

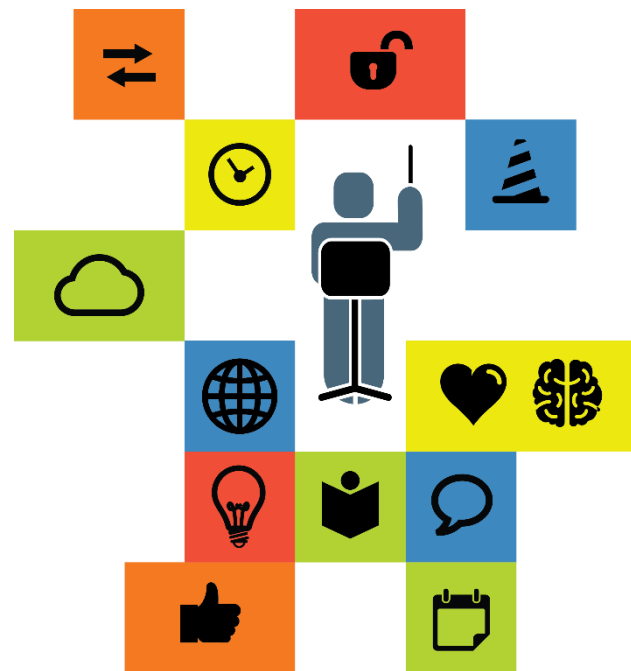
Why Account Based Marketing is good for your business

26th February, 2021

Morten Kornerup, Partner & Co-founder

Your takeaways from today's session

- The relationship between the digital buying journey and content
- What is ABM, why is it growing, and what do you get out of it?
- Insights from a Lenovo / Veeam case
- Tips on your next step considerations



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Get your product
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shortlist when
hospitals are buying

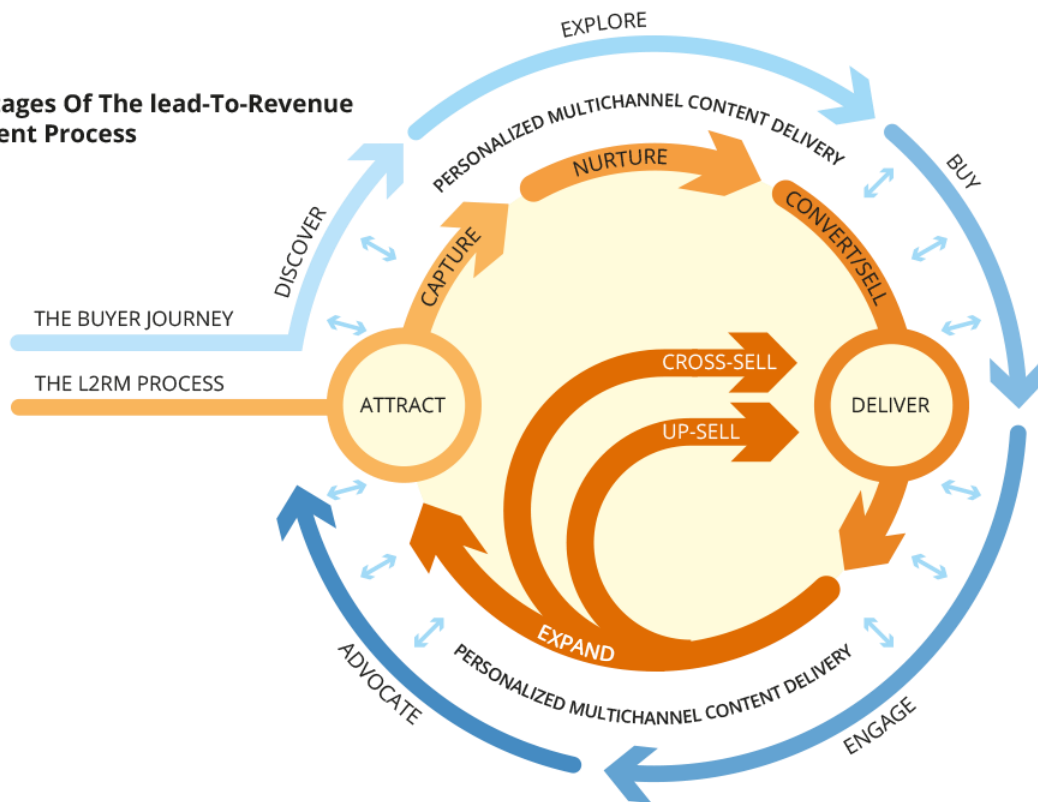
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Selected ABM client references



Relevant content marketing across the customer journey

The Key Stages Of The lead-To-Revenue Management Process




Do you know who
your customer is ?

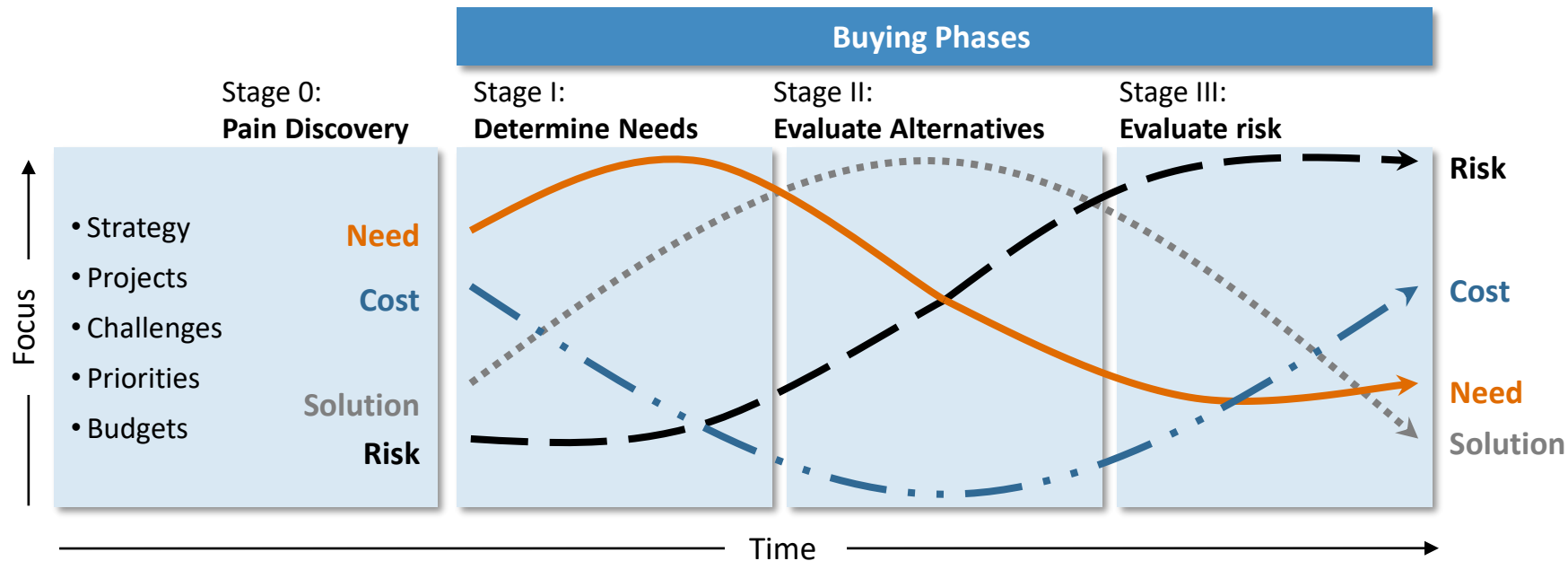

Where are they
on their journey ?


Are you engaging
and moving them
along the journey ?

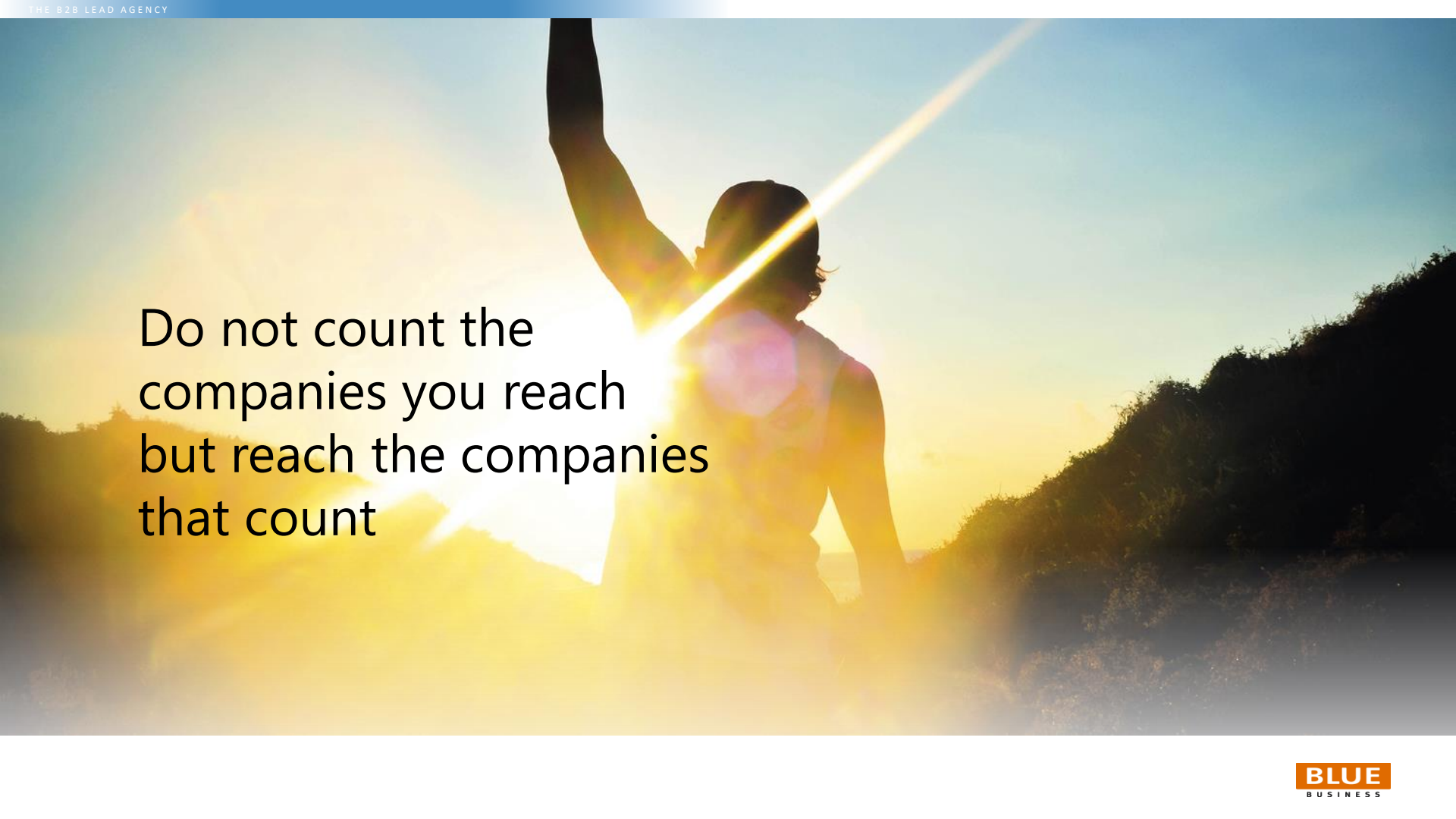

Are you measuring
the impact on your
business goals ?

Source: Forrester Research, Inc.

Shifting buyer concerns throughout the customer journey



Account Based Marketing: why and what



Do not count the
companies you reach
but reach the companies
that count

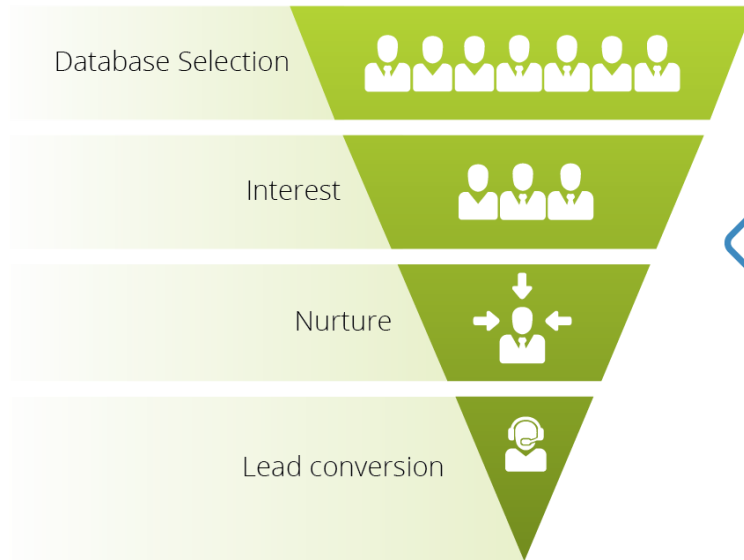
Account Based Marketing defined



Two types of lead generation

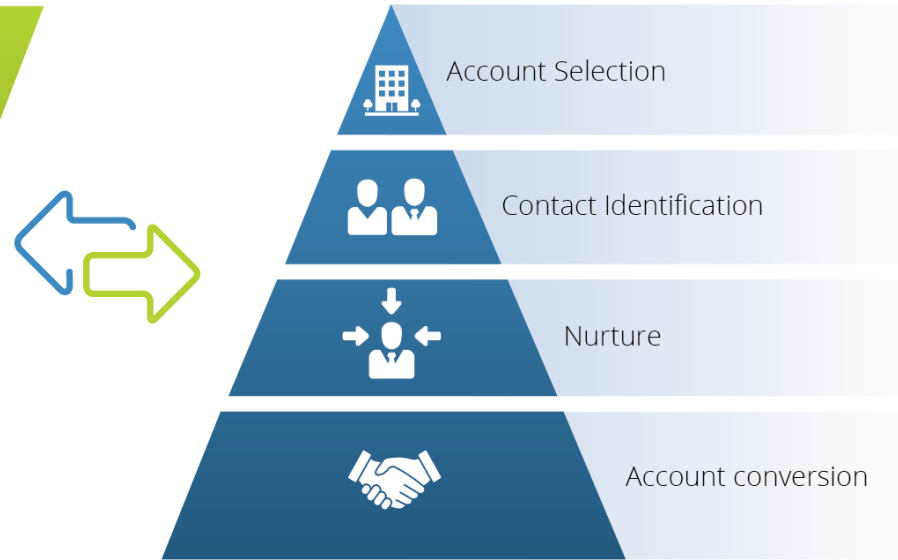
Lead Generation

Fishing with Nets



Account Based Marketing

Fishing with Spears



Poll

Do you execute lead generation
based on individuals or do you
target accounts?



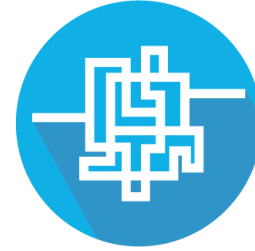
What drives ABM?



**Poor quality
leads**



**Insufficient
pipeline**



Non – linear sales



**Too many people
involved
in the buying process.**



Law of 80/20

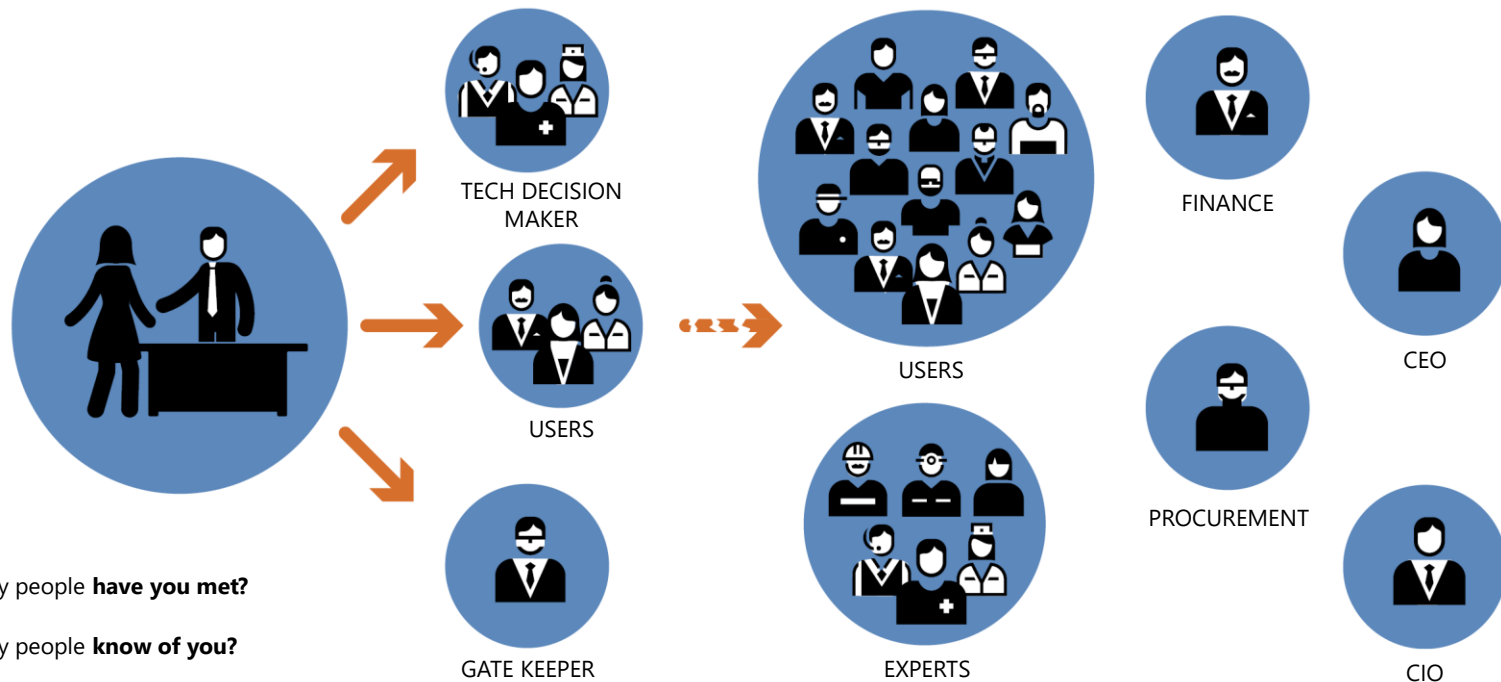


Organizational

ABM by the numbers



Most sales teams reach only a fraction of the B2B decision makers

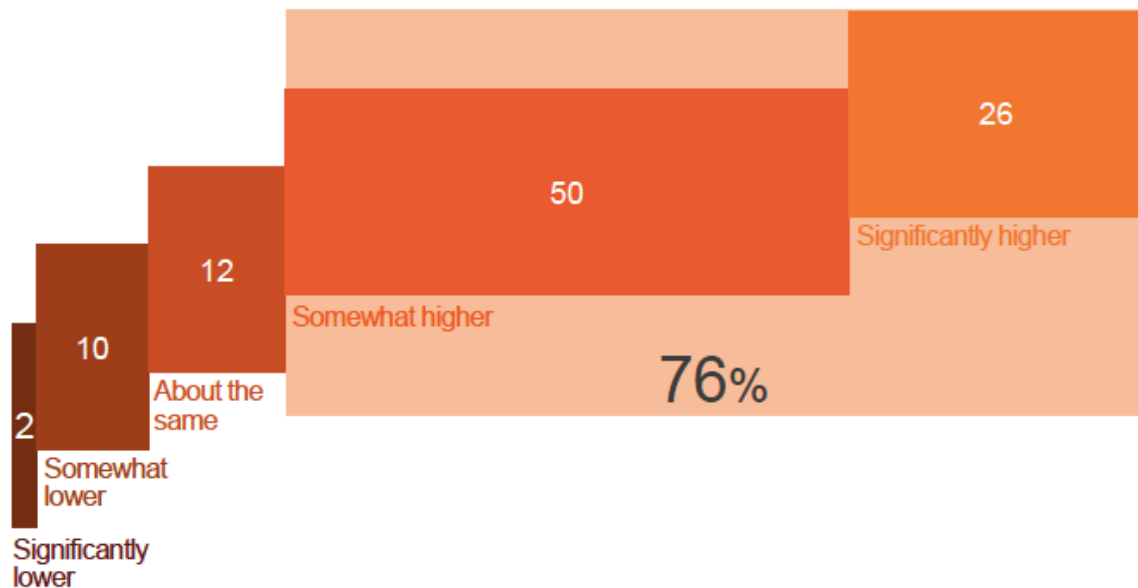


How many people **have you met?**

How many people **know of you?**

How many people **believe you are the best?**

Most companies see higher ROI with ABM than with other types of marketing



Marketing can provide air cover to sales

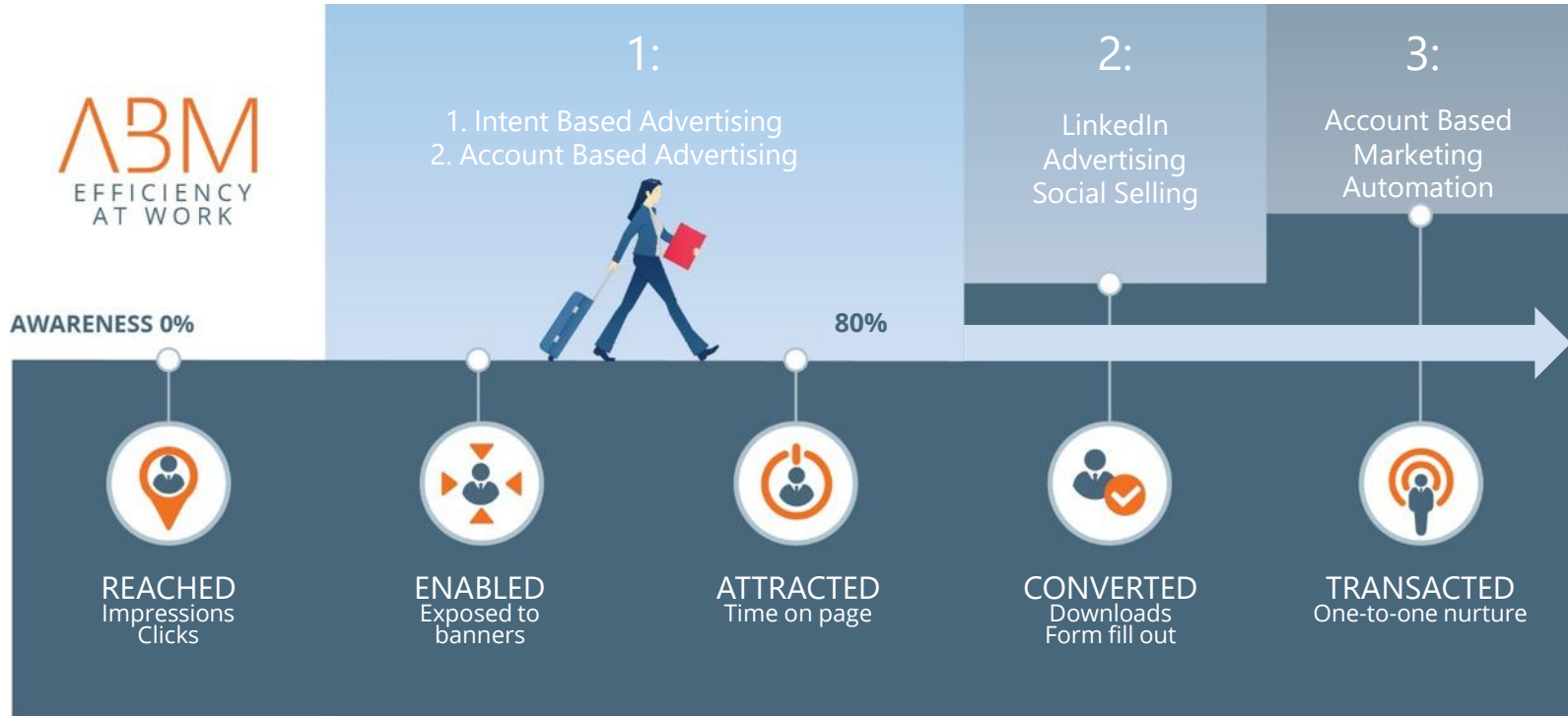
- Accounts are **warmed** up before sales works on them
- Provide **marketing coverage during sales process** to **get in front of unknown contacts** that can 'roadblock' deals or **speed up the sales process**
- Provide sales with **engagement** data to prioritize outreach
- Marketing must deliver **SQLs**



The REACT model and why it matters

“You can only expect clients to spend money with you after they have spent time with you.”

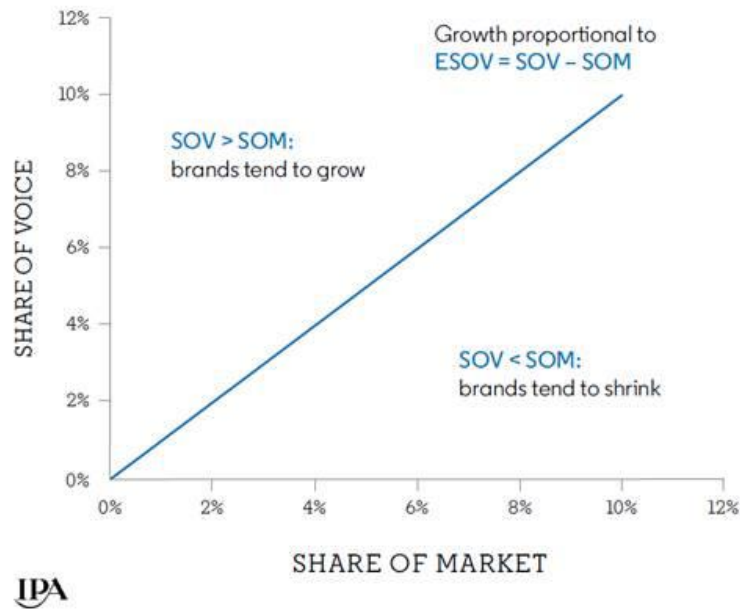
The REACT model is our way of executing ABM



REACH X RELEVANCE = ENGAGEMENT

Spending above your market share (higher SOV) will secure growth

The Share of Voice Rule

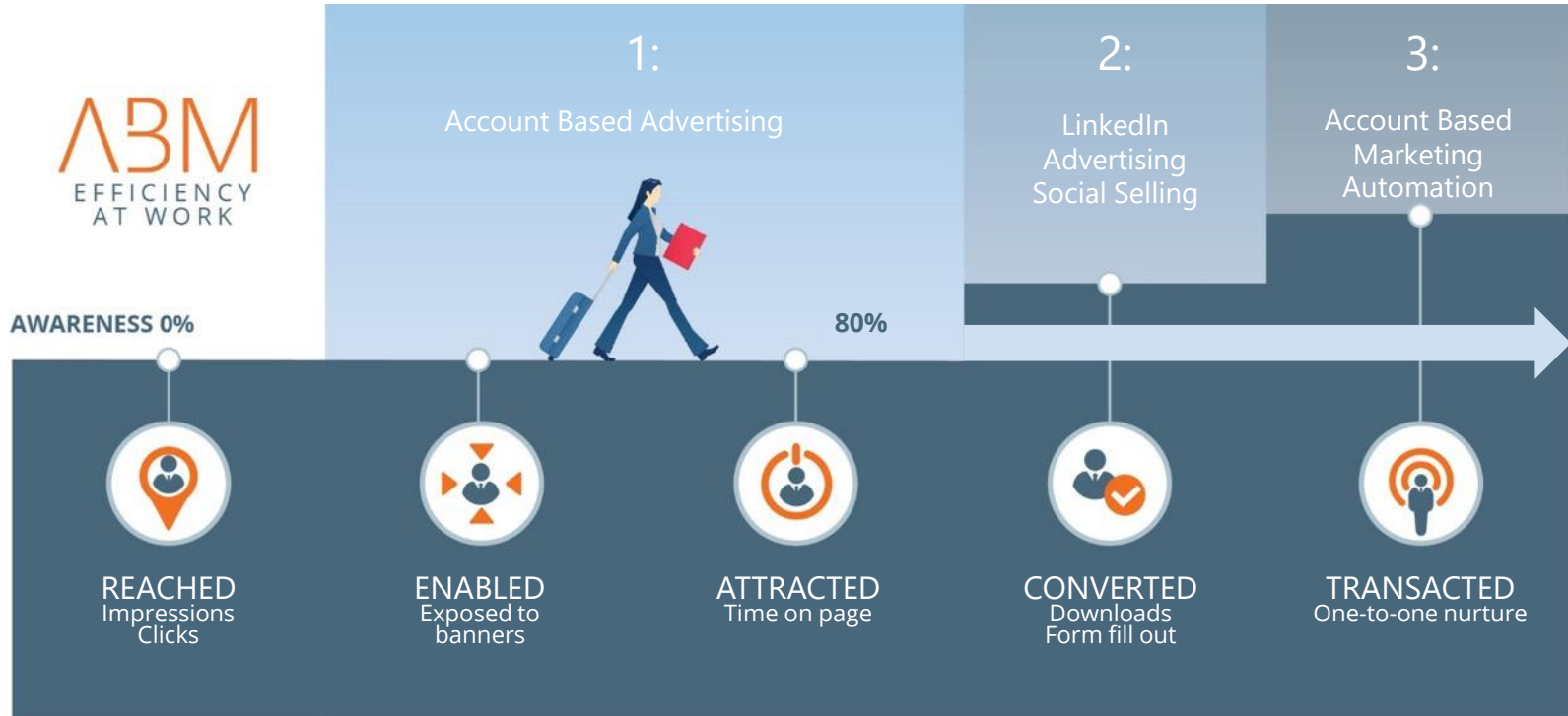


In B2B, brands that set their share of voice (SOV) above their share of market (SOM) tend to grow.

Source: LinkedIn/Institute of Practitioners in Advertising

Case: Lenovo & Veeam O365 EMEA campaign

The Lenovo ABM campaign is executed according to the REACT model



Campaign facts

- 81 accounts currently being targeted
- **End-to-end ABM:**
Account Based Advertising: 836,300 impressions
Social Media: advertising and social selling on LinkedIn
Telemarketing
- The campaign is executed in English and German



Campaign creatives

6 different banners



Landing page



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Top Engaging Accounts UK/I

Top Accounts Score

| Lenovo - SAP HANA

English

French

German

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Optimization status

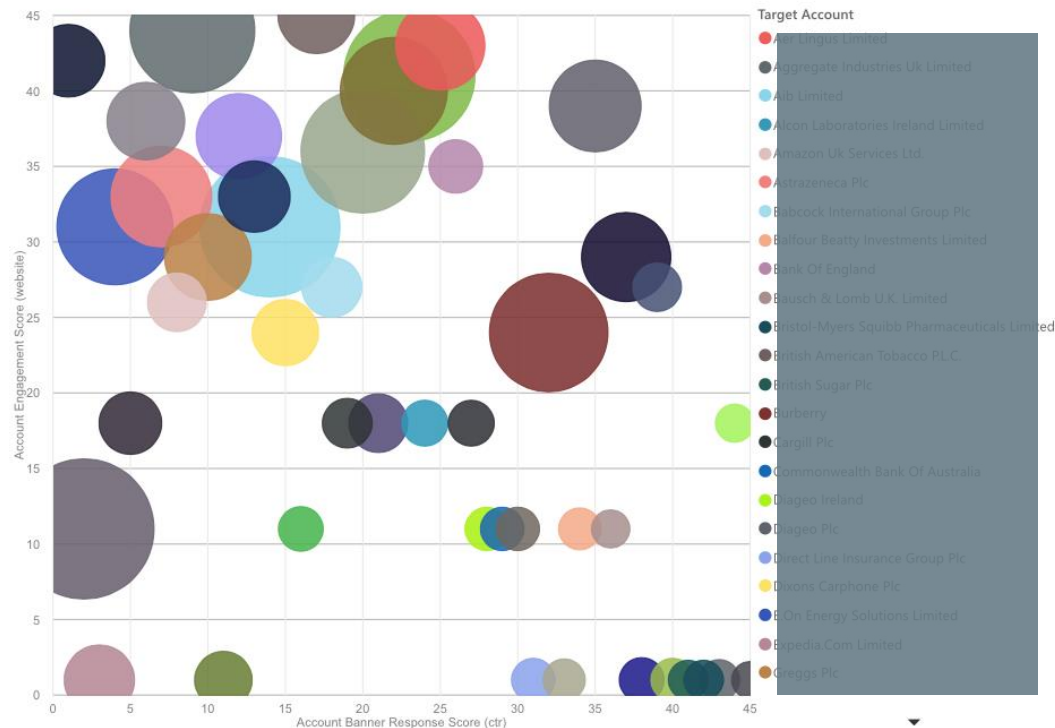
☐ Phase 1 (end 190205)

☐ Phase 2 optimized

12/7/2018

2/24/2019

ACCOUNTBASE

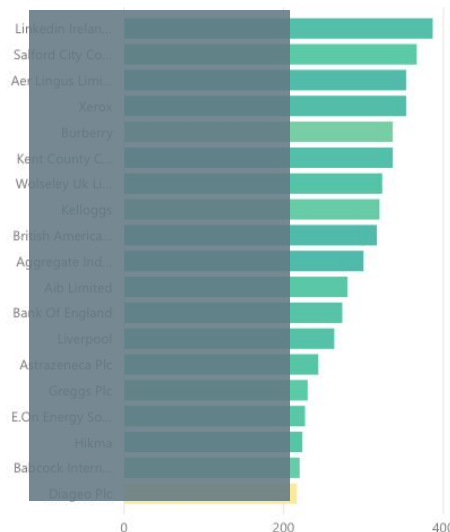


Top Account - Sales ready Leads

Target accounts with exceptional engagement in banner reponse or website interactions.

This can be current clients or potential prospect that are ready to engage in final steps of a purchase process.

To export the targets - click the dots " ..." above visual list



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Conclusions so far

Account Based Advertising:

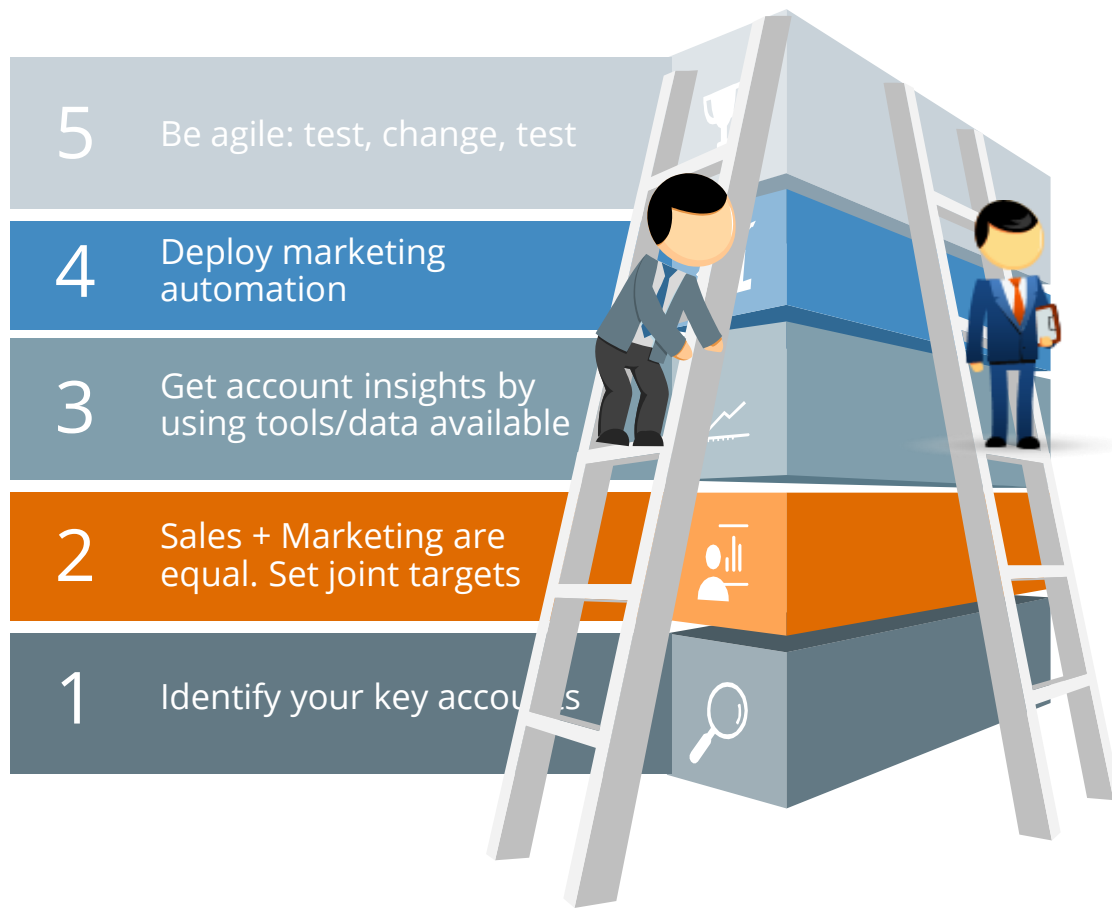
- High **reach**: **91%** of accounts were reached
- **58%** of accounts were **engaging**.
- **Engagement**: More than **1,200** dedicated web site visits
- **High CTR and engagement**.

Leads:

- More than **25 MQLs**

Next step considerations

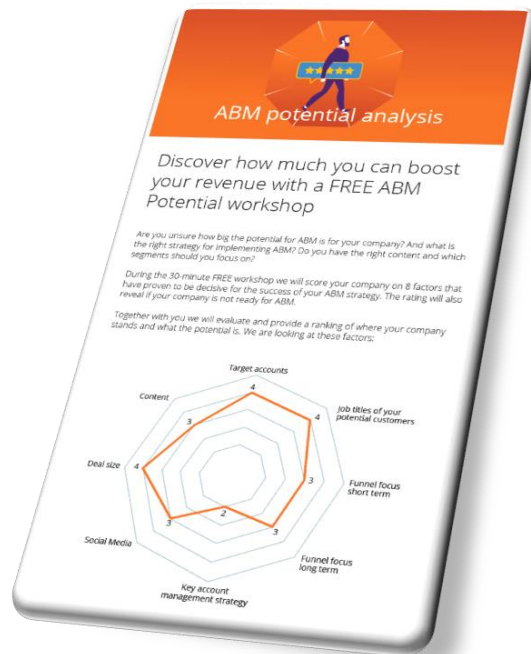
5 ABM must-do's to get started



ABM in summary

- **Insufficient pipeline, deal size and buying complexity drives the interest in ABM**
- **Engagement is a key parameter**
- **ABM must be end-to-end: follow the REACT model**
- **Content is still King**
- **Marketing and sales alignment is key to success**
- **Obtain a positive ROI after 3 months**

How Blue Business can help you with your first ABM pilot



Thanks for your attention

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