

Account-Based Marketing

Actionable Advice from Actual Practitioners



Introduction

Account-Based Marketing Defined

Step 1: Identify

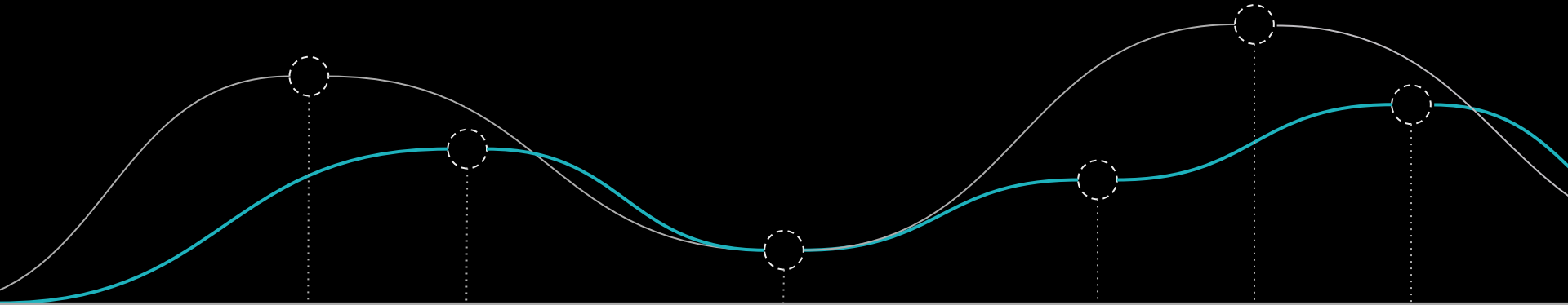
Step 2: Attract

Step 3: Engage

ABM In Action

ABM is a fancy way to frame what marketers have been doing for years: executing targeted campaigns with personalized messaging.

There has been a tremendous amount of growth in the operational tools offered to build an ABM framework that more closely aligns marketing and sales efforts but the essential components still remain.





Know your audience

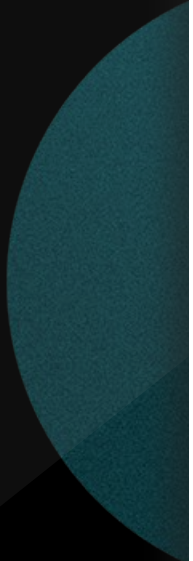


Understand their pain points



Align your value proposition to solve their problem

**Account-Based Marketing
isn't a new superset of channels;
it's an element of everything you do,
for a limited subset of companies.**



Sales teams have been account-based selling for decades and are accountable for prospecting firms that are the best fit for the products and services they sell. Performance marketing teams are becoming increasingly more accountable for supplying leads to the sales teams that convert into revenue, and as a result, the two functions are merging more than ever before. In order for each team to be successful, their goals must be aligned. For these reasons, more and more marketers are seeking account-based marketing strategies that are more efficient and successful.

In this guide, we'll explore the three essential components of an ABM Campaign, and provide examples based on the B2B MX Conference session: [*"The Future Of ABM And The Link To Experience"*](#)

However, before we expand on how to execute, let's take a step back and explain what ABM *really* is.

Account-Based Marketing Defined

Account Based Marketing Defined

More specifically, ABM is a strategy to identify, attract, engage, and ultimately close a finite number of companies that are an ideal fit for your products and services.

We can define “ideal fit” as companies who understand your value proposition and:

- Are willing to pay for it
- Find it valuable
- Are actively seeking a solution

Now that we’ve defined ABM, it shouldn’t come as a surprise that the three components of a campaign are:



(We’ll leave it to the sales teams to always be closing...)

Now, let’s review how we can execute this strategy in practical terms.

STEP 1

Identify

Who is your audience?



Who is your audience?

In this step, we want to define a set of related accounts that we want to reach...behold the TAL (target account list). These subsets are often industry or use-case specific and generally tiered based on strategic priority, funnel stage, and/or potential deal size. We can get very layered, very quickly. However, if you don't have the resources or tools to spin up multiple programs with this level of granularity right now, that's okay! Just start with one segment.

The tools that you would use to inform how you build these segmented lists can vary, but generally, it's a mix of both first-party and third-party data. The first-party data is always going to be key, and that would be housed in your company's CRM.

Third-party data can be used to round out your first-party data. You can invest in a data enrichment provider that can append firmographic details like revenue size and/or an intent data provider that can share which companies are actively searching for topics related to your products or services.

Cross-reference the two types of data sources and...behold the TAL.

If you're wondering what types of data are useful to collect, [LinkedIn's matched audience template](#) is a great starting point.

Here are some examples of **third-party** data providers:

- ❑ Zoom Info (*firmographic, technographic*)
- ❑ LeadSpace (*firmographic, technographic*)
- ❑ Oracle Datafox (*firmographic, technographic*)
- ❑ Demandbase (*intent*)
- ❑ Bombora (*intent, "surge" data*)

It's Our Business to Grow Yours

Get more information on your target accounts. Find the right people to contact. Increase your sales pipeline. All in one place.

Google zoom

Choose Your Platform

Integrate with your favorite CRM, marketing automation, or sales intelligence platform.

- SalesOS** - Leverage your CRM data to drive sales and marketing performance.
- MarketingOS** - Accelerate your marketing ROI with targeted outreach.
- TalentOS** - Choose, hire, and manage your talent with ease.
- OperationsOS** - Streamline your business processes and improve efficiency.

Get premium products for more profitable conversations

Zoom Info offers a range of premium products to help you identify and engage with high-value prospects.

- Chorus** - AI-powered sales coaching and call analysis.
- Chat** - Real-time chat and messaging for sales teams.
- Engage** - Personalized outreach and engagement tools.

Your success fuels ours.

The time savings with Workflows has been incredible. Over 90% of Zoom's sales team uses ZoomInfo.

Zoom

See What's in Our Pipeline

Fast-Track Sales Enablement with ZoomInfo - Chorus AI

How to Calculate Your Total Addressable Market

What's Your Ideal Deal?

Go-to-Market Strategy Guide

How to Build Ultimate Sales Prospecting List

Sales Prospecting Strategy Guide

Ready to own your market?

Test Drive

Lead engagement

Check content and account engagement.

Find, create and prioritize deals.

The Complete New Way™ B2B Research CPM, Cx, Cx 2.0

Leverage 30x content data insights with ZIM compliance, 30M buying contacts and 200M prospects.

Your process, amplified

You don't have to change anything. Bombora intent data seamlessly integrates with the tools you already use.

reach, terminus, marketgate, HubSpot, leadpro

NetWise, SalesIntelligence, Adobe

Want to know what your prospects want to buy?

We've assembled the CO-INT, aggregated and aggregated CO-INT, and made it easy to integrate. All you need to do is click the button below.

Want to know what your prospects want to buy?

Want to know what your prospects want to buy?

Your Go-To-Market, Smarter

Start account intelligence in any step of the buying process. Through advertising, account-based marketing, and sales email campaigns.

Oracle DataFox Data Management content categories

Use our fully managed Oracle DataFox Data to fuel your account-based marketing strategy. Choose from over 100 content categories.

MANUFACTURING, INSURANCE, QUARTER, LEGISLATION

Key capabilities: Oracle Data Management

Grow

Find, create and prioritize deals.

The Complete New Way™ B2B Research CPM, Cx, Cx 2.0

Leverage 30x content data insights with ZIM compliance, 30M buying contacts and 200M prospects.

See better.

Don't explore your Data. Accelerate. Make CRM. Find the accounts that matter. Create and know where to invest and expand next.

Oracle DataFox Data Management

Explore Oracle DataFox Data Management

Give your revenue

Oracle DataFox Data Management content categories

Use our fully managed Oracle DataFox Data to fuel your account-based marketing strategy. Choose from over 100 content categories.

MANUFACTURING, INSURANCE, QUARTER, LEGISLATION

Key capabilities: Oracle Data Management

STEP 2

Attract

How are you going to get their attention?



How are you going to get their attention?

After identifying your target accounts, the next step is to get in front of them and entice them to learn more about your brand by offering something of value. You'll want to make sure you select the right set of channels that:

1. Your accounts are actively doing research on
2. Have the targeting capabilities to support an account-based program
3. Breakthrough the noise and leave a positive lasting impression



Tip: You don't have to reinvent the wheel! Use marketing automation data to understand what's worked in the past.

Once you identify your channel mix, the goal is to surround your accounts with messaging that is not only relevant to their company, but to their individual role. Layer on persona data to your messaging (to the best of your ability) to ensure that each individual at the account understands how your content can help solve their specific pain points.

In lieu of creating persona-based ads, another tactic is to create general awareness ads that lead to a “choose your own adventure” experience featuring a few pain-point-specific content pieces. This way, end-users self-select which asset they want to engage with based on the pain point that resonates with their role.

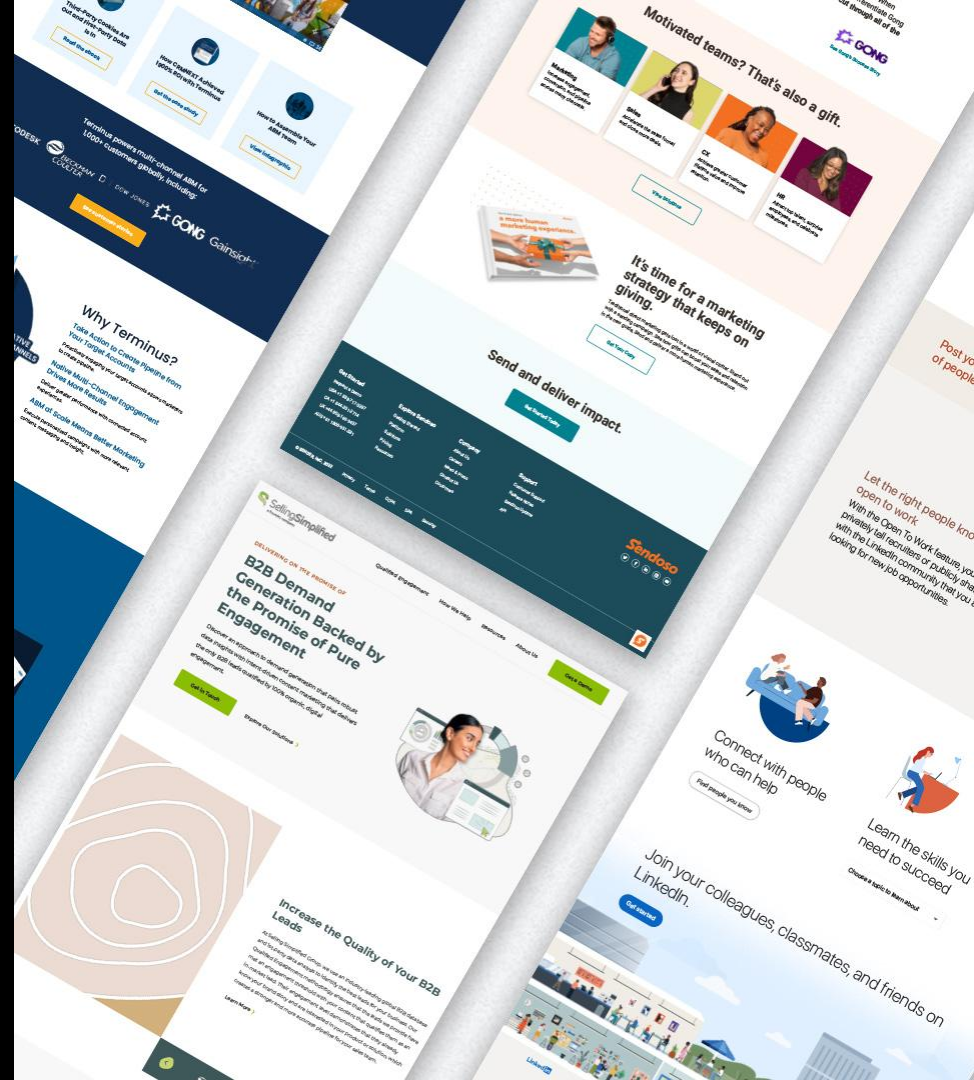
From there, you could retarget each subset with additional pieces of related content. And if you’re wondering how to retarget users who don’t interact with any of the content on the landing page, you can fill in the gaps using intent data to understand what types of topics employees at their account may be actively researching.

Here are some examples of **distribution channels** that execute **company-based targeting***

- ❑ Social media (*LinkedIn*)
- ❑ Display/Programmatic (*Terminus, Rollworks, TradeDesk*)
- ❑ Content Syndication (*Selling Simplified, MRP*)
- ❑ Direct Mail (*Sendoso*)

*

A number of the companies listed above have ABM orchestration platforms that leverage partnerships and integration to manage multiple channel executions from one place.



STEP 3

Engage

Are you providing them with something valuable post-click?



Are you providing them with something valuable post-click?

The last, and perhaps the most often overlooked piece of the puzzle, is the destination that you send individuals who clicked on your ad. Many times, the focus is on the ad copy or the “hook” that’s going to draw them in, and then they are sent to a “one size fits all” landing page. It’s important to ensure that the personalization that you’re incorporating in your ads is also reflected in the landing page that you’re driving them to.

What’s more, you’ll want to make sure that the specific piece(s) of content that you are presenting them with are actually relevant to them and align with where they are in their research process. Try to avoid throwing the kitchen sink, unless you’re taking the choose your own adventure approach outlined above.

Even so, you’ll want it to be clear that the experience you’ve curated was customized. If you entice them with an ad about how you can provide information that will help solve their pain points and then drive to a piece of content that doesn’t address them, they’ll immediately bounce. And that’s a lasting impression that you won’t want to make.

Here are some examples of content experience platforms

- ❑ Uberflip
- ❑ HubSpot
- ❑ Hushly
- ❑ PathFactory

We can expound more on each of these sections in spades, but if you're looking for a simple breakdown to get started, we certainly hope this helps!

AND REVIEWS
The brand that marketers trust
 Our review speak for themselves, the clear choice, yet powerful solutions.

FREE-OUTRO

SMPLR, YET POWERFUL SOLUTIONS
What are you looking to achieve?
 Our review speak for themselves. We deliver simple, yet powerful solutions.

FREE-OUTRO

Brands using Hushly to activate buyer experiences

Hushly
 Create your own content experiences and connect with your audience in a way that's never been possible before.

Solutions for
 Account-based marketing
 Content marketing
 Campaign management
 Content creation
 Email marketing
 Lead engagement

More information
 Resources
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Uberflip [How Uberflip Works](#) [Features](#) [Customers](#) [Resources](#) [About](#) [Log In](#) [Book a Demo](#)

The #1 content experience platform to accelerate your buyer's journey with relevant content

By connecting your buyers with your most relevant content, Uberflip provides personalized pathways that turn prospects into customers and customers into loyal advocates.

See how it works

Moet GTM teams can:

- Identify your target accounts or ideal customers
- Attract customers through your chosen channels
- Engage customers at the destination

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- Identify your target accounts or ideal customers
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HubSpot CRM for Sales Leaders

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 Get a real-time view of your entire sales pipeline on a single dashboard.

Access detailed reports on sales activity, productivity, and individual performance. Then use those insights to track team performance and spot opportunities for growth.

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- Reporting dashboard
- Company insights
- Deal tracking
- Pipeline management

Looking for enterprise CRM features?
 HubSpot's CRM platform also offers enterprise software for marketing, sales, customer service, content management, and operations. Get premium versions of all the free features you use here - and much more!

Learn more

Arm your sales team with time-saving tools they'll actually use.
 Close more deals with less work using tools that remove friction from the sales process.

Your sales team can use free CRM tools that notify them when a prospect opens an email or visits your website. They can see that information to follow up at the right time via live chat, email, or call.

FREE FEATURES YOU'LL LOVE

- Email tracking
- Project tracking
- Meeting scheduler
- Live chat

]] I love how simple, yet very efficient HubSpot CRM is. The ability to customize properties has been a huge benefit to both my sales team and our reporting.]]

Customer Success Manager | ProData

Top-Rated Free CRM Software for Your Whole Business
 Start using the CRM that's 100% free - with everything for everyone.

Get the CRM

Frequently Asked Questions

- > What is CRM software?
- > What are popular free CRM software features?

ABM In Action

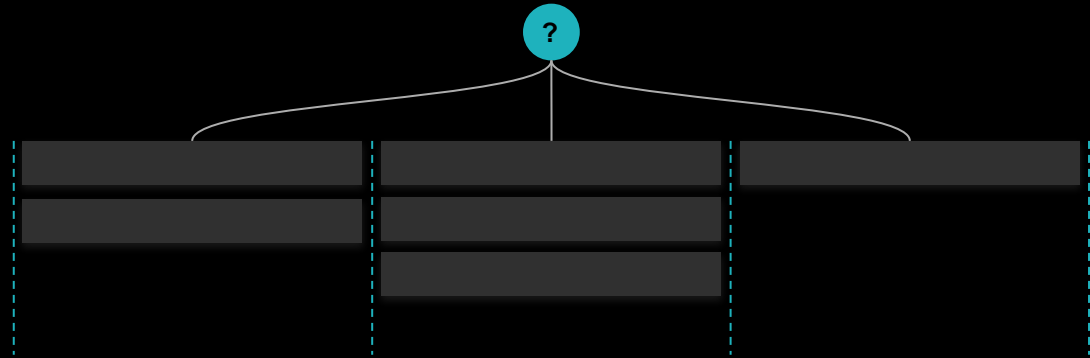
Here at [The Ricciardi Group](#), several brands that we partner with have been keen to get an account-based marketing strategy up and running.

One client, in particular, invested in an ABM orchestration platform earlier this year and then consulted us on what to do next. We worked closely with their platform provider and other members of their marketing team to craft a full-funnel strategy that leveraged the targeting capabilities of the platform in addition to other media channels that we've found to be successful.

- 1
- 2
- 3

PHASE 1 – Segmentation

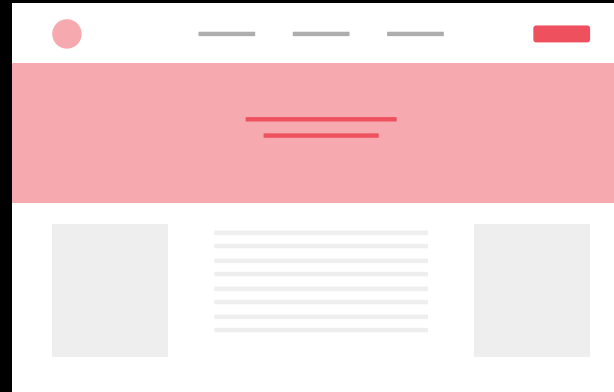
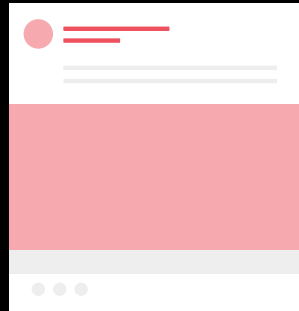
The first step was segmentation. We asked questions to understand their business goals and made sure that the plan was organized in a way that supported these goals. They had a clear vision that they wanted to drive awareness and market penetration into new verticals and geographies. Once we had the target account list created for the specific vertical they wanted to prioritize first, we drafted a media strategy tailored to that audience.





PHASE 2 – Awareness

For the awareness stage, we leveraged programmatic display and LinkedIn sponsored content ads to drive impressions and establish the brand. We had 4 ad groups, addressing two specific pain points and driving to two different landing pages. One landing page was a blog post and the other was a vertical-specific landing page where people could learn more about how the brand’s solutions could help solve their needs at a high level.





PHASE 3 – Consideration

Next, we targeted accounts in the consideration phase using programmatic display, third-party content syndication and LinkedIn lead generation ads. In this phase, our goal was to drive users to an eBook to drive form submissions so we could enroll them in an email nurture program before passing them to the BDR team for further follow-up.

The next program targeted accounts in the decision and purchase phase. We leveraged programmatic display and LinkedIn sponsored content ads. The ads included testimonials that linked to vertical-specific case studies. Each of the case study pages included a call to action to request a demo.

For any leads that were active in the pipeline, we employed Direct Mail to deliver them a personalized brochure about how their specific firm could benefit from the brand's solution. This custom approach helped provide a bit of a nudge to get them over the finish line.

We're still in the middle of this campaign flight,
but so far, we're seeing great results!

5,075

Total Accounts Reached
by Marketing

2,098

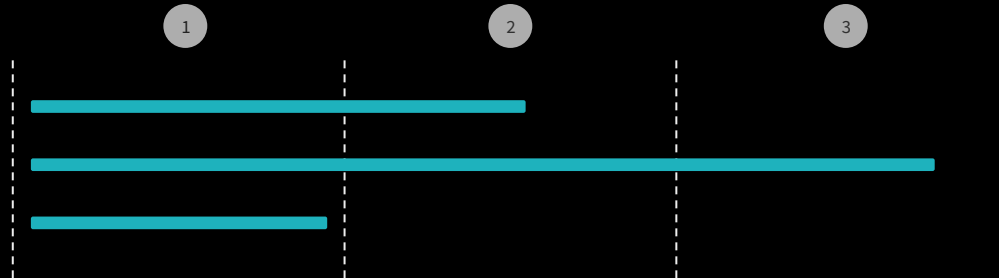
Accounts Engaged
by Marketing

648

Total New Leads
Generated

What's great about the platform and the different advertising programs is that they are built in a way that they can remain always-on. Once we understand how they perform, we can shift budgets to make sure we're spending efficiently at each stage. It's crucial that the messaging aligns with where the leads are in their own buying journey.

In this case, we were fortunate to have a platform that used predictive analytics to assert which accounts are in each phase. Without this, you can leverage marketing automation & CRM data, website data, and lead/account scoring to define each category.



See How We Can Help

If you're interested in learning more about how
The Ricciardi Group can help you get started with ABM,
contact us here – we'd love to hear from you!

hello@thericciardigroup.com