



How to win and grow your dream clients with Account-based marketing (ABM)

Hello!

Really.



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Quick poll...

What level of experience do you have with ABM ?

- a) Completely new to ABM.
- b) Researched a fair amount but not run any campaigns yet.
- c) We have tried a campaign or two but we want to supercharge our capability.
- d) We have run several campaigns and simply want to know the latest thinking.

- **ABM 101**
- **Research & Strategy**
- **Form a message that resonates**
- **Structure your team for success**
- **Build feedback loops**
- **Key takeaways**
- **Q&A**

ABM 101

ABM types

Targeting 100+ companies

One to many:
sector focus

Targeting 5-15 companies

One to few:
company focused

Targeting 1-2 companies

One to one:
person focused

ABM types

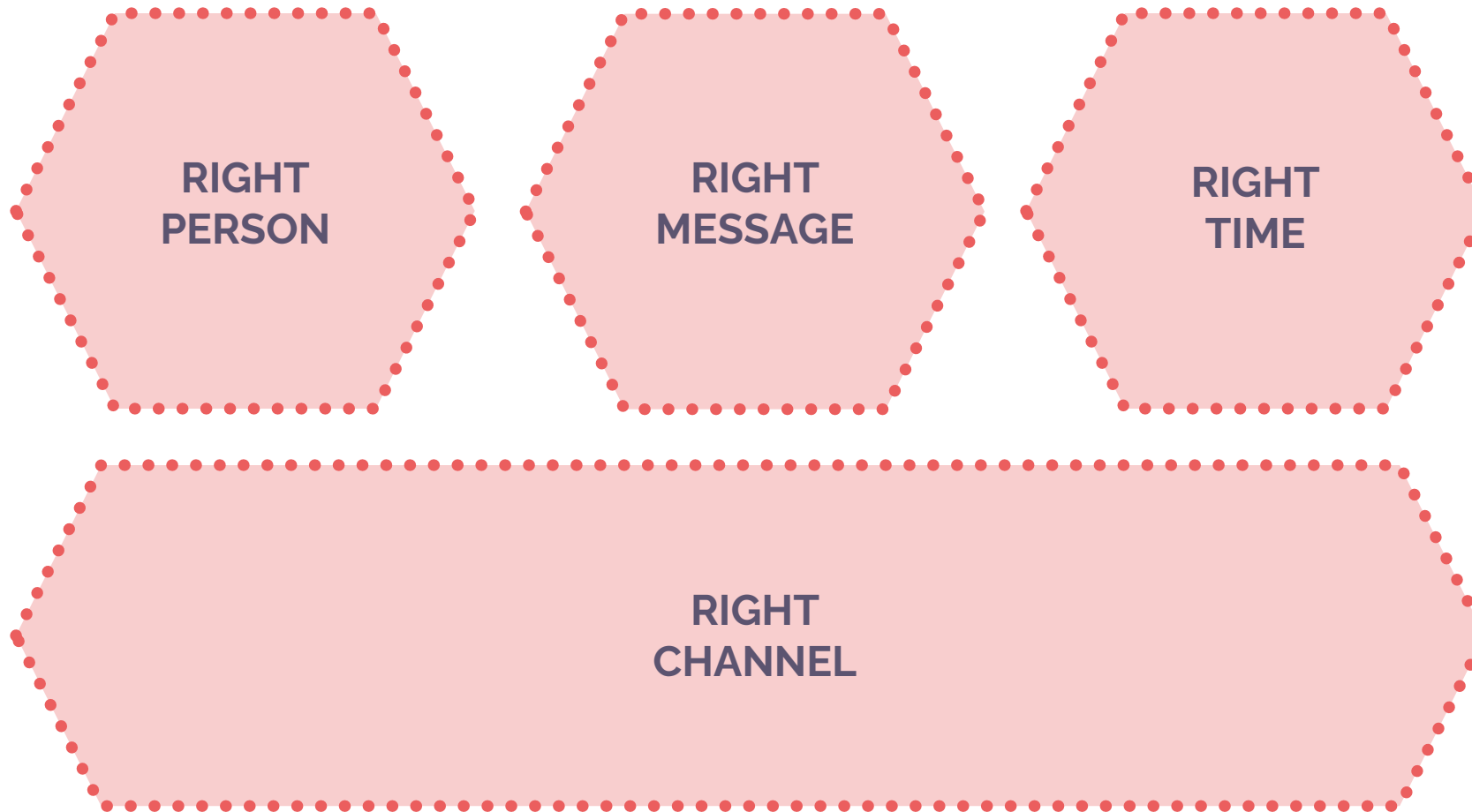
Really.



Purpose of ABM



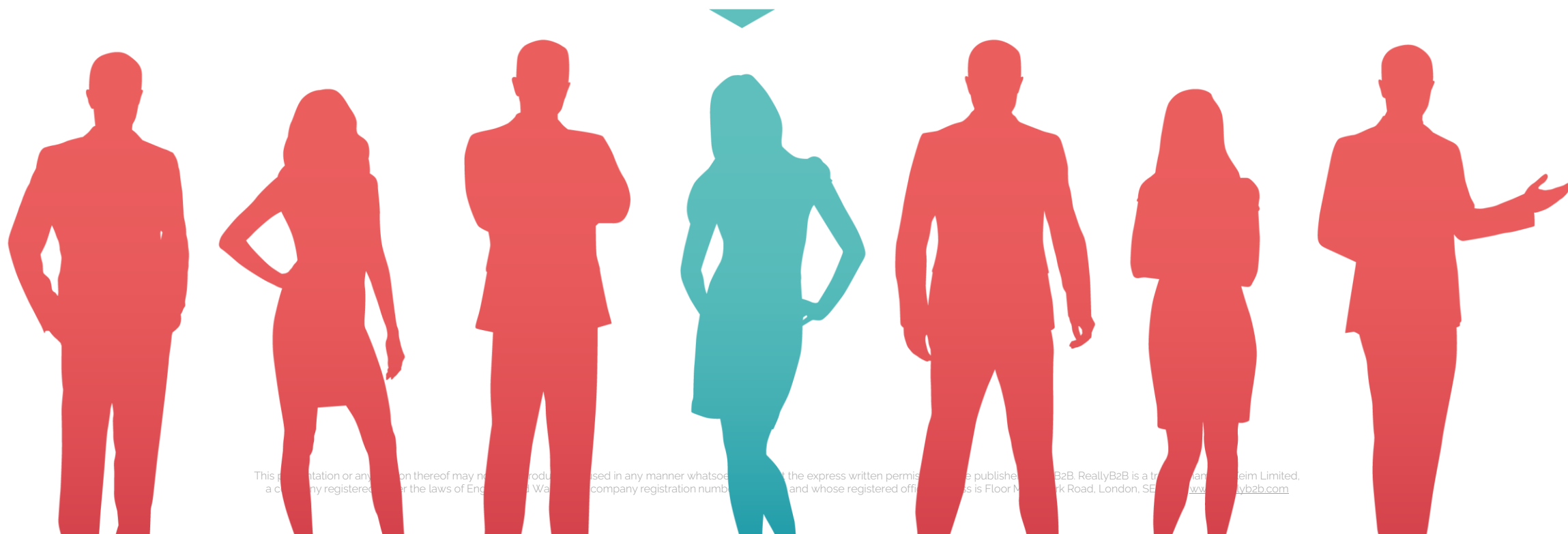
ABM is really just best practice marketing



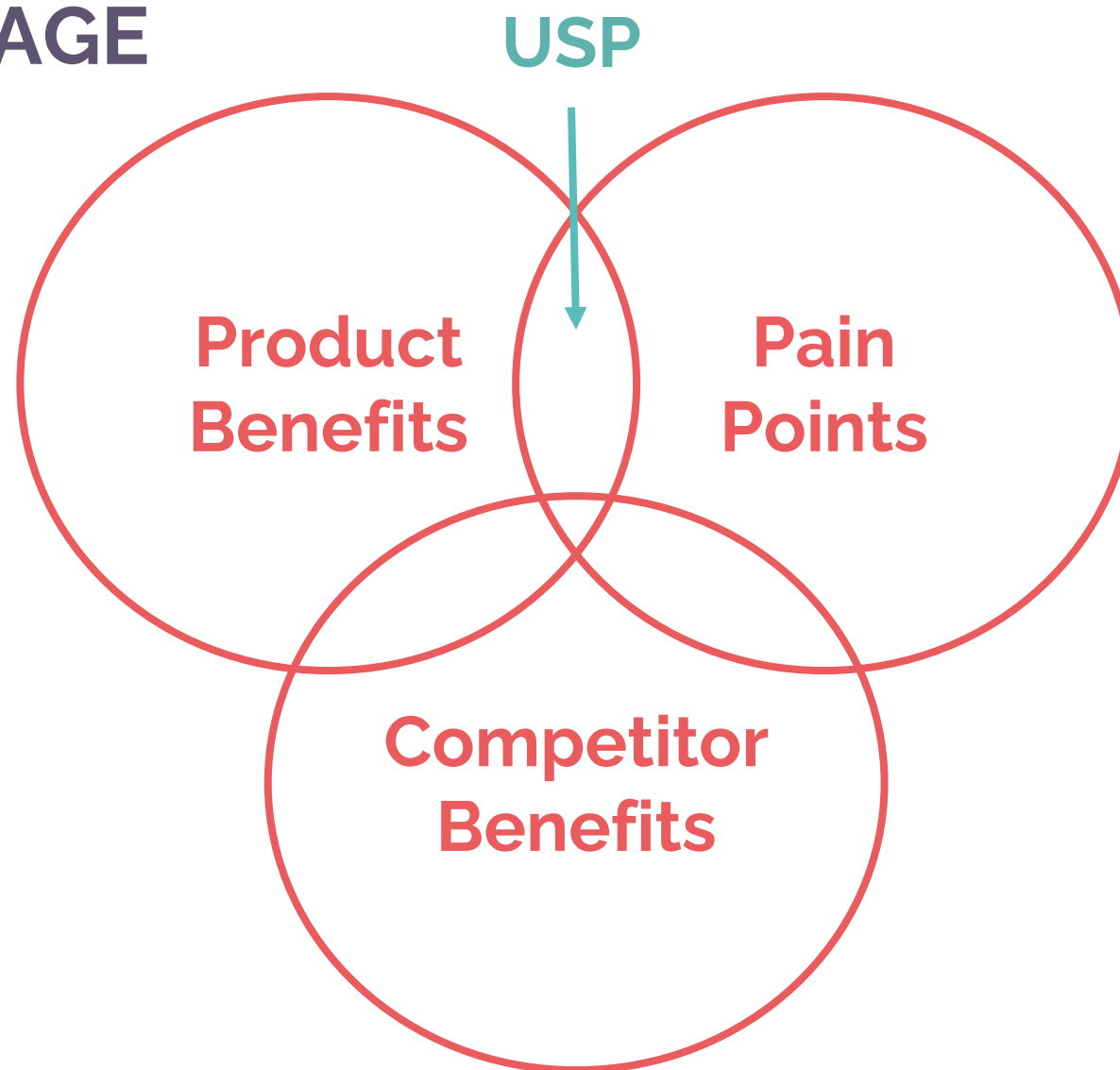
RIGHT PERSON: Company



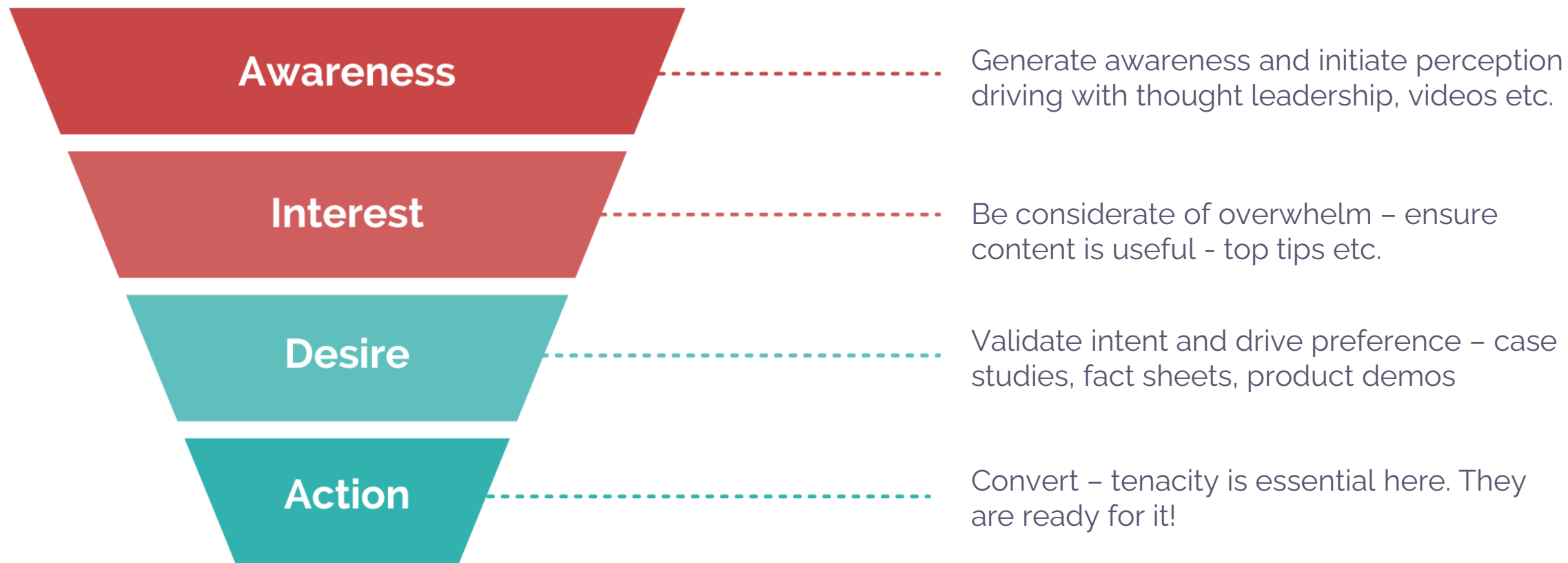
RIGHT PERSON: Contact



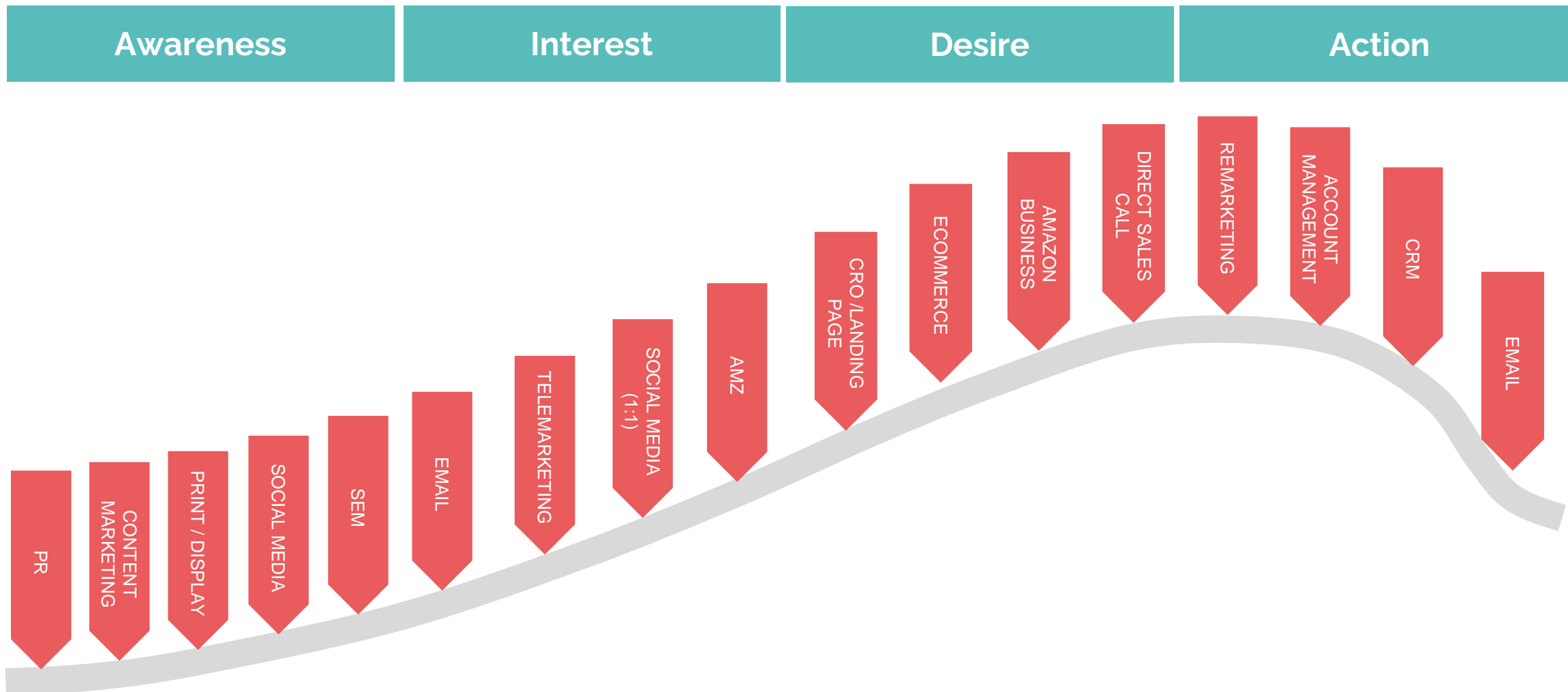
RIGHT MESSAGE



RIGHT TIME



RIGHT CHANNEL



Research & Strategy

Define your campaign type

ABM types

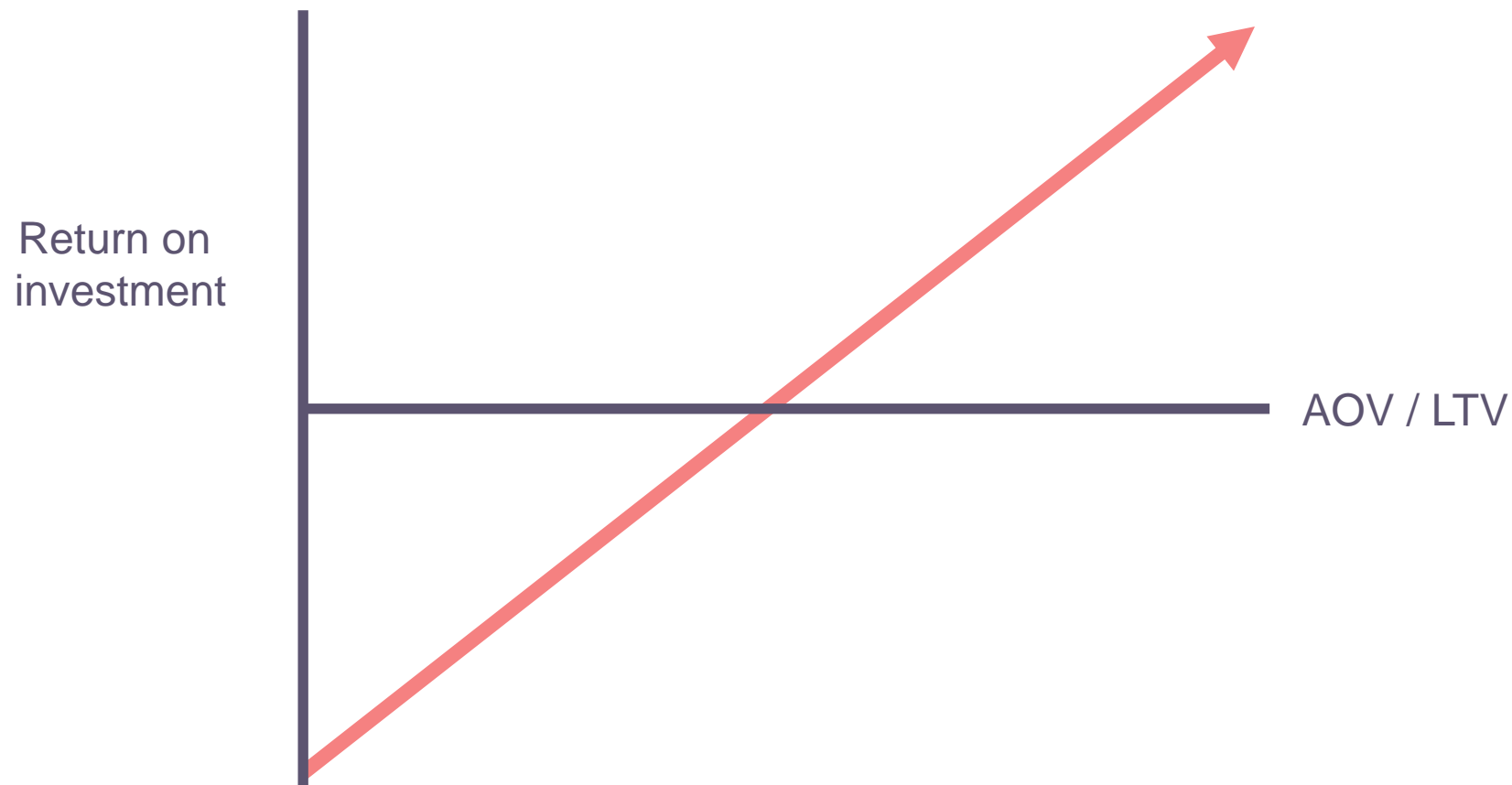
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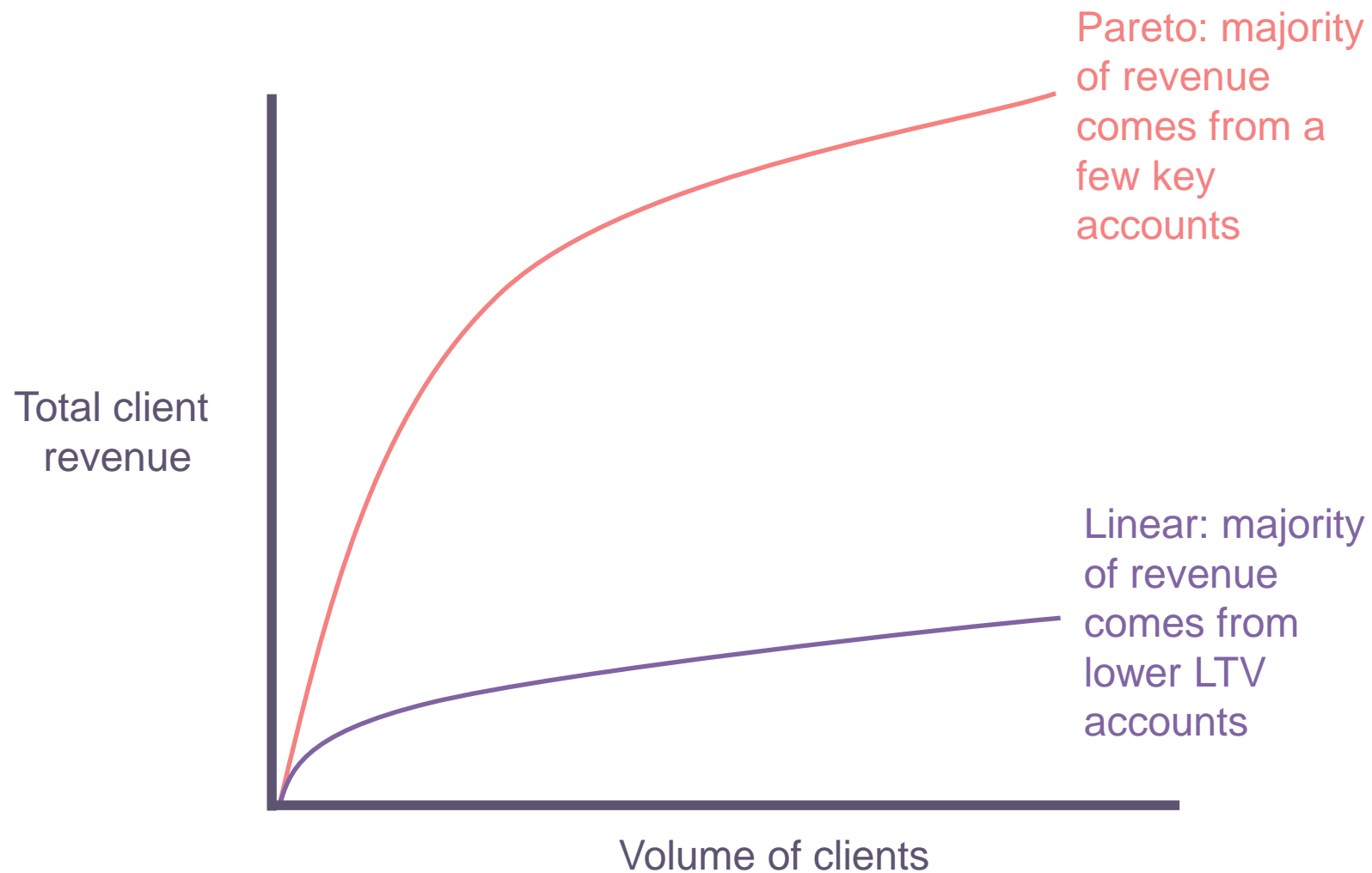
Critically assess your objective



Consider your lifetime value



Consider your client mix



Consider a hybrid campaign

Really.



Research & Strategy

Identify your target accounts

How to form your key account list



Research & Strategy

Establish your target account's needs

Be explicit in what you are trying to find



1. Company strategy



2. Existing supplier relationships



3. Challenges / pain points

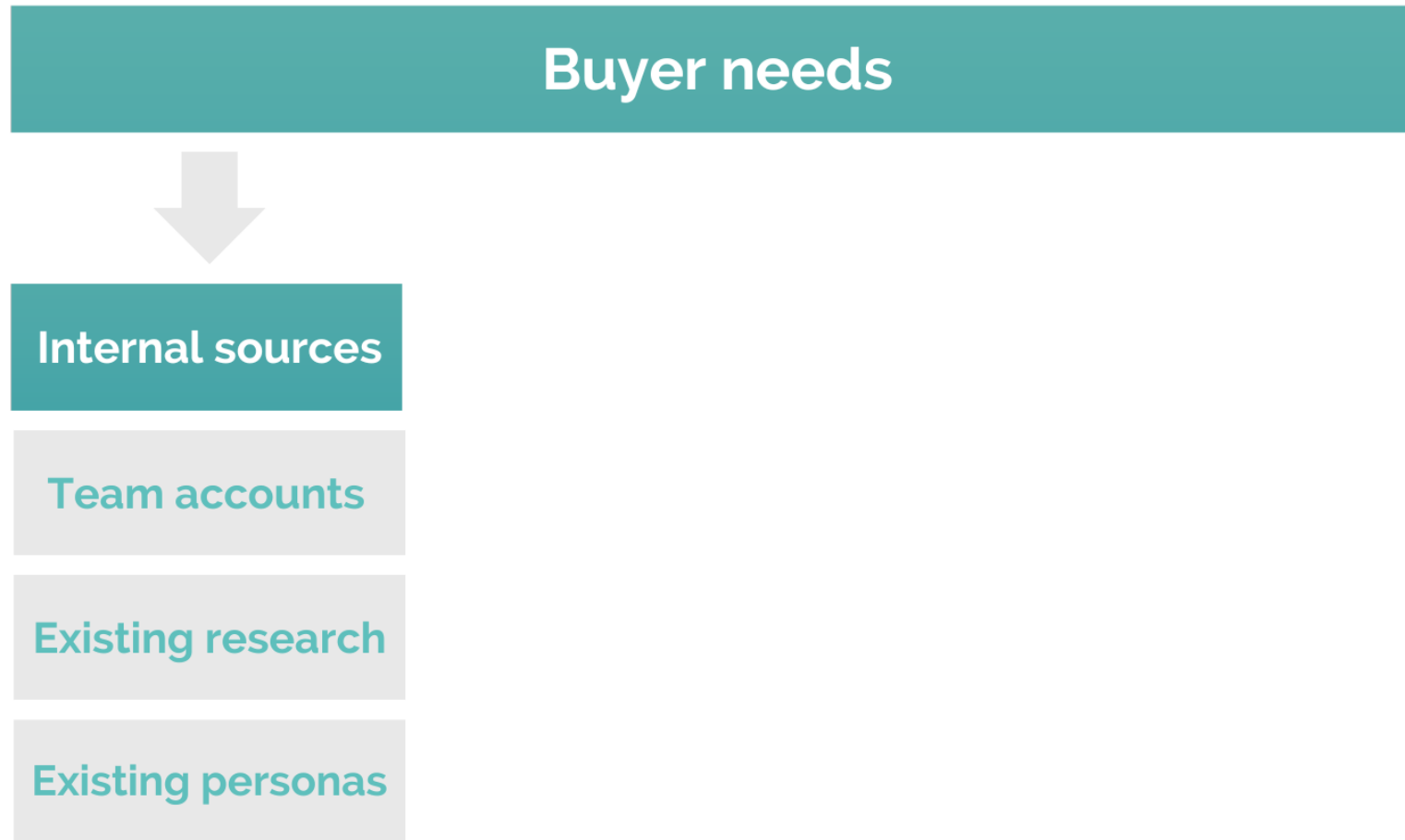


4. Decision making unit & their needs

Consider your sources to establish needs

Buyer needs

Consider your sources to establish needs




Consider your sources to establish needs



Consider your sources to establish needs




Develop an outcome that is simple and usable



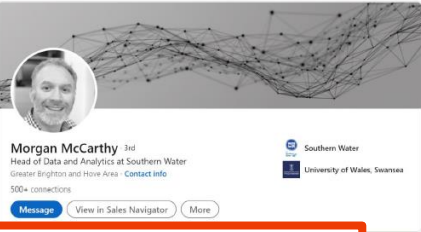
Key Decision Makers

Those we already know:




Morgan McCarthy
Head of Data and Analytics

Show confidence in your product, even if Morgan pushes back. Be prepared to respond to feedback quickly and explain how your product will have a measurable impact on their work. Morgan is direct in communication and prefers the big picture over details. They will respond best to assertive yet casual emails that don't ramble or dive too far into the granular detail. When emailing Morgan you should:



Morgan McCarthy · 2nd
Head of Data and Analytics at Southern Water
Greater Brighton and Hove Area · [Contact info](#)
500+ connections
[Message](#) [View in Sales Navigator](#) [More](#)



Background Information

Water is essential to every aspect of our lives and Southern Water are proud to be at the heart of managing water and wastewater services. We drink it, cook with it and use it to clean. Southern Water's water supply faces big challenges - the population of the South East is growing fast, and climate change is bringing greater risk of droughts and more extreme weather. It's a future of more people needing water and wastewater services, with less water to go around.


So, together with their customers and communities, they aim to provide a sustainable, high-quality water and wastewater service that helps create a resilient future for water in the South East.

Southern House, Yeoman Road, Wrotham, Wiltshire

Southern Water are one of the largest water and wastewater companies in the South East of England and thrive on the passion and hard work of more than 2,000 employees. They supply 532 million litres of drinking water every day to more than two million customers and treat and recycle 717 million litres of wastewater for more than four million customers in Kent, Sussex, Hampshire and the Isle of Wight.

History of Relationship:
No previous relationship.

Opportunity:




Why should Avanade choose Southern?

- A large account with a lot of talk of innovation, and a lot of areas that need improvement that Avanade can help with.
- Given that they have received some of the largest Ofwat fines, they'll be looking to reduce these fines in the future.
- 1bn investment each year into water and wastewater network improvements.

How can Avanade align with Southern Water's goals?

- There is an easy link between what Southern Water want to in their innovation space and what Avanade can offer. With the amount of innovation Southern are willing to put in, speaking to them about meeting their targets and improving their networks should be simple.



Key Avanade USPs to lead with:

- Innovation
- Helping meet Ofwat targets
- Ofwat £200M innovation fund

Form a message that resonates

Avoid Analysis Paralysis

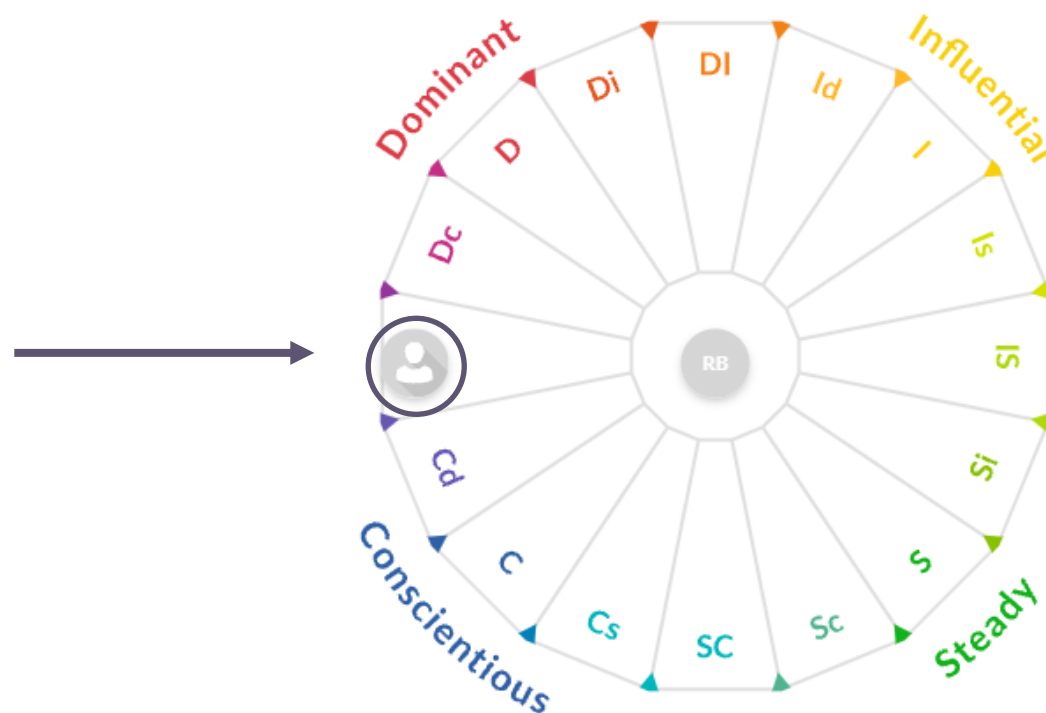
Emotionally
connect with your
key accounts

Really.



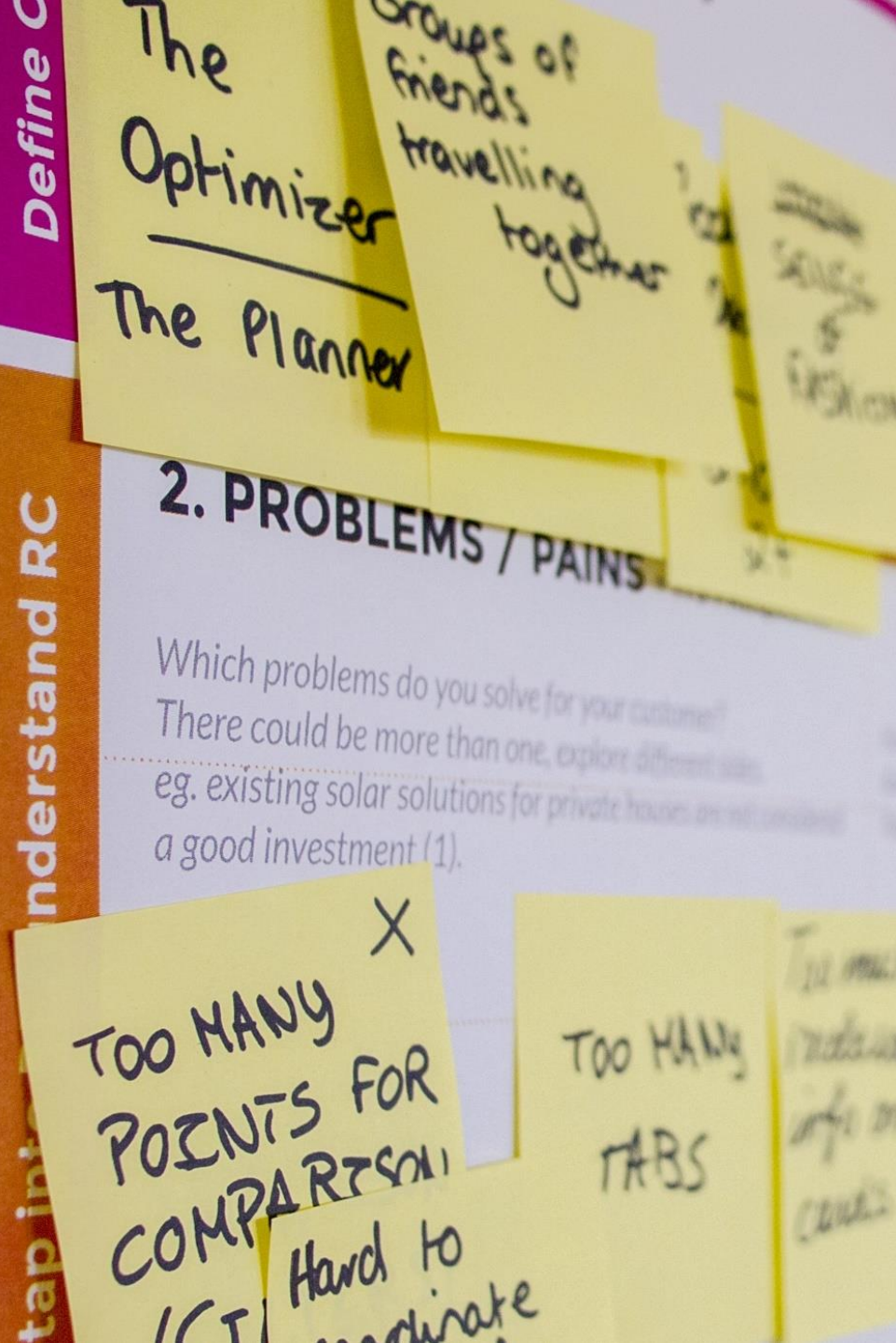
Develop messaging that really resonates

1. Address the necessary details
2. Support claims with clear evidence
3. Avoid using emotional phrasing
4. Write in a business-like tone




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**Conflict mapping
matches product
benefits to target's
emotional needs**



Build out a messaging hierarchy

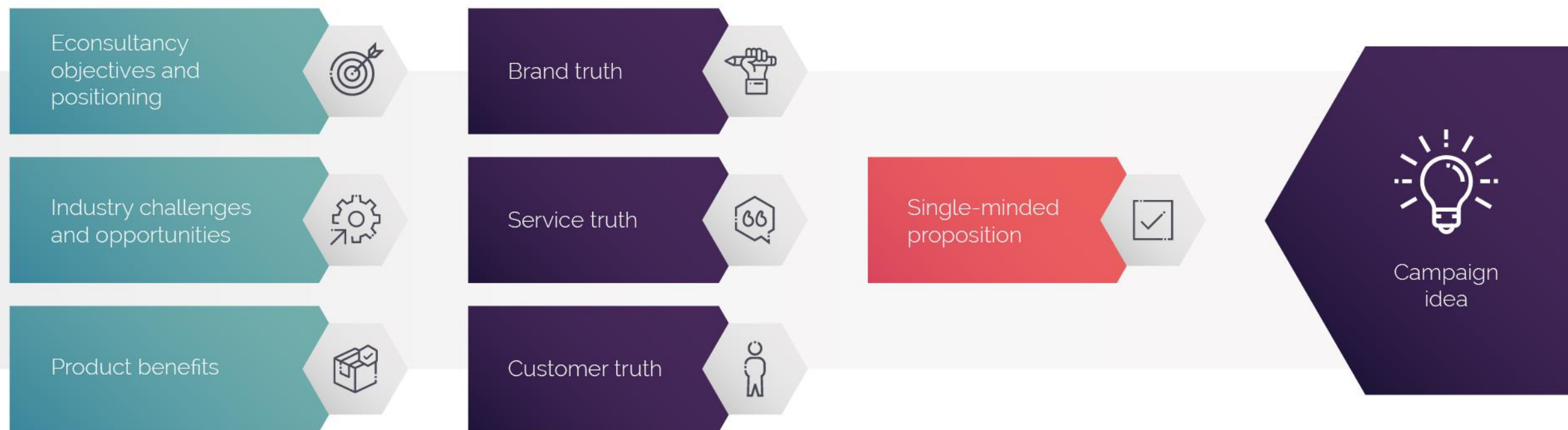
Buyers Need	Product Benefit	Proof Point
I need demonstrate real results...	We provide companies and teams with all the essential resources they need to...	Trusted partner to 1,250 brands and 1.5m marketing, digital and ecommerce professionals
I'm doing everything I can to improve our business performance...	We'll use our Digital Skills Index (DSI) to..	18k benchmarked skills data globally
I need to ensure my teams are achieving and exceeding their targets...	We blend three highly valuable and unique training formats...	Thought leadership content used by +600,000 professionals every month



Commit to a Content Plan

	Month 1	Month 2	Month 3	Month 4
Pain point to address	I need to ensure my teams are achieving and exceeding their targets...			
Theme	"Develop your team"			
Key content takeaway	The 10 C's of the modern marketing mindset			
Content type	Animation			
Audience	Tech CMO			
Response statement	We are...			

Forming the campaign 'Big Idea'



“We diagnose and define excellence across digital, marketing and ecommerce. Our blended learning approach helps enterprises to make it happen”.

Arm your people with the confidence, skills and expertise they need to deliver outstanding results.



Empower the Extraordinary



Ensure that your employees and your business stand out as leaders at the forefront of your industry.



Breathe fire into your marketing strategy

Econsultancy

You need to create campaigns that stop customers in their tracks and maximise your ROI – which means you need a team of digital, marketing and ecommerce experts by your side. At Econsultancy, we're here to help. We'll identify the skills gaps within your teams using our unique Digital Skills Index and benchmark you against your competitors and peers. Our experts will then design a tailored training programme to optimise digital, marketing and ecommerce performance across your business.


**Empower the extraordinary in
digital, marketing and ecommerce**

[Find out more](#)





As a CMO, you need to ensure your marketing teams are delivering campaigns that meet (and exceed) your business' goals. But staying on target is never easy. Right now, the landscape can shift faster than many businesses are prepared for, leaving your teams without the right digital, marketing and ecommerce skills to deliver truly outstanding results. That's where we can help. In this short guide, we'll reveal our top tips to help you hit every one of your targets, maximise your marketing performance and empower real and lasting growth for your business.



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...

At Econsultancy, we'll help you to understand what's hindering your growth and will empower your people with the skills and confidence they need to drive your business forward.


●Econsultancy

Business growth
shouldn't be a
juggling act


Find out more


Empower the extraordinary in
digital, marketing and ecommerce


Empower the Extraordinary in digital, marketing and ecommerce



7 Likes 3 Comments

 Like

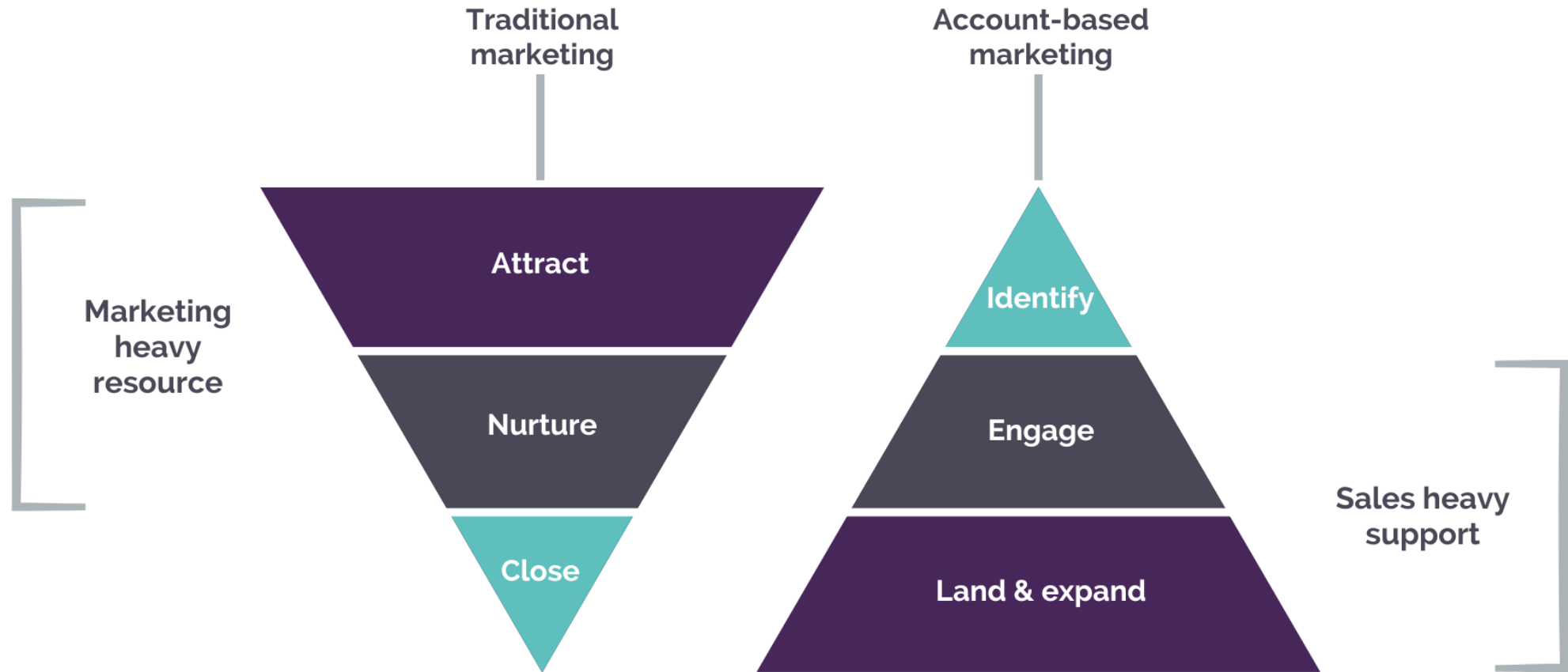
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 Share

Structure your team for success

ABM changes the focus on the resource needed to deliver success

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Alignment with sales is instrumental in the delivery of successful ABM campaigns

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Source: Gartner

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Gartner

**ABM relies on
close cross
departmental
cooperation**



Create an action plan to fill any skills or resource gaps

	Importance	Level Required	Current Level	Action
Creative & Design	High	Good	Good	Training
Content & Copywriting	High	Excellent	N/A	Hiring
Channel Specialists	Moderate	Excellent	Fair	Hiring
Media Buying	Low	Fair	Poor	N/A

A clear view on accountability and ownership will help keep ABM on track

Really.



Responsible

Who is responsible
for completing
the task?

Accountable

Who is the
approver?

Consulted

Who do you need
guidance and
input from?

Informed

Who needs to be
copied into progress
update emails?

Build a team with the right attitude and culture that embraces collaboration

Really.

Articulation

Turning the complex into concise insights

Extra Mile

Relentless pursuit of excellence

Emotional Intelligence

Excellent rapport building

Resilience

High self belief and positivity

Growth Mindset

Deeply inquisitive, with strong intelligent questioning

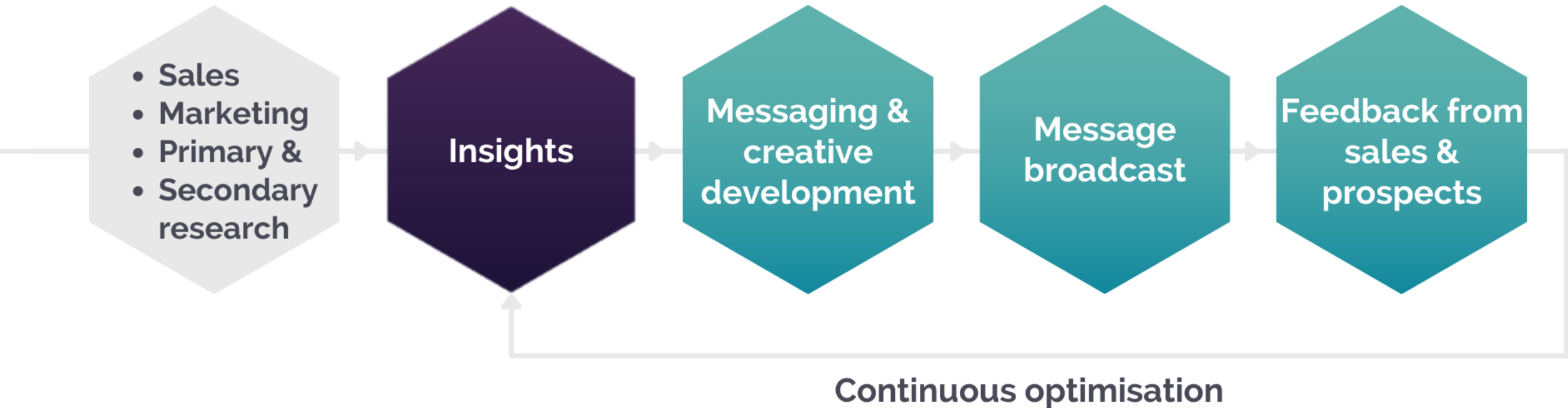
A cross-functional team working in harmony will provide the greatest chance of success

Really.



Build feedback loops

ABM is an on-going and ever evolving campaign



**If you take
away 3 things...**

**Structure your
team for success**

Really.

**Avoid Analysis
Paralysis**

Get started

Thank you & questions



Speak to our Partnerships Director, Sarah Clegg, on our stand and ask us anything



Download your ABM Toolkit here