McDONALDBUTLER

UNITING SALES & MARKETING

THE STEPS TO ABM SUCCESS





At MBA, we've been uniting Sales & Marketing for years.

When McDonald Butler Associates (MBA) first opened our doors 14 years ago, our tagline was 'Uniting Sales & Marketing'. A lot has changed over the years but that line remains the same, because it's central to everything we do.

14 years later, "aligning Sales and Marketing departments" is regularly cited as one of the top three reasons for undertaking Account-Based Marketing (ABM) projects.

If you've not run ABM campaigns before, you won't believe the difference that having sales and marketing teams united behind one message and moving in the same direction can make to the smooth success of a campaign.

But it doesn't happen easily, and it rarely happens by accident. You need committed, experienced ABM practitioners to help you navigate the journey.

You need a company like McDonald Butler Associates.

Read on to discover our **Steps to ABM Success.**

Our end-to-end ABM process

This page outlines our **One-to-one ABM process**.
One-to-few and One-to-many will differ slightly.

SCOPING YOUR ABM PROGRAMME

Define programme objectives

Assess current status within the account

Review stakeholder relationships

Agree account objectives and where ABM can help

Define success criteria

OUTPUTS

ABM strategy development session

WEEK 1

ACCOUNT INSIGHT

Identify key stakeholders with contact details

In-depth account profile

- Understand strategic goals
- What does their technology and supplier landscape look like?
- Account based SWOT

Relationship mapping

OUTPUTS

Desk research

1:1 calls with the sales/account team

WEEK 2-4

STRATEGY & PLANNING

Replay the account insight and findings

Define customer drivers and painpoints

Map opportunities and focus areas

Prioritise opportunities into an account-based plan

Agree strategy by account

OUTPUTS

Group workshop: account strategy

WEEK 5

ACCOUNT MESSAGING & GTM PLAN

Develop an account specific value proposition and supporting messages

Identify key content assets required

Develop a detailed go to market account plan

OUTPUTS

Group workshop: account messaging

WEEK 6

CREATIVE, CONTENT & CAMPAIGN EXECUTION

Content audit and curation of existing assets that can be used

Content and creative development of new assets

Deliver & execute against the plans

OUTPUTS

ABM Marketing campaign starts

WEEK 7+

ROI & MEASUREMENT

Review each activity and its success

Quarterly account review of overall plan

OUTPUTS

Quarterly review cycles

WEEK 12+

1 SCOPING

It doesn't matter whether you decide on one-to-one, one-to-few or one-to-many ABM campaigns, it all comes back to what insight you can get from the total information available.

The data advantage marks the difference between campaigns which barely lift off, and those which soar high. MBA has always put data at the heart of what we do – a rare thing for an agency. Our ethos is that if you do the 'heavy lifting' at the start of your campaign, the following steps fall in place quickly and smoothly.

In this initial part of the process we bring the key stakeholders together to scope the programme and ensure Sales & Marketing align with common goals and objectives.

Data & Analytics



2 ACCOUNT INSIGHT

We deliver the insights on which our clients make both strategic and tactical decisions - through research, engagement plans, workshops, surveys, market reports and profiling.

For ABM engagements we execute comprehensive industry sector analysis, in-depth company profiles, executive profiles, opportunity analysis and stakeholder identification. In some instances we even execute one-to-one phone calls.

Research & Discovery



3 STRATEGY

ABM is all about turning something into something else. Turning data and information into insight and strategy. Turning challenges into opportunities. Turning lists of names into relationships. You're also turning your clients' needs and desires into something only *you* can fulfil.

We develop our strategy based on the insight derived from research and close work with sales. We put ourselves in the shoes of customers to ensure we address their strategic imperatives, business drivers and pain points rather than focusing on a set of products or solutions.

Strategy & Planning



4 MESSAGING & GO-TO-MARKET

We host a deep-dive workshop with the account team to agree focus areas to sell, map value from client to the target account, agree how to elevate the conversation into the business.

Gaining insight into individual accounts means a deep dive into research and analysis. We then use this to craft compelling propositions for specific stakeholders within each account, which you then communicate in the most personalised way. ABM is all about giving your accounts something *just for them.*

Our go-to-market strategy will include highly tailored deliverables for the account or even the individual based on their needs and behaviours. This may include such things as an account-specific video, hand-delivered direct mail, and bespoke social engagement.

Ignite & Inspire



5 CAMPAIGN EXECUTION

Using our own proven take on the "Start With Why" methodology, MBA create compelling campaign concepts – ones which stand out in competitive marketplaces. We create content designed to engage and nurture rather than just sell, taking the Big Idea for a campaign and telling a personalised story around it.

Ultimately, ABM is only as good as the creative messaging and cut-through we achieve. It is critical that the creative & content is as engaging as possible to land the messaging in a personalised, differentiated way.

Creative & Content



6 MEASUREMENT

MBA have always been committed to 'measured marketing', to visibility and granularity when it comes to marketing ROI. Because ABM aligns sales and marketing departments behind a 'single version of the truth' it helps the whole company see where joint value has been created, and then share responsibility and credit for client success.

But it's not only about new marketing technologies – it's about having the experience to devise and drive bespoke campaigns which align messaging, people, processes and technology. It's about bringing a little bit of ABM magic.

Bring Sales and Marketing into alignment.
Keep your eyes on the prize.

ROI & Monitoring



THE SECRET OF SUCCESS

To undertake successful ABM you need to have a clear idea of the future. This means both being able to articulate where you see your target companies *after* they have engaged with your services, and being able to know where any one of your targeted individuals are on the sales cycle.

Tell them what they want to hear, before they really know they want to hear it. Create engagements which 'wow' your prospects through various strategies and across different channels.

Today, every ABM campaign is a multichannel campaign, and individuals need to be touched in different ways at different stages of *their* buying journey. Key to success is having the agility and flexibility to dial-up specific tactics or channels where and when they'll help you the most.

Talk to MBA today to find out more.

Deliver & Delight



Case Studies

Does this remind you of your IT systems?



Case Study

ServiceNow

EMEA Cluster ABM programme for Financial Services

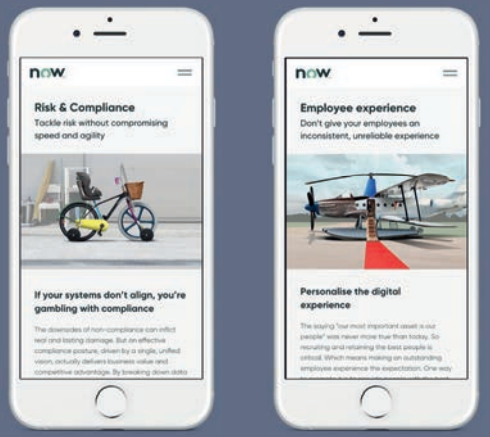
- 17 target accounts
- Sector research and insight to identify key paint points
- Account profiles and stakeholder identification and mapping
- Development of value proposition and plays; core messaging and content strategy
- Creative concepts positioning ServiceNow as a platform vs point solution
- Thought-leadership content development and personalised FS assets including digital magazine, newsletter, strategic priorities booklet, storybook and personal brand/blog series
- Integrated outreach campaign incorporating direct mail, social, digital and events engagement

Results to date include: Sales and marketing alignment; senior relationships supported across target accounts; increased footprint in new accounts; pipeline influenced and accelerated.

"McDonald Butler took the insights and developed cut-through creative and content which achieved outstanding impact across our target accounts. More important, it truly engaged our sales teams who have got behind the ABM programme, driving its on-going success. Their focus, professionalism and exacting standards have provided the benchmark for how we do ABM at ServiceNow."

Dominic Gregson, EMEA Marketing, ServiceNow







Case Study

DXC & Tesco Bank

- 2017-2018 end-to-end ABM campaign
- Deep dive research
- 200+ contact database identified and prioritised
- Messaging Workshop and Value Proposition creation
- Creative development
- Printed A3 book hand delivered/direct mail
- Video card hand delivered/direct mail
- Microsite and digital content
- Social & Digital outreach

In market in November 2017. Quickly influenced pipeline and major opportunity in development.

"MBA captured the culture and essence of how DXC could be portrayed by Tesco Bank through the high quality assets, the brochure, landing page, powerpoint presentation and video. The professionalism and enthusiasm of the team provided a positive experience and MBA were a pleasure to work with."

Tesco Bank Account Executive









Case Study

HPE FSI Innovation Model

Most Commercially Successful Campaign - B2B Marketing Awards 2017 finalist

- 30 target accounts
- Sector research and insight to identify key pain points
- Development of an FS value proposition and core messaging
- Creation of an interactive 'innovation model' to engage prospects and guide them through a personalised digital transformation journey
- Creative and content development included personalised website, thought-leadership content including DM brochure and blog series
- Integrated outreach campaign incorporating direct mail, events and social and digital engagement

$152m in new pipeline
$33m revenue win so far

"McDonald Butler have great industry knowledge and have helped drive real intimacy with our key prospects through digital, social and account based marketing, always with a focus on innovation in our messaging."

HPE VP Industries







Case Study

Aruba & British Land

- 2017-2018 end-to-end ABM campaign
- Deep dive research
- 50+ contacts database identified and prioritised
- Messaging Workshop and Value Proposition creation
- Creative development
- Printed A3 ‘story’ book hand delivered direct mail
- Video card - hand delivered - direct mail
- Account specific Microsite and digital content
- Outbound email
- Social & Digital outreach

ROI: The campaign went live in November 2017. Achieved 50% penetration of the executive board within four weeks of launch with 1:1 meetings secured and major opportunities created.

“Working with the McDonald Butler team is not a typical supplier/agency relationship; the MBA team is a part of my team and I am part of theirs – we work together to achieve a common shared outcome.”

UK Head of Marketing









Meet the Team



Maeve McDonald, CEO and Co-Founder

In 2005, Maeve and Mike Butler had an idea. Seeing that "the gap" between sales and marketing departments was costing companies dear, they were determined to address it. McDonald Butler Associates (MBA) was born. Maeve's passion remains today what it was then, to bridge that gap between sales and marketing, to bind the capabilities of any organisation more strongly together, to become a more compelling force in the market. MBA had been doing ABM long before that's what everyone called it.



Mike Butler, Managing Director and Co-Founder

Mike's career in technology marketing and sales spans over 25 years. He has gained wide recognition among clients and colleagues for his can-do, results-driven approach to driving new business and marketing programmes. Mike loves delivering innovation to clients and is passionate about helping them embrace the new world of ABM. No challenge is too big for Mike and his ethos of 'let's make it happen' sets the tone for MBA, day-in and day-out.



Robert Norum, ABM Director

Robert helps businesses to articulate, develop, implement and assess their go-to-market strategies. He brings 25 years' experience in developing brand messaging, planning marketing strategy, delivering marketing programmes, and driving new business. With a broad background in publishing, marketing, business development and consulting, Robert has delivered game-changing results for companies of every size and shape. He has been living and breathing ABM for years now- enabling clients to realise their goals through measured creativity.



McDONALDBUTLER

"Don't count the people you reach; reach the people that count."

For Account-Based Marketing that makes an impact,
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