



Learn. Network. Grow.

MParDreamin' 2022

Building An ABM Strategy With What You Have

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Building An ABM Strategy With What You Have

There are a lot of tools that promise account-based marketing (ABM) success. But you can implement an effective ABM strategy with the tech stack (and team!) you have.

In this session, we will review how to build out an ABM strategy with Salesforce and Marketing Cloud Account Engagement (Pardot). We'll uncover ways to get sales and marketing aligned so you can deliver the right-channel messaging to the right-person at the right-time.

Topics covered include:

- Creating your target account list and key buyer groups with sales using account persona insights, scoring, and grading.
- Determining the best mix of channels, engagement points, and building personalized assets with HML and dynamic content.
- Measuring the success of your strategy with engagement history and campaign influence.

Let's Go!



Step 1
Goals

Step 2
Audit

Step 3
Plan

Step 4
Activate

Step 5
Analyze

Step 6
Repeat





Step 1

Buy All The Tools!



No.



Step 1 - Goals

RIGHT

Message
Audience
Time
Channel



Not all ABM is the same.
Make sure it makes sense.



ABM

ABX

AB?

PARDOT PEAK 7.1

CONVERSION CANYON 2.6

REVENUE RIVER 3.9

ABM Goals



Remember to think in phased approaches!

- Targeting groups and tiers of specific named accounts and contacts
- Levels of personalized content

1. What actually are your ABM goals?
2. Are they aligned with marketing, sales, and key stakeholders?
3. Draft out your goals and plan to see the full flow and gaps.

Starting

Scaling

Optimizing

ABM vs. Demand Generation



1:One
1-10 accounts

1:Few
11-100 accounts

1:Many
101-300 accounts

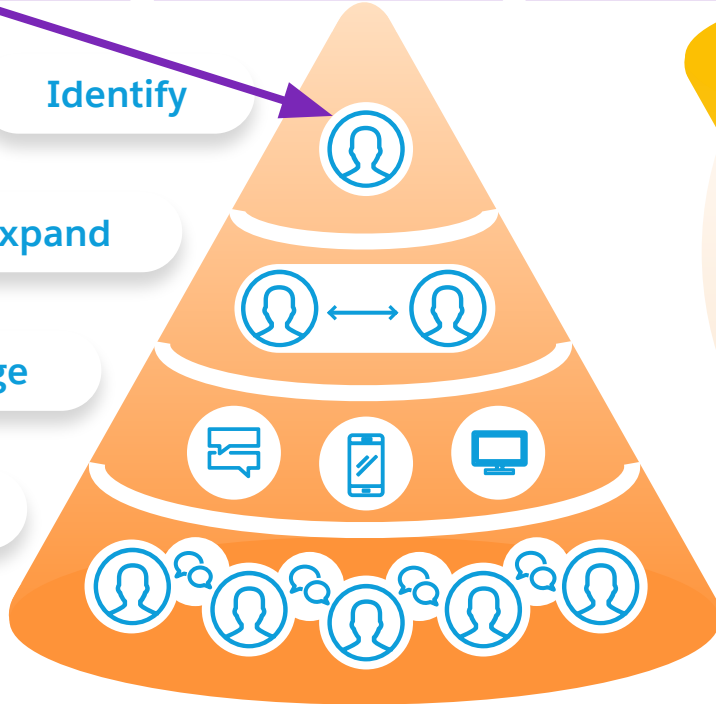
1:Market
300+ accounts

Identify

Expand

Engage

Advocate

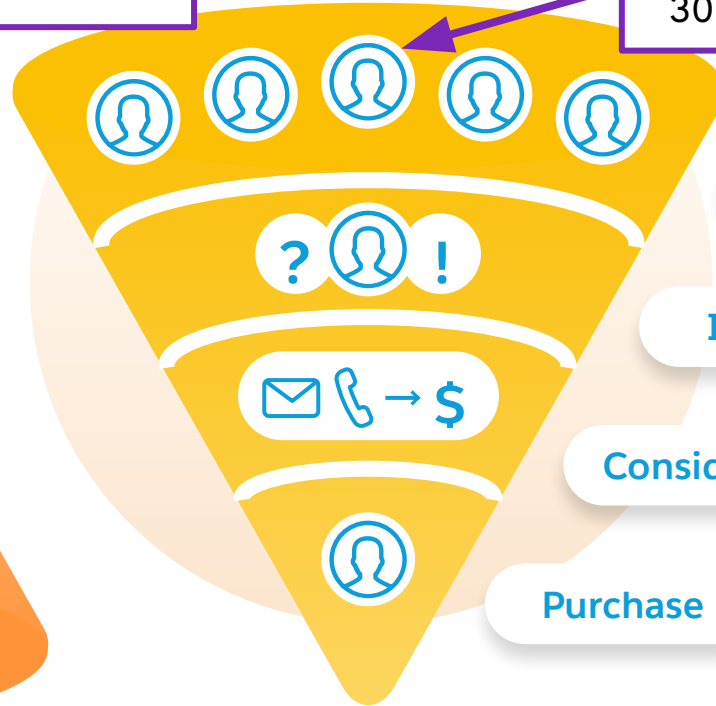


Awareness

Interest

Consideration

Purchase



Full Lifecycle Marketing



ABM is targeted,
personalized,
account-centric

Revenue
Flywheel is a
little bit of both

Demand
Generation is
quantitative,
lead generating



Step 2 - Audit

Audit Current State & ABM Capabilities



1. When does the buyer journey look like from unknown to MQL to SQL to opp to close?
2. **How do they qualify for different stages?**
3. When does the sales handoff happen?
4. **Who is on the target account list?**
5. How are they being segmented or tiered?

1. **What is your budget?**
2. What is your timeline to launch and timeline to show results?
3. What are your current channels?
4. What will be used for ABM?
5. **What content can you repurpose?**
6. What level of personalization is available?

1. What tools are in the tech stack currently?
2. How is reporting being done?
3. **What new KPIs or reporting functionality need to be in place?**
4. Do you have a internal or external team?
5. **Who is in charge?**



Step 3 - Plan

Plan & Make ABM Real

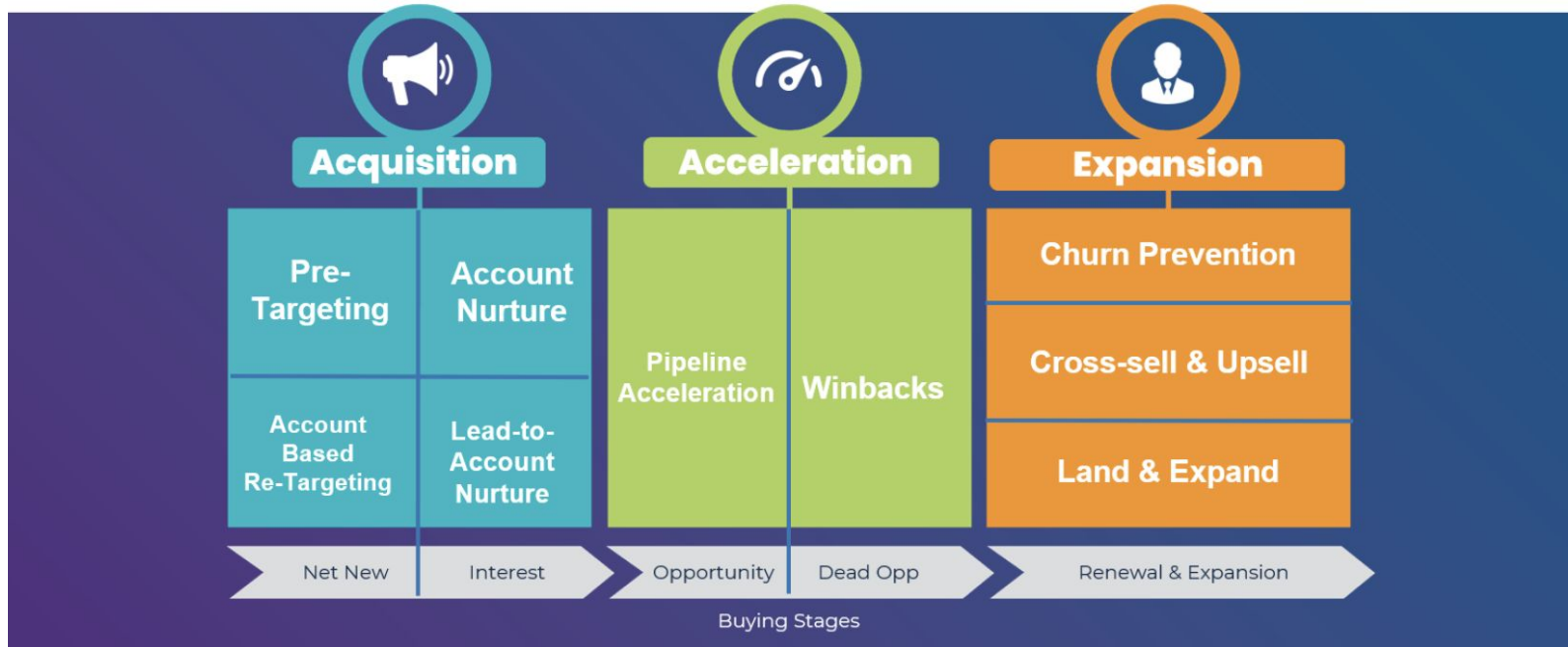


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Account-based Marketing Strategies



(Terminus)

Outline Phased ABM Plan



1. Goals
2. Target
3. Timeline & budget
4. Channel mix
5. Content & messaging
6. Pass off points
7. Reporting

Don't forget!

- Get sales and marketing to agree, contribute, create a feedback loop.
- Get stakeholder sign off early and keep relationship strong.

ABM is about quality, not quantity.



Step 4 - Activate

Activate Pilot Program



- Google analytics & tag manager
- Tracking code
- Connected campaigns

1. Set up tracking & reporting

2. Create LPs & content

3. Enroll audience

4. Monitor & optimize

PARDOT PEAK 7.1

CONVERSION CANYON 2.6

REVENUE RIVER 3.9

Activate Pilot Program



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4. Monitor & optimize

- LPs & progressive forms
- Dynamic content & HML
- Page actions & custom redirects

PARDOT PEAK 7.1

CONVERSION CANYON 2.6

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Activate Pilot Program



- Einstein scoring, lead score & grade
- Dynamic lists & automation rules
- Engagement studio programs & flows

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- Opp contact roles
- Pipeline progress
- Feedback loops

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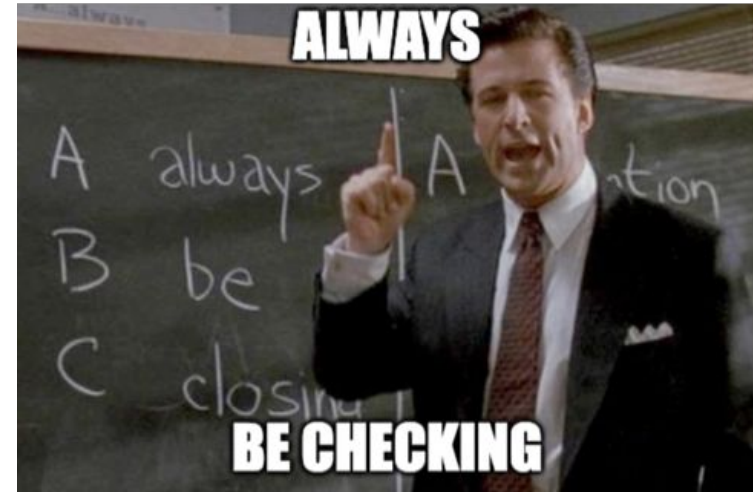


Step 5 - Analyze

Analyze & Optimize



- Campaigns are key for engagement history & campaign influence reporting
- Clean & organized data for pipeline progress and scoring & grading checks
- Baseline reports for pilot vs. control group reporting, especially key for stakeholders
- Feedback loops, marketing & sales need to talk



ABM KPIs



Marketing Performance

- **Target Accounts Engaged**
- Activities
- Pipeline
- Pipeline Source
- Influence Sources
- **Cost Per Opportunity**

Campaign & Web

- Web Traffic
- **Unique Visitors**
- Pages Visited
- MQLs
- **Conversion Rates**
- Target Segments
- Downloads
- Time on Site

Business Outcomes

- Avg. Close Rate
- **Average Deal Size**
- **Deal Cycle Length**
- Funnel Velocity
- Net Promoter Score (NPS)
- Renewal Rate
- Relationship Score

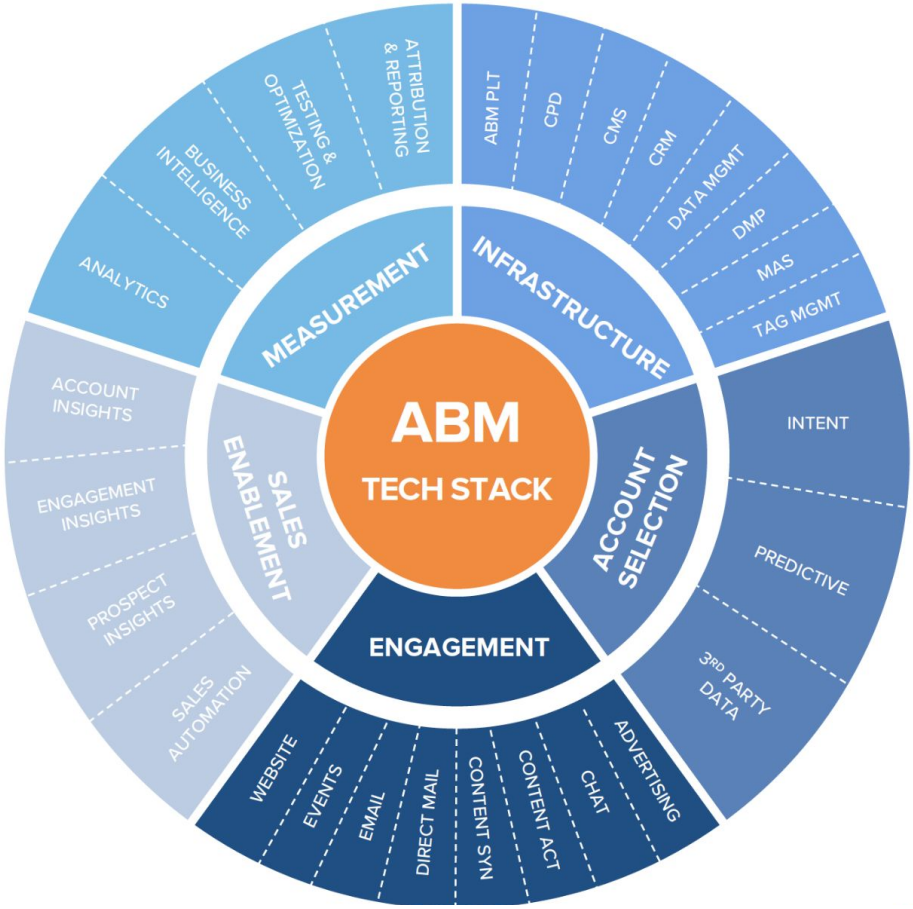


Step 6 - Repeat

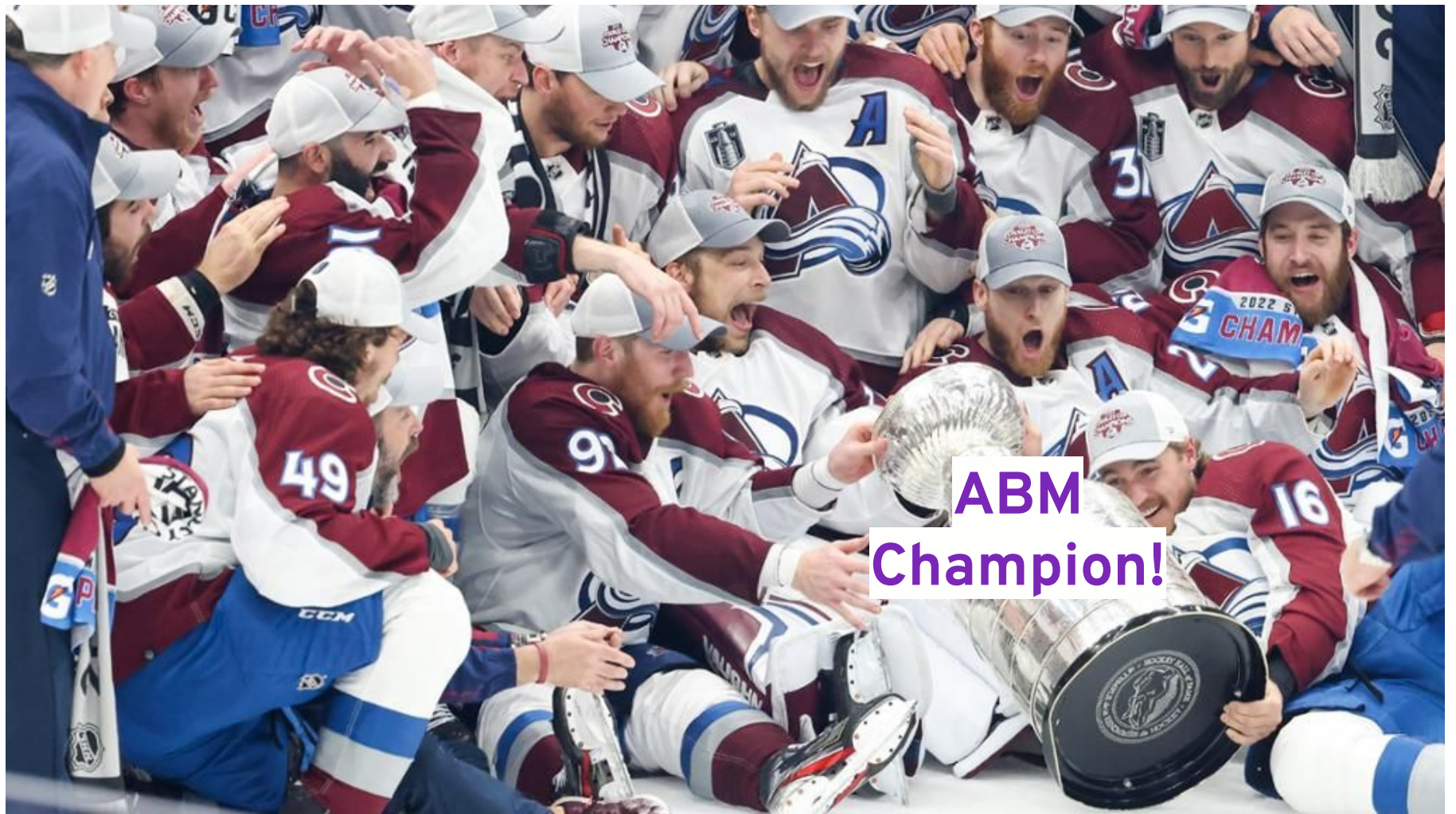
Next Steps & Phases



Buy All The Tools!



(Demandbase)



ABM
Champion!

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Thank you!

We appreciate your attendance at this session. If you have any questions please reach out to us via Goldcast or use the information below. We hope you enjoy the rest of the conference!

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