

Creating An Account-Based Enterprise Go-To-Market

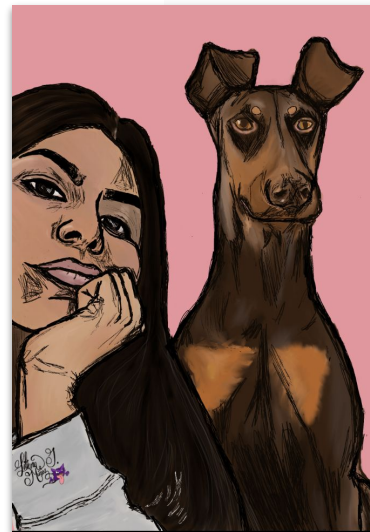
Case Study Prepared by Liliana Munoz
12/01/23

Agenda

1. About Me
2. Business Objectives
3. Driving Strategic Planning
4. Creating a Partnership with Marketing and Sales
5. Account-Based Marketing Example
6. Success Metrics and Results
7. Parallels and Recommendations
8. Why this case study?
9. Q & A

About Me

- ★ Previously at **Coupa**, **ZoomInfo**, and **Oracle**
- ★ Background in **Enterprise Account-Based Marketing**, **Demand Generation**, and **Sales**
- ★ Specialize in **sales and marketing alignment**, regional field events, email sequencing, and LinkedIn advertising for enterprise market
- ★ When I'm not marketing, I'm drawing, painting, or outside exploring
- ★ Raised in small NorCal town, UC Berkeley grad



Business Objectives

Educate

- Kickstart Data-as-a-Service (DaaS) business
- Incorporate DaaS into company strategy to change the way we go to market
- Enable customer-facing teams on new way to approach the enterprise market
- Educate customers and prospects on value of DaaS & full revenue platform

Align

- Establish ongoing cross-functional alignment with a productive feedback loop
- Develop ways to accurately route contacts & accounts, create triggers, create KPIs, and measure results for DaaS
- Finalize target list of accounts and Ideal Customer Profile

Drive

- **Create campaigns to drive engagement and pipeline to reach DaaS revenue goal of \$180M/year**

Bonuses: A Domino Effect

- *Pushed for customer demand generation & customer ABM for company*
- *Pushed for enterprise-level go-to-market strategy*

Driving Strategic Planning

Alignment with key partners

- Cross-functional transparency
- Leadership check-ins

How:



Cross-functional Collaboration

Long-term strategy and tactics to hit goals

- Forward-looking planning to become enterprise-focused
- Free or low-cost, low-bandwidth ways to drive pipeline to target accounts

Growing program under my leadership

- Constant communication with stakeholders to align on company revenue goals
- Continuously driving key initiatives
- Shift from transactional business mindset to enterprise-strategic
- Showcasing team wins to show ongoing success with team mentality

A part of the secret recipe:

- Partnering with Head of Product, Product Marketing, and Sales to secure internal buy-in and lead change

Creating a Partnership with Marketing and Sales



Document process, progress, and results



Showcasing all wins to create and keep momentum



Share results with sales, leadership, and key stakeholders



Liaison between marketing and enterprise sales team

Account-Based Marketing to Hit Pipeline Goals Example

→ Campaign Goals

- ◆ Drive engagement and pipeline for target list of accounts finalized by sales, product, and marketing leadership
- ◆ Partner with sales on 1:1 campaigns to drive and accelerate pipeline



***Get us closer to
\$180M!***

Account-Based Marketing to Hit Pipeline Goals Example

→ Multi-Channel Coverage

- ◆ Refreshed content
- ◆ Website, Blog, and Resource Center debut
- ◆ SEO
- ◆ Sales Outreach
- ◆ Marketing Emails
- ◆ Webinars
- ◆ Content Syndication
- ◆ Social Media Advertising
- ◆ Regional Events

Email X

{{first_name}},

Given your role in data strategy, I thought your team would benefit from higher account match rates, fill rates, and firmographic accuracy- specifically for targeting hard to find/ inaccurate data on private and small businesses.

Is it the right time to connect?



Account-Based Marketing to Hit Pipeline Goals Example

➔ Ideal Customer Profile

- ◆ Customer accounts
- ◆ 1000+ EE
- ◆ Prioritized 3 of 7 industries
- ◆ Multi-person tracks and use cases based on 5+ teams within organization
- ◆ Prioritizing SFDC customers
- ◆ 1:1 campaigns: 5 sales/product-identified accounts
- ◆ *Exclusions*: current DaaS customers and open opportunities

Account-Based Marketing to Hit Pipeline Goals Example

- Campaign Goals
- Multi-Channel Coverage
- Ideal Customer Profile

Framework

Create

Align

Iterate

Enable

Launch

Track

Present

Align

Success Metrics and Results

Metrics

- Engagement
- Meetings
- Opportunities & Pipeline generated, accelerated, influenced
- Revenue
- Add-ons
- Customer account growth

Key Results

- \$85M influenced pipeline
- \$9M projected ARR in first month of full business coverage
- **Strategy and programs still running today**

Success Metrics and Results

Metrics

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Key Results

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Non-tangible wins

- Strategic alignment to ensure we're all working toward same goals
- Credibility, trust, and transparency with sales and cross-functional teams
- Change management to create a more enterprise-ready GTM approach

Bringing this plan to Company X

- **Learn** Company X GTM and historical wins to draw parallels
 - ◆ Understand Company X advantage for Enterprise
 - ◆ Prioritize target accounts
 - ◆ Understand market trends, pain points, and how Company X can fill gaps (organizational, industry, East vs. West, account-specific)
- **Create single-source of truth** document
 - ◆ Create campaign themes that tie back to specific goals and key initiatives
 - ◆ Target audience and Total Addressable Market
 - ◆ Key Performance Indicators
- **Personalize** content, messaging, and events
- Establish **Follow-Up** Strategy
- Identify Opportunities for **post-sale advocacy and future upsell**
- **Measure, Monitor, and Adjust**
- **Bridge gap** between sales, marketing, and leadership
- **Collaborate**

Why this story?

- Successful campaign in terms of hard metrics and alignment
- Strategy had a lot of moving parts to create, get buy-in beyond sales leadership, and execute effectively
- It shifted organization to a new space → upmarket competitively with a chance to land and expand and interacting with more stakeholders within each account
- Shows an example of educating the market first with air coverage, followed by creating account-specific messaging

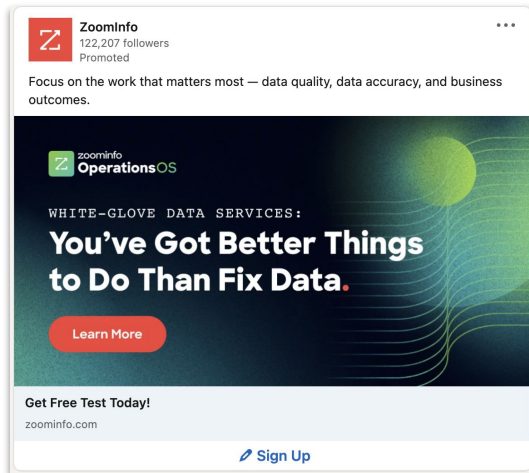
APPENDIX

ADDITIONAL INFO PER SLIDE

Account-Based Marketing to Hit Pipeline Goals Example

Campaign Breakdown	Multi-channel	Ideal Customer Profile
<ul style="list-style-type: none">→ Drive engagement and pipeline for target list of accounts finalized by sales, product, and marketing leadership→ Partner with sales on 1:1 campaigns to drive and accelerate pipeline	<ul style="list-style-type: none">• Refreshed content• Website, Blog, and Resource Center addition• SEO• Sales Outreach• Marketing Emails• Webinars• Content Syndication• Social Media Advertising• Regional Events	<ul style="list-style-type: none">• Customer accounts• 1000+ EE• Across 3/7 industries• Multi-persona tracks and use cases based on 5+ teams within organization• Prioritizing SFDC customers• 1:1 campaigns with sales- and product-identified accounts• Exclusions: current DaaS customers and open opportunities

Account-Based Marketing to Hit Pipeline Goals Example



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- ☐ Send us your data file:
 - Whatever method is preferred (secure FTP, inside of a Box folder, etc.)
 - Include between 1,000 - 100,000 records, at your discretion

Email X
{{first_name}},

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Is it the right time to connect?

Success Metrics and Results

Metrics

- Engagement
- # Meetings booked
- # Opportunities sourced/influenced
- \$ Pipeline generated
- \$ Pipeline accelerated
- \$ Pipeline influenced
- \$ Revenue
- Add-ons
- Customer account growth

Results

- \$85M influenced pipeline
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