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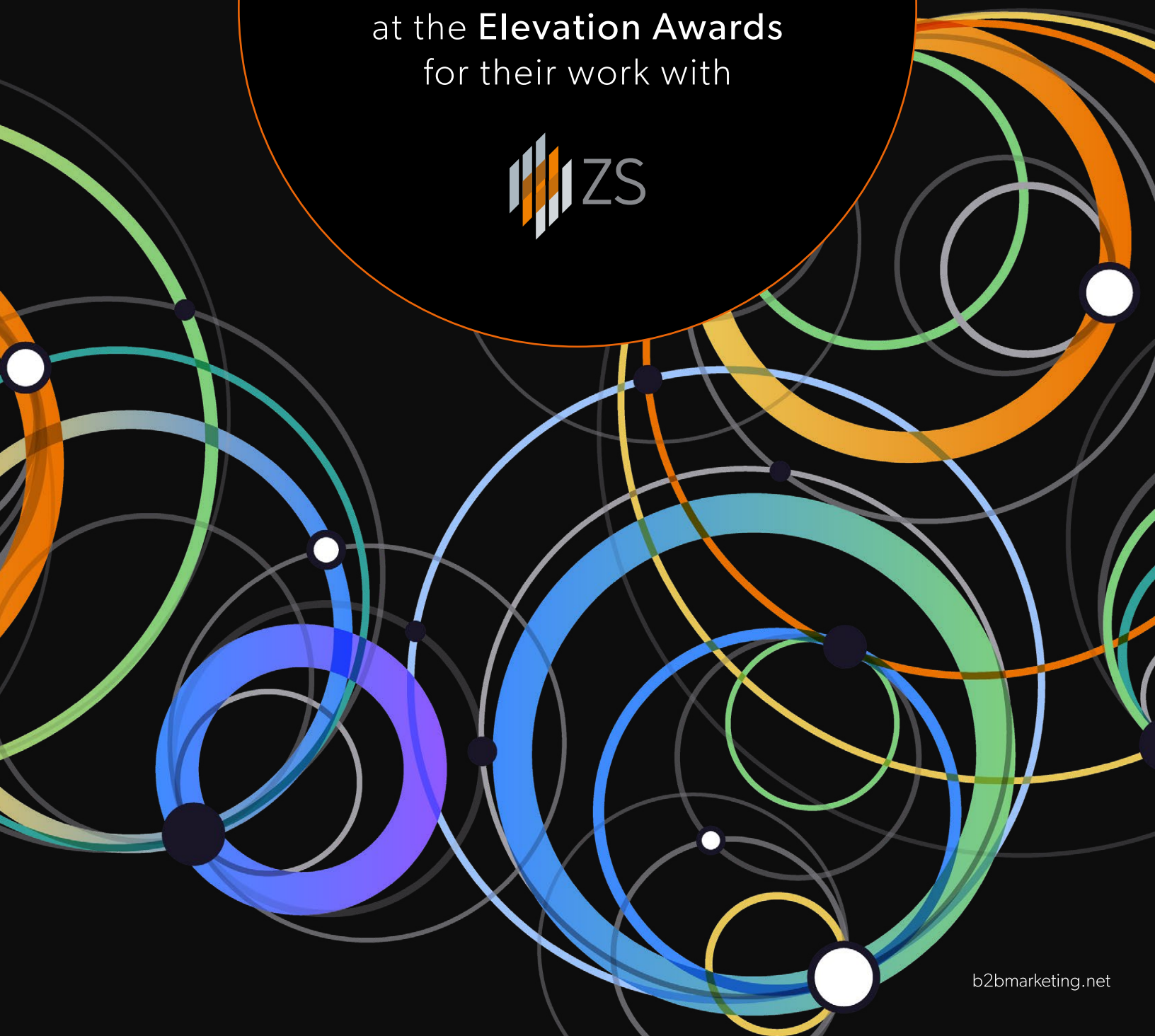
Intelligence • Connection • Development

QUARRY

How Quarry *won two* **Golds**

at the **Elevation Awards** for their work with

ZS



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Alison and Megan unveiled the inner workings of a stand-out campaign at Ignite USA – B2B Marketing's flagship state-side event on all things B2B. You'll find great insight from their session throughout the report.

To find out more about Ignite USA, ***click here****.*

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SECTION 1

Introducing ZS and Quarry

1.1. ZS Associates

Shift happens. The past few years have witnessed seismic changes in how we think about work, the ways we do business and what defines success. And the healthcare industry is certainly no exception.

Facing a world of new beginnings and constant change, professional services firm **ZS Associates** had a big story to tell about the future of healthcare – but they were under the radar of executive change makers who could make this story a reality. They needed a campaign that would challenge assumptions, reframe mindsets and introduce a new (and necessary) commercial strategy narrative for the healthcare industry. And all in a way that led uniquely back to ZS.

"Our marketing organisation had to show up differently. We had to go beyond our typical GTM strategy and embrace a new model," Megan adds. "We moved pretty decisively to set up an integrated campaign that realised very quickly that we needed some help.'

'Marketers (…) don't always have the campaign chops needed. So, we went to market to try and find someone we could partner with who could fast track the campaign and teach our team how to 'do' campaigns."

Enter, Quarry.

1.2. Quarry

The award-winning B2B demand marketing firm was the perfect fit. Having worked with the likes of Oracle, FIS and Zebra Technologies, **Quarry** were able to mine a wealth of experience and knowledge to deliver a one:few integrated ABM campaign that set out to shake up how pharma goes to market.

The result? Nothing short of an ABM masterclass that saw 100% account engagement, the opening of c-suite doors with executives from Fortune 100 companies, a modest $40 million in net-new revenue – oh, and two Elevation Award Gold wins for 'Best use of ABM' and 'Best customer engagement initiative' just for good measure.

So, how did they do it? Let's take a look.

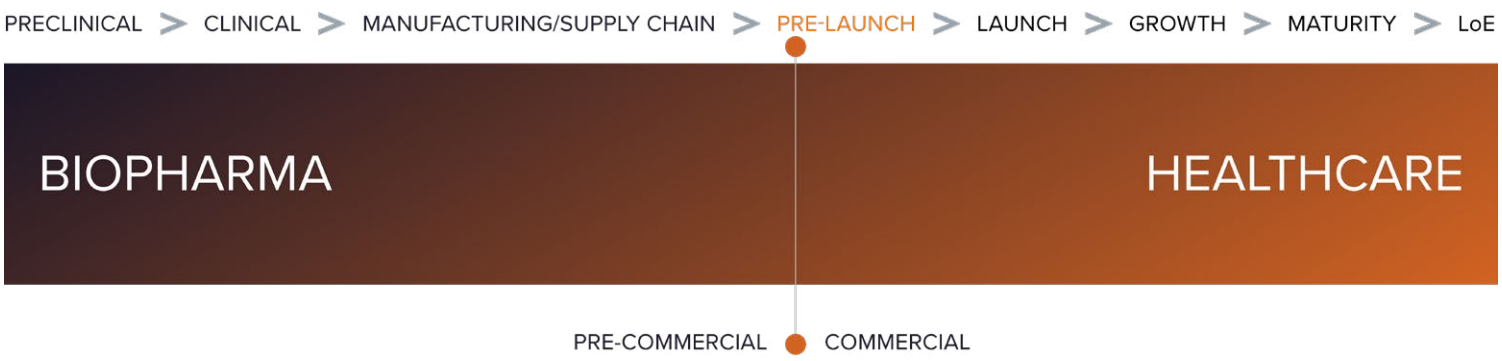
"Simply outstanding. ABM is so much more challenging than people believe, and [their] impact on customer engagement and sales was tremendous"

Lawrence Goldman

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SECTION 2

Shaking the status quo



For the non-pharma amongst us, let's start with some context.

As the image above shows, pharma traditionally goes to market in a linear, siloed way – a B2B product lifecycle model of pharma-to-physician.

Taking stock of the years of transformation and disruption, Quarry and ZS held a series of qualitative interviews with subject matter experts and industry leaders to get to grips with how they saw the rapidly evolving industry and their role in it. "And then iterated," Megan adds. "We workshopped. We small group chatted. We team chatted. We talked a lot about it."

The result? An understanding that to succeed in modern healthcare, pharma has to cross the threshold from pre-commercial to commercial and move into the dynamic healthcare industry – they have to show up, think and act differently. As Quarry and ZS uncovered, this means companies have to extend their focus from B2B (pharma-to-physician) and look to other players in the wider healthcare sphere that they haven't historically networked with, like peer organisations and patients.

"Our premise and message was based on the fact that connecting with those players and introducing their products to each in a compelling way was the pathway to future commercial success," Megan explains. And thus, B2E – business-to-ecosystem – was born. A concept that anchored and inspired an integrated, multi-channel, multi-layer ABM campaign that set out to reframe how an entire industry thinks, all in a way that led uniquely back to ZS.

"We could've named it P2E – pharma-to-ecosystem. But we didn't want to make it that small," Megan adds. "We wanted to create a runway for ourselves. A larger thought leadership platform that ZS could own. Something that we could take to market and build on for multiple years to come."

And that's just what ZS and Quarry did.

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SECTION 3

Campaign goals

Introducing a new concept into the pharma space, the ABM campaign had to do a number of jobs:

1. **Build awareness:**
   Surround target accounts and relevant contacts within key roles and functions to generate awareness, interest and engagement by leveraging relevant content and targeted initiatives to deliver the B2E message in a compelling and resonant way.

2. **Build authority:**
   Develop and own the industry narrative around B2E through thought leadership.

3. **Build community:**
   Establish and connect a group of like-minded industry leaders and change makers in order to position ZS as the home of all things B2E.



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SECTION 4

Reaching the right audience

So, ZS had their story to challenge the industry status quo. Now onto audience.

Despite working with some of the biggest names in healthcare, ZS faced an awareness problem at top accounts. They had strong relationships with implementation teams – "the people in the trenches doing the work, buying and delivering," as Megan puts it – but were relatively unknown to those setting strategy.

Precisely the audience ZS had to reach if they wanted to drive large-scale change.

With this in mind, the ABM campaign had to get on the radars of executive change-makers in top client accounts and open c-level doors for meetings.

To reach the big dogs who could bring B2E to life, ZS started by looking within their own customer base.

30 current ZS customers were prioritised that, based on past interactions, were seen to be on the cusp of embracing something new and, given the way they were going to market, were learning innovative, new ways of breaking down silos.

"We didn't have some senior leader (contacts) in our database which presented a bit of a challenge. But we did the work first that said 'okay, we know we don't have these relationships. Let's understand who we do have and what's in that data'," Megan develops.

To get there, ZS worked with Quarry on a contact coverage assessment to identify what senior contacts they had in their database, and what gaps they still needed to fill. With a clearly defined target audience in mind, they used B2B data and software platform ZoomInfo to identify existing contacts in their database that fit the target profile. 1,500 people were added into the database, increasing reach by 214% – "this gave us a good uptick of how we were going to go to market," Alison continues.

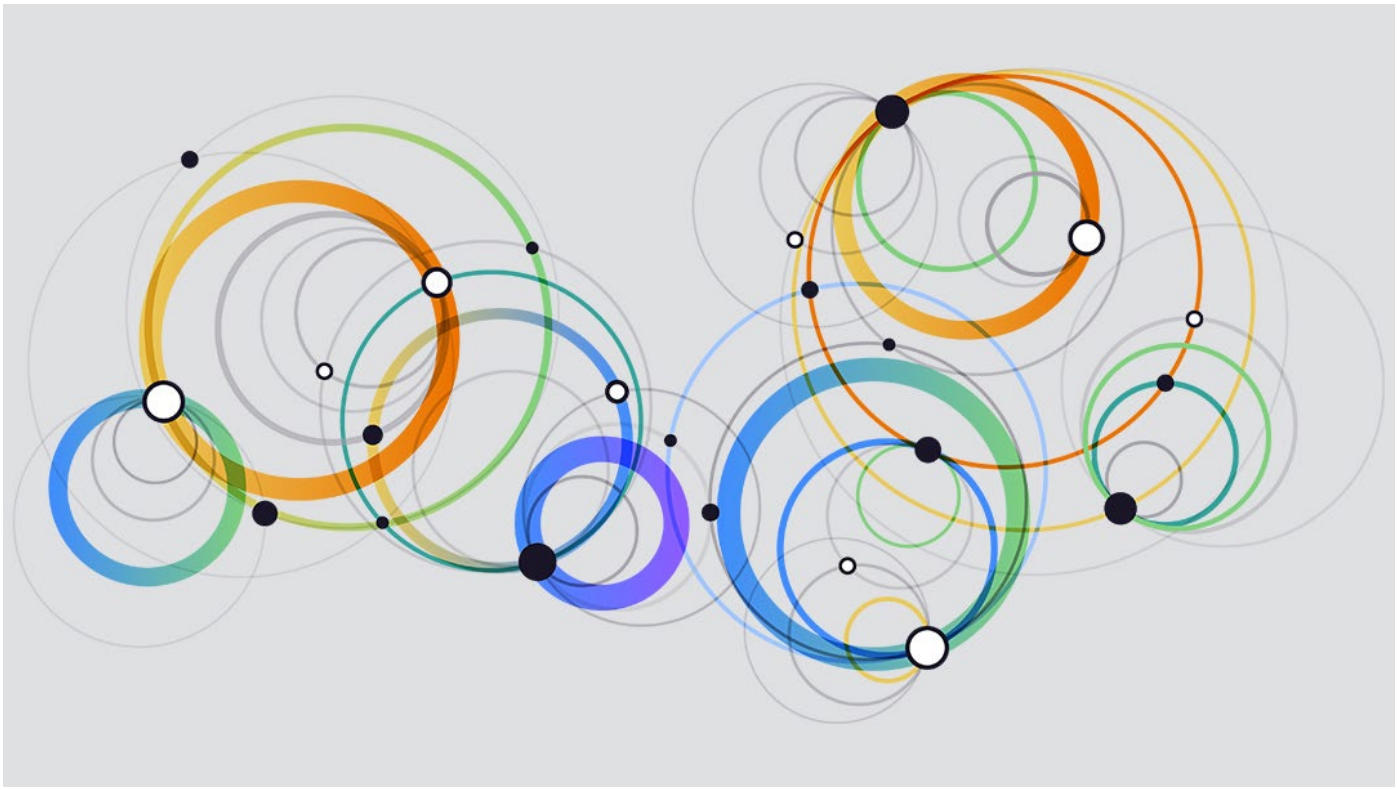
"This campaign was well thought out and considered. There is a strong understanding of the business need and the industry dynamic"

Lynda Dupont-Blackshaw

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SECTION 5

Creative platform



The concept of B2E wasn't necessarily something new to healthcare, Alison argues. But it hadn't been named. So, Quarry and ZS had to bring this both to life and market.

Quarry and ZS set up a creative platform made up of interconnected circles and nodes that represented the evolving, dynamic, interconnected ecosystem rife with complexity and multiple c-suite players. The varying brand colours, line widths, transparency effects and gradients illustrate the depth, nuance and connection of B2E. "You can see the idea of the different layers and density showing that it's always evolving, moving and is complex," Alison adds.

"The underpinnings of this was a messaging platform that was easily understandable and provided our North Star for all things that went to market. It was the idea of mastering the dynamics of this healthcare ecosystem in order to offer commercial success," she continues.

"The creative platform really brought the campaign to life. It formed the backbone for everything that followed," Megan adds.

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SECTION 6

Media, techniques and channels used



To build awareness, open doors and position ZS as strategic thought leaders in biopharma, a multi-channel, multi-touch ABM campaign experience was needed. Let's take a look at what media, techniques and channels helped them achieve this.

"From the perspective of account-based marketing, this campaign was the gold standard"

Lynda Dupont-Blackshaw

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6.1. Campaign content and syndication

"Oftentimes when I work with clients, we do a mapping exercise of leveraging existing content. But in this instance, because this was a brand new concept we didn't have the benefit of using existing content. It had all been net-newly created for the purposes of the campaign because B2E was a new concept. 'Infographics, white papers, podcasts, webinars, events – all of it was brand new as well as being devoted specifically and tailored to this campaign" Alison explains.

Despite being a 'time consuming endeavour,' creating new content was one of the keys to bolstering the performance of B2E. Case and point with an early-stage white paper. This educational piece not only brought the B2E concept to life, but through content syndication efforts, added 325 brand new contacts into the database. Not only was this a massive learning opportunity, but that whitepaper was one of the most successful pieces of content ever shared.

Who was it that said hard work pays off?

6.2. Targeted paid media

Targeted paid media was, as Alison maintains, crucial to different stages of the campaigns. Making full use of ABM tech, such as Demandbase, Quarry and ZS were able to 'hyper target' senior marketers in their 30 key accounts. They leveraged paid, owned and earned media – including LinkedIn and Twitter – to amplify their message, reach, and promote content and event experiences throughout the campaign.

6.3. Campaign microsite

An entire new section on the ZS.com website was **dedicated to B2E** to help build search authority for the B2E concept both during the campaign and beyond. "If you were to Google it, we wanted ZS to be the one that you would find over time," Alison adds.

6.4. ZS Impact Summit and virtual VIP

Making full use of channels available to further amplify their message, the ABM play capitalised on ZS' annual face-to-face client and prospect conference – the Impact Summit. As Alison outlines, this was "a perfect backdrop to launch the concept of B2E," where it became both the epicentre of the conference theme as well as keynote speech.

"We [offered] free tickets to all the contacts we were interested in, or the most senior one. But we didn't really care if they attended the conference itself," Alison admits. "Rather, we used the conference registration experience as an opportunity to invite senior leaders to an exclusive, virtual VIP breakfast event with Dr. Sanjay Gupta." Taking the adage 'food is the way to the heart' to its fullest meaning, ZS and Quarry sent senior prospects personalised direct mail in the form of a breakfast swag box.

Not only did senior leaders from target accounts attend the exclusive VIP event, but post-summit 439 new contacts were added into the database. "This wasn't just exclusively from the target accounts, mind you," Alison continues. "But what we do attribute the success of B2E was that it's a 5x factor of people with a VP, c-suite or SVP role into the database and attending the event, which we directly know was as a result of the messaging platform that we were bringing people in.

6.5. Reporting dashboard

Working with Quarry's Marketing Operations team, ZS leveraged Alteryx to pull in, process and merge data from disparate platforms, then Google Data Studio to build a reporting dashboard to track account- and contact-level reach, engagement with campaign touchpoints and progression through buying stages.

"I was in that dashboard daily throughout the campaign – it was great," Megan shares.

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SECTION 7

Results

The B2E campaign was a massive hit, moving the needle across all three key measures of ABM success:

- **Reputation:** B2E helped reposition ZS as a strategic thought leader and change maker in the healthcare industry.
- **Relationships:** B2E generated active engagement across all 30 target accounts, brought in thousands of new senior-level contacts and opened c-suite doors for meetings.
- **Revenue:** a whopping $40 million in net-new revenue.

In numbers, B2E saw:

- 100% account engagement.
- 60% reached prioritised account status.
- 2269 net-new contacts added.
- 7700 unique microsite page visits.
- 5 Fortune 500 c-suite meetings.
- $40 million in net-new revenue.

"There is real evidence of the campaign team understanding how the three R objectives connect and are fundamental to account-based marketing tactics," Lynda adds. "This campaign showed strong commercial awareness and all tactics consistently pointed back to the strategy."

"I loved this campaign. One of the best I have seen for pure ABM and building customer loyalty and awareness. The reframing garnered attention and set [ZS] apart from competitors. Well done"

Lawrence Goldman

"I'm so proud of the results of this. This was our first ABM campaign that we ran in a holistic way," Megan reminds us. "We [also] picked up some really strong internal momentum. This was a very different motion for ZS and for our marketing team to GTM through campaigns."

ZS' managing principal, Jude Konzelmann, certainly shares that view: "The B2E story and this campaign helped me unlock new opportunities for conversations with CCOs who are making decisions about the future of customer engagement in the pharma industry, including some who I hadn't engaged with before B2E."

The B2E concept carries on strong at ZS from the thought leadership microsite that's still live to the fact that the CEO has baked B2E into the company's vision statement – testament to a truly stand-out campaign.

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SECTION 8

Lessons learnt

Perhaps just as important as the results are the lessons ZS and Quarry learnt. Here are seven key takeaways.

8.1. Find your champion

"The first lesson is to find your champion," Megan starts. "For me, it was really about working with the right stakeholders in the organisation. It was finding people who had the cachet and respect to own and drive and sponsor this new way of marketing."

"For us at Quarry, it was about finding our internal champion, a change agent like Megan who had the experience and authority within the organisation, from strategy and execution, to be able to guide the internal team," Alison continues. "When we're orchestrating and working in an interconnected way, across all the different channels. (...) Having someone to link arms with, like Megan, was critical."

8.2. Gain alignment early

Megan's advice is clear: do not underestimate the amount of time you need to get your sponsors and marketing team familiar with your strategy. "Come to them with a clear plan," she develops. "Give them the hows and whys, the details – and tell them again and again. You want them to be as invested in the campaign as you are."

8.3. Disrupt to stand out

It goes without saying that B2E was bold, brave, and something that ZS were able to own entirely. ZS and Quarry got to grips with new challenges facing customers and the industry – and how ZS were uniquely positioned to help them navigate change. Alison adds: "having a something that's new to say, in a way that causes a head snap, is crucial."

8.4. Start with what's right in front of you

Sometimes the best opportunity could be right under your nose. Look within at your existing customer base, Alison states – it could be an opportunity to grow your relationship into something larger. "ABM doesn't always have to be about chasing net-new logos," she adds.

8.5. Find existing ways to amplify your message

"As you're putting your campaigns together, take stock of what your company is already doing, Megan continues. "Pick your head up, look beyond your daily remit and see what you can plug into. Are there corporate webinars? Are there things like client events to amplify your message?," she suggests.

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8.6. Make media work smarter, not harder

For Alison, all marketers should aspire to make their media work smarter, not harder. "We were true to our targeting definition of those 30 accounts and those senior commercial leader roles, and we didn't deviate from that with regards to who we were targeting and why across any of the channels. Look for opportunities using LinkedIn, content syndication or through your martech (to) really hone in and focus on your target audience," she elaborates.

8.7. Scale faster with an expert partner

For Megan, Quarry was the key to fast tracking B2E.

"Quarry helped us get on the fast-track. They really brought the expertise - campaign strategy and activation backed by the latest martech and reporting – to make our first ABM campaign a massive hit. Hopefully you can tell our partnership with Quarry was pretty successful," Megan concludes.

An understatement to say the least.

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About

B2B Marketing

B2B Marketing was founded in 2004, starting life as a print magazine. It has since evolved into the world's go-to resource for B2B marketers looking to become best-in-class at what they do, and place themselves at the forefront of marketing evolution.

B2B Marketing produces a number of products, including: insight reports; interviews with the best minds in the business; The B2B Marketing Podcast; webinars; conferences; and Awards programmes.

The latest product in B2B Marketing's extensive portfolio is Propolis – an exclusive community for B2B marketers. Propolis gives you instant access to unbiased experts, training, technical resources, research and peer-to-peer learning, all supported by a dedicated customer success manager.

Want to learn more about B2B Marketing or Propolis specifically? Just get in touch using the contact details below and start your journey with us today.

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