

YOUR ABM STRATEGY **IN 7 SIMPLE STEPS** [WORKBOOK]



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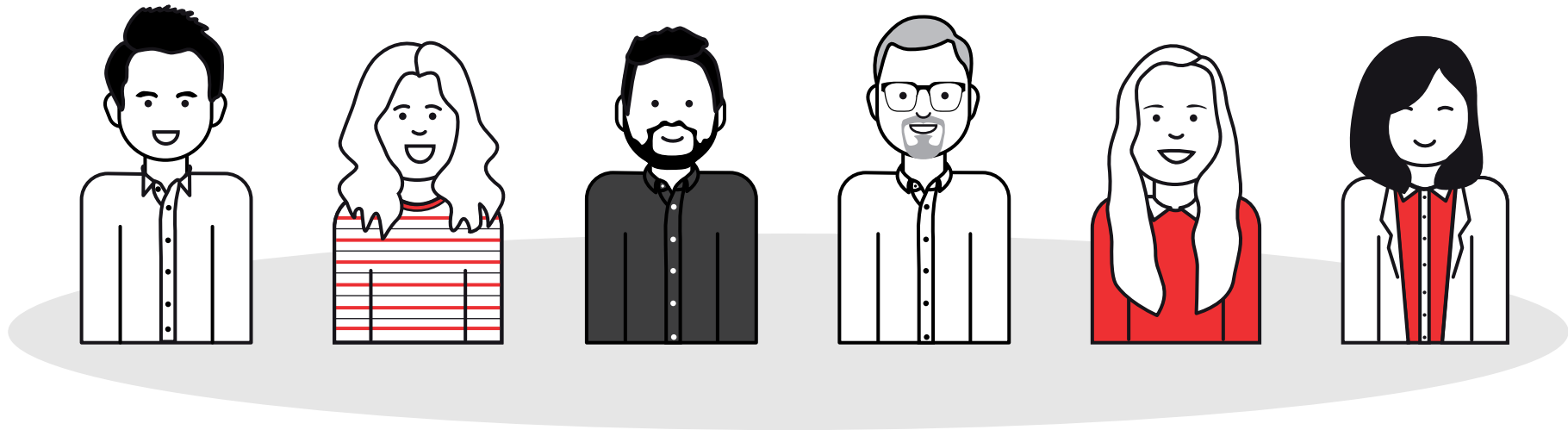
InboxInsight 

www.inboxinsight.com

More marketers are turning to ABM to support their overall marketing strategy and 88% are seeing an improvement in conversion rates as a result. To get your ABM strategy off the ground, we've created this step-by-step guide, complete with templates and exercises.

1. Choose your team

Assemble your core ABM team, making sure to include people from sales, marketing and business development. Use the team planner below to work out who will be involved and what they will be doing.



Name:.....	Name:.....	Name:.....	Name:.....
Department:.....	Department:.....	Department:.....	Department:.....
Role in the team:.....	Role in the team:.....	Role in the team:.....	Role in the team:.....
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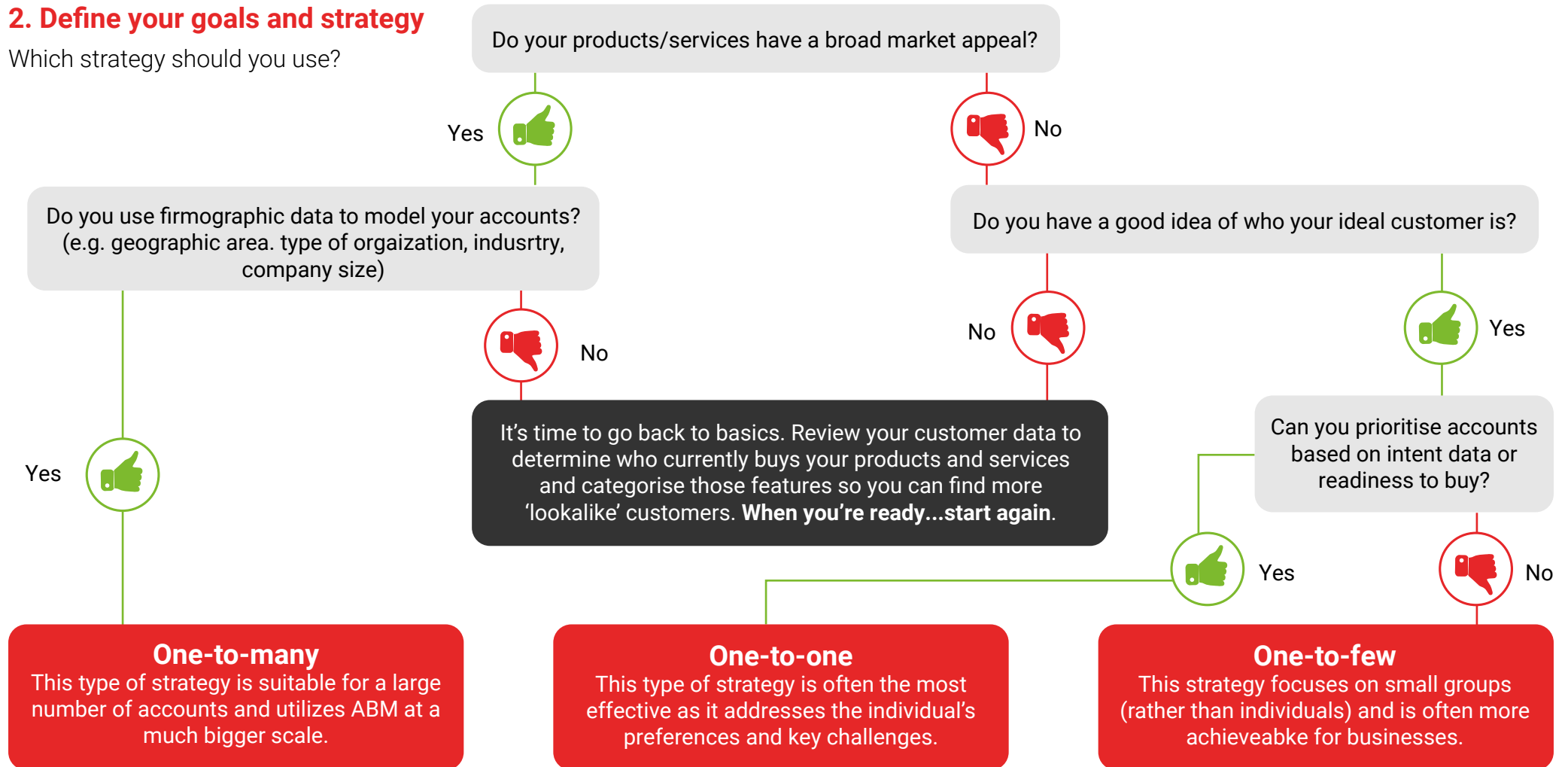


Choose your team. CONTINUED

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2. Define your goals and strategy

Which strategy should you use?



Adjustments in how you approach your customer data will enable you to utilize different strategies for different types of accounts. For example, a one-to-one strategy can be used alongside a one-to-few strategy to target those accounts that are particularly high value, while your one-to-many strategy can nurture those that match your firmographic profile but have yet to make a purchase.

Define your objectives and how you're going to measure them, as well as which channels you'll use to do this and how you'll optimize performance. For example:

	INSIGHT	INTEREST	ENGAGEMENT	NURTURE	OUTREACH	SALES	PIPELINE
OBJECTIVE	Position brand as expert in solving client challenges & identify target accounts	Reach target accounts through multiple channels	Engage target accounts with content and create touchpoints	Further engage DMU at target account	Boost sales efficiency and enable them to connect with leads in person	Target personas that have responded to message	Close deal with prospect and convert to customer
RESULT	Accurate segmentation	Brand cut-through	Lead generation	Lead nurture/sales intelligence	Sales Automation	Sales Enablement	Conversion Rate Optimization
EXAMPLE METRICS	Example metrics: sentiment ratio, # in segments	Example metrics: CTR %, % identified	Example metrics: average time on page, cost per lead	Example metrics: % activated contacts, email open rate	Example metrics: # in sequence, % reply	Example metrics: % appointment/demo	Example metrics: # proposals sent, % opportunity closed
CHANNELS	Programmatic, Search, Social	Display, Video, Email, Mobile, Programmatic, Search, Social	Content Syndication, Search, Social	Email, Remarketing, Programmatic	1:1 Sales Outreach, Email Nurture, Direct Mail, Remarketing, Live Chat	1:1 Sales Outreach, Webinars, Private Events	1:1 Sales Outreach, Webinars, Private Events, Case Studies
OPTIMIZATION TECHNIQUES	Test 3rd party data	A/B creatives, review traffic sources	New vs returning sessions, landing page CRO	Cleanse data, refine ad targeting	Streamline workflows, split test messaging	A/B test sales scripts, lead quality benchmark	Time to close, lead source to conversion

3. Invest in technology

ABM software makes ABM at scale possible, and can help with more accurate personalization based on past campaigns, personas and which stage they're at in the funnel.

Here are 6 key areas you'll want in your ABM solution:



Reporting and analytics

Ability to measure the performance of your strategy



Account selection

Ability to build dynamic TALs



Segment management

Ability to manage audiences and connect with your CRM



Advertising

Ability to run targeted advertising campaigns



Website personalization

Ability to deliver a personalized website experiences based on the visitor



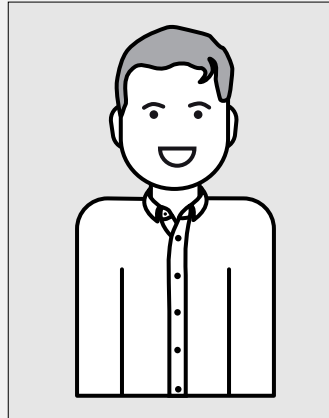
Sales intelligence

Ability to inform sales teams with meaningful insight

4. Identify key accounts

Create an ICP (Ideal Customer Profile) to help gain a better understanding of your existing customers. This will help you focus on who you should be targeting in your campaign and how you can reach them more effectively.

You can use the template below to get you started:



Name:.....

Job title:.....

Department:.....

Industry:.....

Location:.....

Company size:.....

Budget:.....

Pain points:

.....

.....

Business objectives:

.....

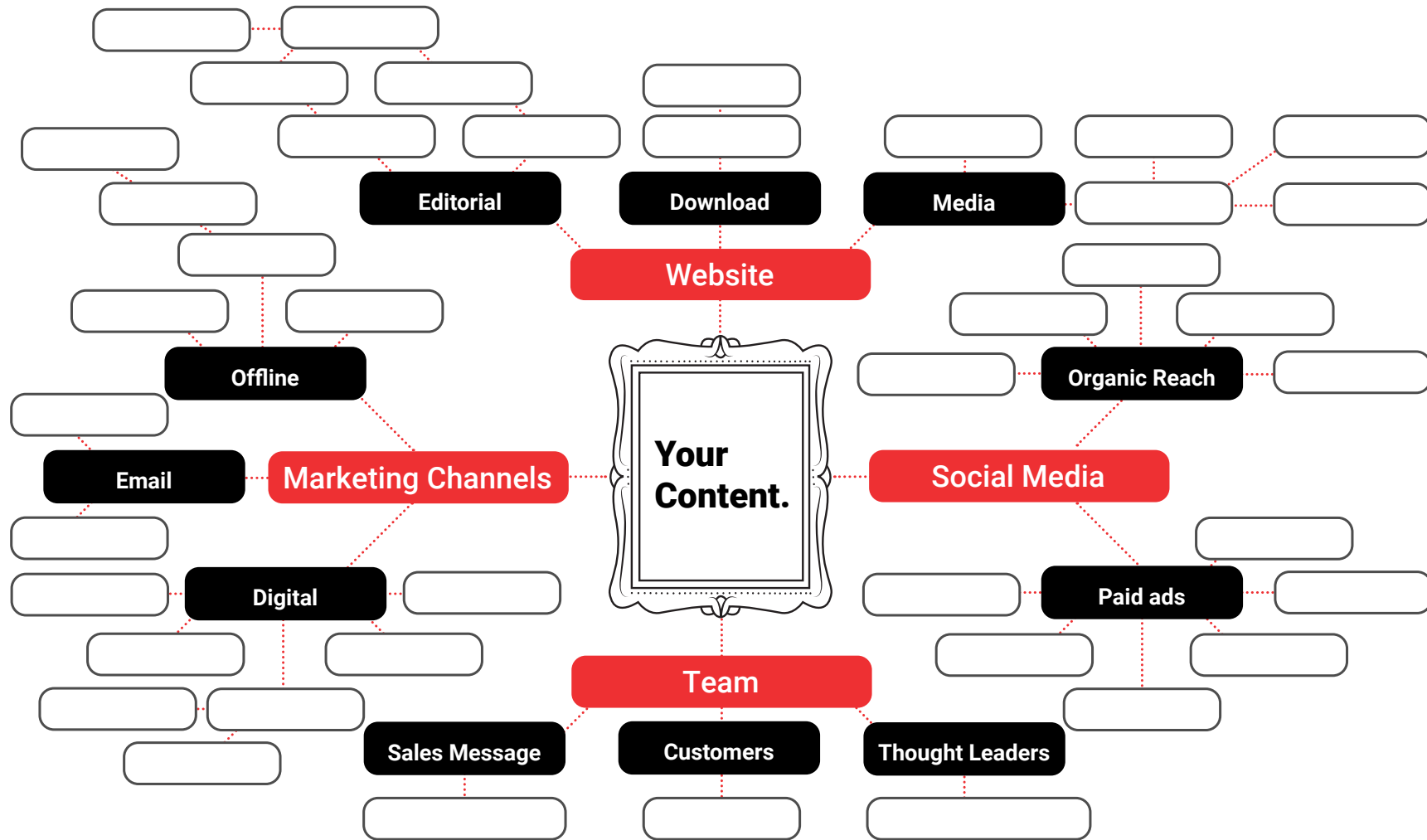
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Notable attributes:

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5. Select your channels

It's now time to determine how your content is going to reach your ICP. Look back to see which channels have historically driven the highest revenue and use that to determine how you're going to reach your target accounts.



6. Market your message

You can now start marketing your message and preparing the sales teams to support this with additional outreach tactics such as emails and phone calls. Each time your message is shared, think about whether it ticks the following boxes:

Is it engaging?

Your message can't be boring. If it is, your target accounts won't take any notice. So it needs to be interesting.

Is it relevant?

Is your message relevant to the products/services you sell, and is it relevant to the individual your targeting?

Is it targeted?

The whole purpose of ABM is to personalize what you're doing, so generic messaging won't work.

7. Prepare analysis and reporting

To determine how successful your strategy, you need to measure specific KPIs. You'll have already outlined which goals are important to you in step 2 so now it's time set up reporting and analysis to deliver insights.

Here are 11 metrics you should consider measuring:

ACCOUNT COVERAGE

- How many contacts have been identified?
- How complete your knowledge of them is
- What level of seniority and decision-making power the contacts have
- How frequently you interact with them

BRAND AWARENESS

- Number of product demos or presentations
- Email click-through and time spent reading content
- Attendance of trade shows and events

ACCOUNT ENGAGEMENT

- Number of calls and meetings with contacts
- Time spent on calls or in person
- Proactive engagement with you on social media, web or offline
- Introductions the customer makes to other leads, internal or external

“ We can support your B2B marketing with a series of optimized demand generation products based on your objectives ”

Ready to build your own success story?



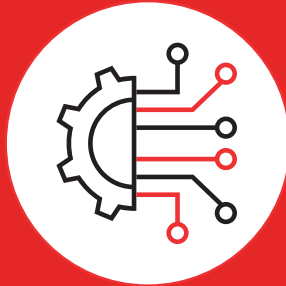
InboxENGAGE

Identify your audience, activate their interest and generate qualified engagements through our optimized multi-channel campaigns.



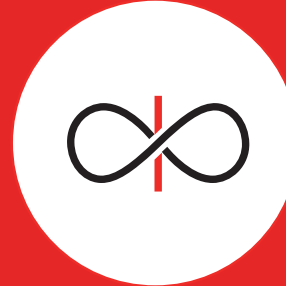
InboxNEXUS

A blend of targeted email marketing and the latest programmatic advertising technology to achieve superior audience reach, relevancy and scale.



InboxINTEGRATE

A powerful end-to-end content amplification solution built around creating seamless digital experiences and optimized reader journeys.



InboxINBOUND

We curate your best content, and optimize it using insight, then drive a relevant audience to the hub with multiple digital touchpoints.



InboxCREATE

A suite of content writing and creative services dedicated to crafting outstanding content that strikes a chord with your target audience.

Get the ball rolling today: Email info@inboxinsight.com UK +44 (0)800 161 5511 US +1-508-424-5330