

Grow your business with Account Based Marketing (ABM)



Agenda

- Setting the scene
- Account Based Marketing
What drives ABM
Benefits of ABM
- What does ABM look like in real life?
- Pitfalls
- ABM Framework



Virtual coffee 😊
Please use the chat

My credentials

- More than 40 ABM projects: global, regional, national
- Head of ABM at LAW B2B, UK. <https://lawb2b.com/>
- Independent ABM advisor
- ABM industry references: IT hardware, software, biotech, medtech, industrial, travel

The logo for Veeam, featuring the word "VEEAM" in a bold, green, sans-serif font.

COMMVault™

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Account Based Marketing

Why and what

The vision (1)

Imagine that all your dream customers know what you stand for, want your company to be their partner, and are ready to sign contracts

The vision (2)

**Imagine that you have direct
and 1:1 engagement with all
your dream customers**

That is ABM
well executed

**Do not count the
companies you reach
but reach the
companies that count**



Account Based Marketing defined

Strategic

not a simple campaign or tactic; it's a business strategy; not 'one and done'; it's "always on" for an account.

Personalized built on

account-specific insight, content, and messages for maximum relevance and resonance.

Account Based Marketing is a **strategic** approach that coordinates **personalized marketing and sales** efforts to open doors and deepen engagement at specific named accounts

Marketing and sales

a close collaboration between sales and marketing.

Open doors and deepen

engagement: focus on landing new accounts and expanding within existing accounts.

An alternative definition of ABM

**Treat each potential
customer as a market and
an audience in itself**

Which ABM strategy fits your objectives

1 -15 accounts (“One-to-One”)

Mission critical: must win or must defend

Rich account plans

Every touch personalized

15 - 200 accounts (“One-to-Few”)

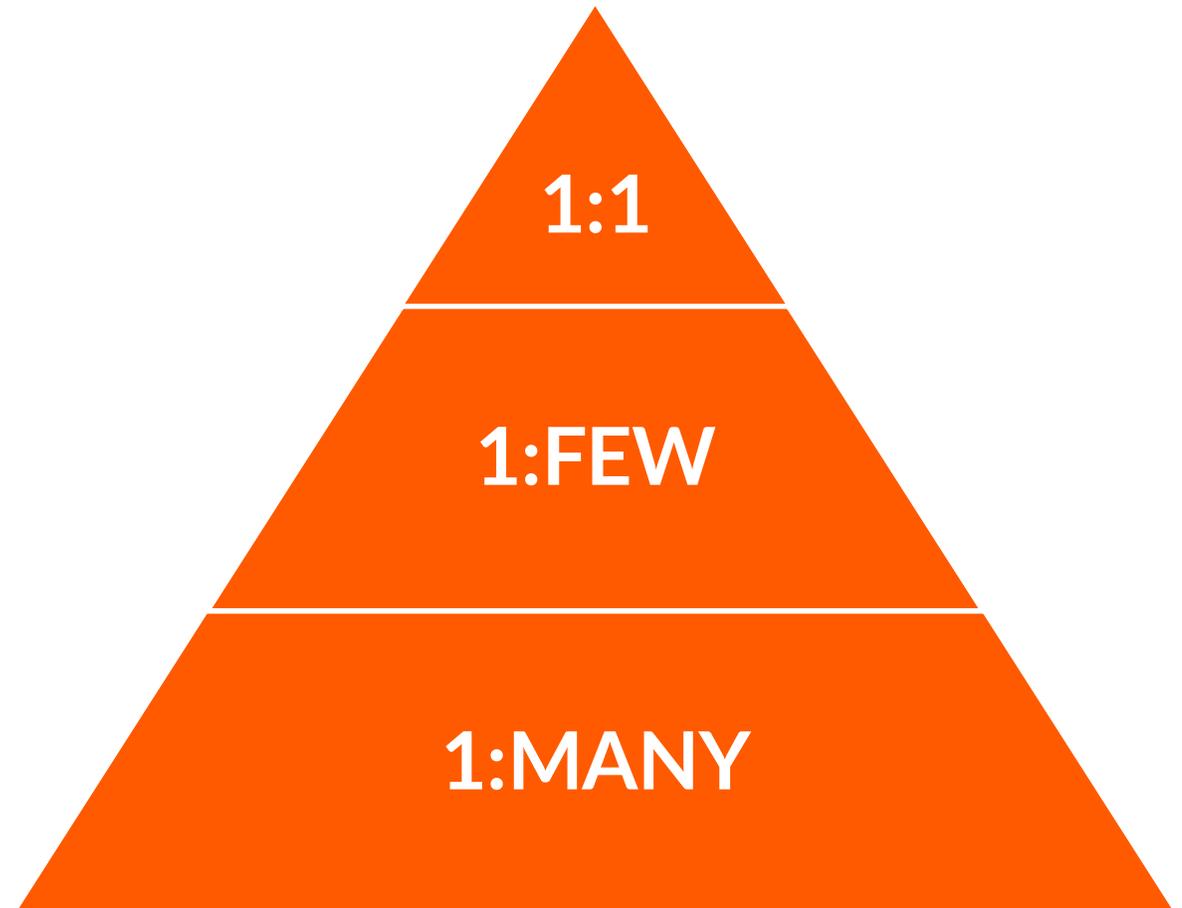
High-touch. Accounts in key verticals with significant growth potential.

Personalized touches to key personas

200 – 500 accounts (“One-to-Many”)

Automated touches OK

Industry and persona customization



Setting the objectives defines the strategy

ABM supports two growth strategies:

- **LAND: new large accounts**
This strategy will initially drive pipeline.
I.e. seeking to convert new customers
- **Expand: Sell more to existing key accounts**
This strategy is more likely to drive revenue as it is comparatively easier to sell more to existing accounts.
- Many companies choose a **combination** of Land and Expand strategies.





Poll

In terms of pipeline, what is your biggest challenge?

What drives ABM

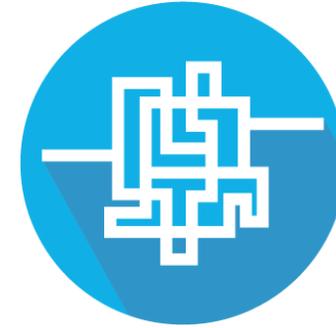
What drives ABM?



Poor quality leads



Insufficient pipeline



Non - linear sales



Too many people involved in the buying process.



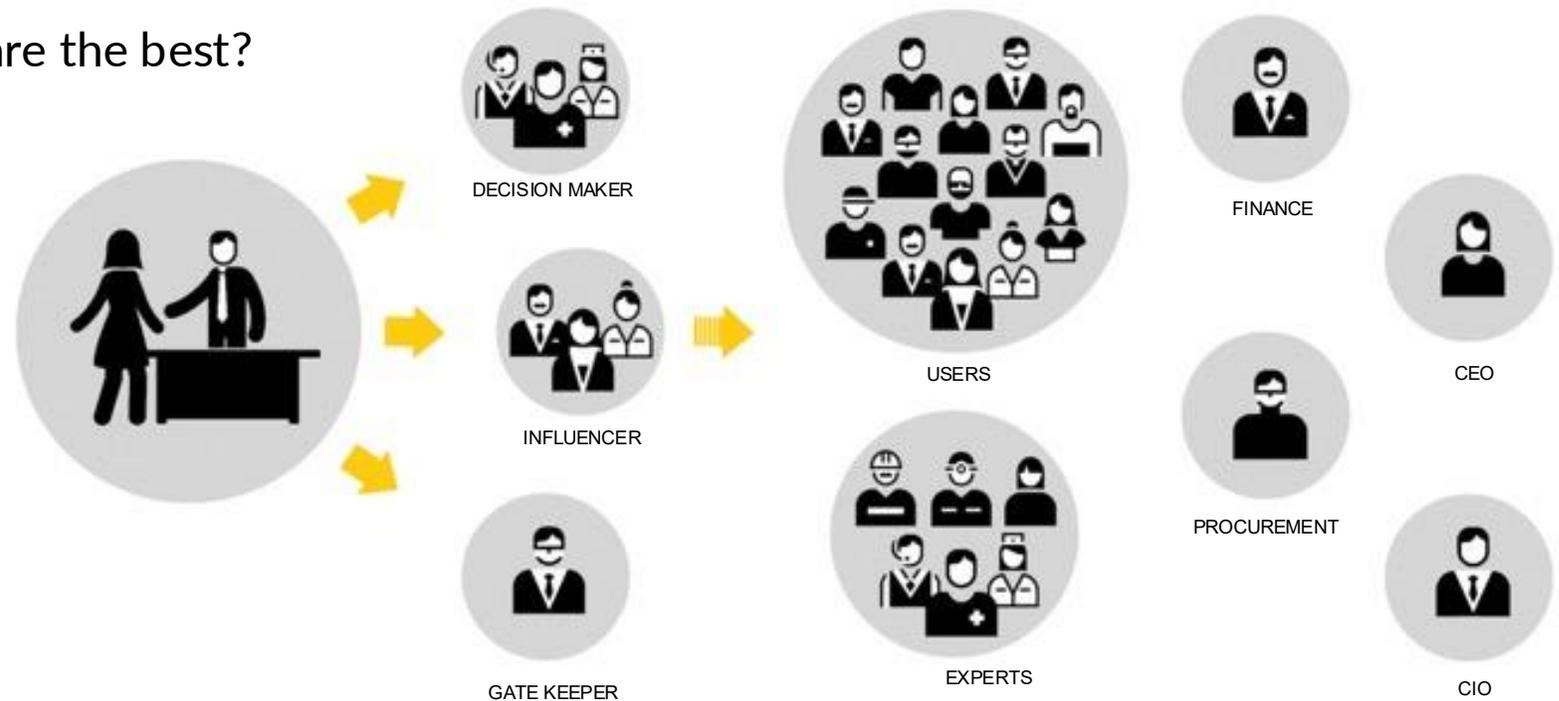
Law of 80/20



Organizational

Most sales teams reach only a fraction of the B2B decision makers

- How many people have you met?
- How many people know of you?
- How many people believe you are the best?



Benefits of ABM

ABM is a growth enabler

Some of the commercial benefits:

- Increased deal sizes
- Higher share of wallet from business-critical accounts
- Stronger relations on all levels of the client organization

Internal benefits:

- Sales & Marketing alignment
- Account specific engagement data
- High MRO

The three Rs of ABM:

REPUTATION

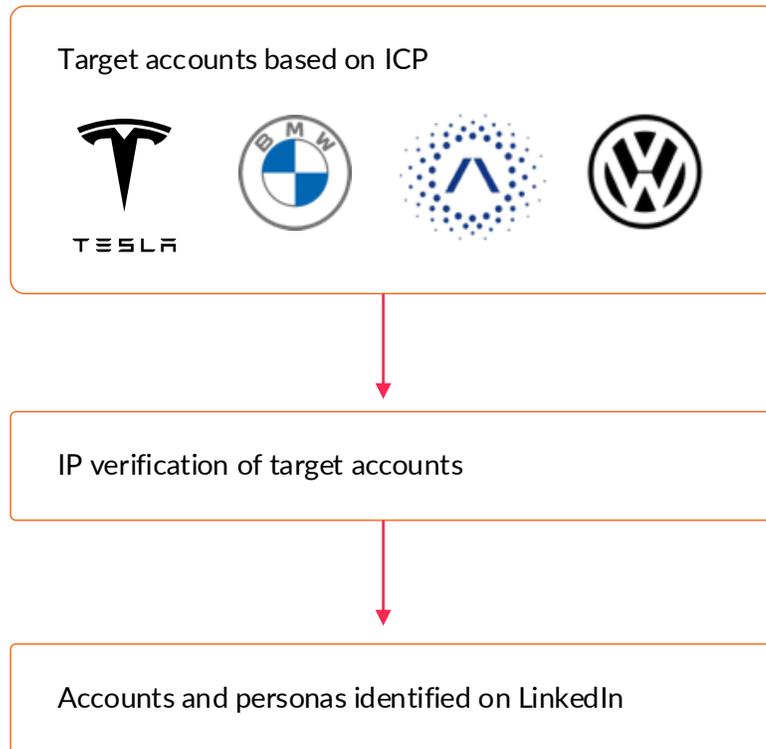
REVENUE

RELATIONSHIPS

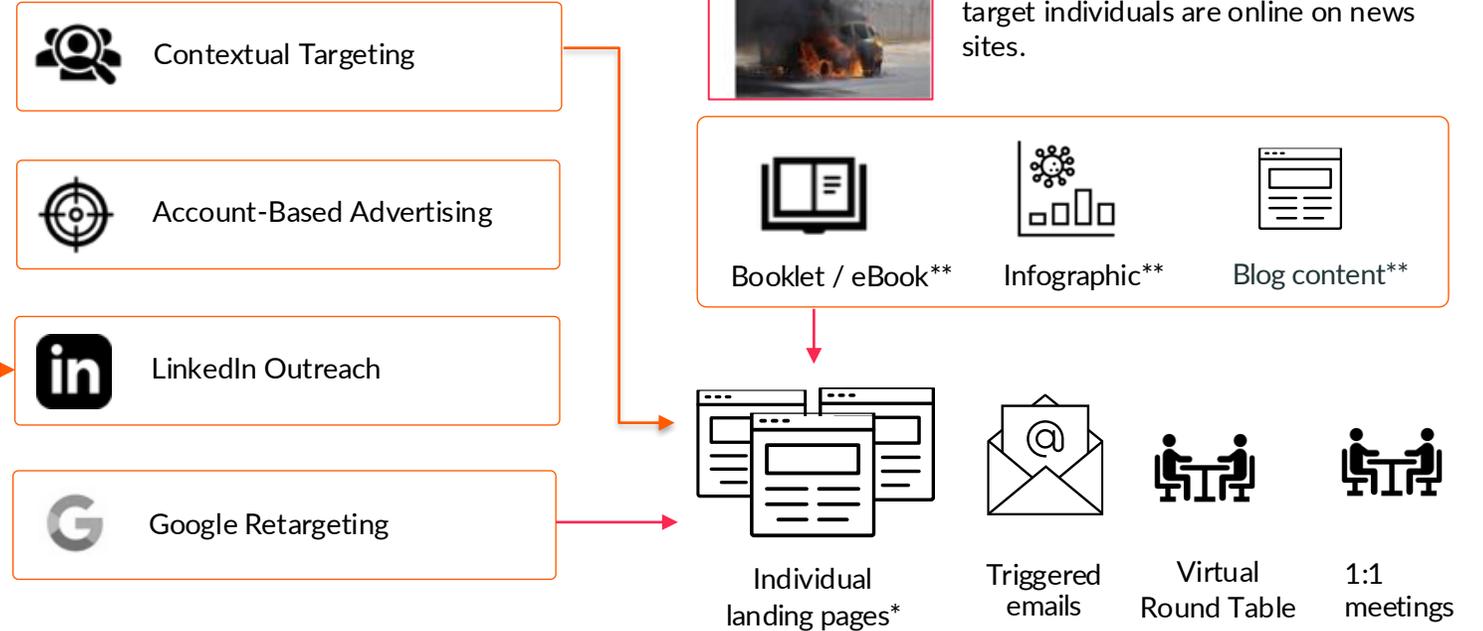
**What does ABM
look like in real life?**

Overall GTM STRATEGY and execution

Account selection



Campaign execution



**Examples of content which may be created

Pitfalls

ABM **does** and **don't's**

- Alignment between Sales and Marketing is a **MUST**
- Get C-level commitment
- Always design your ABM programme to reflect the length of the buying journey
- Start small, learn, fail fast, grow and expand



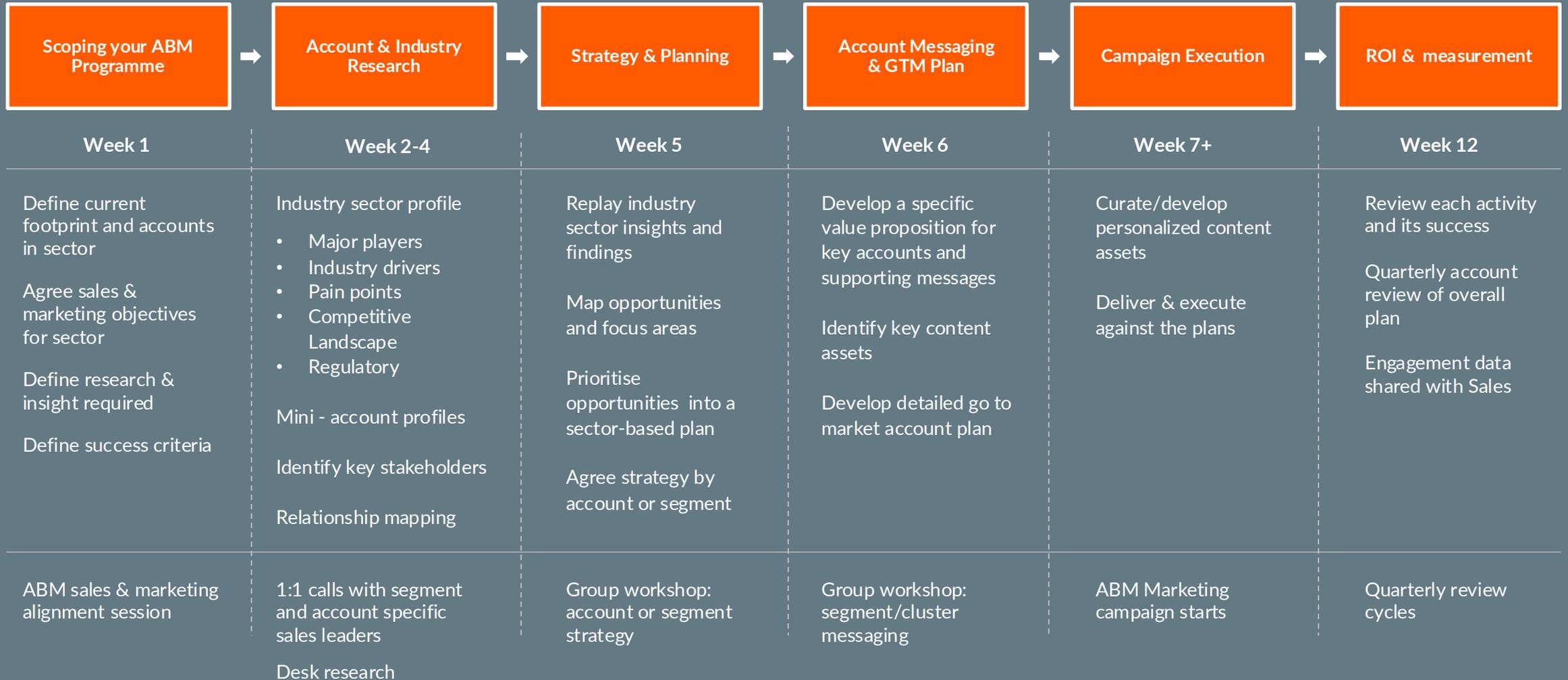
DOs



DON'Ts

ABM Framework

1: Few ABM Process



Thanks for your attention

