



# **Account-Based Marketing:** Fundamentals Every B2B Marketer Must Know

**DEMANDBASE**

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## ▼ Introduction



If you're a B2B marketer today, you're in a tough spot. You'd love to be an innovative marketer who impresses the whole company by blowing your results out of the water. But where do you start? And how do you navigate all the buzzy claims out there?

You could spend your lunch hour researching various B2B vendors that promise to address one or two of the challenges you face throughout the funnel. But if you don't have a core strategy that sets you up for success, no vendor will ever be more than a point solution and it will be difficult to really move the needle.

Instead, you'll spend most of your time dealing with buy-in, on-boarding the technology, training your team and integrating the tool into your tech stack. Only to find out that it didn't have the impact you'd been promised.



But there is a better path forward, and one you've probably heard about, called Account-Based Marketing (ABM). And you may have even heard that it's the next big thing. But you want to make sure it's not the next pain point.

In fact, ABM is that core strategy that can help you pull together all those disparate technologies into something that truly makes everyone at your company say "wow."

If you're ready for the kind of tangible information that can get you started on your ABM journey, you're in the right place.

**In this eBook, we'll show you this path forward, so you can start thinking about how Account-Based Marketing can have a major impact on your business. Armed with actionable insights, you'll be well on your way to driving results across the entire customer lifecycle.**



## ▼ What's Holding You Back?

As a marketer, your job is to drive revenue and grow the business. Unfortunately, as the B2B buying cycle has become more complex, the number of challenges you face has grown.

You're attracting the wrong audience



82%

of B2B website visitors are not potential customers  
(Demandbase)

Unlike consumer marketers who have millions of potential customers, B2B marketers have a limited number of potential buyers.

Your prospects aren't engaging with the right content



60%

of website visitors bounce without interaction after one page  
(Marketo)

Having the right content for the right visitors allows you to influence the decision early on, even before your prospects fill out a form.

You're having trouble producing quality leads



79%

of marketing leads never convert into sales.  
(MarketingSherpa)

With an increased focus on leads, we've traded quality for quantity. It's easy to lose sight of the fact that leads do not automatically equal revenue, especially when Sales is always asking for more.

## ▼ What's Holding You Back?

You're struggling to understand if your programs are working and prove their ROI



**67%**

of CMOs struggle to prove the long-term impact of spending (CMO Survey)\*

On the marketing end of the funnel, marketers often struggle to pinpoint the ROI of their campaigns and then direct funds to the most effective programs.

Your sales and marketing teams aren't aligned



**50%**

of marketing generated leads are not followed up by Sales (MillerPierce)

When marketing relies on "spray and pray" campaigns that waste company resources, leads don't close. Sales knows that, so they don't bother following up... and the finger-pointing starts.

You're struggling to keep track of the growing B2B buying group



**5.4**

people now have to formally sign off on each purchase (CEB) This is **40%** larger than it was 2 years ago

Most B2B purchases—especially technology purchases—span multiple departments, which means there are multiple stakeholders involved in any buying decision.

The truth is, these challenges don't just impact your marketing team. They bleed into your sales organization and determine the course of your company's growth. As a result, more and more marketers are adopting an Account-Based Marketing approach to address these challenges.



“

What makes ABM so attractive right now is the way it combines insights for strategy and technology for execution. **Marketing teams who understand ABM are in a powerful position** to better align to what Sales needs, and to make smart choices about the right actions to take and the right time to take them to grow high-potential accounts.

SiriusDecisions

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# What is Account-Based Marketing, Anyway?

Account-Based Marketing is used by B2B marketers to identify and target the accounts they value most. ABM solutions typically include account-based data and technology to help companies **attract, engage, convert** and then **measure** progress against customers and prospects.

..... In its simplest form: .....



**IDENTIFY  
ACCOUNTS**



**MARKET  
TO THEM**



**MEASURE  
THE RESULTS**



**60%**

of marketers plan on investing in technology for ABM to better align Sales and Marketing over the next 12 months (SiriusDecisions)



**41%**

of B2B marketers worldwide said they would increase spending on ABM (ITSMA)



# ▼ The Benefits of Account-Based Marketing

The best part of Account-Based Marketing is that it doesn't just address one or two of your challenges, but solves for the challenges across the entire customer journey.

1

## Align Sales and Marketing

Account-Based Marketing is a collaborative endeavor between Sales and Marketing. By shifting the focus to accounts, rather than individuals, you bridge the gap between Sales and Marketing, which allows you to focus your strategic efforts on a specific list of target companies.

2

## Focused Marketing and Sales Strategy

While “spray and pray” campaigns may work for B2C, they aren't as effective for B2B. This is because B2B marketers have a limited number of potential buyers. With ABM, marketers can focus their efforts on key accounts.

3

## Precise, Holistic Measurement

Implementing an Account-Based Marketing approach requires shifting away from traditional metrics and focusing on account data. Measuring by accounts allows marketers to be an active owner of the revenue chain. So you can move from inquiries and click through rates to pipeline and close rates.

## ▼ The Benefits of Account-Based Marketing

4

### Market Prior to a Form Fill

With an ABM approach, marketers can identify an unknown visitor and know what company they are from. This requires an investment in the right tech, but it allows you to focus on the visitors that matter the most.

5

### Highly Qualified MQLs & SALs

Marketers tend to run blanket campaigns based on hope and chance rather than on logic and strategy. With ABM, campaigns can be hyper-targeted towards your account list, which ensures that the leads generated are of the highest quality.

6

### Optimal Customer Experience

With ABM, stakeholders at specific companies receive relevant messages and content at the appropriate time. They get the attention they need to move through the funnel. Account-Based Marketing also plays an integral role in customer retention and helps with cross sell and upsell.



All companies practicing ABM claim to be at least somewhat aligned with Sales, with **34 percent** saying they were tightly aligned. (SiriusDecisions)

## ▼ ABM In Action – CSC



### The Challenge

CSC is a global IT services company developing smart, technology-enabled solutions to solve their clients' challenges. **CSC sells complex IT solutions to a finite number of companies.** CSC needed the ability to target specific companies and understand their market in fine detail.



### The Solution

CSC kicked off a campaign called "Let It In" that aimed to shed light on the way enterprises are approaching IT in every industry and region across the world. As part of the campaign strategy, **CSC leveraged Demandbase's proprietary IP identification technology to directly target 300 key accounts.**



### The Results

CSC acted in real-time and served personalized creative to the contacts that were identified as key accounts and prospects. As a result of those efforts, the company ran their most successful campaign ever, which generated:



over  
**5,000**  
leads



close to  
**one billion dollars**  
in pipeline revenue



“The campaign has not only delivered upon the business results that it demands, but it has also allowed for strong comradery, engagement and alignment from the marketing and sales organization.”

Director, Global Digital  
Demand Generation, CSC



## ▼ The ABM Checklist



At this point, you're probably wondering: how do I even get started?

While there are a number of ways you can build out your ABM strategy, the basic tenants are quite simple and can be implemented into your organization right away.

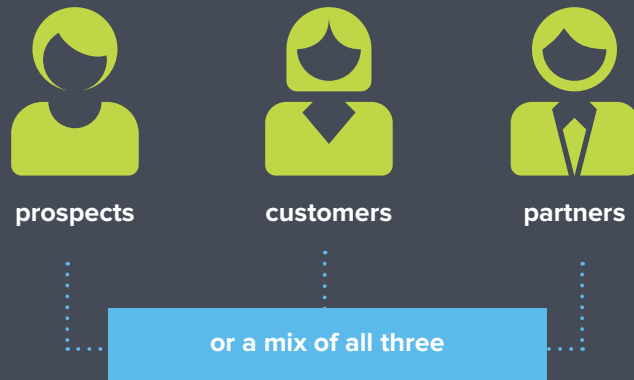
You can approach ABM from a high-level perspective—broadly identifying companies you'd like to see convert into customers or go granular and focus your efforts on understanding the common attributes your customers share.

Once you understand the key fundamentals of ABM across the funnel, getting started, making progress, and measuring results become more accessible —and a gateway to broader, more successful ABM programs. Although there are a number of touch points across the funnel where ABM will play a big part, before you can execute on these things, you need a plan to identify, market and measure your target account list.



## ▼ Identify

The first step to implementing an Account-Based Marketing strategy is to build your target account list – the companies you want to market to, which can be:



This requires partnering with your sales team to identify and agree upon a list of key accounts. This list is usually made up of attributes such as industry, revenue and geographic type and account status, which includes both prospects and customers.

### Marketers can build their target account list by:

- 1 Leveraging their list of named accounts, which include verticals and strategic accounts
- 2 Evaluating their current customer base
- 3 Segmenting customers based on a set of attributes such as industry, company size and annual revenue

## ▼ ABM In Action – DocuSign



### The Challenge

DocuSign is the leader in eSignature transaction management. DocuSign needed the ability to attract the right audience and serve visitors the content that engages them in a meaningful way.



### The Solution

To help execute its Account-Based Marketing programs, DocuSign implemented the Demandbase B2B Marketing Cloud.



### The Results

With its Demandbase Account-Based Advertising campaign, DocuSign targeted 450+ companies with over 1M impressions delivered, attracting **59% of all companies targeted to its website.**

Using Demandbase to shorten forms and create a highly personalized website experience, DocuSign:



grew sales pipeline by **22%** for its top six industries



increased average time on site by more than **eight minutes**



## ▼ Market

Once you have your list of target accounts, **it's time to build marketing programs that focus on accounts and move them through the funnel.** You're likely already doing persona-based marketing, so you're familiar with the idea of tailoring your demand gen and outbound marketing to a particular group. When you're targeting multiple stakeholders at an account, you need to rethink the way you approach each individual stage of the funnel.

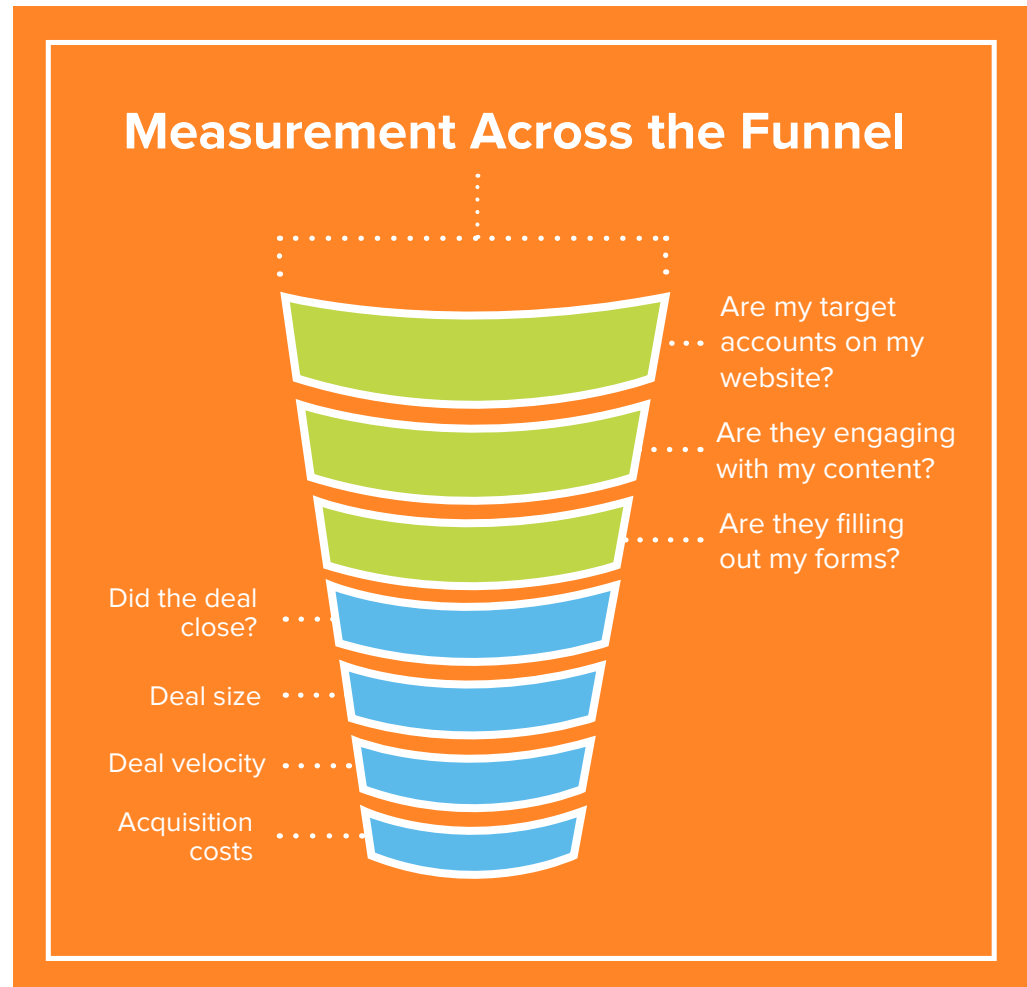
 <b>Attract</b>	 <b>Engage</b>	 <b>Convert</b>
<p>Abandon the notion that you should reach as many people as possible</p> <p><b>Focus on your target accounts</b> by running display advertising campaigns and other top of the funnel campaigns to the accounts on your list</p>	<p>Go beyond generic content on a page in a one size fits all approach</p> <p><b>Create content that speaks to the companies on your list</b> and serve it to them automatically</p>	<p>Focus on accounts to get high quality leads, see actionable target account insights and prioritize the highest value engagements</p> <p><b>Capture valuable buying signals from your target accounts</b> early in the buying process</p>

## ▼ Measure

The final step is measuring your results. The customer lifecycle is a continuous circle and so is your ABM marketing strategy. As you go through the various stages, your data will impact decisions – including iterations and tweaks to both your outbound efforts and content.

Measurement should happen at every stage of the funnel and around metrics important to B2B rather than traditional metrics. Much of your marketing data doesn't provide actionable insight on how to drive revenue or improve performance. You need an account-based view of site traffic, engagement and conversion rates and the ability to connect siloed datasets across the funnel.

As you do this, you demonstrate that ABM is more than a best-practice for the marketing team, it's foundational principle that should impact operations across your organization.





## Conclusion

We've thrown a lot at you. Now it's your turn. You can take the steps and ideas we've explained here and use them to craft your own Account-Based Marketing plan.

And remember, we're always here to help.

For more information, visit the **Demandbase Account-Based Marketing Resources** for additional insight on how to get started with ABM.

Demandbase is the leader in Account-Based Marketing. We are the only company that can help B2B companies accurately target specific accounts in real time, with patented IP technology, and then engage those accounts across the web with advertising, website personalization, and sales conversion solutions. With the Demandbase B2B Marketing Cloud, companies can accelerate revenue growth by marketing across the full marketing and sales funnels to the accounts with the most potential.

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