



eBook

# Smarter Go-To-Market™ For Modern Manufacturing

A guide to empower sales and marketing teams within the manufacturing industry to leverage ABM to foster alignment between teams, drive upsell and cross-sell opportunities, and meet demands of the supply chain.



# Technology's Modernized Your Factory Floor. Now It's Time To Modernize Sales And Marketing

We've already seen the impact of modern technologies like artificial intelligence (AI), big data, VR, and the Internet of Things (IoT) reduce the cost of production, increase efficiencies, improve the speed of operations, and minimize errors.

Leveraging technology to empower sales and marketing is the next frontier.

Imagine a world where your rolodex evolves, becoming a compass pointing you in the direction of anonymous, online distributors dropping clues all over the digital universe about who they are and what they're interested in.

In this world, you can leverage these signals to spot opportunities to grow your relationships, prevent accounts from churning, and discover new distributors to target.

**Are you ready to conquer the next frontier?**



# Supply Chain Doubling Down On Digital Transformation

Just as technology has changed your factories, it has also altered the entire supply chain and shifted expectations.

According to Gartner, 60% of CSCOs are expected to make faster, more accurate and consistent decisions in real time.<sup>1</sup>

Your distributors and dealers have also been affected by digital transformation. They now expect an autonomous, digitally enabled purchasing process.

Just like the push for quality assurance required you to become a Six Sigma black belt, digital transformation has set the stage for you to sharpen your account-based marketing (ABM) skills to meet distributors' expectations for sales and marketing.

Why ABM? Because this strategy fosters the necessary alignment between sales and marketing teams to approach

accounts with targeted, personalized experiences that are built based on their specific journeys.

We'll teach you how to use precision-targeting to drop your virtual business card at just the right time, in just the right place, with just the right person.



<sup>1</sup> Source: 2021 Gartner Future of Supply Chain Survey

# Reimagine Relationship Building In A Digital World

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You're already a master relationship builder, networking and making deals on the tradeshow floor. But it's hard to strengthen those ties when in-person events are few and far between.

While events are slowly returning, distributors have already adapted their procurement process to the point of no return. Relying more heavily on their own research, distributors and buyers visit your website anonymously and conduct buying decisions almost entirely online. Imagine a world where you could capture these digital leads and expand your rolodex, supplementing the leads you generate on the tradeshow floor.

Good news! We can help you use all that digital activity to grow your accounts and your book of business.



# Leverage Intelligence To Accelerate Sales

It's no secret. Your sales journey faces numerous complexities.

From inaccurate and disconnected CRM data to anonymous distributors, multi-tiered distribution, challenges in the supply chain, and the shift to a digital buying journey.

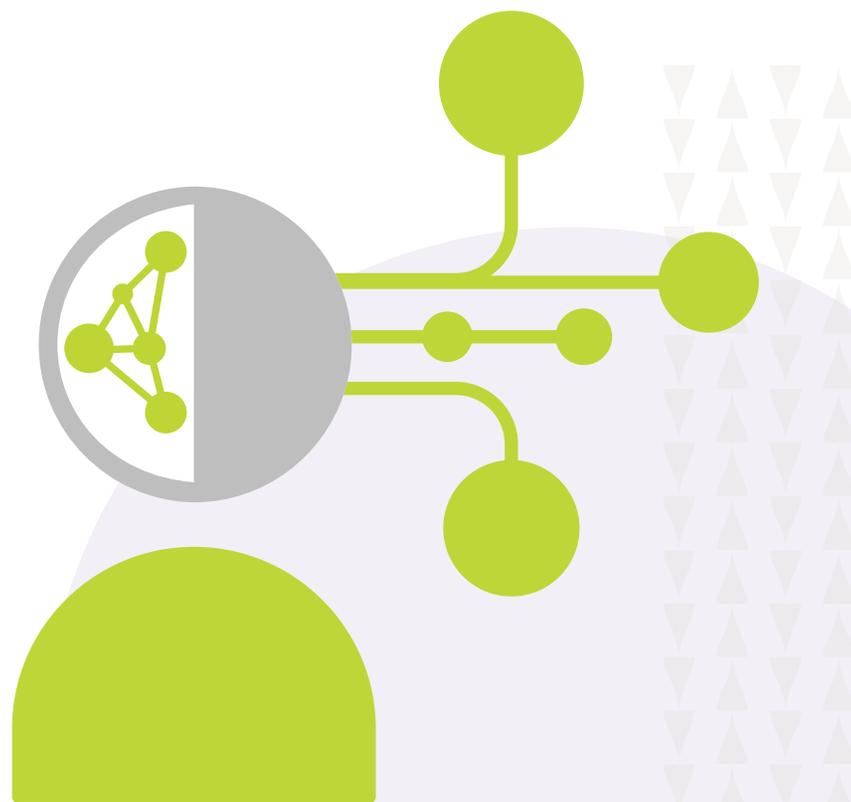
Account Intelligence can break these barriers providing critical visibility into upsell and cross-sell opportunities.

## But what exactly is Account Intelligence?

It's the amalgamation of a multitude of B2B data (pulled from your first-party data combined with third-party insights) that enables your marketing teams to see opportunities earlier, progress deals faster, and drive growth further. Our [Smarter Go-To-Market™ Powered by Account Intelligence](#) eBook has the scoop on the insights Account Intelligence can provide, and how it does it.

And with these insights, you can flip the digital journey to your advantage.

Are you ready to reach your distributors wherever they are, gain insight into what your accounts will do (almost) before they do, and build your brand long after introductions on the tradeshow floor fade?



# Sharpen Your Account-Based Marketing Skills To Unlock Sales

Today's competitive selling environment has made it a requirement to provide an outstanding, omnichannel customer experience. As such, a tight alignment between sales and marketing, as well as reliable insights on your target accounts, has become table stakes.

But how can you harness Account Intelligence and inject it into every step of the buying journey?

Leveraging an account-based strategy isn't as daunting as you may think. It starts with collecting all of these digital crumbs distributors are dropping anonymously online — whether they're on your website researching additional solutions or browsing competitors. These details are the missing key to unlocking upsell and cross-sell opportunities that you're unable to spot today.

With the right guidance and proper tools, any company can breathe new life into their old marketing, sales, and revenue strategies.

You're the master of your own account-based destiny. But before you spread your wings and take your ABM strategy to new heights, remember that any interaction that's not guided by data is spam.



# Learn To Crawl, Walk, Run: A Phased Approach To Account-Based Marketing

Developing an account-based marketing strategy can feel overwhelming. But with our [tried-and-tested phased approach](#), you'll be filling your sales pipeline in no time.



## Phase 1: Crawl

Learning to crawl is focused on learning the motions and developing the muscle memory of an account-based strategy. In this first phase, you will lay the foundation that your strategy can stand and grow on:

- Identifying and reaching target accounts
- Collecting the right data (across all channels)
- Figuring out who to target



## Phase 2: Walk

Once you've got the hang of crawling, you're ready to realign disparate systems and data. The walking phase is centered around:

- Adjusting your definition of MQLs and MQAs
- Automating notifications
- Orchestrating all the moving parts of your ABM strategy to work together to achieve your goals and reach your target accounts



## Phase 3: Run

You've now got the fundamentals, the tools, and the know-how. The running phase is all about putting account-based strategies into practice to achieve your sales goals.

You're now able to turn data into action, automatically.

Put predictive scores, intent behaviors, people/account activity, website visits, and CRM to work for you.

**On your mark, get set, go!**

# Flip The Digital Journey To Your Advantage

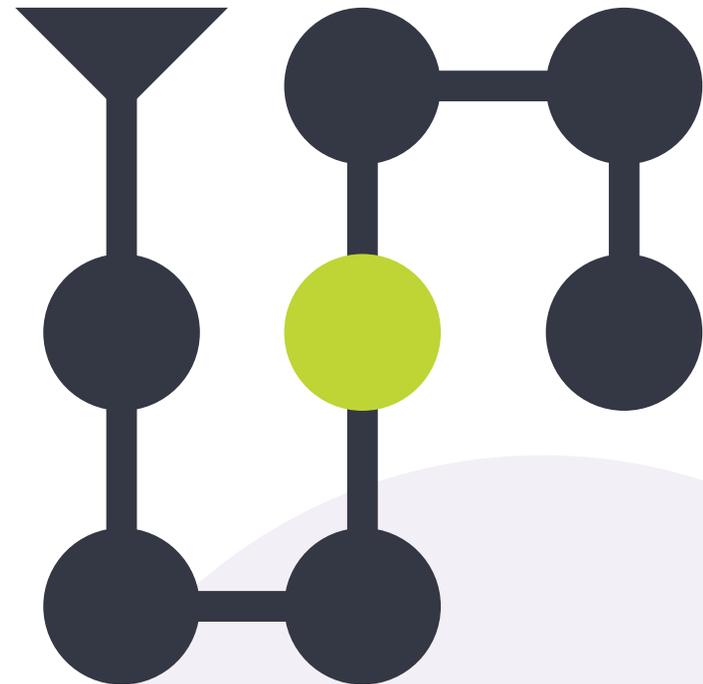
## Account blindness ends now.

Through tighter alignment with marketing and reliable intent data, you'll be empowered to spot opportunities at the precise time of need. You can't swarm opportunities you can't see.

Time your outreach based on who's showing intent, where they are in the buyer journey, and [predictive scoring models](#).

Intent data can show you if your distributor is investigating your competitor. It can spot when an existing account is showing interest in other products you sell, or when a hot new dealer is suddenly in the market.

Gut feel doesn't close deals. Rely on data-driven insights instead.



# Reach Your Distributors Wherever They Are

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Engage your leads all year long. With a richer data set and more accurate intel surrounding the evolving needs of your distributors, you'll be empowered to leverage this intelligence, adding value to each and every interaction.

Let data insights guide your interactions. By tapping into rich **Account Intelligence** through a single, account-based marketing and sales platform, you have the power to automate and orchestrate your outreach across channels.

Generate awareness with new channel managers through email and sales calls. Leverage targeted advertising and web personalization to stay top-of-mind with key dealers. Plant seeds for upsells and cross-sells using precision-targeted, personalized ads.

You may miss your face-to-face meetings, but you won't miss a beat.



# Learn How Thermo Fisher Scientific, Molex, And Panasonic Scaled ABM



## Thermo Fisher Scientific

Thermo Fisher wanted to uncover insights into who was visiting their website and what actions were being taken. By connecting Demandbase Web Analytics into Thermo Fisher Life Sciences Solutions Group's existing web analytics solution, they were able to capture account-specific information such as company name, city, country, revenue, employees, industry and audience segment for their website visitors. They are now empowered to engage with accounts coming to their website resulting in accelerated sales cycles.

- Grew average deal size by 50% in first year
- Led to 18% increase in revenue



## Molex

Using Demandbase, Molex identifies, personalizes, and advertises to target accounts. Rather than impressions and clicks, Molex now defines success by high value content engagement. Leveraging Demandbase, Molex scaled their ABM strategy with data-driven personalization to target the most valuable audiences and drive engagement from priority prospects.



## Panasonic

Account-based marketing has taken the guesswork out of Panasonic's B2B marketing and sales strategy. Leveraging Demandbase solutions enabled Panasonic to align their intent, account information, and insights in an actionable way.



# Where you are is the perfect place to start

We're here to help manufacturers get better by getting smarter.

No matter the complexity of your business, we're here to help sales and marketing collaborate faster, share insights across business lines, and grow revenue farther.

Ready to learn more about how we can help?

[Talk to a Manufacturing Expert](#)

## Thank you!





Demandbase is Smarter GTM™ for B2B brands. We help marketing and sales teams spot the juiciest opportunities earlier and progress them faster by injecting Account Intelligence into every step of the buyer journey and orchestrating every action. For more information about Demandbase, visit [www.demandbase.com](https://www.demandbase.com).

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