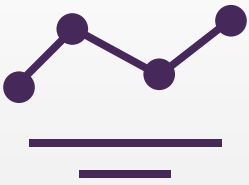
Really.

12

things to STOP in ABM



Any marketer worth their salt understands the true value of ABM, as

87%

of B2B marketers have agreed that the technique delivers a higher ROI than other marketing activities.[i]



But, with so many elements to consider when undertaking a campaign, **carving the right path can prove difficult.**

Rubbish research

Research can make or break your ABM campaign – it's the foundation on which your activity rests, and if it's shaky, this will dramatically increase the likelihood that your campaign will not be successful.

So, here's what you need to **stop** doing **to ensure your project is grounded in greatness...**



Tip 1:

Stop working in silos

Before you undertake any research, get sales and marketing in alignment. Organise a meeting, set objectives, allocate tasks and ensure **everyone involved understands your goals.**



Tip 2:

Don't use dirty data

Clean up your data before you start your campaign, as this will decrease the likelihood of your wasting time, energy and resources on unreachable contacts.



Tip 3:

Avoid relying solely on the sales team for account selection

Often, they'll suggest accounts that were previously considered difficult, **but selecting hard to reach decision-makers isn't wise,** given the financial investment necessitated by **ABM.**





By aligning sales and marketing teams through ABM, companies experience

36%

higher customer retention rates.[ii]

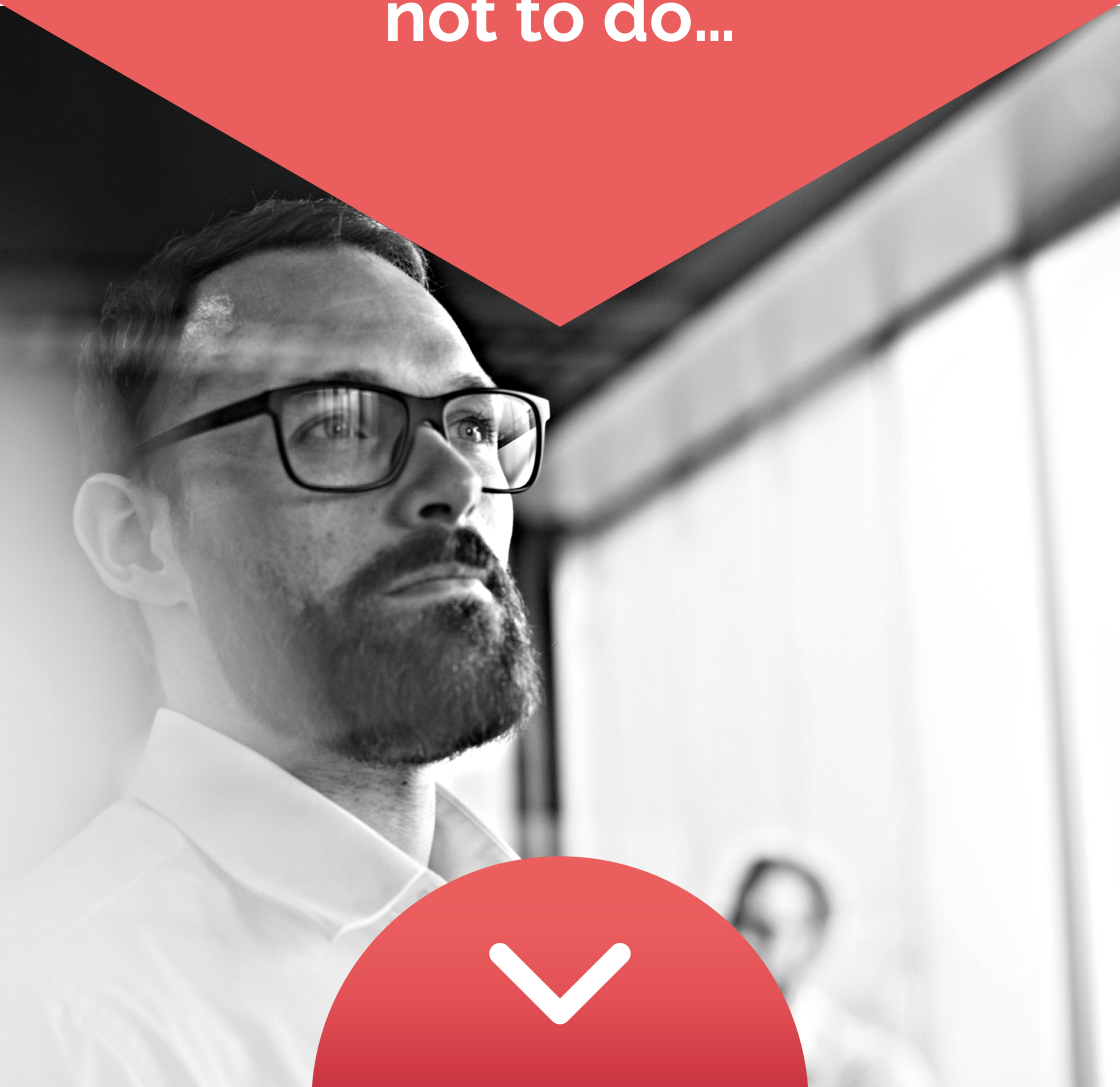
Complex
campaigning

Once you've established your target and have a comprehensive body of research on their job role, **pain points, personality type and any other information you're able to gather -**



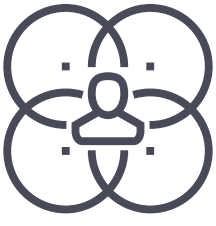
it's time to start crafting your overarching campaign idea, and then allocate a realistic budget to achieve this.

Here's what not to do...



Tip 4:

Don't start with too many clusters



When you want to utilise a one-to-few ABM approach, **avoid using multiple different clusters.** Instead, start with just one, so you can work out any issues and then scale from there.

Tip 5:

Avoid first approach with case-study or product-based content

To make the most of an ABM campaign, **you'll need to directly highlight and target a key pain point for the decision-maker, and offer a unique solution.**



Tip 6: **Cut the clichés**



ABM offers you the opportunity to create engaging and original content – **so don't be afraid to get creative when brainstorming ideas.**



Individual stakeholders who perceived supplier content to be tailored to their specific needs were

40%

more willing to buy from that supplier than stakeholders who didn't.[iii]

Disastrous
deployment

Deploying your campaign is an exciting time, when you get to see the fruition of all your hard work. But it's important not to rest on your laurels, as there's still plenty of things you can be doing **(and not doing) to improve your chances of success...**



Tip 7:

Don't forget to use marketing automation technology

This will enable you to analyse vast quantities of data lines and identify trends, patterns, and insights in behaviour, **to ensure you're making the most of every opportunity.**

Tip 8:
Stop activating sales on leads



Instead, activate sales on qualified accounts, as this will increase your likelihood of effectively reaching your contact.

Tip 9:

Don't forget to map your prospect's journey

What are their sales and marketing stages? Once you understand the major sales stages, you can sync your marketing messaging with their position in the funnel, **to increase your chances of success.**



43%

of those using ABM for three or more years reported that it had impact on their entire funnel.[iv]

Failing to
follow up



You've watched your campaign bloom from a small seed into a delightful, ROI-generating flower.



Now it's time to really reap the rewards, and this means staying on your A-game right through to the moment your prospects sign on the dotted line...

Tip 10:
Don't stop nurturing

Even after you've secured a meeting with your account, you should find ways to keep the momentum going after the initial meeting, whether through a personalised ad or direct mail piece.

Tip 11:

Don't forget to measure your results



Keep track of all your ABM activity, so you can use your results to improve your existing and future campaign strategies.

Tip 12:

Don't be afraid to ask for help

Instead of devoting in-house time to 'figuring out' the best methods and processes for your next ABM campaign, **outsource the activity to a professional agency with a lot of experience in delivering real results.**



Companies that implement ABM have reported an

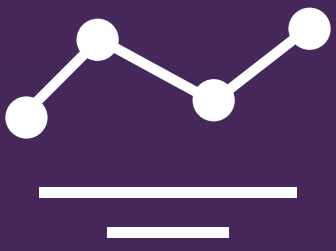
84%

improvement in reputation and

74%

improvement in customer relationships.[v]





ACHIEVE real ABM RESULTS with Really B2B



Companies using ABM generate

200%

more revenue from their marketing efforts compared to those that don't.[vi]

Whether you are looking to take the leap into account-based marketing, or you simply want to supercharge your existing activities, **speak to us today about your needs and objectives. Our range of in-house experts will be able to offer the advice, guidance, and support that keeps you one step ahead of your competitors.**



Really.

To learn what you really need to know about ABM, contact us today on

44 (0)23 9231 5607

or email

info@reallyb2b.com

[i] https://www.rollworks.com/resources/blog/17-abm-statistics
[ii] https://www.rollworks.com/resources/blog/17-abm-statistics
[iii] https://www.rollworks.com/resources/blog/17-abm-statistics
[iv] https://www.rollworks.com/resources/blog/17-abm-statistics
[v] https://www.rollworks.com/resources/blog/17-abm-statistics
[vi] https://www.rollworks.com/resources/blog/17-abm-statistics