped the structure of each account—who are the influencers and decision makers? We then set up reports to track the engagement of those accounts as they visited our website and engaged with our marketing.

Once the target accounts, key players, and reporting were solidified, our marketing team mapped the message and content to each account, sometimes even to the individual stakeholders. Afterward each channel was evaluated and we mapped our messages and campaigns to each channel—a process that helped us ensure that we ran a seamless multi-channel experience. Guaranteeing that experience meant that our targeted accounts engaged with a relevant story on all of our channels. From targeted emails, to website personalization, to display advertising, our target account activities aimed to deliver the right message, at the right time, in the right place.

# ABM IN ACTION: MARKETO

**Let's look at some examples of how the Marketo marketing team deployed their ABM strategy across channels:**

## ABM Through Email

*Targeted emails deliver specific content and a personalized message to the target account.*



Dear Friend,

I hop you're doing well. My name is Brian Allen and I am the Marketo rep for Ivy Tech.

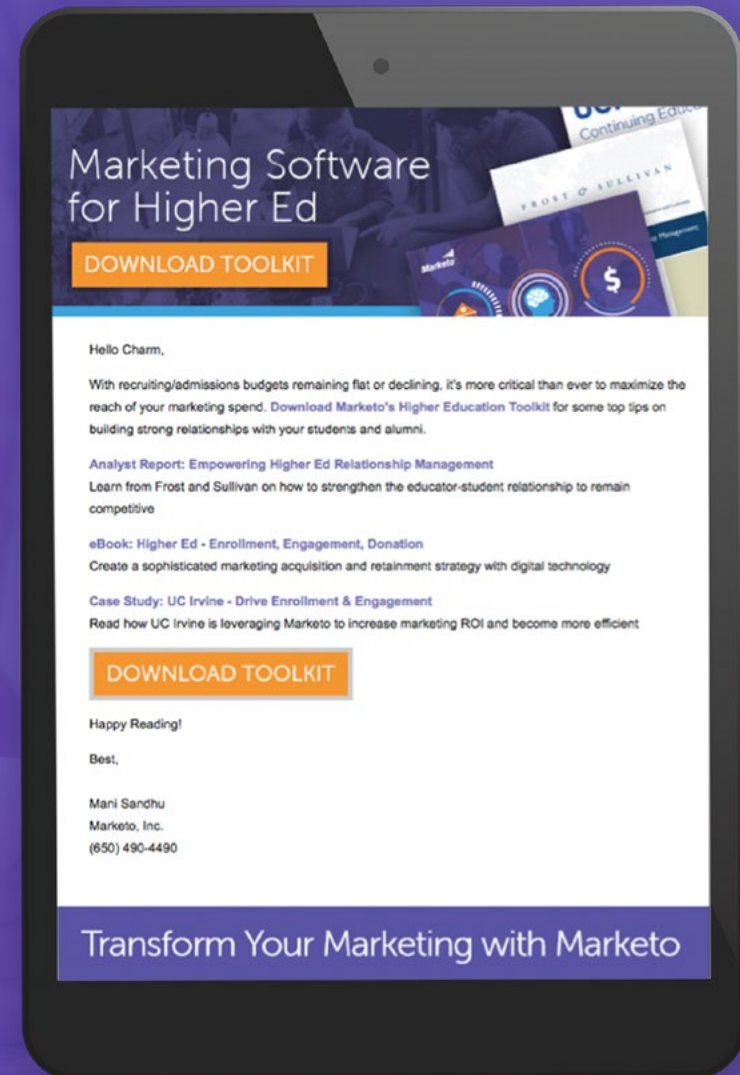
As Ivy Tech strives to improve enrollment outcomes, I thought I'd share how our solution can be instrumental to your success. Marketo's Engagement Marketing Platform is designed for college departments responsible for student enrollment, alumni development and other functions. Marketo's platform enables higher education professionals to engage students and alumni through relevant and highly targeted communication across channels. With easy segmentation, design, program building and data-rich reporting capabilities, any member of your marketing team can execute personalized communications at scale.

[University of California, Irvine Extension](#) is just one of our higher education customers that has seen amazing success using Marketo to enroll new students. Since being a Marketo customer, University of California, Irvine Extension has:

- Increased the number of enrollments received via mobile devices three-fold
- Drastically reduced costs from eliminating vendor expenses
- Consolidated tools and programs making the marketing team more efficient.

I would like to share successes that other higher education institutions have had using Marketo. I'll follow up with you soon to find a time we can chat. In the meantime, please feel free to read our recent eBook on [Enrollment, Engagement, and Donations](#).

Thank you,  
Brian Allen  
Higher Education Executive-Strategic Consumer Industries  
Marketo Inc.





# ABM IN ACTION: MARKETO





**Want to learn more?**  
Contact Ben Kirby, Sr. Enterprise Solutions Consultant, [bkirby@marketo.com](mailto:bkirby@marketo.com)

If you're in higher ed, you're probably under pressure to increase retention, graduation, and post-graduation employment rates—not small tasks, especially when you're competing against other schools, fighting against social networks for attention, and dealing with squeezed budgets at every turn.

Marketing automation allows schools to attract and recruit new students, personally engage current students, and maximize the loyalty of alumni—allowing higher ed to catch up with best-of-breed marketers in other industries.


**Does your marketing strategy make the grade?**



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Designed by SCORCAP




**Your Marketing Report Card**

Targeted Content offers target accounts content that is specifically relevant to them.







## Marketing Software for Higher Ed Engage Your Students & Alumni

### Drive Traction with Prospective, Current and Former Students


Looking for some best practices on building enduring relationships with your students and alumni? Check out our content pieces below for some top tips!

Empowering Higher Ed Relationship Management




**DOWNLOAD NOW**

UCI Extension:  
Drive Enrollment & Engagement



**DOWNLOAD NOW**

Marketing Software for Higher Ed



**DOWNLOAD NOW**



### Grade Your Marketing

Marketing automation empowers higher ed institutions to see much of the following tasks. How would you grade your organization in these areas?

● ● ● ● ● ● ● ●

- Create and launch marketing campaigns without IT involvement. Can you develop and execute campaigns on your own?
- Listen to behaviors and respond with personalized information in real time. Can you track behavior on your website and social pages, helping you understand how a prospective student, alumni, or donor is interacting with your site?
- Develop a 360-degree view of each student, alumni or donor. Can you access website visitors based on demographics and behavioral criteria, allowing your retention, admission, and alumni outreach to have their fullest resources on the most promising candidates?
- Engage across all stages of the student lifecycle. Are you able to initiate and develop relationships over time, sending relevant information to students before they are enrolled, throughout their student career, and beyond?

● ● ● ● ● ● ● ●

**How Does Marketing Automation and Higher Education Work?**

Jane is a prospective college student who's currently attending high school. Here's how a university system might use marketing automation to engage Jane:



First, the university sends Jane an email. Jane clicks one of the links, and visits the university's Facebook page.



Later, Jane does a Google search for "best pre-med programs." She clicks on a link to the university's landing page (created within their marketing automation platform) which highlights the university's pre-med programs.



Enriched by a cheat sheet called "How to Choose a Pre-med Program," on the landing page, Jane fills out a form to download the cheat sheet.



This triggers a welcome email. Jane is added to the "Pre-med Marketing Program" nurture stream.



Over the next month, Jane receives two more emails with links to other content relevant to prospective pre-med students, both of which she opens.



After reading a particularly well-written piece, she shares it on Facebook, and visits several other pages on the university's website. This triggers an "Are You In?" form invite, who calls Jane.



Using her knowledge from the behaviors Jane has previously enacted, the recruiter invites Jane to register for a campus tour.



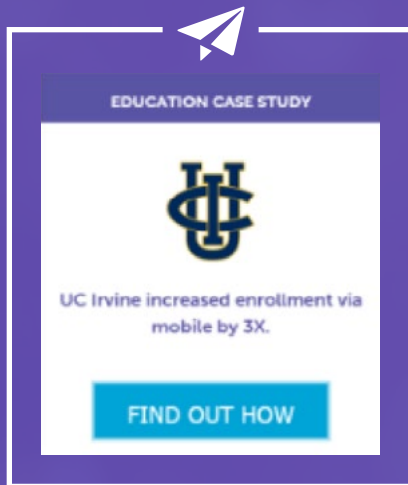
This triggers a series of four emails, all containing interesting things Jane should look for during her tour.

A compelling content offer made specifically for the Higher Education target account group.

# ABM IN ACTION: MARKETO

ABM using Real-Time Personalization on the Marketo website.

*Web personalization with RTP targeting the higher education industry gave target accounts an individual experience on our website.*



# ABM IN ACTION: MARKETO

Our ABM activities not only build awareness for Marketo with our target accounts in order to move them down the funnel, but also allow us to listen to how our target accounts engage with the message. Listening is a critical aspect of tailoring your message to your target account because it allows you to optimize your message and channel activities for maximum impact.

## The Results:

Marketo experienced phenomenal traction in the Higher Education ABM target group. Through ABM activities, the marketing team was able to generate three times the amount of interest needed to hit the sales team's goal and sales exceeded their objective for the Higher Education initiative.



The image shows a Facebook advertisement for Marketo, marked as 'Sponsored'. The ad text reads: 'Want to Increase Enrollment, Engagement and Donations? See how Marketing Automation can help Higher Education achieve those goals. Download free ebook.' Below the text is a graphic with three circular icons: a university building, a brain, and a dollar sign, each with a progress bar. The title 'Enrollment, Engagement, and Donations' is at the bottom, along with the URL 'WWW.MARKETO.COM' and a 'Download' button.

*Display Advertising targeting Higher Education Account Group on Facebook, Google Display Network, and LinkedIn targeted accounts with a message that's unique for their industry.*



# MEASURE AND OPTIMIZE

**Like any other marketing strategy, effective ABM requires evaluation and optimization. Let's take a look at how to measure and optimize ABM:**

While you set goals and establish initial analytics as a baseline before you launch your ABM campaigns, it's important to keep a constant eye on metrics as your campaigns are running and when they conclude.

Return to your analytics often to see how campaigns are performing per target account groups. Learning and optimizing is easier with ABM because you can focus on a smaller group than you typically do with traditional demand generation activities. Take a look at campaign performance: are you appealing to the targeted accounts? Are they engaging and taking the next steps that you outlined? How close does the actual customer journey come to the one you've laid out?

Review each stage of the sales funnel and determine how each element is performing. This is also where the A/B testing is helpful. Is one version, or piece of content, performing better than another? Use that information to inform the next campaign.



# MEASURE AND OPTIMIZE

Take a look at each part of the funnel to see how the campaigns performed in that stage. Here are some things to look at:

## Top-of-Funnel

- **Ads:** Look at impressions and click-through-rates to gauge performance of ads in drawing key accounts into your funnel.
- **Web Engagement:** See how many people from target accounts visit your web site and how well the personalized web experiences drive content engagements, downloads, conversions, and other desired actions.

## Middle-of-Funnel

- **Marketing automation platform:** How have your various campaigns performing? Are the prospects opening email campaigns and clicking on them? Take a hard look to see what's working, so you can continue to drive success.
- **Web Engagement:** Interested prospects will be visiting your site in almost every stage of the sales cycle to further educate themselves on your offering. Look for high visit counts to identify potential buyers that are drilling into your content.

- **CRM:** Look into your CRM platform to see what information the sales team may have logged and determine how that can inform your future activities.
- **Sales Feedback:** Talk to the sales team to discover how close the prospects are to engaging.

## Bottom-of-Funnel

It may take some time to measure revenue, but it's essential to determine the success of the project as a whole. Don't leave out the bottom-of-the-funnel. Without understanding overall revenue, you have little way of knowing whether the campaign achieved ROI. This information is vital to securing the budget for future campaigns.



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*Don't leave out the bottom of the funnel. Without understanding overall revenue, you have little way of knowing whether the campaign achieved ROI.*

# CONCLUSION

ABM is often portrayed as a huge project, and can feel insurmountable for many organizations, but with the right tools and processes, it is possible to run a successful and lean ABM strategy. ABM is a strategic and effective means of marketing, which takes a targeted approach to increase revenue. Attracting specific accounts aligns your marketing and sales teams by taking the whole sales funnel into account. The approach is cost-effective, because your team is focusing on the companies you want and are most likely to buy. This means you can spend money where it matters most and are able to be strategic and land the accounts your team has been talking about for months or years.



Marketo, Inc., offers the leading Engagement Platform that empowers marketers to create lasting relationships and grow revenue. Consistently recognized as the industry's innovation pioneer, Marketo is the trusted platform for thousands of CMOs thanks to its scalability, reliability, and openness. Marketo is headquartered in San Mateo, CA, with offices around the world, and serves as a strategic partner to large enterprise and fast-growing organizations across a wide variety of industries. To learn more about the Marketo Engagement Platform, LaunchPoint® partner ecosystem, and the vast community that is the Marketing Nation®, visit [www.marketo.com](http://www.marketo.com).