



# Activating Your ABM Strategy

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# What We'll Cover

- Cross-checking your ABM strategy
- What to do before activating your strategy
- Establishing organizational alignment
- Activating your strategy with Demandbase
- Data-driven decision making

# Cross-Checking Your ABM Strategy

# Cross-Check Your Strategy

## ICP

Tightly define your ICP. Has it changed over the last year? Will companies of a certain size, in a specific industry, or a particular geography more important than other accounts?

## GTM

Customer expansion vs new logos? Will you primarily be going after existing customers or will you focus on new business? Both? What are your target personas?

## Offer

Will you approach your ABM accounts with one or multiple offers? If multiple, are the target audiences vastly different? Are you prepared to measure offer impact?

## Structure

How does your sales structure support your ABM accounts? Is sales the organization compatible with your ABM program organization? Need ABM SLAs?

# Activating Your Strategy

# Things to Think about when Activating Your Strategy



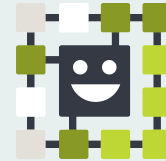
## Forecast

Determine ABM program forecast and select accounts.



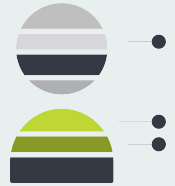
## Content

Map content to your ICP(s) buying journey. Identify gaps and consider needed CTAs.



## Account Tiering

Categorize accounts into tiers, ensuring “must-win” accounts are in tier 1.



## Entitlements

Differentiate account tiers with entitlements. Determine budget, activity, and personalization needs for each tier.

# Establishing Key Integrations for Success

## Types of Integrations:

- CRM
- Marketing Automation
- Advertising
- Sales Enablement
- Sales Automation
- Chat
- Gifting
- Content Marketing
- Analytics
- Technographics

## Benefits of Integrating:

- Richer data pulled into one platform for execution and reporting
- Ability to orchestrate to integrated platforms
- Business agility
- Aligned sales and marketing

# Organizational Alignment



# Ways to Establish Organizational Alignment

- **ABM Leadership Team**
  - Inclusive of Sales, Marketing, MOPs, SOPs, and ABM Manager(s)
  - Change management, collaborating on challenges, enforcing SLAs, etc.
- **ABM Community of Practice**
  - Monthly meetings to share ABM scorecard, best practices, and success plays from marketing and sales
- **ABM Sales Standups**
  - Short weekly meetings between ABM Marketer and sales manager with 1:1 and 1:few accounts

*An ABM Leadership team that meets regularly is **key** to establishing alignment*

# Activating Your Strategy with Demandbase

# Activating Your Strategy in Demandbase

1. Define journey stages
2. Develop intent keyword sets
3. Define healthy engagement
4. Establish predictive scores
5. Identify technology alignment
6. Develop reports and role-based dashboards

*Follow these steps to activate your strategy.*

# Ensure Journey Stages Reflect Your Strategy

- Are you focused on new logos?
- Is there a sales stage that is a pivotal point in the customer journey?
- If customer expansion is part of your strategy, ensure that the journeys go beyond customer to enable movement of accounts beyond the customer stage
- Well-formed Journey stages help determine the right internal teams are working on accounts and ensure the right message at the right time.



# Set Up Independent Keyword Sets that Reflect Your ABM Priorities

- Start with your **products/solutions** on your website
- Use **SEO keywords** as a starting point
- Ensure a **competitive set** is created
- Sales organizations frequently have strong knowledge of **pain points**
- **Minimize overlap** between keyword sets

# Engagement Minutes: Reflect ABM Priorities

- Define **high value pages** and ensure they're allocated more engagement minutes
- Identify **key content pieces** and/or **activities** that are reflective of higher levels of engagement
- **Weight personas, target industries, company size, etc.** to reflect your strategy



# Consider Aligning Predictive Scores to Support Key Strategies

- Do you address vastly different ICPs with your solutions?
- Do your customers look/ behave differently in different parts of the world?
- Are sales cycles longer or shorter for different products?

## Qualification Score

Going beyond firmographics, quantify what truly defines ideal customers. This score helps you understand the likelihood of an account *ever* becoming a customer.

## Pipeline Predict

See every account with a high propensity to buy *within the next 30 days*. Minimize lost opportunities and maximize marketing and sales attention to the right accounts

# Gain Insight into Technologies Your Target Accounts Use and Need

Technographics can support your segmentation strategy and provide sales with key insights. Some examples:

- **Account-Based Advertising:** target accounts who own complementary or competitive technologies in key industries and create value messages based on competitive or partner play
- **Website Personalization:** leverage technographics combined with account ID, firmographics, and demographics to create customized site experiences
- **Sales Insights**
  - Use Orchestration to create automated sales actions for accounts with specific technologies
  - Identify competitor or complementary technologies and send them to sales via weekly snapshot emails



# Drive Revenue by Delivering the Right Data at the Right Time to Sales

Deliver data when and where sales needs it most:

- **At the Account level in Salesforce, Microsoft Dynamics, or Hubspot CRM:**
  - Use Salesforce dashboards for a high-level overview of Account lists
  - Demandbase unified iFrame for all the information sales needs to understand a single account
  - Orchestration for alerting sales of changes in account status
  - Sales Intelligence for account research
- **At Account List level in Demandbase One:**
  - Role-based dashboards
  - Reports
  - Deep account insights at the Person, and Account level

# Put Data into Action with Report Subscriptions and Role-Based Dashboards

- Determine which teams/initiatives need role-based dashboards
  - EX) AE, BDR, Sales Leader
  - EX) ABM Tiers
  - EX) Product Initiatives
- Determine what reports are needed for each sales and marketing team

The screenshot displays the 'Homebased Sales Dashboard' for a user named 'Daryl Demo List'. The dashboard includes a navigation bar with filters for 'Industry', 'Role', and 'Department', each with a 'Please select...' dropdown. Below the filters, there are two 'Highlights' cards. The first card features a pink dog icon and lists activities for 'Technical product Owner/Specialist, THE VANGUARD GROUP, INC', including 'Attended OnDemand 2023-Q3-WBN-Roundtable...', 'Attended OnDemand 2023-Q1-VE-SMART-Day...', and 'Viewed Content in AllTime-NT-Welcome-FinServ...'. The second card features a pink and green dog icon and lists activities for 'FAS Marketing Operations Coordinator, Senior Associate, THE VANGUARD GROUP, INC', including 'Attended OnDemand 2023-Q3-WBN-Roundtable...', 'Viewed Content in AllTime-NT-Welcome-FinServ...', and 'Viewed Content in AllTime-NT-Welcome-FinServ...'. Below the highlights, there is an 'Accounts' section with a table of account data. The table has columns for 'Pipeline Predict', 'Qualification Score', and 'Most Engaged'. The accounts listed are all 'Highly Likely' and 'Advertising Only'.

Pipeline Predict	Qualification Score	Most Engaged
Highly Likely Advertising Only		Highly Likely Advertising Only
Highly Likely Advertising Only		Highly Likely Advertising Only
Highly Likely Advertising Only		Highly Likely All Advertising Only

# Data-Driven Decision Making

# Determine Key Metrics, Establish Dashboards



## Relationship

Are you landing and expanding?

Who are you engaging in the buying committee?

Are you engaging with the right people at accounts?



## Revenue

Are you reaching your revenue targets?

Are you selling your highest margin offerings?

Did you meet new product goals?



## Reputation

Are customers renewing?

Have you secured testimonials?

Are customers rating you highly on social media?

Are they committed to training/learning?

# Account Metrics: Different Per Team and Stage

These teams:	Progress these accounts:	To achieve:
	Journey Stages	
	All Other	666,222 (92%)
Brand, Social & PR Digital Marketing Demand Gen	Qualified	41,295 (6%)
	Aware	13,211 (2%)
	Interested	973 (0.1%)
Digital Marketing Demand Gen SDRs	Engaged	1,156 (0.2%)
	MQA	657 (0.1%)
Digital Marketing Field & Product Marketing Field Sales	SQL Opportunity	465 (0.1%)
	Pipeline Opportunity	400 (0.1%)
Customer Marketing Customer Success C-Suite/Finance	Customer	295 (0.0%)
	Customer Engaged	618 (0.1%)
	Expansion Opportunity	342 (0.0%)
	Expansion Won	73 (0.0%)
		% of Accounts in Engaged Stage % of Web Traffic from Target Accounts
		#of Contact Requests / MQA # of Approved Meetings / SQA
		# of Opportunities Created \$ of Pipeline
		Renewal Rate Up- and Cross-Sell Pipeline Up- and Cross-Sell Revenue LTV, CAC, CAC Payback Period

# Summary

- Align your Demandbase setup to support your strategy
- Professional Services can help you!

The image features a dark blue background with decorative green curved lines in the corners. The lines are composed of multiple parallel lines that curve from the corners towards the center. The text "Thank you!" is centered in the middle of the image.

**Thank you!**