

2021 Account-Based Marketing Plan

Presenter: Scott Muster



Agenda

- Why ABM?
- Identifying target accounts
- Engaging across channels
- ABM Maturity
- Measuring results

WHY ABM?

```

    mirror_mod.use_x = False
    mirror_mod.use_y = True
    mirror_mod.use_z = False
elif _operation == "MIRROR_Z":
    mirror_mod.use_x = False
    mirror_mod.use_y = False
    mirror_mod.use_z = True

#selection at the end --add back the deselected m
mirror_ob.select=1
modifier_ob.select=1
bpy.context.scene.objects.active = modifier_ob
print("Selected" + str(modifier_ob)) # modifier ob i
#mirror_ob.select = 0

```

ABM supports our 2021 business objectives and key results



Objective 1

Objective 1 description



Objective 2

Objective 2 description



Objective 3

Objective 3 description



Objective 4

Objective 4 description

Are we trying to move up-market? Expand into new verticals? Generate more revenue?

ABM drives revenue

Align marketing & sales

- ABM helps ensure marketing is focused on the same set of target accounts as the sales team
- Running coordinated campaigns across sales and marketing improves performance
- 36% of growth can be attributed to revenue alignment*

Invest more efficiently

- ABM allows marketers to target a data-driven, prioritized set of accounts against which to prioritize our budget
- Provide marketing “air cover” to the accounts that sales is already targeting
- 91% percent agreed ABM accounts have higher ROI rate*

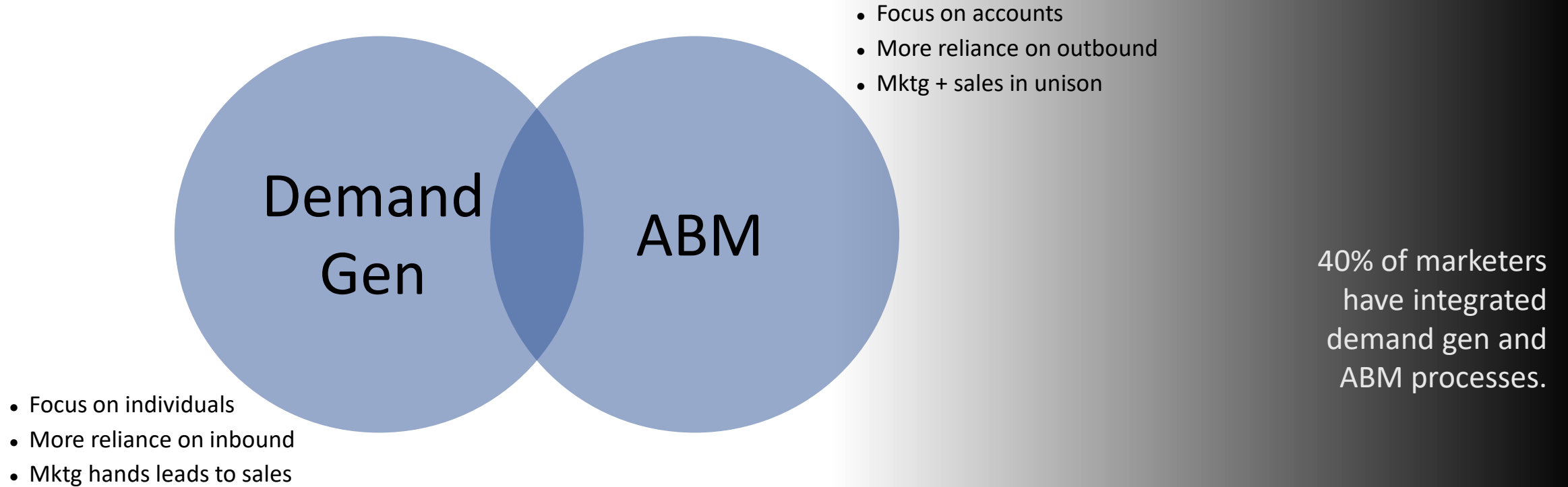
Close deals faster

- The most important factor to consider? ABM contributes to the bottom-line goals of the business
- Moving away from volume metrics alone toward business-critical metrics like revenue gives marketing ownership over key results
- 80% report closure rate was higher with ABM accounts*

Map the business goals.

**Source: SiriusDecisions*

How demand gen & ABM work together



Add detail about percentage of marketing mix attached to lead-gen or account-based goals.

Building an account-based program

Identify the right accounts

- Use data and vendor data to identify the target audience, accounts, and buying committees.
- Prioritize key accounts based on fit, intent, and engagement signals

Engage across channels

- Ensure the right mix of digital ads, email, sales outreach, and direct mail, etc.
- Run coordinated campaigns with marketing “air cover” for sales outreach
- Customize web experiences for visitors from target accounts and use custom email signature CTAs

Measure results

- Do not ignore metrics like new contacts or MQLs. Lead volume and quality is still important.
- Track leads *from TAL* as a subset of total leads generated
- Look at account progression for TAL, and opportunities influenced by account-based programs

Identifying the audience

```
if (strcmp(operation, "MIRROR_Z") == 0) {
    mirror_mod.use_x = False
    mirror_mod.use_y = True
    mirror_mod.use_z = False
}
elif operation == "MIRROR_X":
    mirror_mod.use_x = False
    mirror_mod.use_y = False
    mirror_mod.use_z = True
```

```
#selection at the end --add back the deselected mirror
mirror_ob.select= 1
modifier_ob.select=1
bpy.context.scene.objects.active = modifier_ob
print("Selected" + str(modifier_ob)) # modifier ob is the
```

```
mirror_ob.select = 0
None = bpy.context.selected_objects[0]
```


ABM audience foundation



Ideal Customer Profile (ICP)

The ICP represents firmographic and technographic attributes of your highest-quality customer accounts.



Target Account List (TAL)

Target accounts should have the highest probability of closing based on shared ICP attributes.



Prioritized Account List

Prioritize accounts based on fit, intent and engagement signals, our ABM goals and our sales capacity.



Buying Committees

Identify the decision makers, influencers, and end users in each of our target accounts.

Define the terms to use for segmenting audiences.

Ideal Customer Profile (ICP)



Ideal Customer Profile (ICP)

Company size	
Industry vertical(s)	
Revenue	
Geography	
Technographics	

Define ICP by the relevant attributes (examples, subject to change).

Build and Prioritize Target Account List (TAL)



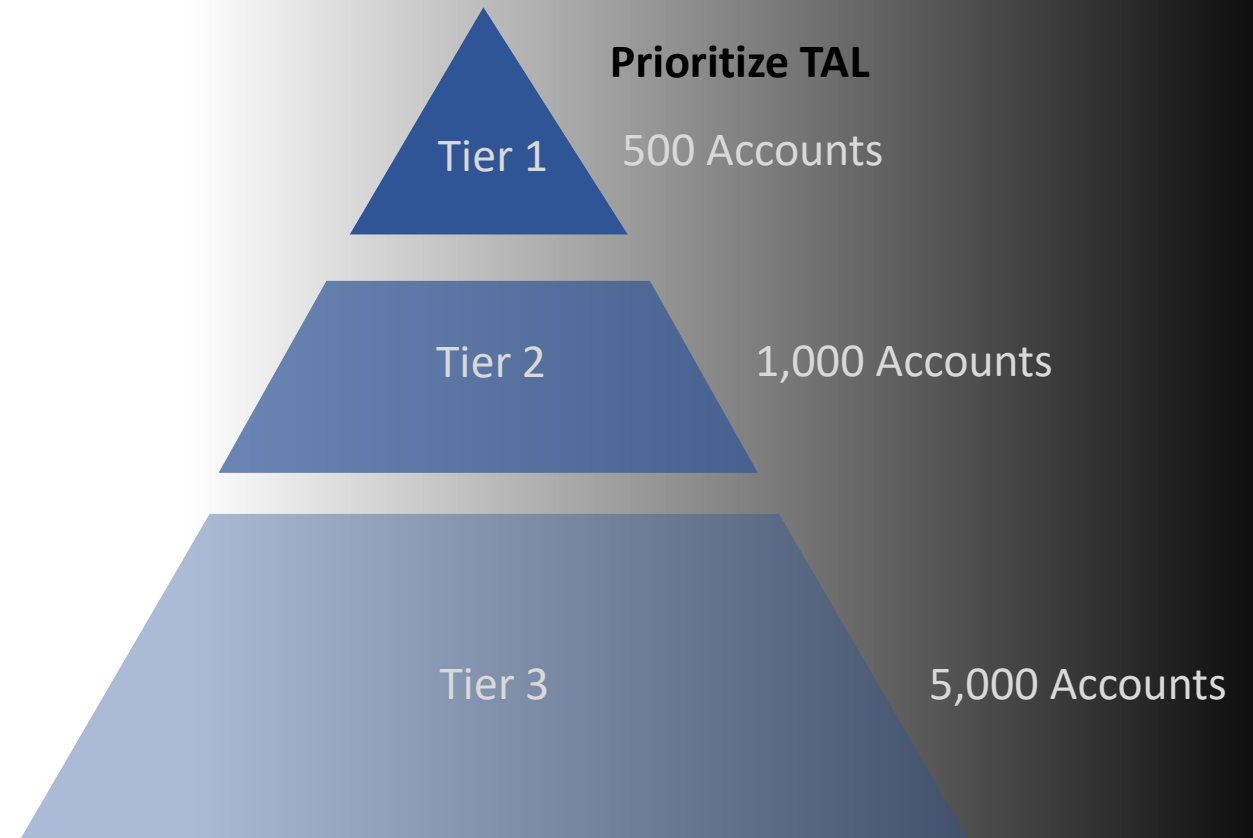
Target Account List (TAL)

Start with ICP to identify existing accounts in the database that match these attributes

Use vendor data to pull full set of available unknown accounts into list based on fit data and intent signals

Collaborate with sales to evaluate the quality of accounts and preliminary tiering

Use machine learning and predictive models to score/tier our account list

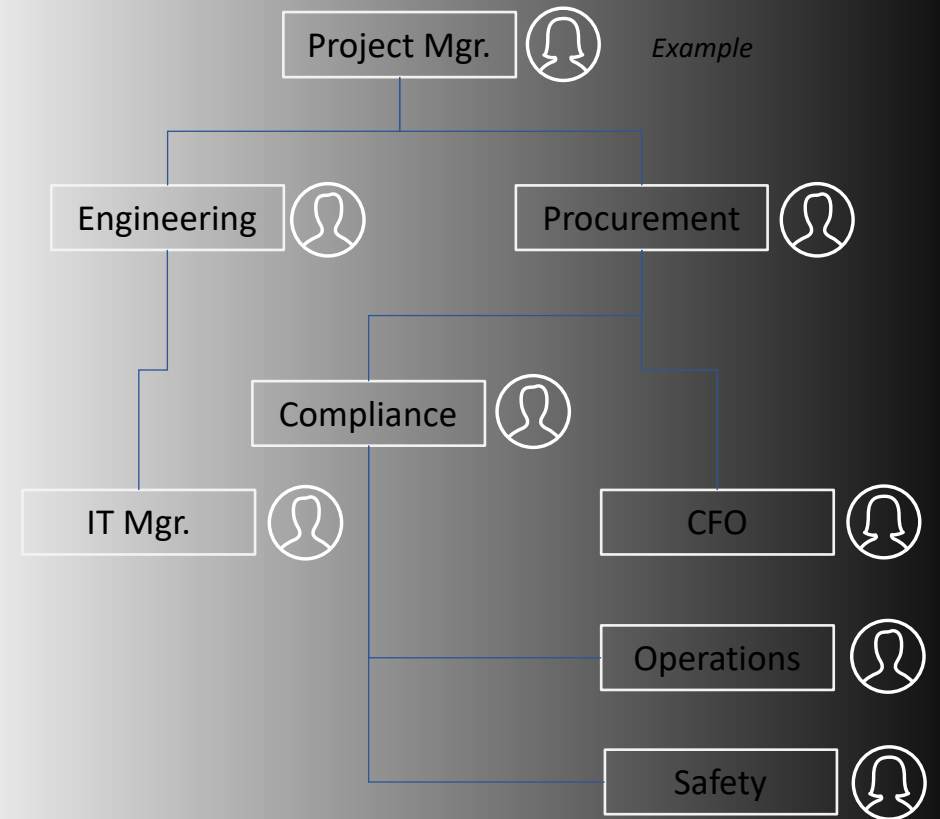


Identifying buying committees



Buying Committees

1. Start with account-to-contact matching in the owned database
2. Use vendor databases to find buyers with certain job titles, functional areas, geographies, etc.
3. Begin building a map of the buying committee for each account
4. Build on that map by identifying buyers who are searching for solutions like BH, buyers engaging with BH brand or competitor's brands, etc.



Engaging
across multiple
channels

























ABM engagement channels and functions

This table helps organize the MarTech via the marketing functions and marketing team responsibilities.

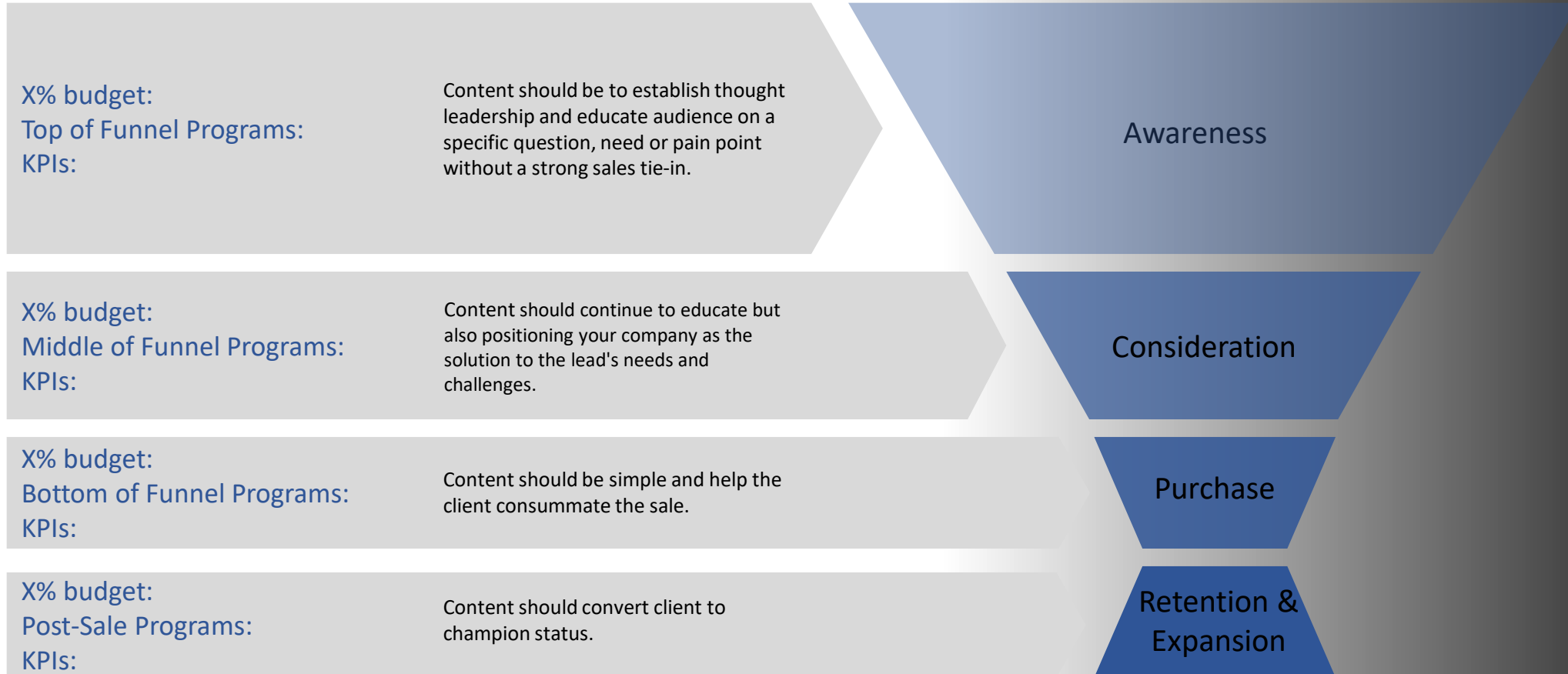
Function/Channel	SEO	Paid Media	Owned Media	Experience	Email Marketing Automation	Website/Internet Analytics	Multi-Channel Integration
Core Broadcast Communications	Keyword Management & Performance	Direct Ad Platform Management	Social Media Management	Content Management System	Email Broadcast	Website/Internet Analytics	Sales
Personalized Communication	Backlink Management	Retargeting Platform	Outreach Management	Personalized Messaging & Mobil Push	Retargeting Contextual Platforms	Tag Management	Customer Service & Support
Optimization	On-Page Crawling	Programmatic	Creative Testing	Landing Pages & Conversion Rate	Creative Optimization	Customer Data	Sales Optimization
Insight	Tools	Customer Data	Social Benchmarking	Survey Tools	Segment & Campaign Reports	Attribution Modeling	Call Tracking
Planning & Management	Gap Analysis	Budget & Campaign Plans	Editorial Calendars	Conversion Optimization Plans	Contact Strategies	Customization	Contact Guidelines
Productivity	Integrated Tools	As Assets Management	Asset Plans & Management	Content Audits	Pre-Launch Tests	User Access Control	Company-wide Internal Communication

ABM MarTech

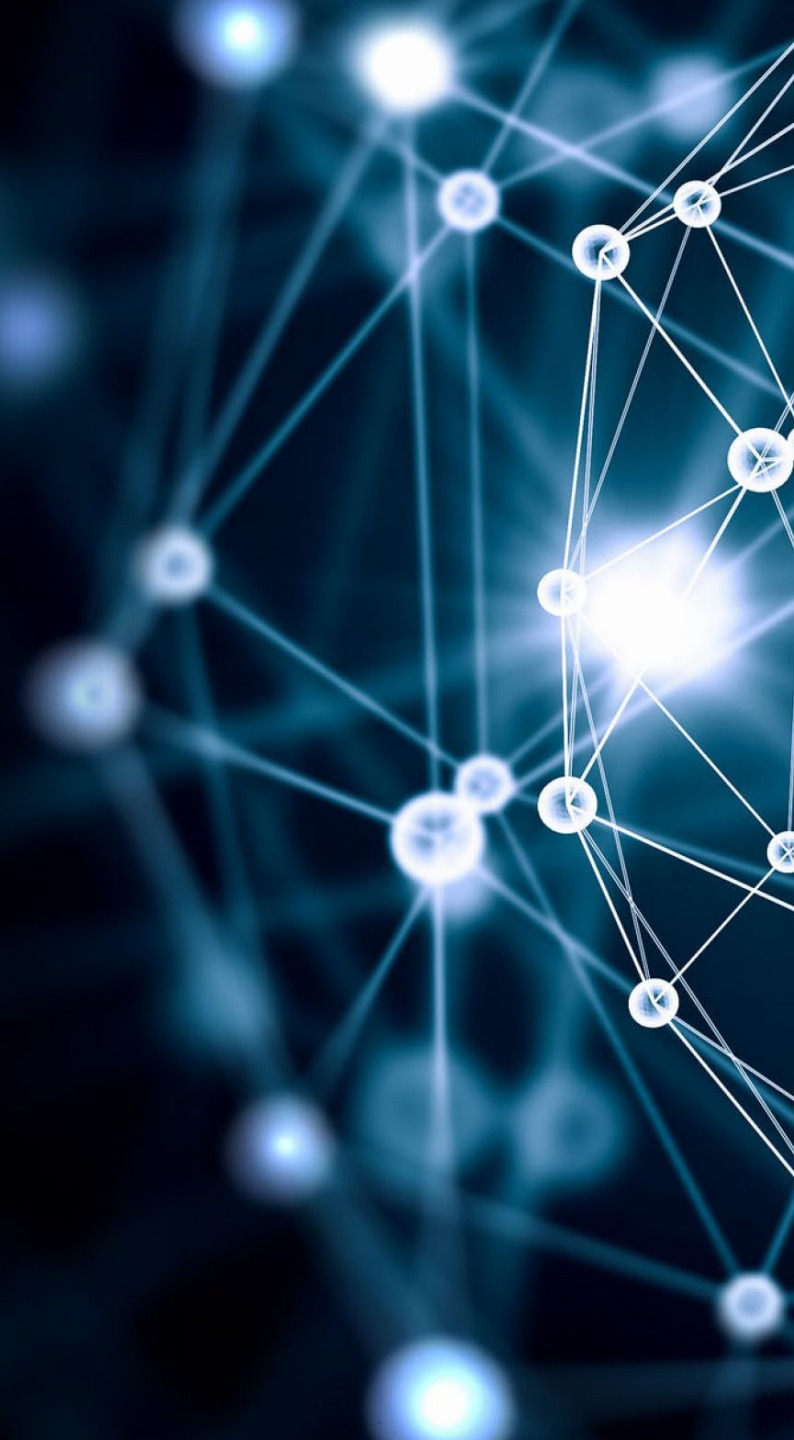
The tech indicated below is for demonstration and subject to change. Creating a state-of-the-art technology stack involves five decision criteria: Ease of use, Cost/ROI, Application, Integration, and vendor support.

<p>Mail & Gifting</p> <p> </p> <p></p>	<p>Digital ads</p> <p></p> <p></p>	<p>Email</p> <p> </p> <p> An Adobe Company</p>	<p>Chat</p> <p></p> <p></p>
<p>Web personalization</p> <p> </p> <p> </p>	<p>Webinars</p> <p></p> <p></p>	<p>Sales outreach syndication</p> <p> </p> <p> </p>	<p>Content syndication</p> <p></p> <p></p>

ABM by funnel stage



ABM Maturity Model



Crawl – Walk – Run



Partner with a Salesperson, Small team, or Group

- Segment account list
- Develop/test ABM strategy to target accounts



Partner with Sales Leaders in BH Division

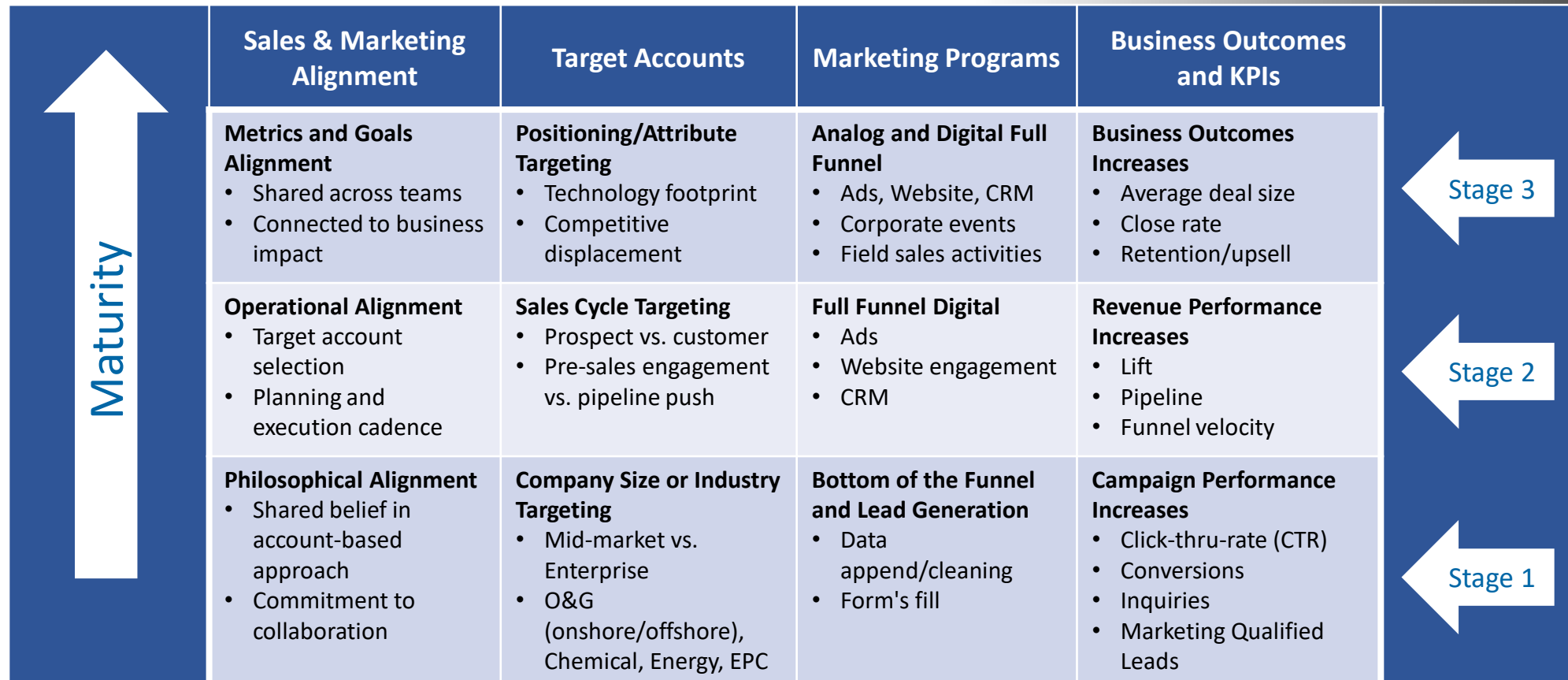
- Segment account list
- Develop/test ABM strategy to target accounts



Sales and Marketing Partnership

- Comprehensive target account list
- Full ABM strategy rollout

ABM program development



Measuring Results



How measuring ABM is different from demand gen

Volume with High Value

Adding ABM to our mix comes with a few mindset shifts. The goal is to work toward a more finite audience that is already somewhat 'qualified'. So instead of just focusing on getting more leads, ABM is focused on getting more of the right leads (from the right accounts).

Accounts vs. People

Traditionally, marketing has focused on leads—that is, individual people showing engagement. While it will always matter to have the right buyers taking action, ABM focuses on the account before the person, not the other way around.

Revenue Impact

Ultimately, just like any other marketing strategy, ABM should drive revenue. Measure direct pipeline generation from ABM programs as well as revenue influence.

ABM by funnel stage



Measuring account progression through funnel.

ABM engagement metrics

Metric	Definition	Goal # (per day, month, year)
Accounts Reached	The number of accounts from target account list that were served at least one ad or opened at least one email.	
Accounts Visited	The number of accounts from target account list that viewed at least one page on site.	
Accounts Engaged	The number of accounts from target account list with at least three page views.	
Unique Visitors	The number of unique visitors from all accounts reached.	
Total Page Views	The number of page views from all accounts reached.	
Future Interest Account	The number of contacts in our TAL who say the timing isn't right but reach out in the future.	

ABM campaign metrics

Metric	Definition	Goal # (per day, month, year)
Accounts Targeted	The number of accounts on our target list for the campaign.	
TAL Responses Generated	The number of targeted contacts that responded to the offers (as measured by a form fill, page view, or email response.)	
TAL Meetings Booked	The number of meetings booked with a seller in response to the campaign.	
TAL Opportunities Generated	The number of net new opportunities created in response to the campaign.	
TAL Pipeline Value	The dollar value of the net new opportunities generated as defined above.	

Examples, subject to change.

2021 Account-Based Marketing Plan

Scott Muster

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Marketing Candidate**

