



DEMANDBASE

EBOOK

HELPING YOUR CLIENTS SUCCEED WITH ACCOUNT-BASED MARKETING

INTRODUCTION

Here's a simple truth: traditional demand gen is broken. Marketing is spread thin across a growing range of digital channels. The buyer's journey now happens largely online, and largely without vendors; buyers increasingly prefer to educate themselves before reaching out. If they do reach your clients' sites, most bounce after reading one page, leaving without filling out forms or responding to CTAs. As a result, they aren't doing the things that could make them part of a predictable revenue cycle.



Source: Demandbase, Marketo, Adobe, CMO Survey

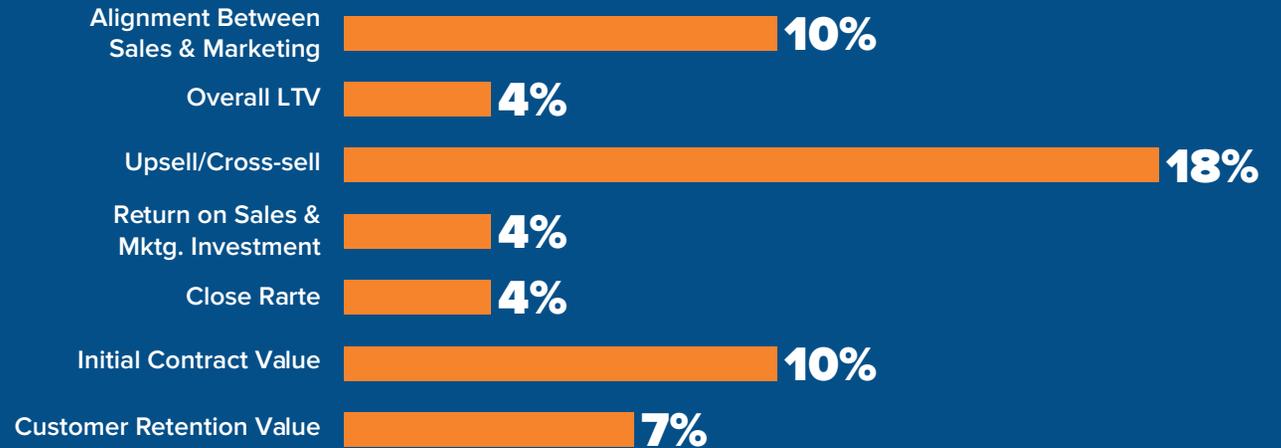
In trying to adjust, your B2B clients may be struggling to find the right focus for employees, budget, and resources.

They are also likely battling inefficiency at every level, from identifying quality leads to creating the right content to generating revenue.

Below these issues is a more foundational one: the great divide between sales and marketing. Marketing focuses on individuals, personas, and quantity of leads at the front of the funnel, while sales works the second half to win accounts and close deals. In other words, these two critically important revenue-generating teams don't just work in isolation; they speak entirely different languages.



INTRODUCTION



% INCREASE AFTER EXECUTING ABM FOR 1 YEAR +

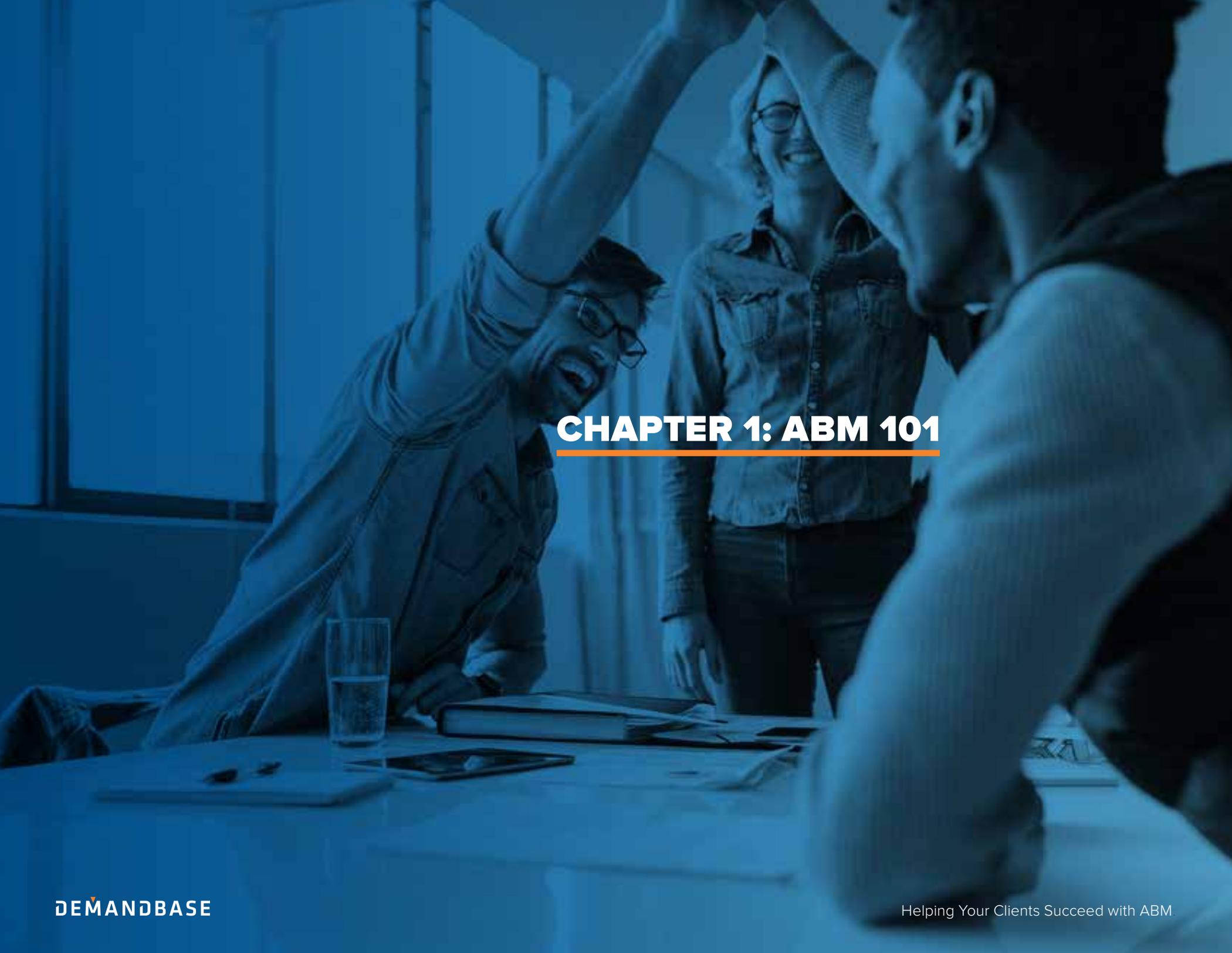
Source: TOPO: ABM State of the Market

Leading B2B companies have discovered that these challenges can be overcome by aligning sales and marketing teams around what matters most: accounts. Account-Based Marketing (ABM) creates common ground for these groups to agree on what will lead to revenue, and then work together—in a highly effective way—towards that shared goal.

At Demandbase, we've seen ABM transform our company, improving our marketing and sales effectiveness and transforming our culture, which is now better aligned on closing new business, retaining customers, and increasing revenue. We've also improved our customer journey, because we can deliver coordinated and far more relevant experiences to people within our most critical accounts.

But don't just take it from us. A recent TOPO report shows that [ABM outperforms traditional methods across the board](#)—and across the metrics that matter most to executives. What's more, companies that have been executing ABM for more than a year are seeing greater benefits than companies who are just starting—and those benefits increase over time.

This guide is designed to help you coach your clients in ABM so they can experience their own transformation—and have your company to thank for their success.



CHAPTER 1: ABM 101

It's often helpful to start by discussing what ABM isn't.

For instance, some agencies may equate *Account-Based Advertising* with ABM. But while Account-Based Advertising is an important tactic, ABM is a much larger and more integrated strategy.

JUST TO BE CLEAR, YOU CAN'T BUY YOUR WAY INTO ABM.

Another misconception your clients may have is that implementing ABM is as simple as rolling out a lot of new software. Just to be clear, you can't buy your way into ABM. Technology is an important ingredient, but it's just one of many. Before they dedicate budget to new technology, your clients need to invest the time and effort it takes to create a well-considered ABM strategy. Walking them through that process will help them learn what they need to buy, and more importantly, exactly how those solutions will help them realize their larger goals. We'll discuss technology in greater detail in Chapter 3.

AN ABM STRATEGY

- ✓ Identifies and focuses on the best opportunities, choosing quality over quantity
- ✓ Supports sales reality by delivering on their target accounts
- ✓ Delivers more personalized, customer-centric experience for a more limited set of accounts
- ✓ Connects marketing to revenue by reporting on programs in terms of pipeline, revenue, funnel velocity, deal size and other metrics important to executives and sales leadership.

ABM DEFINED

So what is ABM, exactly? An ABM strategy enables your clients to target the accounts that matter most to them, engage those accounts across the funnel, work with sales to convert and close those accounts, and measure the results, using that data to refine and scale their efforts.



TARGET



ENGAGE



CONVERT



MEASURE

ABM IS AS EASY AS 4-5-6

4

KEY AREAS

5

KEY GAINS

6

AREAS OF FOCUS

To take full advantage of an ABM strategy, your clients need the big picture: how to move forward with the approach, where to focus their efforts, and what they stand to gain. The graphics on the following pages help to break it down.

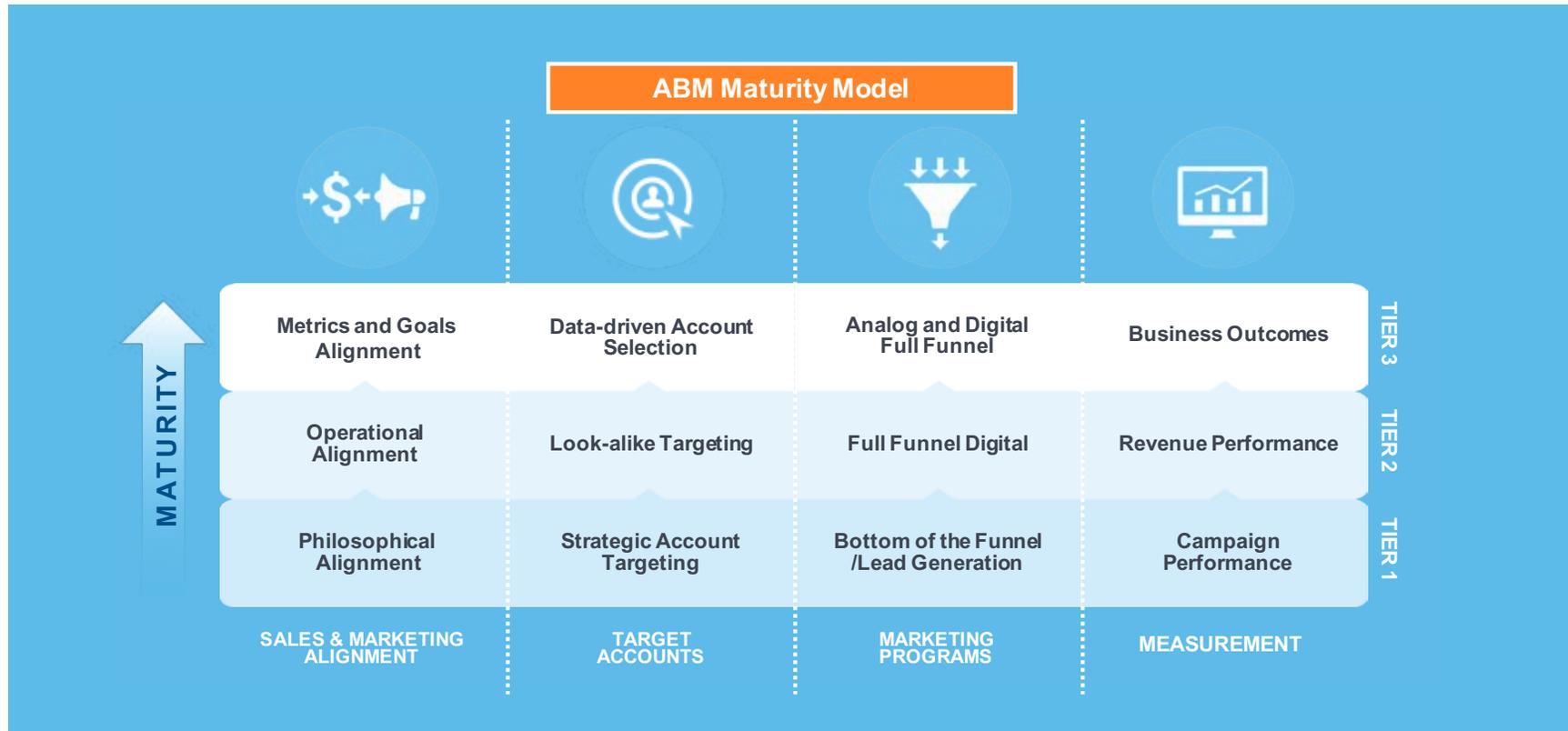
KEY AREAS

4

ABM Has Four Areas of Focus:

- Sales and marketing alignment
- target accounts
- marketing programs
- and measurement

As you coach your clients through an implementation, they'll grow in sophistication through the tiers. For instance, sales and marketing alignment at tier 1 might be two people agreeing to try a small pilot; by tier 3, the full sales and marketing teams will collaborate on a common set of objectives and metrics to measure the business impact of their efforts.



KEY GAINS

5

What Do Your Clients Stand to Gain with ABM?

The first and most critical benefit is that their sales and marketing teams align around key accounts and how to approach them. They will also move away from quantity—how many leads they can generate—to focus instead on quality: leads from their target accounts. This leads to a smarter, more efficient use of marketing's

budget and resources, and allows for the team to proactively go after the accounts they care about. And with this limited focus, Marketing can track and pass along intelligence, not just leads, helping them get more meetings and close more deals.



Collaboration vs. Conflict



Quality vs. Quantity



Efficiency vs. Wastefulness



Proactive vs. Reactive



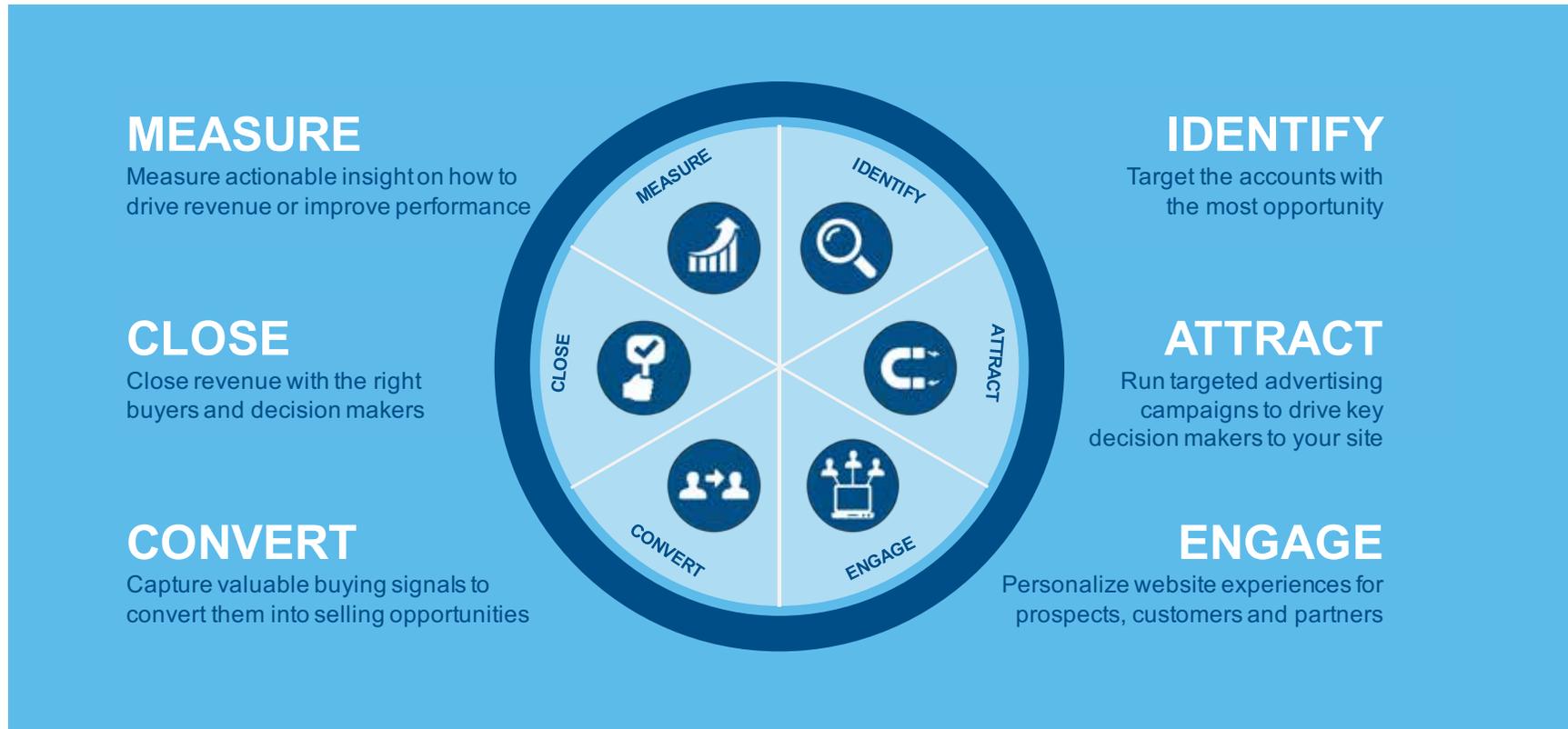
Intelligence vs. Leads

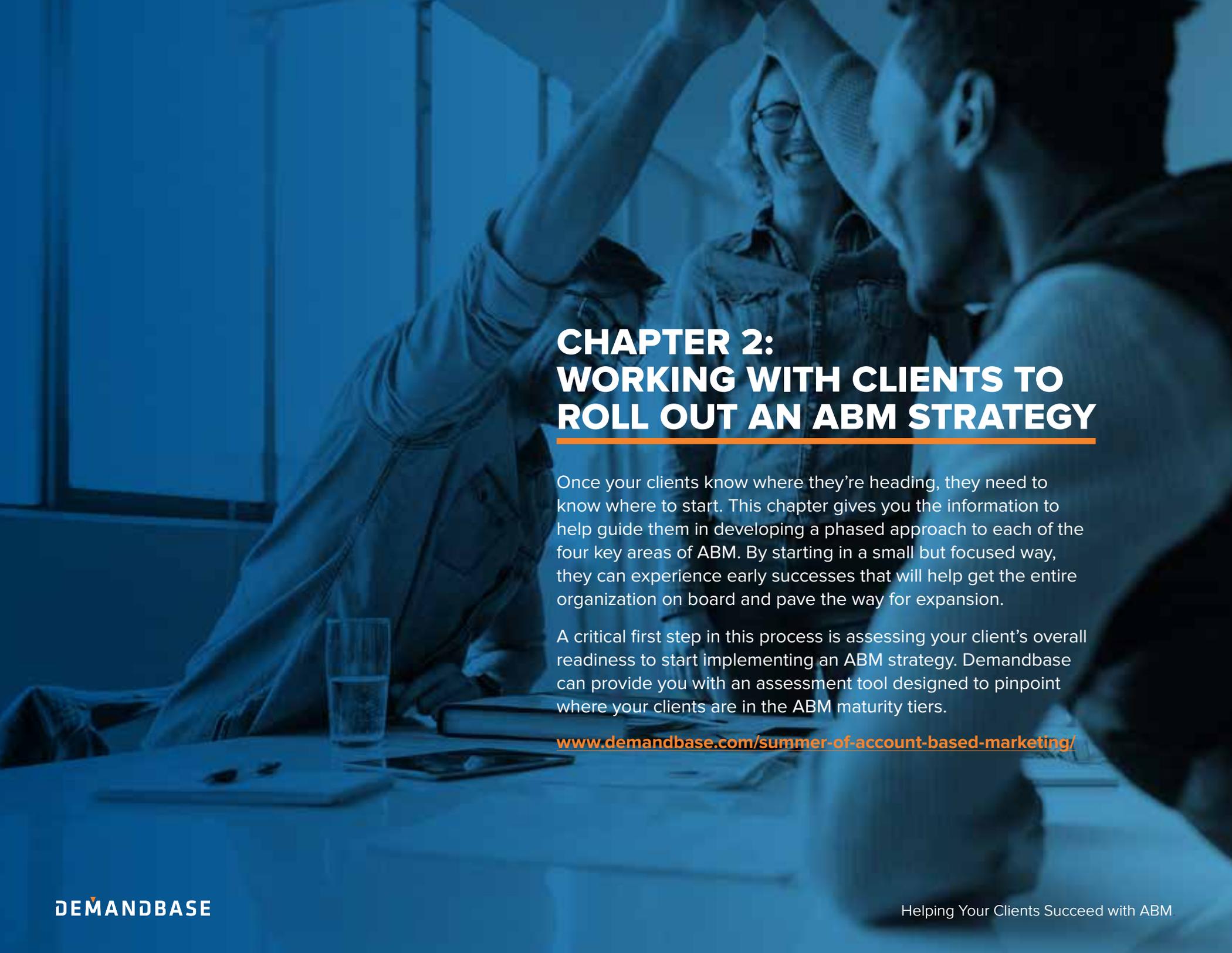
AREAS OF FOCUS



To achieve those gains, your clients will need to understand how to align their focus across the entire funnel. These 6 primary areas describe continuous cycle of improvement:

1. **Identify** key target accounts
2. **Attract** key people within those accounts
3. **Engage** contacts with personalized content
4. **Convert** buying signals into selling opportunities
5. **Close** with the right buyers
6. **Measure** your success, gather insights, and refine your process.





CHAPTER 2: WORKING WITH CLIENTS TO ROLL OUT AN ABM STRATEGY

Once your clients know where they're heading, they need to know where to start. This chapter gives you the information to help guide them in developing a phased approach to each of the four key areas of ABM. By starting in a small but focused way, they can experience early successes that will help get the entire organization on board and pave the way for expansion.

A critical first step in this process is assessing your client's overall readiness to start implementing an ABM strategy. Demandbase can provide you with an assessment tool designed to pinpoint where your clients are in the ABM maturity tiers.

www.demandbase.com/summer-of-account-based-marketing/

KEY AREA 1: SALES AND MARKETING ALIGNMENT

Some organizations may already be at the point of full alignment. With other clients, you may be working with a single marketing professional wondering how to introduce ABM to the company. In these cases, start small by identifying a single ally. That person may be a sales counterpart who is willing to test the ABM model on his or her named account list. The data from that pilot can earn buy-in from more senior people in sales, who can help expand the pilot to additional accounts with a broader scope.



Your client can then move up through the tiers of ABM maturity by cycling through the six areas of focus at higher and higher levels: identify key accounts; attract, engage, convert and close on those accounts; measure progress and move ahead. Each success can help gain buy-in from senior leadership to implement ABM in a broader way.

Next, put together an ABM leadership team with members from sales, marketing and operations who can help develop a broad set of higher-level business objectives and offer higher-level perspectives. Sales, for instance, can provide insight into the sales cycle and target account list. Marketing can speak to programs that will help advance sales goals. And operations can help assess and integrate ABM technology. Leaders from other departments can and should be involved to help champion ABM and drive change.

WHEN SALES NEEDS MORE CONVINCING

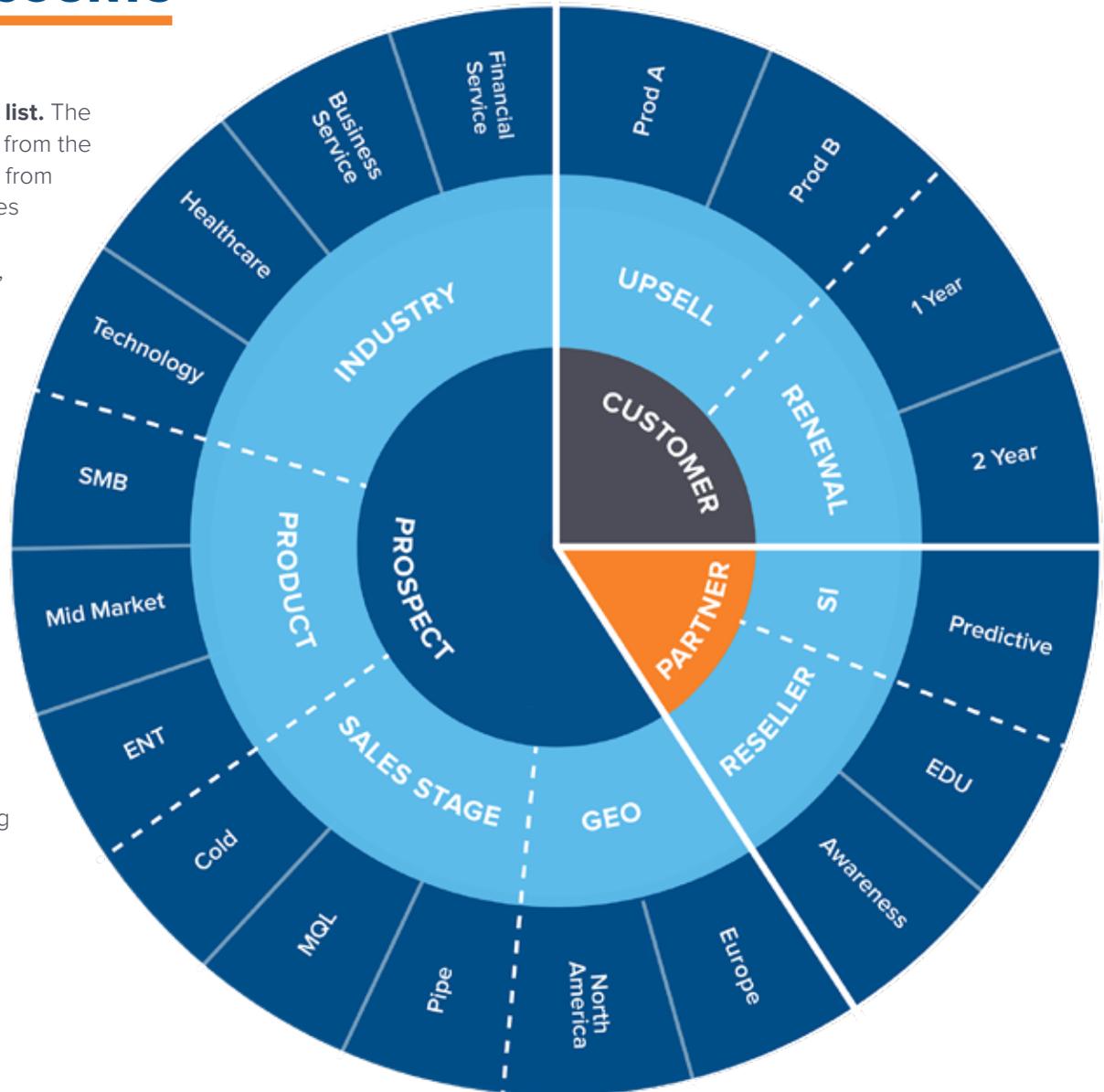
It's not uncommon for sales teams to have initial reservations about ABM, including concerns that lead volume will go down and they won't have enough pipeline to hit their sales numbers.

Our 3-part resource, [A Guide to Selling the Value of ABM Inside Your Organization](#), provides an eBook, PowerPoint deck and ROI calculator to help you and your clients start a conversation that brings sales on board as allies.

KEY AREA 2: TARGET ACCOUNTS

Next, help your clients build their target account list. The initial list can be developed by marketing or drawn from the sales team's account list but ultimately needs input from both teams and to align with the business objectives developed by the ABM leadership team. Once leadership approves the list, create a collaborative, iterative process that solicits input from the entire organization. Sales should have the opportunity to verify and iterate the list, and it should be updated at regular intervals, based on sales cycles and the timing of marketing programs.

The next step, particularly if your client's list is in the hundreds, is to slice and dice it into actionable segments that suggest a way to move forward with marketing and sales efforts. This process is highly individual: one company might start with prospects or industry verticals, while another might choose to segment based on product lines or business units. However your clients choose to divide up their list, it's important to start simple and prove the model before allowing it to get too complicated.



KEY AREA 3: MARKETING PROGRAMS

That segmented target account list becomes a roadmap that can show your clients where and how to focus their marketing efforts and budget. The result is optimized ABM spend with far greater ROI. Here are some questions to talk through with your clients.



KEY AREA 4: MEASUREMENT

The final key area is measuring the success of the ABM strategy.

Measurement needs to be done early and often and it needs to provide account-level data. With that data, your clients can tie results directly to revenue and to business goals, learn how to improve marketing programs and outbound efforts, and determine where to focus marketing spend in the future.

Your clients will analyze anonymous site traffic to identify visitors and understand what they're viewing, as well as collect data on bounce rate, conversions and other metrics. They will also test content to learn what resonates with key accounts.

They'll also track the performance of programs across the funnel, using metrics that make sense given their business goals. Benchmarking establishes a baseline to measure ABM efforts against and so they can set improvement objectives. These may include:

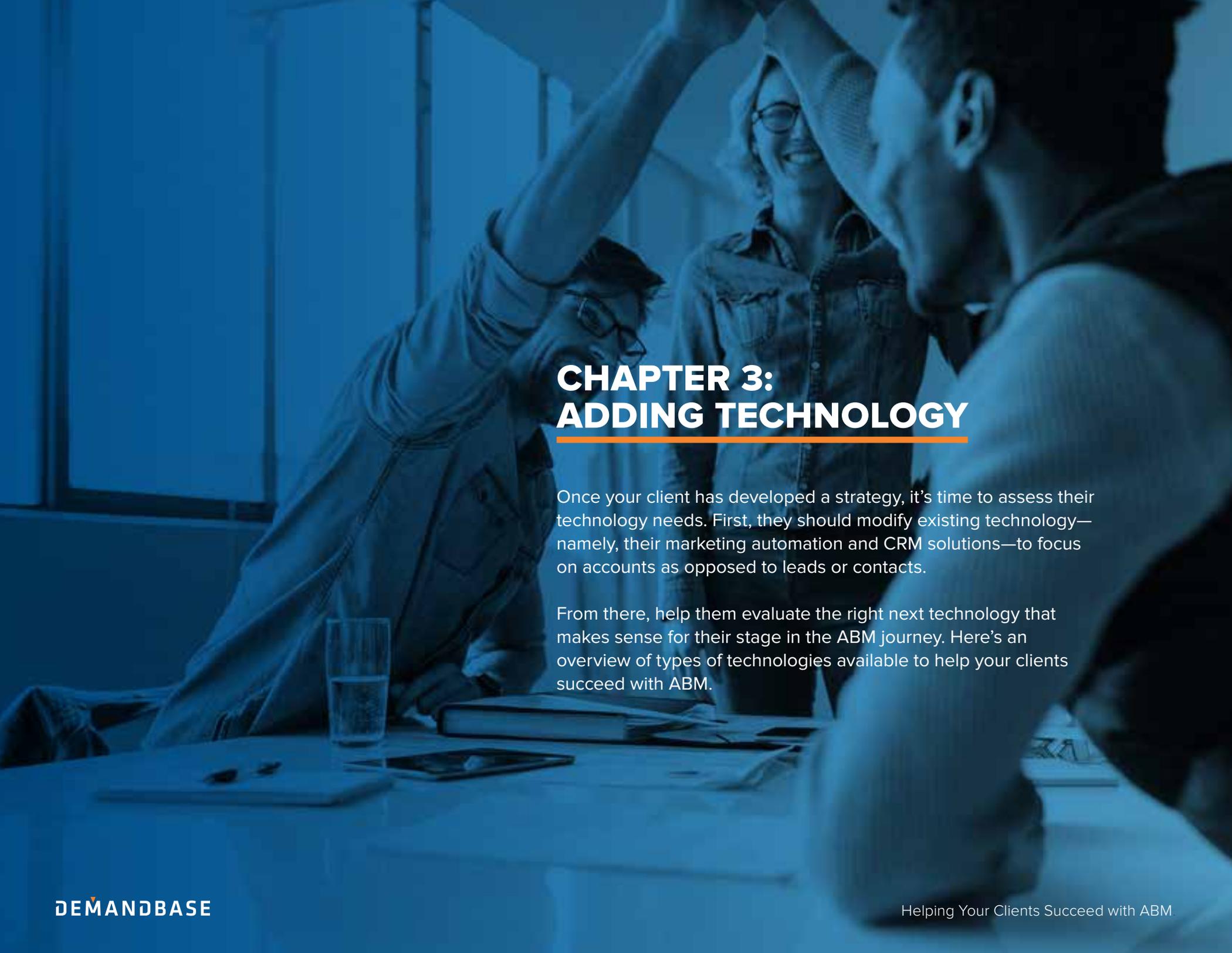
- **SDR: quarterly pipeline output**
- **Marketing: pipeline generated and cost per opportunity**
- **Sales: percentage of deals that move from MQL to close**
- **Corporate efficiency: close rate, ACV, and funnel velocity (the ultimate gauge of ABM success!)**

THIS PROCESS ALSO HELPS ALIGN SALES AND MARKETING AROUND A SHARED SET OF METRICS THAT FACILITATES COLLABORATION.

SCALE

Once your clients have rolled out a successful pilot—and only once they've experienced success—it's time to think about how to execute at scale. This checklist can help them make a complete assessment.

- ✓ **Do you have positive results?**
- ✓ **Do you have repeatable processes?**
- ✓ **Do you have organizational buy-in?**
- ✓ **Do you know where to scale?**
- ✓ **Do you know the budgetary impact?**
- ✓ **Do you know how this will affect your team mix?**

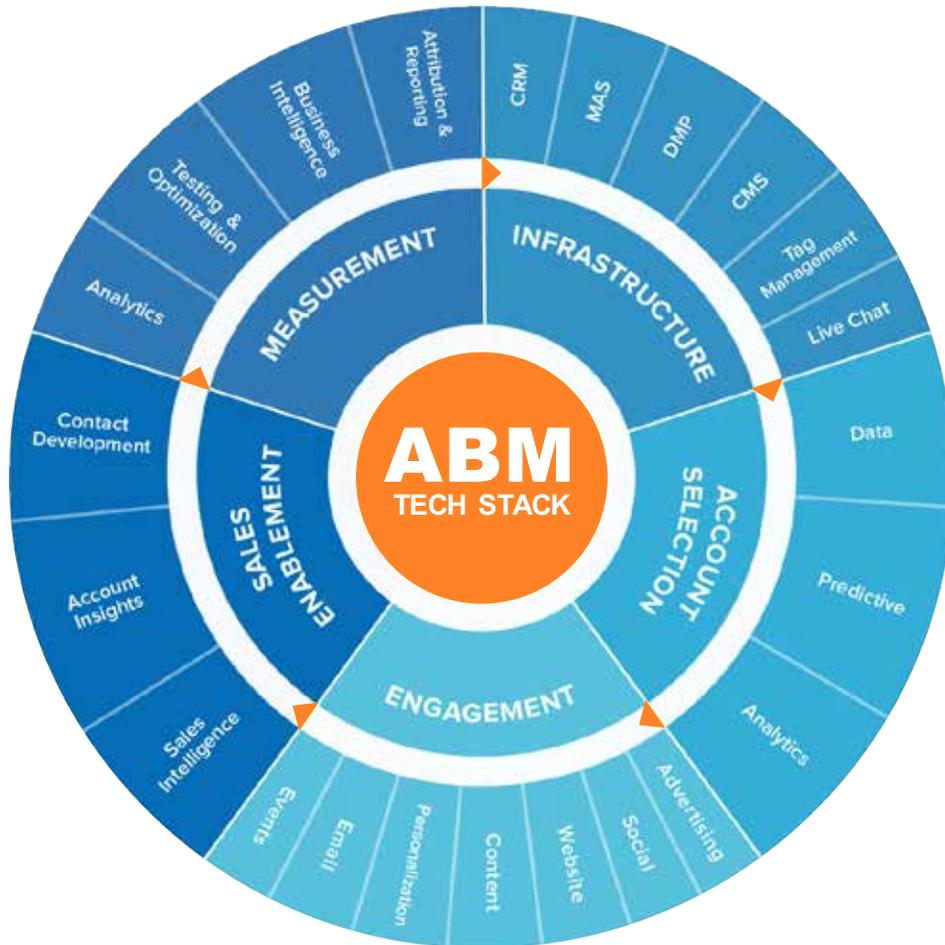


CHAPTER 3: ADDING TECHNOLOGY

Once your client has developed a strategy, it's time to assess their technology needs. First, they should modify existing technology—namely, their marketing automation and CRM solutions—to focus on accounts as opposed to leads or contacts.

From there, help them evaluate the right next technology that makes sense for their stage in the ABM journey. Here's an overview of types of technologies available to help your clients succeed with ABM.

TYPE OF AVAILABLE TECHNOLOGY



INFRASTRUCTURE.

How do they track and execute their ABM strategy?

Predictive and analytics technology will act as the foundation for ABM efforts across the funnel, and may include CRM, MAS, and CMS

ACCOUNT SELECTION.

How do they get to the RIGHT list?

Account selection technology provides the data and insight to identify the accounts that matter most to the business.

ENGAGEMENT.

How do they get a relevant message to targets?

ABM software for websites, email, social, events and other channels can help reach and engage the right people.

SALES ENABLEMENT.

How do they ensure sales has what it needs to follow through?

The right technology can pass along marketing insights and buying signals at the right moment.

MEASUREMENT.

How do you know what's working? What's not? What's next?

Testing and optimization software, business intelligence

DEMANDBASE IS THE INDUSTRY LEADER IN **ABM**

Our mission at Demandbase is to transform the way companies market and sell to other businesses. The Demandbase Partner Program gives you access to our reach, data, and technology so you can accelerate the adoption, implementation, and efficiency of ABM strategies for your B2B clients.

DEMANDBASE **TECHNOLOGY**

Our end-to-end platform makes it possible to deliver personalized ads to people at specific companies across the web and tailor website content to engage and convert these companies to customers. It easily connects into existing technologies including CRM, CMS, marketing automation, analytics, and chat to offer a comprehensive view of marketing performance—from awareness through pipeline and closed revenue.

- [Demandbase Solutions Overview](#)
- [Demandbase Analytics Solutions](#)
- [Demandbase Advertising Solutions](#)
- [Account-Based Advertising](#)
- [Site Optimization](#)
- [Demandbase Website Personalization](#)
- [Account-Based Marketing Automation](#)
- [Demandbase Solutions Certification](#)

BECOME AN ABM EXPERT AT YOUR COMPANY

Demandbase offers two ABM Certification courses online that you and your team can take in the convenience of your home or office. An Expert-level course is also offered in select cities throughout the year.

FOUNDATIONS ABM CERTIFICATION

Learn the importance of Account-Based Marketing and gain how-to tips that'll get you started on the path to success.

ADVANCED ABM CERTIFICATION

Get best practices on topics including sales & marketing alignment, target account list development, metrics and budgeting.

Register now: www.demandbase.com/cert

ABM
CERTIFIED
STRATEGIST

CONCLUSION

The days of unfocused, “spray and pray” demand generation are gone—which is good news. Where your clients once pushed a one-way message out to as many individuals as possible, they can now engage in personal conversations with the right people in key accounts, consistently offering them relevant information right as they need it. ABM is a proven way to get to these conversations, and for marketing and sales to align strategically around key accounts in ways that generate revenue and win loyal customers.

By helping your clients make this game-changing shift, you can become an invaluable and trusted partner in helping them reach their most important business goals. Demandbase can be your partner along the way, providing you deep experience and seamless integration with the leading ABM platform, so you can help your clients use your ABM solutions to their fullest potential. This is just a primer. Take ABM Certification: Foundations for a deeper understanding, or better yet, send your clients!

DEMANDBASE

Demandbase is a leader in Account-Based Marketing (ABM). The company offers the only Artificial Intelligence-enabled, comprehensive ABM platform that spans Advertising, Marketing, Sales and Analytics. Enterprise leaders and high-growth companies such as Accenture, Adobe, DocuSign, GE, Salesforce and others use Demandbase to drive their ABM strategy and maximize their marketing performance. The company was named a Gartner Cool Vendor for Tech Go-To Market in 2016. For more information, please visit www.demandbase.com or follow the company on Twitter [@Demandbase](https://twitter.com/Demandbase).

