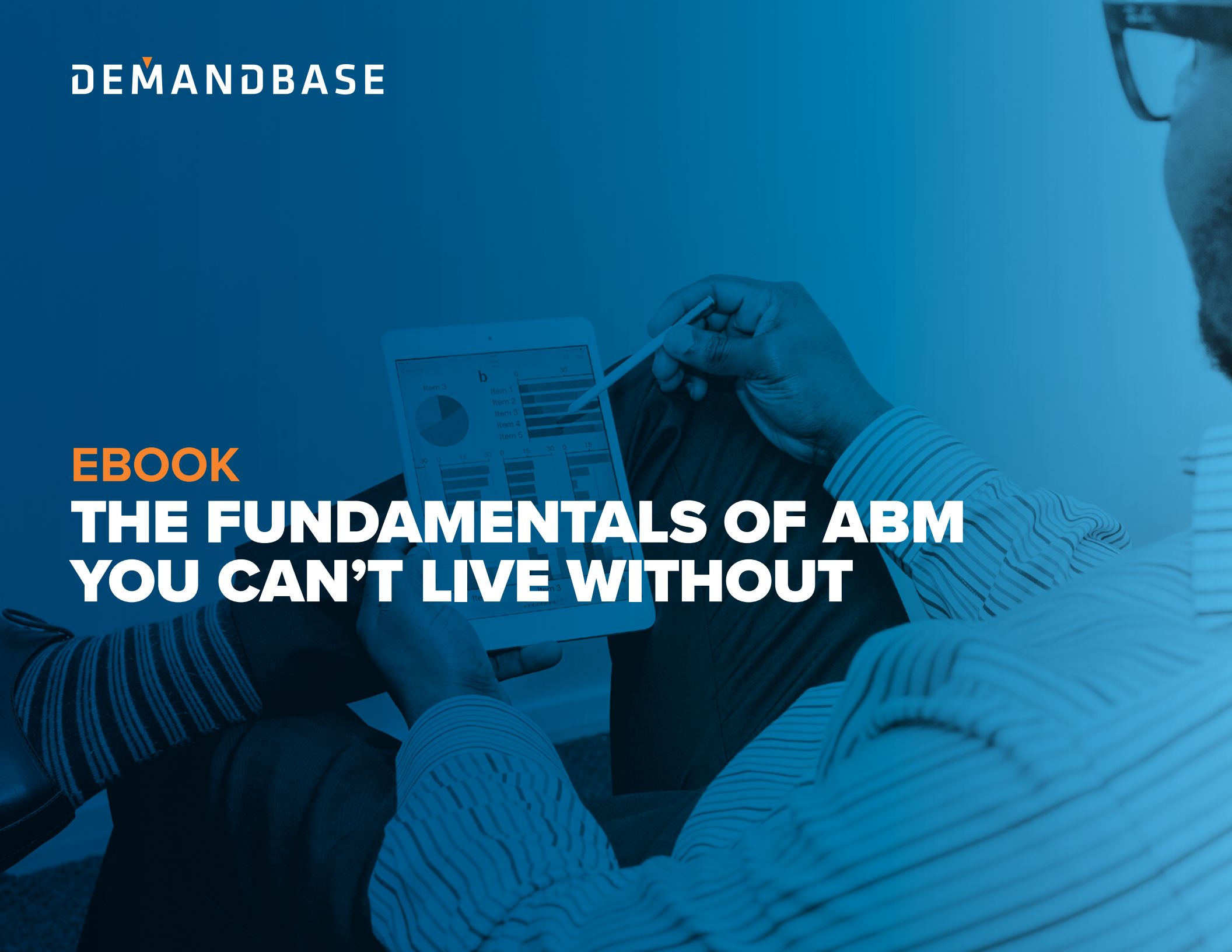


DEMANDBASE

EBOOK

THE FUNDAMENTALS OF ABM YOU CAN'T LIVE WITHOUT



INTRODUCTION

If you're a B2B marketer today, you're in a tough spot. You'd love to be an innovative marketer who impresses the whole company by blowing your results out of the water. But where do you start? And how do you navigate all the buzzy claims out there?

You could spend your lunch hour researching various B2B vendors that promise to address one or two of the challenges you face throughout the funnel. But if you don't have a core strategy that sets you up for success, no vendor will ever be more than a point solution and it will be difficult to really move the needle.

Instead, you'll spend most of your time dealing with buy-in, on-boarding the technology, training your team and integrating the tool into your tech stack. Only to find out that it didn't have the impact you'd been promised.

But there is a better path forward, and one you've probably heard about, called Account-Based Marketing (ABM). And you may have even heard that it's the next big thing. But you want to make sure it's not the next pain point.

In fact, ABM is that core strategy that can help you pull together all those disparate technologies into something that truly makes everyone at your company say "wow."

If you're ready for the kind of tangible information that can get you started on your ABM journey, you're in the right place.



92%

of companies recognize the value in ABM, going as far as calling it a **B2B MARKETING MUST-HAVE**
(SiriusDecisions)

In this eBook, we'll show you this path forward, so you can start thinking about how Account-Based Marketing can have a major impact on your business. Armed with actionable insights, you'll be well on your way to driving results across the entire customer lifecycle.

WHAT'S HOLDING YOU BACK?

As a marketer, your job is to drive revenue and grow the business. Unfortunately, as the B2B buying cycle has become more complex, the number of challenges you face has grown.

ATTRACTING THE WRONG AUDIENCE



82%

of B2B website visitors are not potential customers

(Demandbase)

Unlike consumer marketers who have millions of potential customers, B2B marketers have a limited number of potential buyers.

PROSPECTS SEEING THE WRONG CONTENT



60%

of website visitors bounce without interaction after one page

(Marketo)

Having the right content for the right visitors allows you to influence the decision early on, even before your prospects fill out a form.

TROUBLE PRODUCING QUALITY LEADS



79%

of marketing leads never convert into sales

(MarketingSherpa)

With an increased focus on leads, we've traded quality for quantity. It's easy to lose sight of the fact that leads do not automatically equal revenue, especially when Sales is always asking for more.

WHAT'S HOLDING YOU BACK?

PROGRAMS WORKING AND PROVING THEIR ROI



67%

of CMOs struggle to prove the long-term impact of spending
*(CMO Survey)**

On the marketing end of the funnel, marketers often struggle to pinpoint the ROI of their campaigns and then direct funds to the most effective programs.

SALES AND MARKETING TEAMS AREN'T ALIGNED



50%

of marketing generated leads are not followed up by Sales
(MillerPierce)

When marketing relies on “spray and pray” campaigns that waste company resources, leads don’t close. Sales knows that, so they don’t bother following up... and the finger-pointing starts.

KEEPING TRACK OF THE GROWING B2B BUYERS



5.4

people now have to formally sign off on each purchase (CEB), this is 40% larger than it was 2 years ago

Most B2B purchases—especially technology purchases—span multiple departments, which means there are multiple stakeholders involved in any buying decision.

The truth is, these challenges don’t just impact your marketing team. They bleed into your sales organization and determine the course of your company’s growth. As a result, more and more marketers are adopting an Account-Based Marketing approach to address these challenges.



“ What makes ABM so attractive right now is the way it combines insights for strategy and technology for execution. Marketing teams who understand ABM are in a powerful position to better align to what Sales needs, and to make smart choices about the right actions to take and the right time to take them to grow high-potential accounts.”

SiriusDecisions

WHAT IS ACCOUNT-BASED MARKETING, ANYWAY?

Account-Based Marketing is used by B2B marketers to identify and target the accounts they value most. ABM solutions typically include account-based data and technology to help companies **attract, engage, convert** and then **measure** progress against customers and prospects.

In its simplest form:



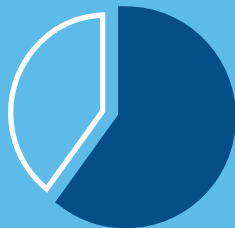
**IDENTIFY
ACCOUNTS**



**MARKET
TO THEM**



**MEASURE
THE RESULTS**



60%

of marketers plan on investing in technology for ABM to better align Sales and Marketing over the next 12 months
(SiriusDecisions)



40%

of B2B marketers worldwide said they would increase spending on ABM
(TSMa)

THE BENEFITS

The best part of Account-Based Marketing is that it doesn't just address one or two of your challenges, but solves for the challenges across the entire customer journey.

1 ALIGN SALES AND MARKETING

Account-Based Marketing is a collaborative endeavor between Sales and Marketing. By shifting the focus to accounts, rather than individuals, you bridge the gap between Sales and Marketing, which allows you to focus your strategic efforts on a specific list of target companies.

3 PRECISE, HOLISTIC MEASUREMENT

Implementing an Account-Based Marketing approach requires shifting away from traditional metrics and focusing on account data. Measuring by accounts allows marketers to be an active owner of the revenue chain. So you can move from inquiries and click through rates to pipeline and close rates.

5 HIGHLY QUALIFIED MQLS & SALES

Marketers tend to run blanket campaigns based on hope and chance rather than on logic and strategy. With ABM, campaigns can be hyper-targeted towards your account list, which ensures that the leads generated are of the highest quality.

2 FOCUSED MARKETING AND SALES STRATEGY

While "spray and pray" campaigns may work for B2C, they aren't as effective for B2B. This is because B2B marketers have a limited number of potential Buyers. With ABM, marketers can focus their efforts on key accounts.

4 MARKET PRIOR TO A FORM FILL

With an ABM approach, marketers can identify an unknown visitor and know what company they are from. This requires an investment in the right tech, but it allows you to focus on the visitors that matter the most.

6 OPTIMAL CUSTOMER EXPERIENCE

With ABM, stakeholders at specific companies receive relevant messages and content at the appropriate time. They get the attention they need to move through the funnel. Account-Based Marketing also plays an integral role in customer retention and helps with cross sell and upsell.



34%

of companies practicing ABM say they are tightly aligned with Sales, while most claim to be at least somewhat aligned

(SiriusDecisions)

ABM IN ACTION—CSC

THE CHALLENGE

CSC is a global IT services company developing smart, technology-enabled solutions to solve their clients' challenges. **CSC sells complex IT solutions to a finite number of companies.** CSC needed the ability to target specific companies and understand their market in fine detail.

THE SOLUTION

CSC kicked off a campaign called “Let It In” that aimed to shed light on the way enterprises are approaching IT in every industry and region across the world. As part of the campaign strategy, CSC leveraged Demandbase’s proprietary IP **identification technology to directly target 300 key accounts.**

THE RESULTS

CSC acted in real-time and served personalized creative to the contacts that were identified as key accounts and prospects. As a result of those efforts, the company ran their most successful campaign ever, which generated:

 **5,000+ LEADS** &  **\$1,000,000,000 IN PIPELINE REVENUE**



“The campaign has not only delivered upon the business results that it demands, but it has also allowed for strong comradery, engagement and alignment from the marketing and sales organization.”

Director, Global Digital Demand Generation, CSC

THE ABM CHECKLIST

At this point, you're probably wondering: how do I even get started?

While there are a number of ways you can build out your ABM strategy, the basic tenants are quite simple and can be implemented into your organization right away.

You can approach ABM from a high-level perspective—broadly identifying companies you'd like to see convert into customers or go granular and focus your efforts on understanding the common attributes your customers share.

Once you understand the key fundamentals of ABM across the funnel, getting started, making progress, and measuring results become more accessible —and a gateway to broader, more successful ABM programs. Although there are a number of touch points across the funnel where ABM will play a big part, before you can execute on these things, you need a plan to identify, market and measure your target account list.

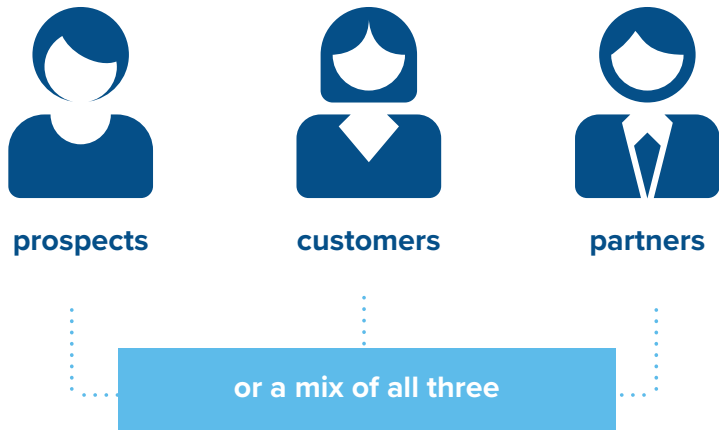


52%

Respondents currently have pilot programs in place showing companies see the value of ABM
(SiriusDecisions)

IDENTIFY

The first step to implementing an Account-Based Marketing strategy is to build your target account list—the companies you want to market to, which can be:



This requires partnering with your sales team to identify and agree upon a list of key accounts. This list is usually made up of attributes such as industry, revenue and geographic type and account status, which includes both prospects and customers.

MARKETERS CAN BUILD THEIR TARGET ACCOUNT LIST BY:

- 1 Leveraging their list of named accounts, which include verticals and strategic accounts
- 2 Evaluating their current customer base
- 3 Segmenting customers based on a set of attributes such as industry, company size and annual revenue

ABM IN ACTION—DOCUSIGN

THE CHALLENGE

DocuSign is the leader in eSignature transaction management. DocuSign needed the ability to attract the right audience and serve visitors the content that engages them in a meaningful way.

THE SOLUTION

To help execute its Account-Based Marketing programs, DocuSign implemented the Demandbase B2B Marketing Cloud.

THE RESULTS

With its Demandbase Account-Based Advertising campaign, DocuSign targeted 450+ companies with over 1M impressions delivered, attracting 59% of all companies targeted to its website.

Using Demandbase to shorten forms and create a highly personalized website experience, DocuSign:

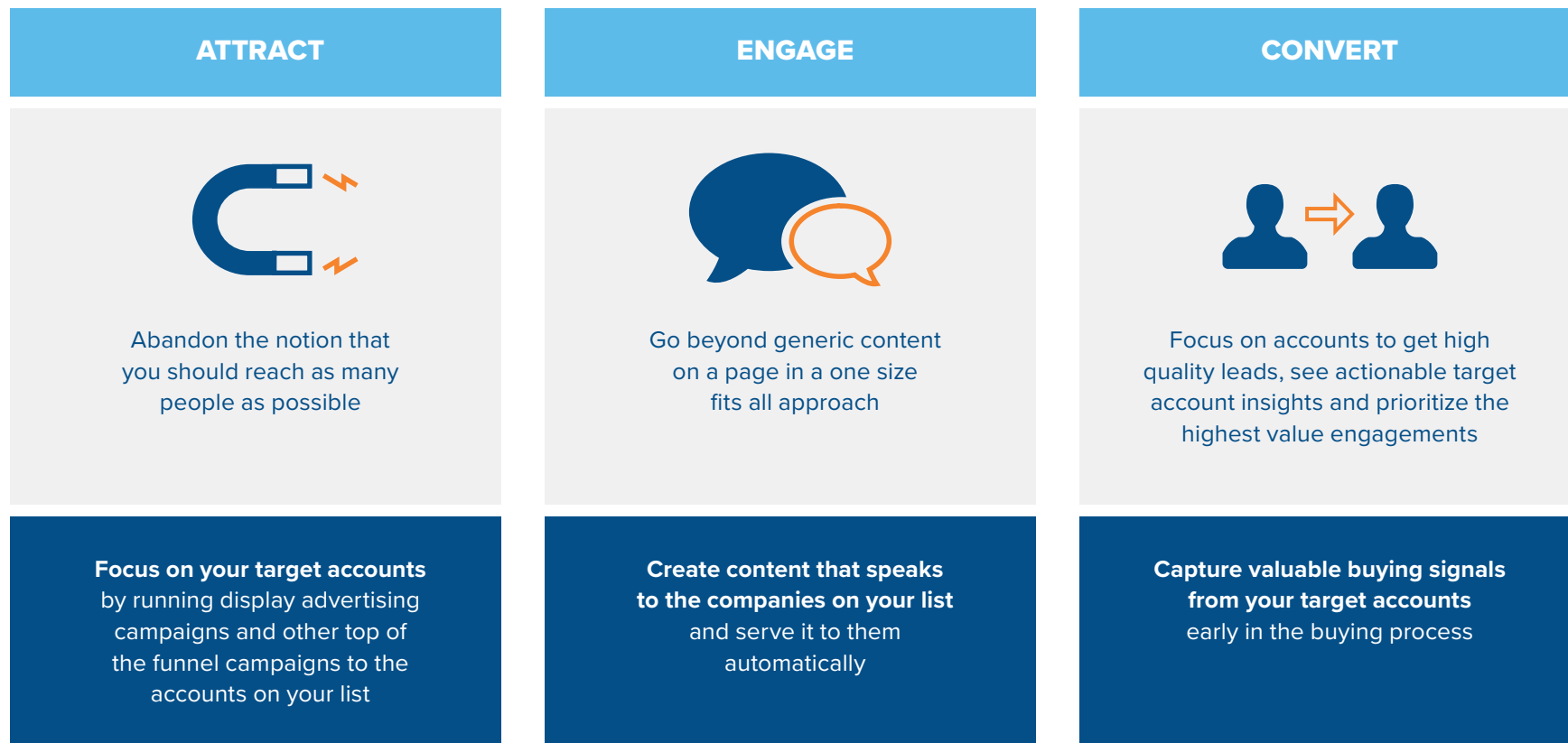


“It’s raised the bar for us,
every functional group in the
company has lines of
metrics they’re held to.”

*VP of Demand Generation,
DocuSign*

MARKET

Once you have your list of target accounts, **it's time to build marketing programs that focus on accounts and move them through the funnel.** You're likely already doing persona-based marketing, so you're familiar with the idea of tailoring your demand gen and outbound marketing to a particular group. When you're targeting multiple stakeholders at an account, you need to rethink the way you approach each individual stage of the funnel.

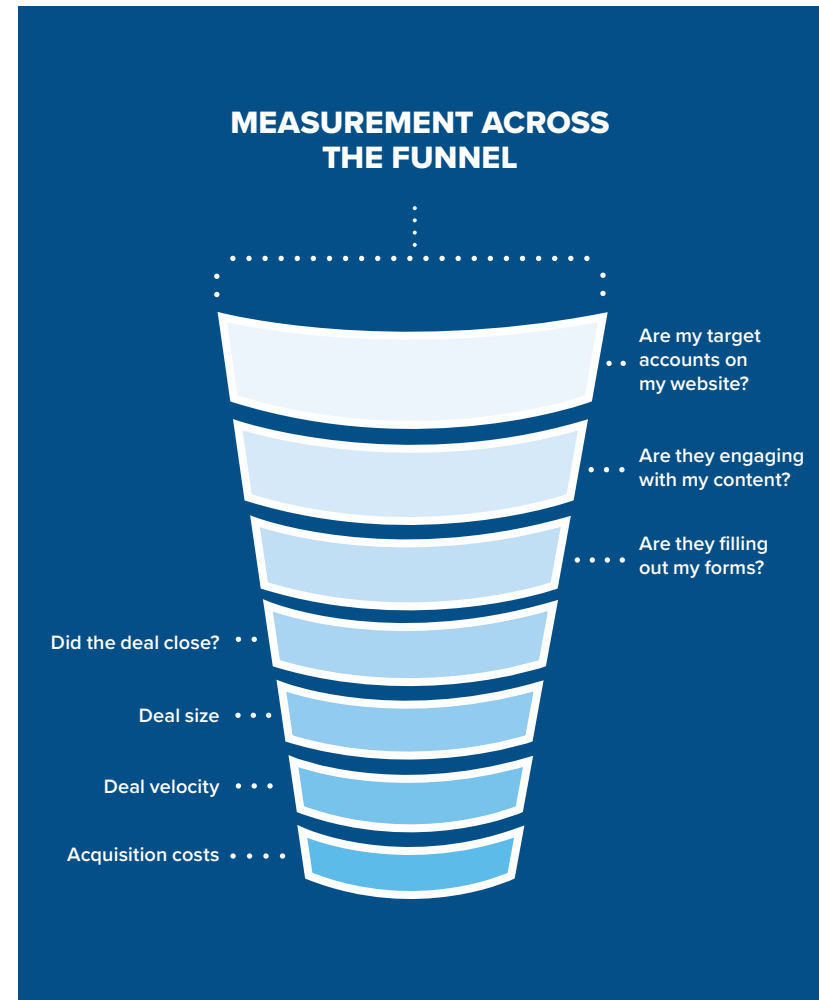


MEASURE

The final step is measuring your results. The customer lifecycle is a continuous circle and so is your ABM marketing strategy. As you go through the various stages, your data will impact decisions—including iterations and tweaks to both your outbound efforts and content.

Measurement should happen at every stage of the funnel and around metrics important to B2B rather than traditional metrics. Much of your marketing data doesn't provide actionable insight on how to drive revenue or improve performance. You need an account-based view of site traffic, engagement and conversion rates and the ability to connect siloed datasets across the funnel.

As you do this, you demonstrate that ABM is more than a best-practice for the marketing team, it's foundational principle that should impact operations across your organization.



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



WE'VE THROWN A LOT AT YOU.

Now it's your turn. You can take the steps and ideas we've explained here and use them to craft your own Account-Based Marketing plan.

For more information on how to get started with ABM, visit the Expert ABM Resources page on our website at www.demandbase.com.

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).

