THE FEARLESS MARKETER



From Nurture to Negotiation Intelligent ABM in 2018

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Are you currently practicing ABM?

Who is planning on kicking off an account-based strategy in 2018?

What is the biggest roadblock?

- Budget
- Bandwidth
- Data
- Organizational Buy-In

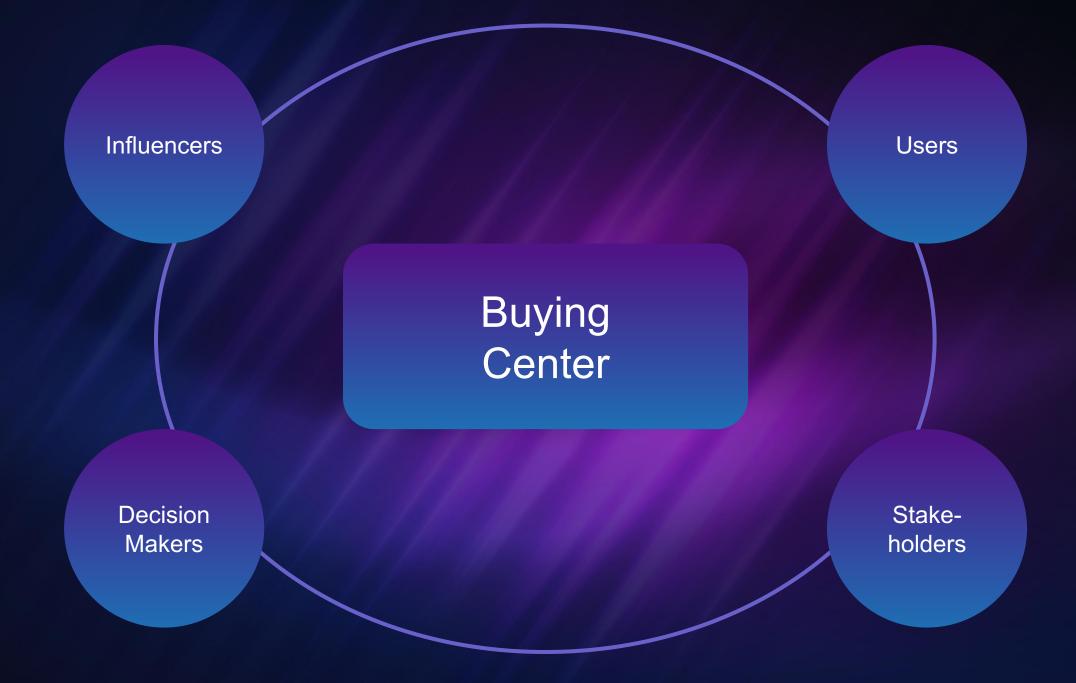
Steps to Launching Your First Account-Based Strategy

1 – Set Goals and KPIs

- Set goals that are
 - Quantifiable
 - Timely
 - Agreed upon by sales
 - Valuable
- Set KPIs for short-term evaluation
 - Deliverability
 - Engagement rate (leads & accounts)
 - Tactic success

2 – Define the Audience

Target Accounts	Strategic Contacts	SDR Influence	Utilize Resources
Industries	Influencers	Who do they want to talk to?	Persona segmentation
Annual Revenue	Decision Makers	Who <i>don't</i> they want to talk to?	Predictive
Company Size	Stakeholders	Early indicators	Scoring
Intent	Users	Qualifying recommendations	Data

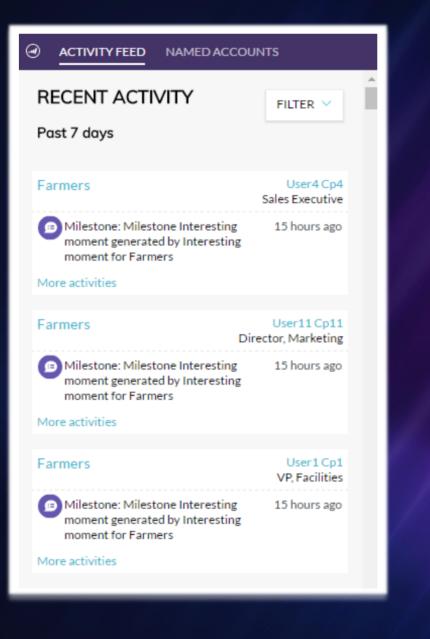


3 – Create a Strategy

- Goal-centric content
- Tactics
- Follow buyer journey
 - Brand awareness
 - Thought leadership
 - Pain points
 - Interactive materials
 - Aggressive CTAs
 - Sales outreach

4 – Get Cliché and Smarket

- Get input from sales before finalizing your strategy
- Get aligned on a timeline
- Give them the data they need for successful followup
 - Demographic data
 - Interesting moments
 - Talking points



100 th	United Oil & Gas, Singapore	, ×		
	maggieTestQe H Account Owner			
OVERVIEW •				
NGAGEM	ENT IN THE LAST MONTH	+		
100,000		8		
80,000				
60,000				
40,000				
20,000				
0 0 4/17	4/24 5/1 5/8	5/15 5/22		
STATS: PAST 7 DAYS				
13 ENGAGED PEOP	LE 29 PAGE VEWS	86		
<u>^ 333%</u>		1333%		

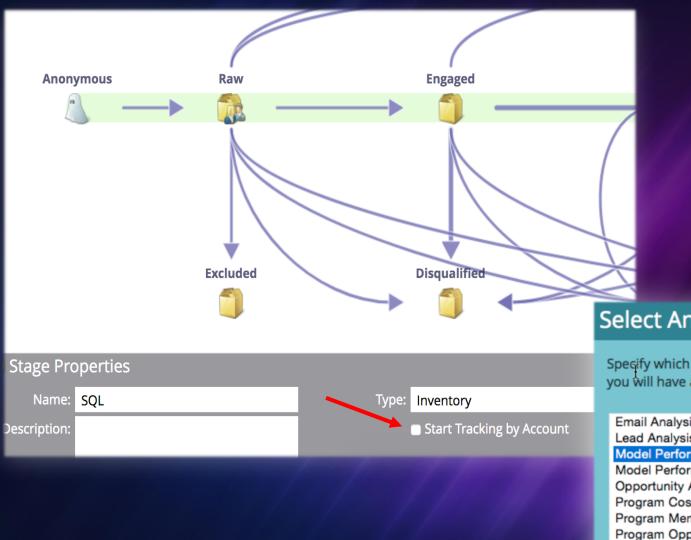
MY ACCOUNTS 🧿			
100 th	United Oil & Gas, Singapore		
98 th	Farmers		
97 th	Progressive		
95 th	Dickenson plc		
95 th	Mazda		
92 nd	Fidelity		
92 nd	Tata		
92 nd	Nissan		
92 nd	Ford Motors		
92 nd	Chevron		

5 – Implement!

- Set up your Marketo program
- Leverage engagement programs
- Integrate everything
- Test, test, test!

6 - Learn

- Successful campaigns take time
- Make updates along the way based on KPIs
- Leverage RCE
- Talk to sales
- Celebrate your wins!



Select Analysis Area

Specify which area you would like to analyze. This will determine which fields you will have available for reporting.

Email Analysis
Lead Analysis
Model Performance Analysis (Companies)
Model Performance alysis (Leads)
Opportunity Analysi
Program Cost Analysis
Program Membership Analysis
Program Opportunity Analysis

🔽 Auto Refresh Report

7 – Rinse and Repeat

Questions



THANK **NOU**

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