



***This is not just ABM.
This is OBM.***

Opportunity Based Marketing by MOI for Genesys



INTRODUCTION

It's surely a given in 2020 that ABM demands that you achieve that Holy Grail of marketing: Sales and Marketing alignment. But perhaps not quite so obvious is just how close that working relationship needs to be, in order to get the very best results. Not to mention how you go about achieving it.

This is the story of an ABM campaign that, through intense collaboration between all the key stakeholders, not only spotted and exploited existing opportunities, but during the process, and in real time, also created new opportunities to pursue and convert. The proof of its effectiveness? Targets were reached, shattered and exceeded by an astonishing 400%.

BACKGROUND

Genesys needed to rethink the way they targeted high value accounts and decision-makers. Traditional methods weren't working, and the company was facing 3 major challenges:

- ➔ Growing strength of competitors
- ➔ Lack of real insight about the decision makers at their target accounts
- ➔ Lack of a way in with new prospects

OBJECTIVES

Key for this campaign were 3 main objectives:

- ➔ Raise awareness amongst net new and existing accounts
- ➔ Increase pipeline with new and maximised engagement opportunities
- ➔ Demonstrate a strategic and efficient use of marketing budget and resource

SOLUTION

MOI's response to the Genesys brief was to develop a precision-targeted, insight-led ABM campaign with a difference. Its aim was not only to identify and target prospects who fitted the right profile, but to pinpoint and pin down those who were actively looking to purchase at that precise moment.

Designed to go beyond Account Based Marketing, the programme was to take on a whole new identity: Opportunity Based Marketing – in real time.

METHOD

Committed to building upon their experiences and successes with previous ABM campaigns, its effectiveness with Genesys went beyond anything they'd seen before.

Here's how it worked...



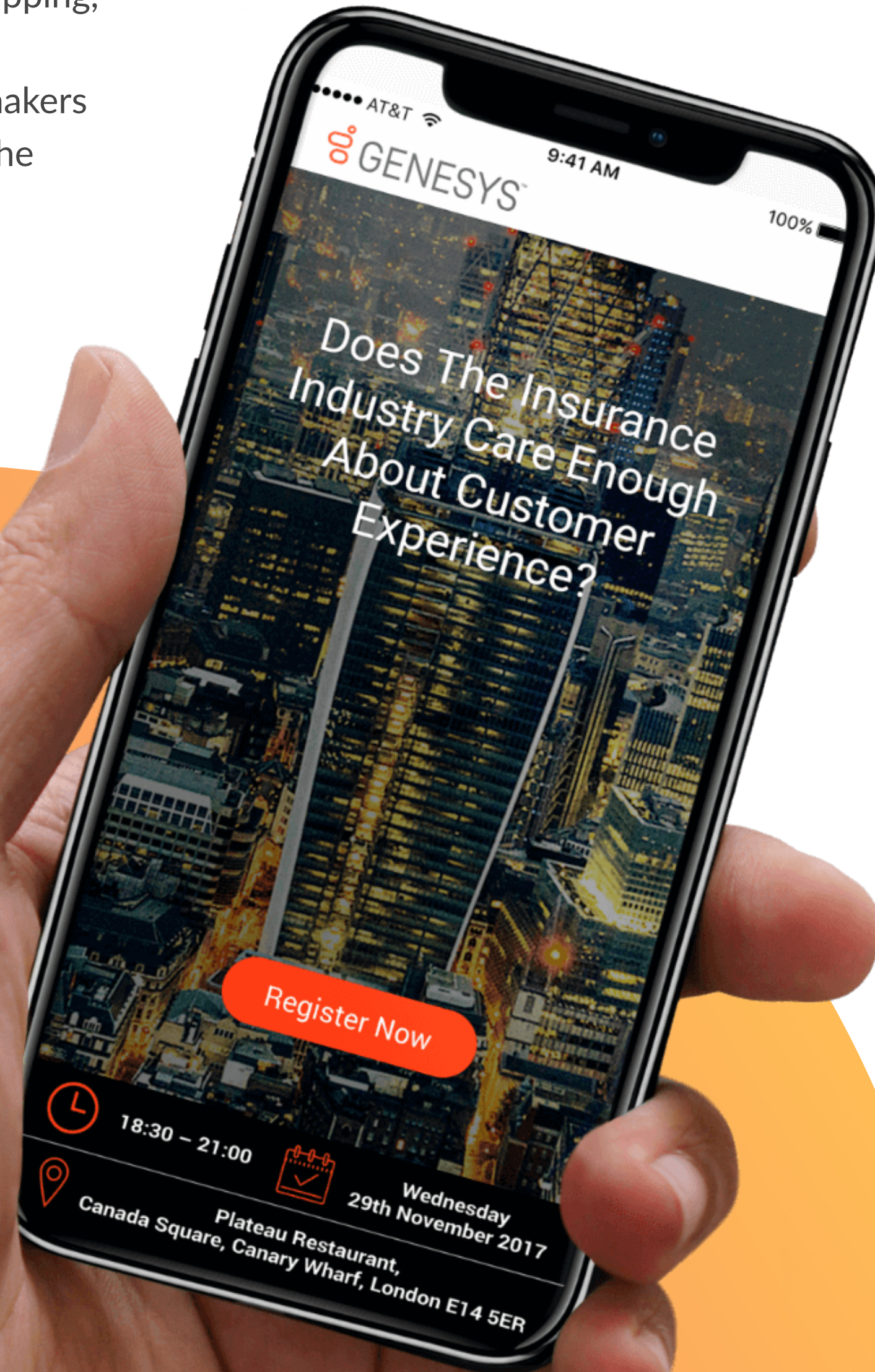
01. ONBOARD THE RIGHT TEAM

For ABM to yield any form of meaningful results, buy-in from Sales is vital. Right from the start. If you're going to engage and nurture each lead on an ever more bespoke journey to conversion, you're going to need deep insight into the target audience and a means to communicate on 1-to-1. Your sales teams are your front line, so get them onside and on board from the outset.

For this campaign, MOI organised face-to-face workshops to explain the programme, its objectives and projected outcomes. This considered, scientific, and results-driven approach succeeded in winning over some key, but frankly sceptical account managers. MOI and the Genesys marketing team then helped Sales optimise their social profiles, draft conversation starters, and provided original content pieces to begin engaging prospects.

02. RESEARCH & DEVELOPMENT

This is the stage of content auditing, account mapping, sector profiling, key topic research and content development. In this case, identifying decision makers and uncovering the issues that would resonate the most led to the creation of a highly relevant, opinion-forming hero piece, and from here, the messaging was launched.



03. LAUNCH

Once launched, response to the campaign was mapped, respondents segmented and a targeting hierarchy was introduced. The process involved close collaboration between Sales, Marketing and agency, as each had important feedback and input to contribute to the next steps.

At this stage, the introduction of a predictive marketing tool, meant that previously manual input could be scaled, automated and taken to new levels of precision targeting. The tool combined profile information, keywords, digital signals and propensity-to-buy modelling to produce intent data. Crucially, this meant the campaign could identify, and immediately target, the prospects who were showing real and active buying signals. All in real time.



Paul Segre, CEO of Genesys, delivers
video dedicated to Vodafone

04. GOING 1-TO-1

From this point on, the programme could be scaled with lookalikes and more, and since only conversion-ready prospects were now being targeted, wastage was minimised and the whole campaign remained highly efficient.

Individual initiatives then began with 25 of the client's key accounts. Decision makers were identified, meticulously profiled, and the shortlist targeted with hyper-relevant messaging and content. In many cases, specific content was even created for one single account.

— ***RESULTS***

From a position of scepticism, the relationship between Marketing, Sales, and agency is now one of mutual respect and intense collaboration. Three separate teams have become one close-knit unit, with every single member having an equal influence and decision-making role in the campaign. Their closeness and constant communication is vital for the ability and agility to spot, respond to, and make the most of every new opportunity.

The campaign achieved unprecedented results. Targets were exceeded beyond all expectation, pipeline numbers are 3x what they were previously, and new, highly efficient ways of working, collaborating and budgeting have been established.

Awareness and Engagement

74%

66% of article views resulted in connections
with influencers & decision makers
74% engagement achieved with priority contacts

Pipeline


\$54m

Target: \$14million
Achieved: \$54million

Use of Budget

30%

Efficiency & scalability proven, ABM
now gets 30% share of the EMEA
marketing spend – previously 0%



"MOI has brought a fresh, collaborative, scalable, approach, which is really driving results. It's great to work with an agency that's as hot on innovation and strategy, as it is on getting the job done. I can't wait for our next social!"

Jennifer Campbell, Marketing Director, UK&I, Genesys

TM

***TURNING
THE HEADS
THAT COUNT
IN B2B***



MOI