ACCOUNT-BASED MARKETING SERVICES

NeuronLeaders

Brickwork India
REMOTE EXECUTIVE ASSISTANCE™

Decades of Success

Why Account-Based Marketing?

*"**92%** of companies recognize the value of ABM, going as far as calling it a B2B marketing must-have."*

*"**84%** of B2B marketers say that ABM delivers higher ROI than any other approach."*

*"**75%** higher Close Rates, **26%** larger Deal Sizes, **7%** more Deal Velocity."*

SiriusDecisions ITSMA DEMANDBASE

Demand Gen vs. ABM

Traditional demand generation is fishing with a net.

You put your content out there and start catching fish. You don't care what fish you catch, as long as you pull in enough of them every month. You then nurture and score them until opportunities come out the other end.

Account Based Marketing is fishing with a spear.

You don't wait for a target account buyer to wander into your net. You reach out to target accounts directly – going after the big fish only. You don't get wasteful 'by-catch', focusing all your efforts on the prospects you need to reach.

This raises the bar on the quality of your data and the relevance of your marketing. ABM is laser-focused.

Source: *Definitive ABM Guide* written for Engagio by Velocity Partners

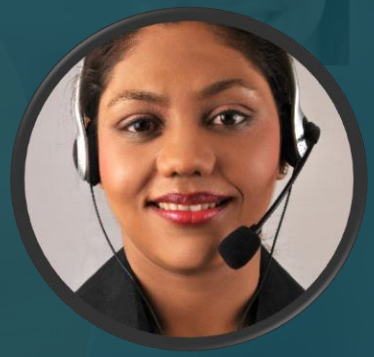
THREE BEST PRACTICE ABM STEPS

1. *RESEARCH Optimal Accounts & Contacts*
2. *CREATE ABM-Optimized Content*
3. *ENGAGE with Target Accounts*

FORRESTER®

STEP 1: RESEARCH

1. *RESEARCH Optimal Accounts & Contacts*



Find Optimal Accounts & Contacts

Morning Star Farms · Michael Kors · Brown Brothers Harriman · Perdue · MassMutual Financial Group · Nordstrom · Barclay · University of California San Diego · ANZ · BNY Mellon · Comcast · Credit Suisse · Cushman & Wakefield · Deloitte · Deutsche Bank · Fidelity Investments · First Data · Goldman Sachs · HSBC · Igloo Corporation · JPMorganChase · MassMutual · MetLife · Parsons · S&P Global Market Intelligence · Scripps · synchrony Financial · TD Bank · VISA · Walmart · Cargill · Ford Motor Company · AIG · Mariner Finance

76%	Gary Feinstein	Appt: 12/7 at 9 AM
15	Director of Information Security & Compliance at Michael Kors	
	Summary	
10	20 years experience directing Information Technology operations, personnel, networks and projects. Track record of incre	
10	Staff Management & Leadership IT Governance & Compliance	
10	Network & Data Center Management Infrastructure Design and Implementation Risk Assessment	
0	Contract Negotiations and Management Cost Containment	
0	Strategic and Business Planning	
0	CISA / CISSP / MSCE / CCNA / CCDA	
	Experience	
10	**Director of IT Security & Compliance at Michael Kors**	
0	November 2012 - Present	
15	Reporting to CIO, oversees all security operations for a global multi-billion dollar retailer. Acts as primary liaison with c	
0	Develops corporate security policies and procedures. Monitors SIEM, Anti-Virus, Firewalls, Proxies,	
0	Change Management, Identity & Access Management systems and logs.	
10	**Director of IT at Anvil Knitwear**	
0	2011 - November 2012 (1 year 11 months)	
0	Holds prime responsibility for day-to-day IT operations while interfacing with corporate executive and end user managem	
0	Implement Infor Syteline ERP, warehousing, inventory and manufacturing solutions. Perform internal	
0	security and audit operations across multi-national sites and create strategic actions plans based on findings.	
10	**Director of IT**	
0	2008 - 2010 (3 years)	
20	Act as technical advisor to Chief Executive and Operating Officers (CEO & COO) to effectively automate and streamline	
0	Perform staff reviews, training and prioritization & supervision of workloads. Fulfill client compliance requests and aud	
0	WorkFlow, Data Capture, Scanning, OCR and imaging applications.	
0	**Vice President - iSeries Engineering at Bear Stearns & Co.**	
0	2006 - 2008 (4 years)	
0	Managed hardware, operating and application systems of 25+ IBM System i Power 6 servers running heritage Bear Stea	
0	and IT best-practice policies.	
0	• Presented findings and audit documents to Senior Management and internal Audit Committees.	
0	**Systems & Network Manager**	
0	2003 - 2006 (4 years)	
0	Responsible for all city-wide technologies including; Financials, HR, water billing, permitting, imaging, risk management,	
0	Commissioners. Managed firewalls & proxies; iSeries; Audio/Visual; Wi-Fi; PC server/desktop; EMC SAN	
0	• Major work recognized by Florida Governor's Award - Innovations in Communications and Technology for	
0	City's with population over 50,000 (2003).	
0	• Designed metropolitan fiber-optic network including 350+ node Cisco / Unity UMS VoIP Telephony	
0	solution, reducing telecom operating and support costs by 35%.	
0	• Worked with office of Florida Auditor General to provide system assurance documentation and compliance	
0	with Legislative Auditing of Public Records and Sunshine Laws.	
0	• Managed PCI (payment card industry) compliance requirements including technical and business security	
0	reviews and regulatory reporting.	
0	**IT Manager**	
0	1996 - 2003 (8 years)	
0	Managed team of 10 employees including Lotus Notes & LAN/WAN administrators, applications and AS/400 operations	
0	• Led company's disaster recovery / business continuity projects and corporate security policies for all IT	
0	network systems. Successfully performed bi-annual restoration tests of all major IT systems.	
0	• Coordinated and supervised the rollout of network and application systems to global locations in preparation	
0	of grand openings.	
0	• Managed IT and business projects by accurate budgeting, resource planning and time management.	
	Education	
0	**University at Albany, SUNY**	
5	Bachelor, Computer Science, 1991 - 1995	
	Skills & Expertise	
0	Business Analysis	
0	IBM iSeries	
0	Microsoft SQL Server	
0	SQL	
0	Disaster Recovery	
0	Vendor Management	
0	IT Strategy	
0	Microsoft Exchange	
0	Enterprise Architecture	
0	Virtualization	
0	Cloud Computing	

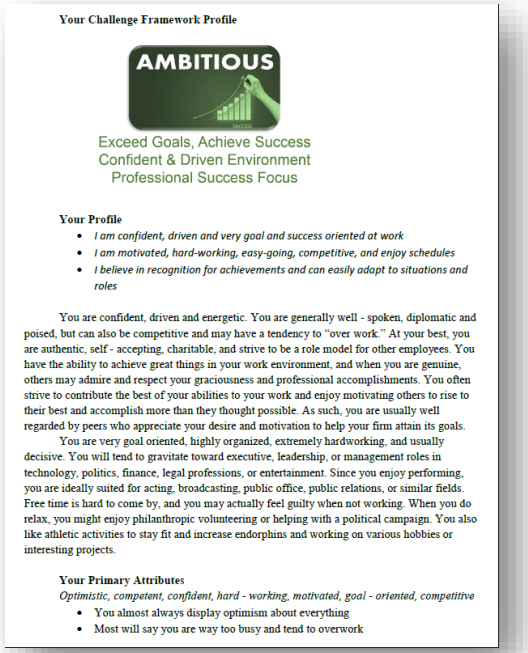
Find Unknown Urgent Risks (UURs)

"When engaging Decision-Makers early in the Buyer's Journey, UUR Messaging motivates them to act."

3X More Motivated

Find & Analyze Information

Effective, low-cost research gathering & analysis



Your Challenge Framework Profile

AMBITIOUS

Exceed Goals, Achieve Success
Confident & Driven Environment
Professional Success Focus

Your Profile

- *I am confident, driven and very goal and success oriented at work*
- *I am motivated, hard-working, easy-going, competitive, and enjoy schedules*
- *I believe in recognition for achievements and can easily adapt to situations and roles*

You are confident, driven and energetic. You are generally well - spoken, diplomatic and poised, but can also be competitive and may have a tendency to "over work." At your best, you are authentic, self - accepting, charitable, and strive to be a role model for other employees. You have the ability to achieve great things in your work environment, and when you are genuine, others may admire and respect your graciousness and professional accomplishments. You often strive to contribute the best of your abilities to your work and enjoy motivating others to rise to their best and accomplish more than they thought possible. As such, you are usually well regarded by peers who appreciate your desire and motivation to help your firm attain its goals.

You are very goal oriented, highly organized, extremely hardworking, and usually decisive. You will tend to gravitate toward executive, leadership, or management roles in technology, politics, finance, legal professions, or entertainment. Since you enjoy performing, you are ideally suited for acting, broadcasting, public office, public relations, or similar fields. Free time is hard to come by, and you may actually feel guilty when not working. When you do relax, you might enjoy philanthropic volunteering or helping with a political campaign. You also like athletic activities to stay fit and increase endorphins and working on various hobbies or interesting projects.

Your Primary Attributes

Optimistic, competent, confident, hard - working, motivated, goal - oriented, competitive

- You almost always display optimism about everything
- Most will say you are way too busy and tend to overwork

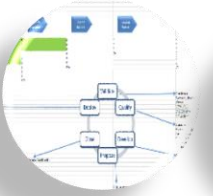
Qualitative Profile Scoring

UNCOVER FIRMOGRAPHICS PLUS…

URGENT RISKS

LEADER PROFILES

ACCOUNT PROFILES



ACCOUNT NURTURING

BEST APPROACH

STEP II: CREATE

2. *CREATE ABM-Optimized Content*

Create Level-4 Content

LEVEL 1 to 3 CONTENT IS NOT ADEQUATE FOR ABM

UNGATED OR LIGHT-GATED =
NO ABM INFO

- **Personalized**
- **Advanced Storytelling**
- **UUR Messaging**

LEVEL-4 CONTENT DRIVES ACTION

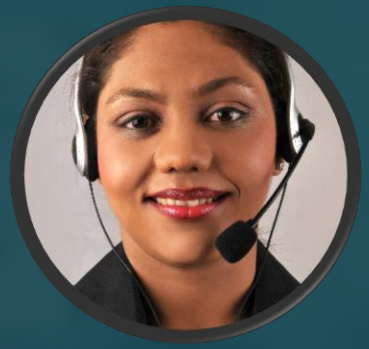
COLLATERAL

Storytelling Creates 1400% Higher Customer Retention

LONDON SCHOOL OF BUSINESS AND MANAGEMENT

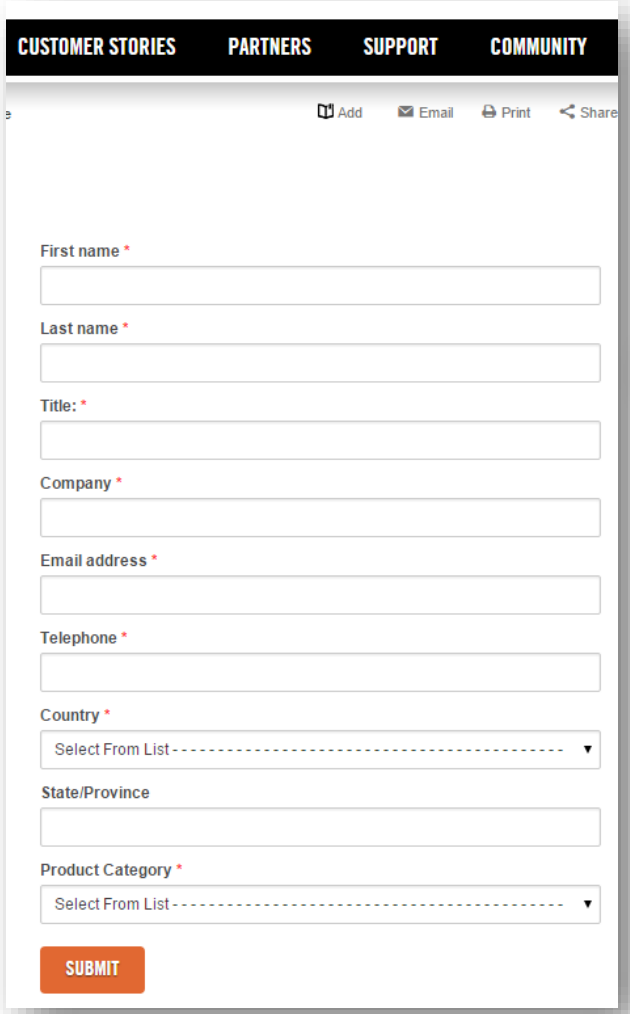
STEP III: ENGAGE

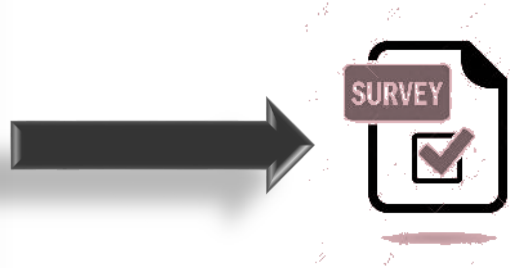
3. *ENGAGE with Target Accounts*

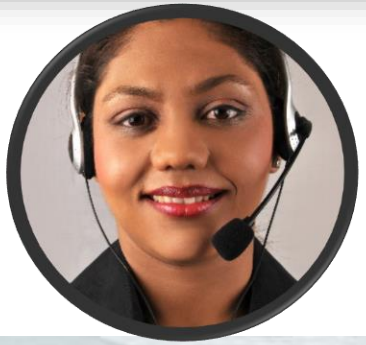


Linked in

Complete Surveys & Calls







Automated Personalized Content

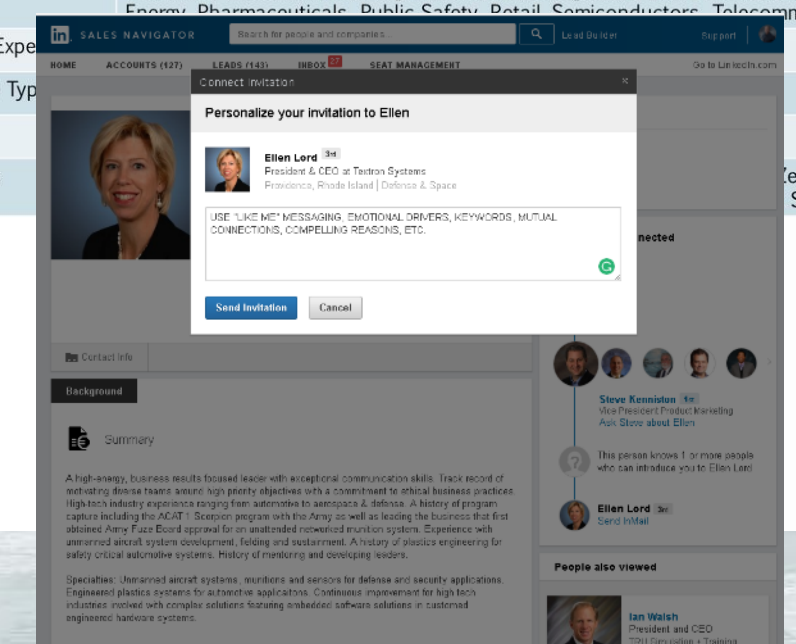
LAMP system personalizes questions, messaging & content on-the-fly based on ABM personas

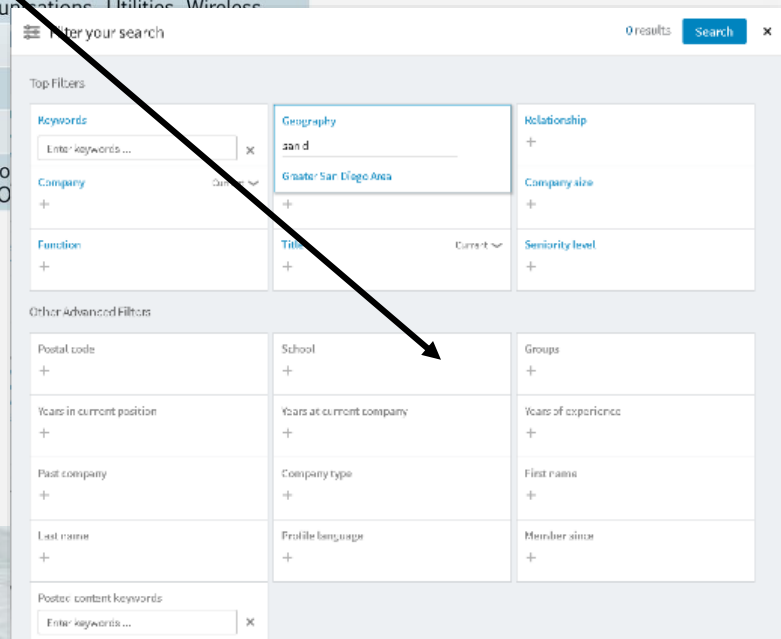
Prospect receives profile-personalized content

Email & Social Selling

LinkedIn

Type	
Title	Chief Security Officer, CISO, VP/Dir Security, Security Operations Center Director/Manager/Sr. Manager, IT Director/Manager, Security Operations/Analyst/Architect/Engineer
Seniority Level	C-Level or VP or Director or Manager
Geography	Per Region
Company Size	1001-5000, 5001-10,000, 10,000+ employees
Industry	Accounting, Banking, Biotechnology, Capital Markets, Chemicals, Computer Software, Computer Hardware, Consumer Electronics, Defense & Space, Electrical/Electronic Manufacturing, Financial Services, Hospital & Health Care, Higher Education, Information Services, Information Technology and Services, Judiciary, Insurance, Investment Banking, Investment Management, Law Enforcement, Medical Devices, Military, Oil & Energy, Pharmaceuticals, Public Safety, Retail, Semiconductors, Telecommunications, Utilities, Wireless
Years of Expe	
Company Typ	
Function	
Keywords	





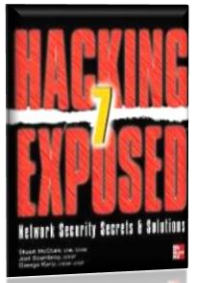
Manage Calendars & Reminders

Right-Sized Incentives

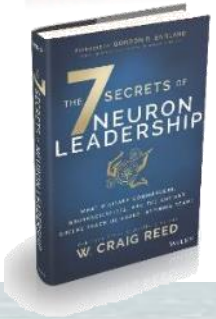
LAMP system auto-personalizes surveys & messaging based on personas

Incentives are Tailored to Profiles & Qualifications

Influencer



Evaluator



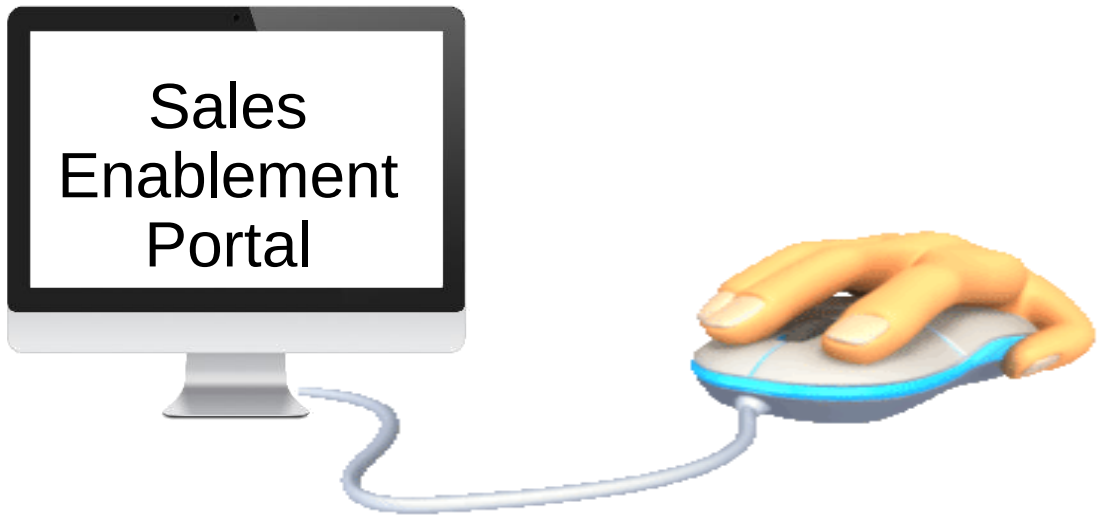
Decision-Maker

Create Detailed Reporting

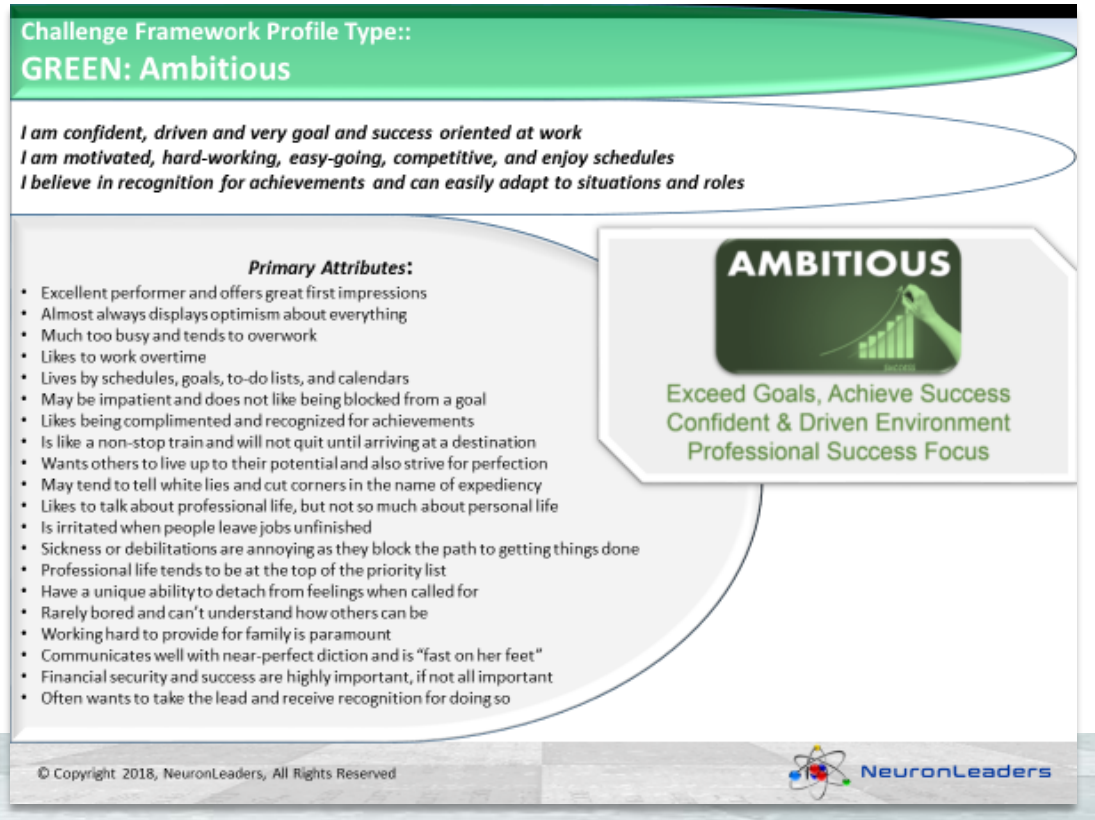
Overall Conclusions

- Mid-market companies are adopting cloud (mix of private, public, and hybrid) with up to 15 cloud services. This despite most not having an explicit cloud strategy
- Most rate cloud management use cases as "somewhat needed":
  - ✓ Benchmarking versus peers
  - ✓ Recommendations on cloud service purchase and comparative assessments
  - ✓ Monitoring usage for compliance, auditing, and governance reasons
- Top cloud consumption concerns seem to be:
  - ✓ Compliance with mandatory regulations (HIPPA, PCIA) and audits
  - ✓ Security and privacy (SS#, bank acct) of cloud data
  - ✓ Data retention/recovery in the event of disaster or other loss
  - ✓ Unauthorized use of cloud services including file sharing (Dropbox), communications (Skype), creative collaboration (Adobe), and purchasing
  - ✓ Compliance with frequently updated State PI protection mandates: (https://www.mintz.com/newsletter/2007/PrivSec-DataBreachLaws-02-07/state_data_breach_matrix.pdf)

ABM Sales Enablement



Sales Pros get emails with links to prospect-personalized tools & training *and* a Prospect Messaging Guide with Profile Overview, Primary Attributes, Typical Mannerisms, Primary Fears & Motivators, DOs and DON'Ts, Recommended Keywords



Client Endorsements

"…leveraged cutting-edge neuroscience to dramatically improve lead conversion rates, shorten sales cycles, and increase our closing percentages."

Walter Leverett
Director of Sales

"…a unique, quality-driven approach to lead generation that stays focused on the task at hand - generating great opportunities for our partners."

Nicole Boss,
Product Manager

"…a unique combination of cutting-edge digital marketing, neuroscience messaging, and social media profiling, as well as expert sales coaches on prospect calls."

Lisa Dreher
VP Marketing

"…insights, guidance, and high-quality solutions that enabled us to realize significant gains in our sales team's ability to execute."

Matthew Weaver
Sr. Director of Global Enablement

Case Study

CYLANCE

Fortune 1000 ABM Campaign

ABM profiling, targeting, content-creation & personalization resulted in **11 SQLs within 60 days.**

- **100** ABM Target Accounts
- **34** Decision-Maker Meetings
- **394%** Survey Completion Increase
- **630%** MQL Increase
- **11** SQLs in 60 days

Case Study

ABM Partner Appointments – Retail Industry

Problem

- The client wanted to offer products to larger retail chain stores and needed ABM help to research and contact target partners to gain account & prospect information.

Solution

- Brickwork contacted target partners via phone and verified decision-makers in charge of managing vendors for the client's solutions.
- Brickwork engaged with decision-makers and gathered detailed firmgraphics, risks, concerns, and solution requirements and scheduled appointments for the client's sales team.

Impact

- The client engaged with decision-makers via scheduled appointments and discussed opportunities to offer/propose solutions to the retailer. The client completed numersous successful calls, closed business, and expanded their market share. The client was very satisfied with the outcome and has entrusted Brickwork with several additional projects.

Case Study

ABM Customer Appointments – Chemical Industry

Problem

- The client wanted to identity target chemical laboratory customers in the APAC region with the capability to manufacture or supply a specific chemical compound via an organic extraction process.

Solution

- Brickwork conducted extensive ABM research to prepare a target list of 20 accounts that matched the client's stringent requirements and detailed firmographics.
- After identifying and analyzing target accounts, Brickwork contacted each via phone and email to qualify the accounts and schedule appointments for the client.

Impact

- Brickwork created a detailed database of target accounts that included firmographics, scoring, and important information.
- Brickwork conducted research on more than 600 accounts, scheduled appointments, and assited the client in completing a successful ABM campaign to drive revenue.

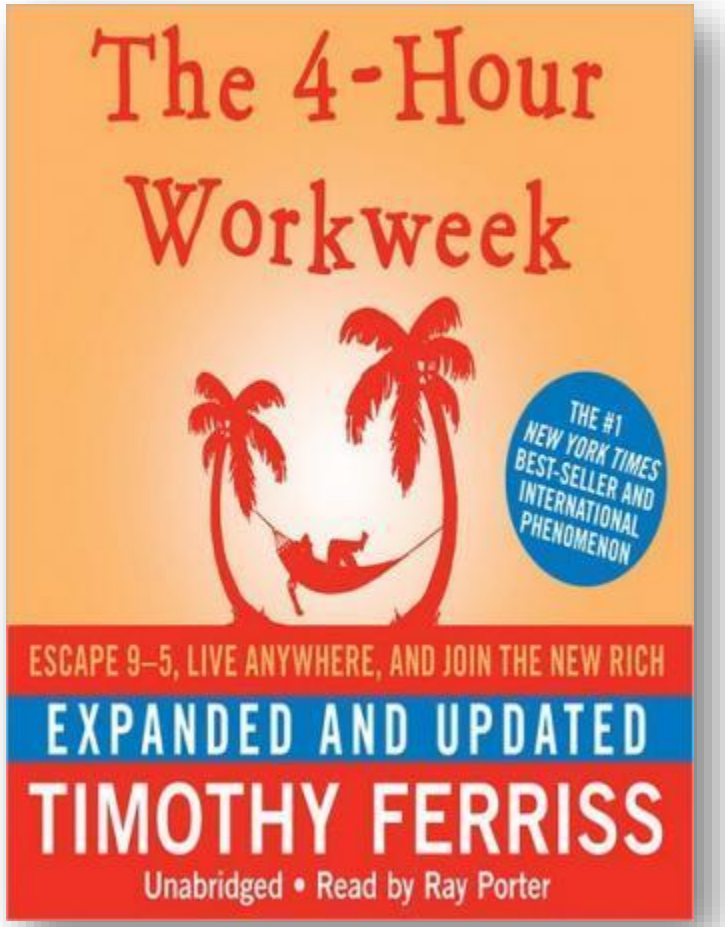
Accolades

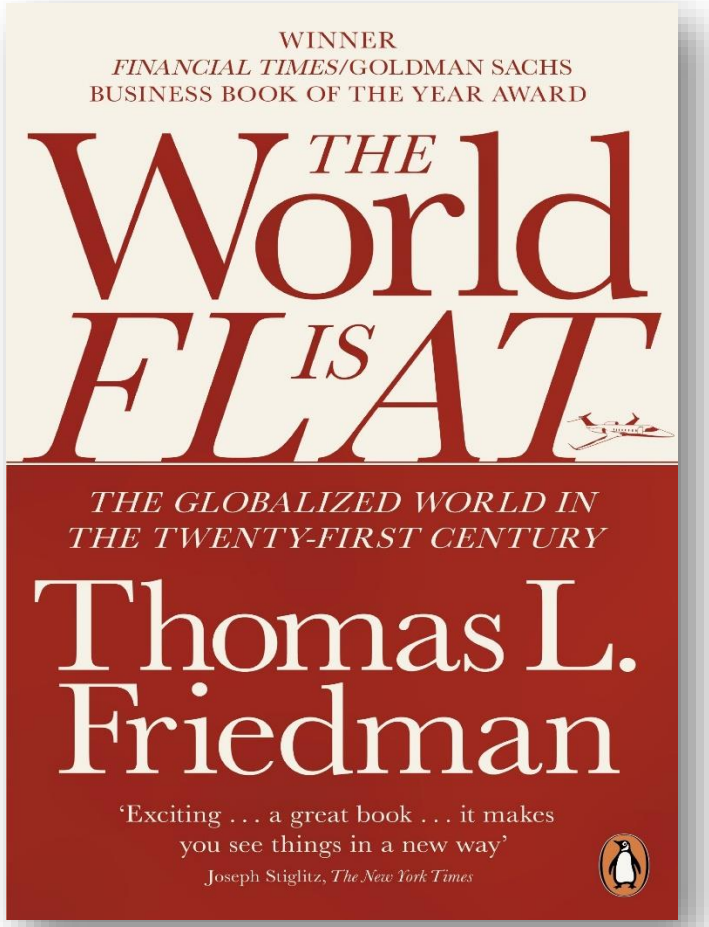
The New York Times

esquire MAGAZINE

FAST COMPANY

BusinessWeek





Why Act Now?

If your goal is to drive $50M this year in ABM revenue, every workday you delay will cost you

$192,000

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