DEMANDBASE

GETTING STARTED WITH ACCOUNT-BASED MARKETING

INTRODUCTION

We know that you download eBooks from vendors all the time, and you probably skim the introduction and then glaze over the next 5 or so pages. We get it. There's a lot of content out there from technology vendors promising to fix problem areas in your marketing funnel. And the number of challenges you face is growing at a staggering rate.

You're probably consistently under the gun to produce quality opportunities, and you're probably also struggling to work productively with your sales team, all while trying to tie marketing investment to revenue. You might be so busy with all those things, you feel like you don't have time to read another eBook, but we promise this one will be different.

Why? Because it not only covers Account-Based Marketing (ABM) and the benefits of focusing your marketing efforts on the companies that matter most to your business, but also provides a framework of how to get started and where to focus.

If you're ready to learn how Account-Based Marketing addresses all the challenges you face throughout the funnel and how you can execute on it, then this eBook is the best place to start.

71%
of B2B organizations are interested in adopting ABM, are testing it or already using it.
(Demand Metric)

96%
of B2B marketers leveraging ABM report a positive impact on marketing's success.
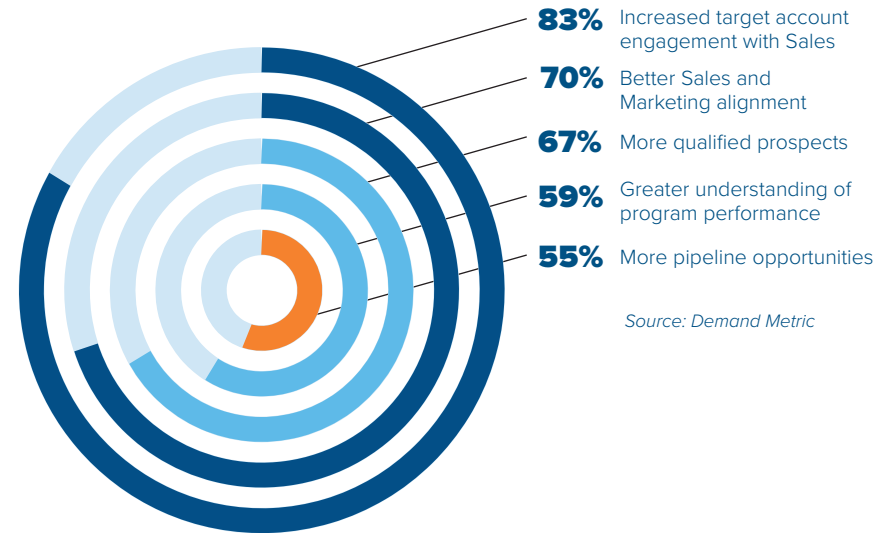*(Demand Metric)*

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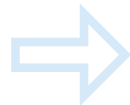
IDENTIFY, MARKET, MEASURE

Account-Based Marketing isn't new. Many B2B companies have been doing some form of ABM for years. Typically, this was a high-touch, expensive, siloed process that really only targeted a few strategic accounts. Today, Account-Based Marketing has the potential to have an even broader impact, thanks to technology that helps us automate and scale.

The most significant, fundamental difference between old-fashioned ABM and what's possible today is that now you can employ ABM at scale and integrate it into every stage of the marketing funnel. 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.

TOP 5 BENEFITS CITED BY ACCOUNT-BASED MARKETERS

83% Increased target account engagement with Sales

70% Better Sales and Marketing alignment

67% More qualified prospects

59% Greater understanding of program performance

55% More pipeline opportunities

Source: Demand Metric

IDENTIFY ACCOUNTS	MARKET TO THEM	MEASURE THE RESULTS

IDENTIFY, MARKET, MEASURE

The first step to implementing account-based website personalization is to build your target account list—the companies with the most potential to your business, which can include customers, prospects, partners or a mix of all three.

These attributes will vary based on what's most important to your business. You can also segment the companies by account status—or where they are in the funnel. This allows you to deliver content and relevant experiences that are tailored to the needs of that particular account.

THERE ARE SEVERAL WAYS TO APPROACH THIS PROCESS:

1 Use the list of accounts your sales team has put together.

2 Gather key stakeholders from both Marketing and Sales to align over a list of key accounts.

3 Use data to generate a list of target accounts, and then have a discussion with your sales team to determine a set of target accounts.

4 Leverage predictive analytics to discern the attributes of your best customers, and build a list of pre-qualified, ranked accounts.

ATTRIBUTES TO CONSIDER WHEN BUILDING YOUR TARGET ACCOUNT LIST:

INDUSTRY   **REVENUE**   **LOCATION**   **TECHNOLOGY USAGE**   **NUMBER OF EMPLOYEES**   **COMPETITIVE PRODUCT USAGE**   **CURRENT CUSTOMERS**

CRAWL, WALK, RUN

Depending on your organization, you may have a number of target account lists. You could end up with one or more of the following:

- Named account list

- A target segment
  (defined by attributes such as industry or revenue)

- A list of strategic accounts

- A customer list

- A list of customers up for renewal

Most companies build an initial list of target accounts and then expand from there. We have customers that strategically target 200 accounts, and we also have customers that target 8,000. At Demandbase, we have our DB3K—a list of 3,000 accounts that we aim to attract, engage, convert and measure against. However, when we first embarked on our ABM journey, we were focused on 1,500 target accounts. We wanted to validate both our methodology and the list itself. As we saw great results and expanded our sales team, we scaled up our ABM efforts.

GETTING STARTED CHECKLIST

✔ **Measure a baseline of key metrics, such as Annual Contract Value (ACV), deal velocity and closed won deals**

✔ **Pick a highly valuable segment (such as industry or revenue)**

✔ **Go after that segment with ABM programs**

✔ **Compare and contrast the segment with your traditional marketing**

THERE'S NO RIGHT ANSWER TO HOW BIG OR SMALL YOUR LIST SHOULD BE. YOU SHOULD DECIDE BASED ON WHAT'S BEST FOR YOUR BUSINESS.

ADDING AN ACCOUNT FOCUS TO YOUR MARKETING STRATEGY

Once you have a list of accounts, it's time to build marketing programs that target those accounts and help move them through the funnel. This requires you to abandon the notion that we should reach as many people as possible and acquire as many leads as possible. It means giving up on untargeted, mass audience marketing tactics and instead focusing on the accounts with the greatest potential.

With an ABM approach, you'll be able to use your target account list to guide both your digital and analog programs.

Here at Demandbase, our field marketing organization relies on our target account list to plan their quarterly activities. By identifying which cities have high volumes of target accounts, you can determine which regions require the most marketing investment and focus.
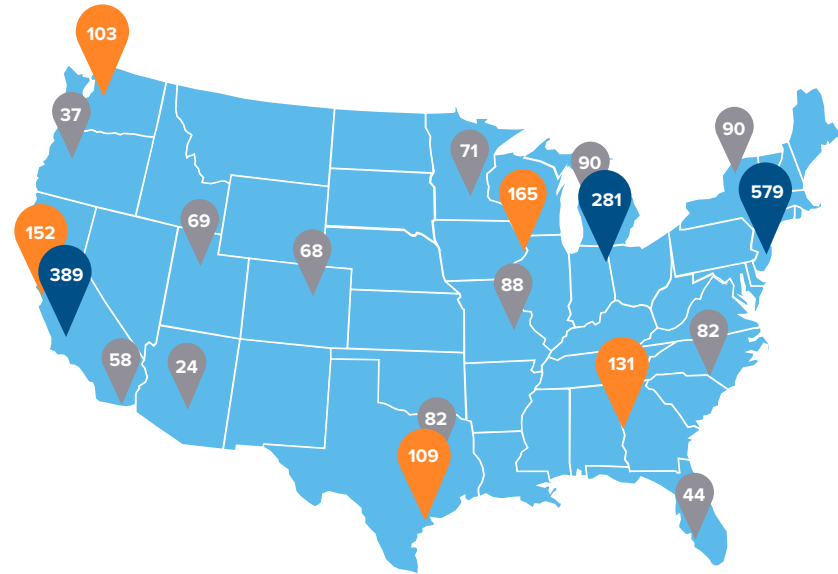
TOP 5 TACTICS USED BY ACCOUNT-BASED MARKETERS

92% Regular planning meetings with Sales

66% Sales enablement

64% Event planning

63% Funnel & pipeline review

62% List building

Source: Demand Metric

DEMANDBASE

RETHINKING DIGITAL ADVERTISING

There's also a more targeted approach when it comes to attracting your target accounts. B2B marketers need to put aside most of what they've learned so far, because now it's possible to leverage new technology to run targeted display advertising campaigns to specific accounts on their list. It also allows B2B marketers to move beyond traditional metrics like impressions and click rates and instead measure results by sales activity.

While most B2B marketers perceive digital advertising only as a way to target prospects, it can and should extend to your customers.

NET NEW PROSPECTS	CUSTOMER ENGAGEMENT
Account-Based Advertising is an ideal vehicle to target new prospects. And Account-Based Retargeting is good a way to re-engage visitors once they've been to your website. Depending on your goal, there are number of tactics you can use to drive new business.	**Account-Based Advertising also extends to your relationship with your customers,** who you want to retain, upsell and transform into brand advocates.
1 Run an advertising campaign that personalizes the ad by industry type	**1** Hand pick customers for a nurture campaign
2 Personalize the content and experience on a landing page to educate new prospects	**2** Retarget them off of key pages
3 Retarget individuals and their company to form fill submissions	**3** Offer up multiple pieces of gated and un-gated content

ACCOUNT-BASED ADVERTISING BEST PRACTICES

- Leverage Account-Based Advertising to increase awareness and engagement across the right accounts and the key decision makers within those accounts

- Avoid using Account-Based Advertising solely for a direct response, but do drive to a form-enabled page

- Test creative and landing pages regularly

- Share actionable insights with Sales

- Measure what's meaningful, focus on website lift, opportunities and sales activity (CTRs and CPMs don't translate into revenue)

- Have an always-on, strategic approach — since B2B cycles are long, you need to continue to have an ongoing conversation with your target accounts

CREATIVE

- Tell your story in one to three frames

- Have all ad frames fully communicate the takeaway

- Utilize dynamic personalized creative to your advantage

- Establish a creative template to maximize creative efficiency

- Have a clear call-to-action (e.g. "Learn more," "Read our recommendations") Avoid "Download now" or "Click here"

LANDING PAGE

- Customize the experience with personalized content

- Have continuity between ad creative and landing page

- Sending the audience to a blend of content increases site engagement, but don't offer too many options

- Control the conversation

- Let visitors consider your product before the hand raise

- Retarget visitors with a lower funnel related message to push for a conversion

CREATIVE USES FOR ACCOUNT-BASED ADVERTISING (ABA)

When we were raising funds in March of 2013, we used the opportunity to be creative with ABM—identifying, marketing and measuring to the investors we wanted to pitch. We used our Account-Based Advertising solution to send targeted, customized ads to the top 50 venture firms and personalized the experience for each of them on our website. We then tracked how often each firm was visiting the Demandbase website. As a result, we ended up focusing our efforts on the firms that were most engaged with our site, one of which was Scale Ventures, who ended up leading the deal.

CASE STUDY: ACCOUNT-BASED ADVERTISING

CHALLENGE

Iron Mountain, a leading provider of storage and information management services, helps organizations lower storage costs, comply with regulations, recover from disaster and better use their information for business advantage. As a B2B marketing company, Iron Mountain needed the ability to reach target accounts effectively with display advertising, identify target accounts on their website and increase conversion rates.

SOLUTION

To reach the target accounts not visiting their website, Iron Mountain turned to Demandbase's Account-Based Advertising solution. This allowed them to put specific messages in front of the companies they were interested in and then bring them to their website to engage them.

RESULTS

As a result of their efforts, Iron Mountain saw:

78%
LIFT IN
PAGE VIEWS

&

36%
LIFT IN COMPANY
ENGAGEMENT

"

We use Demandbase with different tools to build a winning combination, and that's one of the reasons we've seen such tremendous growth in our web conversion rates and lead acquisition efforts.

– Director, Internet Marketing, Iron Mountain

PERSONALIZING THE EXPERIENCE FOR YOUR ACCOUNTS

Once you've created a list of target accounts, it's time to personalize their experience with you through engaging, targeted content. While website personalization is all about customizing the user experience, this doesn't mean you have to create a new set of unique materials for each and every interaction.

Instead, the idea is to leverage the content you already have. You probably already have a relevant white paper, case study or eBook. You just need to tweak the copy that introduces the piece, craft a more compelling call-to-action or add relevant imagery to the landing page.

For example, you can take the latest eBook your content team just produced and tailor it to serve the healthcare industry. By adding healthcare terminology, highlighting your current healthcare customers and swapping out graphics for relevant industry imagery, you can transition the piece to fit the needs of your healthcare website visitors.

After you've drafted the key messages, taglines and imagery for each one of your segments, you can determine their performance through a series of A/B tests. With A/B testing, you can test, iterate and change messages to best fit the needs of your prospects.

Once you've identified that a specific message resonates with one of your segments, you can begin to roll it out to your site. It's important to remember that personalization is an ongoing process that requires consistent maintenance and measurement.
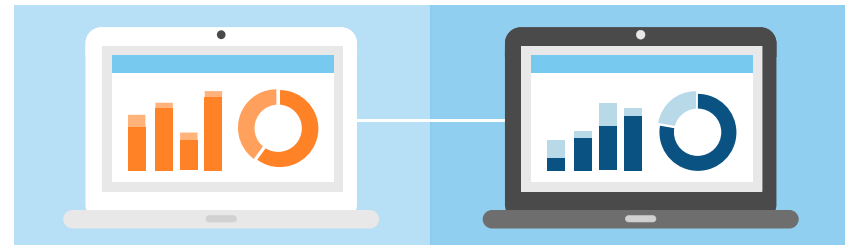
HOW TO PERSONALIZE THE NATIVE ENVIRONMENT

Using technology that lets you identify what company individual visitors are from, you can understand who the companies visiting your website are — before they raise their hand. By understanding the types of companies visiting your site, you can personalize the experience within your CMS.

ACCOUNT-BASED WEBSITE PERSONALIZATION BEST PRACTICES

1 — **STEP 1: AUDIT YOUR WEBSITE CONTENT**

Conduct an inventory of the content you already have. There's often a cry for more content, when what you actually need is better personalization. You might not need to create a new case study, you may just need to organize your case studies based on industry and ensure that the right prospects are served the right content.

2 — **STEP 2: MEASURE & ANALYZE**

Go beyond traditional measurements such as clicks and page views by looking at each key target and segment separately, measuring how they are behaving on your website.

3 — **STEP 3: IDENTIFY QUICK WINS**

If you want to start personalizing content right away, you can begin with tweaking calls-to-actions and website headlines to appeal to certain segments. You may be able to use the same piece of content for multiple segments so long as the surrounding message is personalized.

4 — **STEP 5: MARKET PRIOR TO A FORM FILL**

If you're just getting started with personalization, consider creating a project plan that involves phases. Phase 1 might be simply personalizing website copy. Then, when you see the segments that are performing the best, in phase 2, you can start creating content that is geared towards your highest priority industry.

5 — **STEP 5: OPTIMIZE, OPTIMIZE, OPTIMIZE**

Optimization is a critical component of your website personalization strategy. Conduct A/B tests to see what taglines and calls-to-actions perform the best for each of your target segments.

CASE STUDY: WEBSITE PERSONALIZATION

THE CHALLENGE

Citrix is a global technology company that empowers more than 330,000 enterprise customers worldwide. Citrix needed the ability to personalize its digital experiences to each individual visitor in their target account list.

THE SOLUTION

Citrix relied on Demandbase to access data on their visitors (company, industry, location etc.) and then filtered that data into Optimizely to test and deliver a personalized experience. They created personalized banners on Citrix.com, with copy, imagery and a CTA specific to each individual.

THE RESULTS

Personalization of Citrix's homepage resulted in:

> "Personalization is a key strategy in the future of B2B marketing. The benefits are numerous, including increased engagement and conversions, more efficient communication and enhanced loyalty."
>
> — *Web Conversion Strategist, Citrix*

30% INCREASE
IN CLICKS ON HOMEPAGE BANNERS

10% INCREASE
IN PAGE VIEWS PER SESSION

7% OVERALL
DECREASE IN BOUNCE RATE

CONVERT VALUABLE BUYING SIGNALS

Personalized B2B advertising and website content can help drive the right traffic and interactions, but an Account-Based Marketing strategy can do even more than that when it comes to actually closing deals.

Marketing can support Sales with data across each stage of the funnel. Let's say a new prospect visits your website for the first time and heads to one of your product pages. This information can then be handed off to Sales, who can spark a conversation based on the data you've provided. This data can include information on unknown visitors (before they raise their hands and fill out a form).

At a more advanced level, you can capture valuable buying signals and serve them up to Sales in an environment where they live—CRM systems like Salesforce. These buying signals are actionable insights you can use to close deals faster.

B2B marketers can also take the friction out from traditional conversion by shortening their forms. With shorter forms, marketers have the ability to convert more prospects and drive more revenue for their businesses. And with today's technology advances, marketers can get data from the removed fields along with the additional firmographic data points.

70%

of ABM users report that their sales and marketing organization are mostly or completely aligned
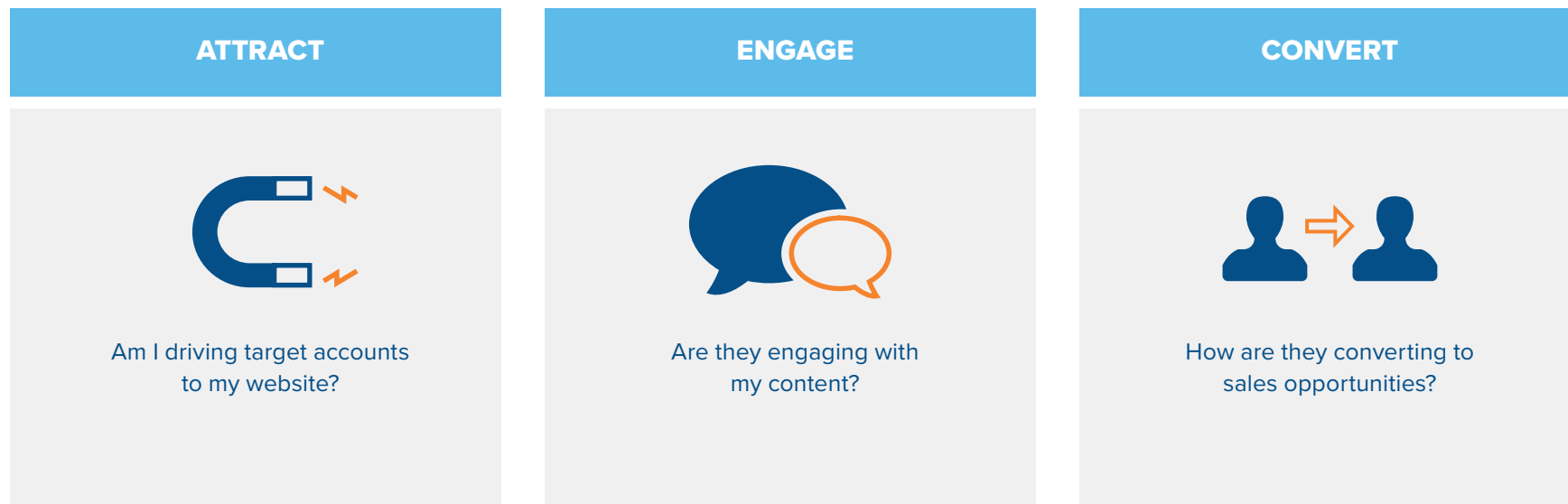*(Demand Metric)*

MEASURING THE EFFECTIVENESS OF YOUR PROGRAM

The key foundation of your Account-Based Marketing strategy is the analytics that define how you'll set your goals and measure your success.

Measurement should happen at every stage of the funnel and it should focus on metrics that matter to B2B, rather than traditional metrics. A majority of your marketing data doesn't provide actionable insight on how to drive revenue or improve performance. What you really need is an account-focused view of website traffic, engagement, conversion rates and the ability to connect siloed datasets across the funnel.

The best place to start is to think of three key areas of the funnel.

ATTRACT	ENGAGE	CONVERT
Am I driving target accounts to my website?	Are they engaging with my content?	How are they converting to sales opportunities?

60% of those who have employed ABM for at least one year attribute a revenue increase of 10% or more to its use. *(Demand Metric)*

DEMANDBASE

FROM AN ABM ANALYTICS PERSPECTIVE, YOU'LL ALSO WANT TO MEASURE THE THREE STAGES OF THE FUNNEL

ATTRACT

Start by evaluating your digital channels by accounts. Then look at traffic volume by account level to measure how your channels are performing in attracting your target accounts.

ENGAGE

Chances are you're producing a steady volume of content, investing a lot of time and money in the process. But how do you know the content you've worked so hard to create is resonating with important accounts? Once you have account data in web analytics you can immediately measure:

- **Account composition on key pieces of content**
- **Content performance by funnel stage**
- **How target accounts move through the buyer's journey**

Using this data, you can quickly begin to produce more of the content that is working for particular types of accounts and various stages of the funnel.

CONVERT

Using analytics at an account level enables Sales to get involved earlier in deal cycles. You can pull Sales in by automating account-level site activity reports on key product and buying pages, filtered by sales territories and sent directly to salespeople in your CRM so they can see these buying cycles in the environment they live in.

MEASURING WHAT MATTERS

The final step to implementing an Account-Based Marketing strategy is measuring your results. This requires you to combine marketing metrics with robust sales metrics. More than just knowing if a deal closed or not, you'll want to know things like:

OPPORTUNITIES

How many opportunities did marketing generate?

PIPELINE

How many deals are in the pipeline?

CLOSE RATES

Are you increasing your win rates?

ANNUAL CONTRACT VALUE (ACV)

Are you increasing your win rates?

FUNNEL VELOCITY

Are you increasing your win rates?

TARGET ACCOUNT ACTIVITY

Are you increasing your win rates?

LIFT

Are your target accounts engaging more with your website and content?

RETENTION AND UPSELL

Are you retaining customers?

Are you able to expand the footprint of your offerings within your customers?

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

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**.