

Webinar

Introduction to Account Based Marketing

8th December 2021

Morten Kornerup

Hans Christian Bothmann

Who we are...

Morten Kornerup



Founder & Partner of Blue Business. 30+ years experience in international B2B marketing. Lived in UK and Switzerland. Key client industries: IT, Life Science, Manufacturing, Service.

Hans Christian Bothmann



Partner at Blue Business. 20+ years client side IT and software marketing at Secunia, Microsoft, SAS, Accenture, Infor. European, global marketing and alliances roles.

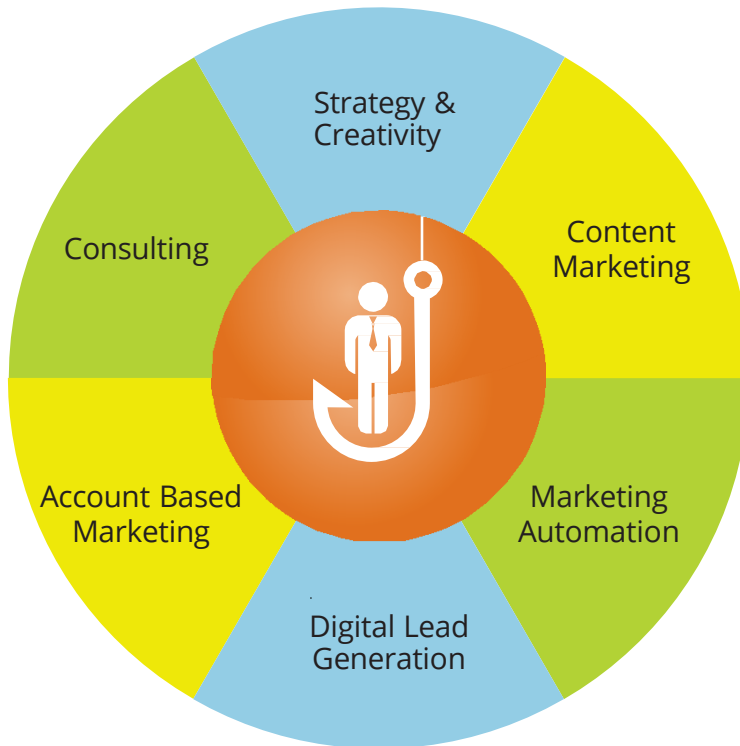
Agenda

- 09.00
Velkomst og introduktion
- 09.10 – 09.20
Hvad er Account Based Marketing, hvorfor vokser ABM så voldsomt, og hvad er faldgruberne?
- 09.20 – 09.35
Hvordan implementeres ABM, sammenhængen mellem ABM, marketing automation og CRM?
- 09.35 – 09.55
5 effektive B2B ABM strategier
- 09.55 – 10:00
Spørgsmål og afrunding



- Kaffen er virtuel 😊
- Præsentation sendes
- Webinaret vil være tilgængelig on-demand
- Brug chatten
- Q & A til sidst
- HUSK AT MUTE

Blue Business



Lead Generation and Account Based Marketing

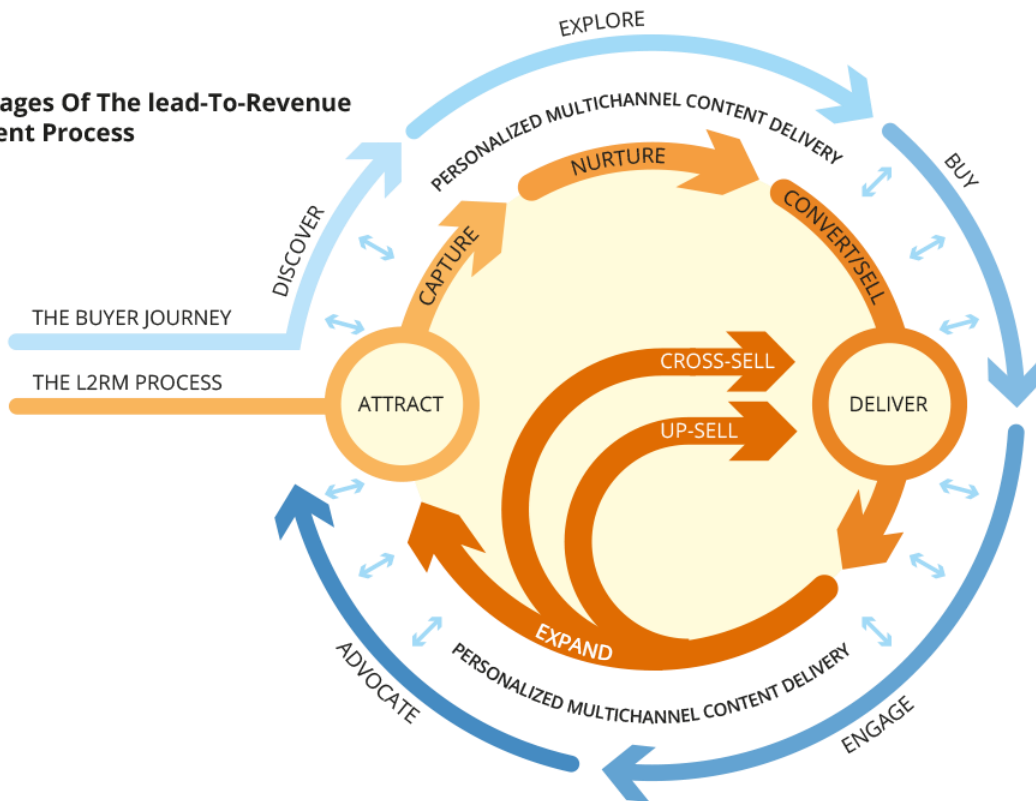
Generating, qualifying and nurturing accounts and leads to increase sales and marketing effectiveness

Customer 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?
- 

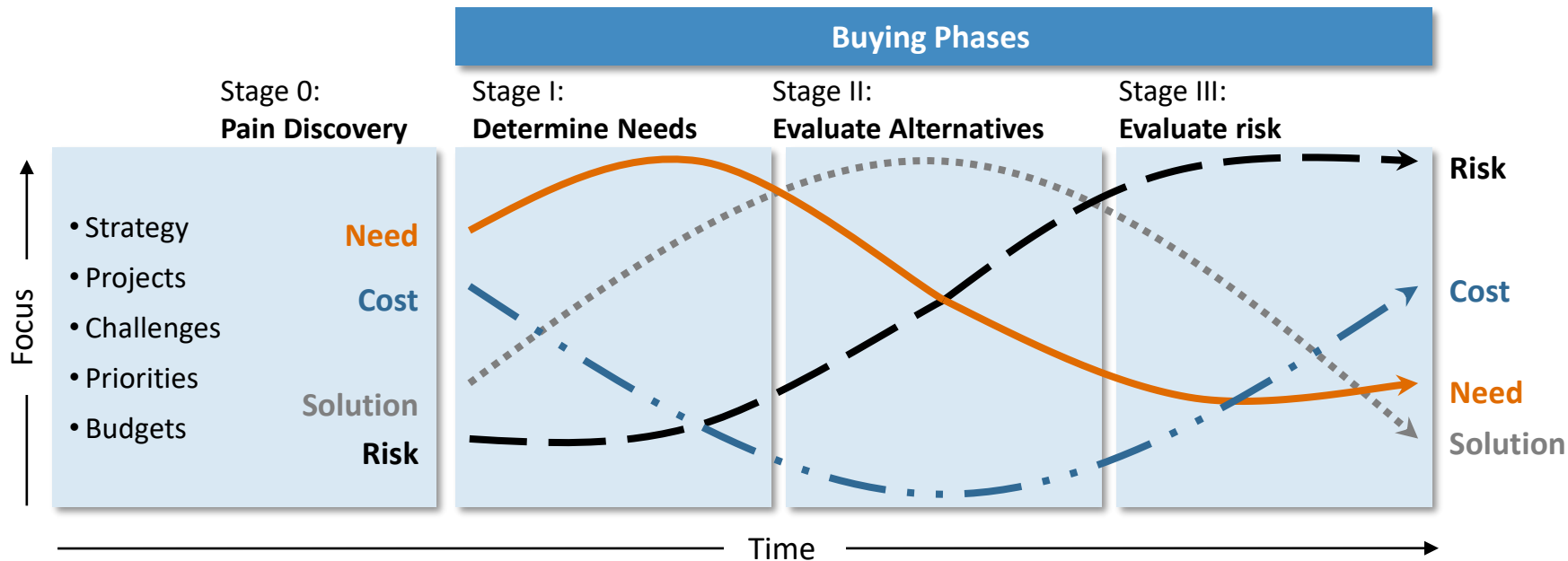
Where are they on their journey?
- 

Are you engaging and moving them along the journey?
- 

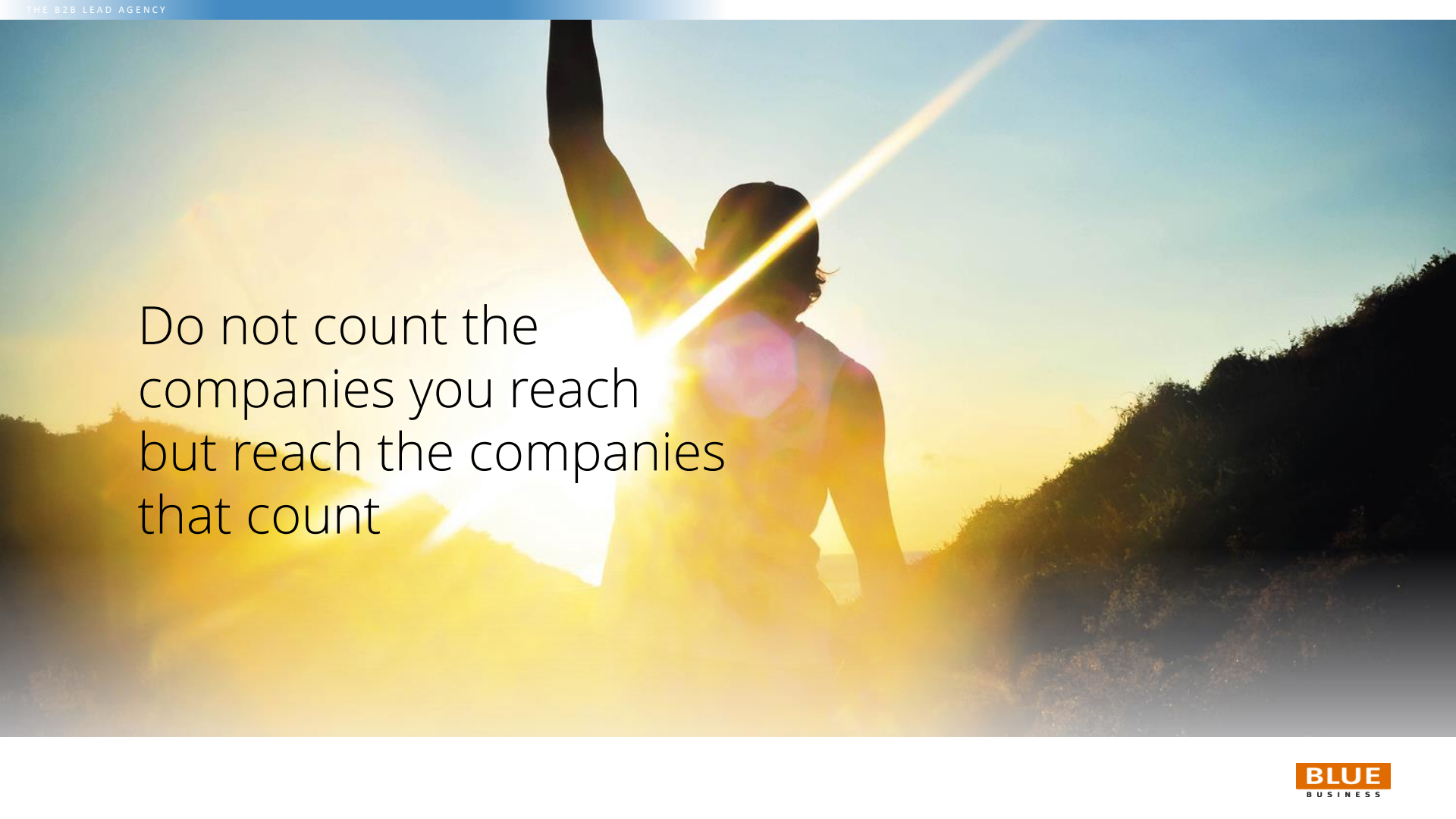
Are you measuring the impact on your business goals?

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

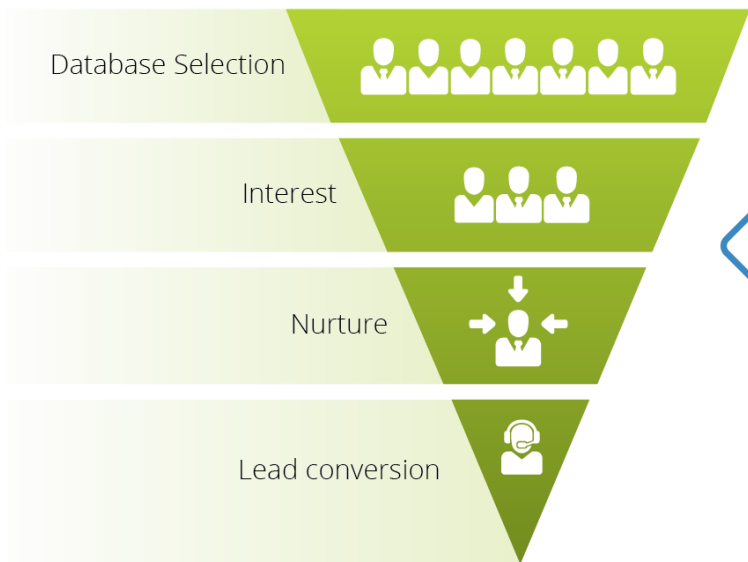
Account Based Marketing defined



Two types of lead generation

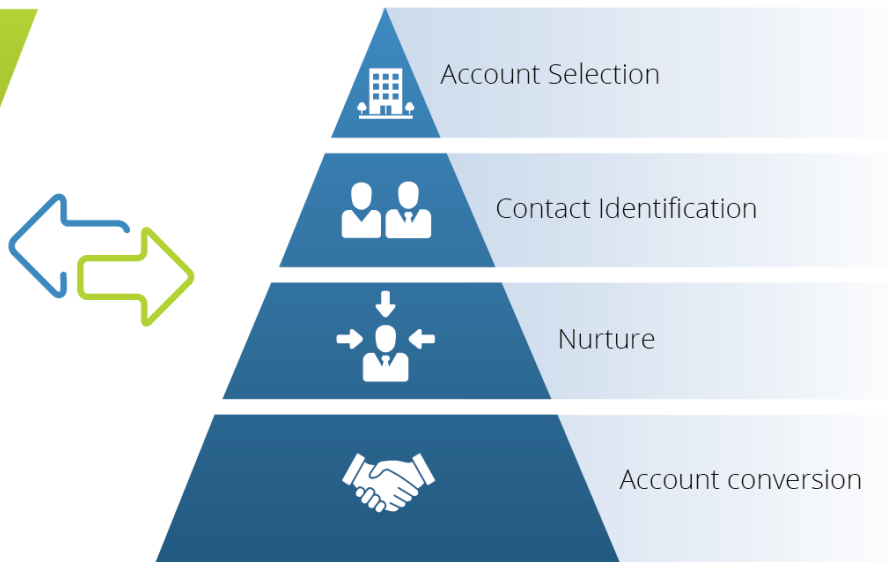
Lead Generation

Fishing with Nets



Account Based Marketing

Fishing with Spears





Classic

5-50 accounts (“One-to-few”)

Rich account plans

Every touch personalized

Lite

50-1,000 accounts (“One-to-many”)

Light research + data build out

Personalized touches to key personas

Hybrid

1,000+ accounts (“thousands”)

Automated touches OK

Industry and persona customization

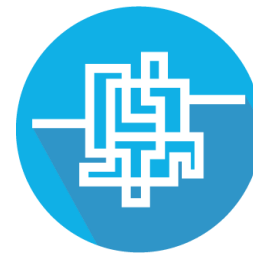
What drives ABM?



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



6.8

Stakeholders involved
per B2B Purchase

CEB, now Gartner



57%

of the Purchase Journey
is Anonymous

CEB, now Gartner

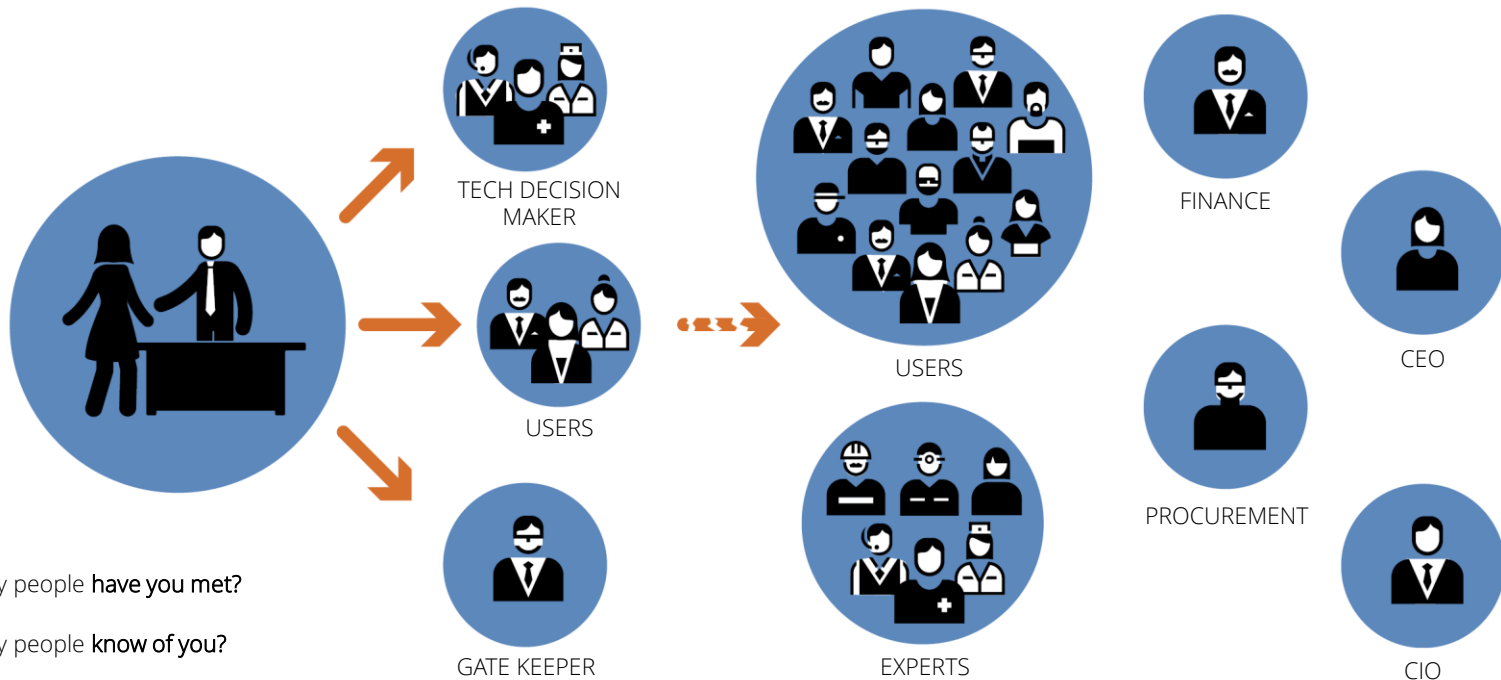


6

Different Information
Channels Consulted

McKinsey & Company

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

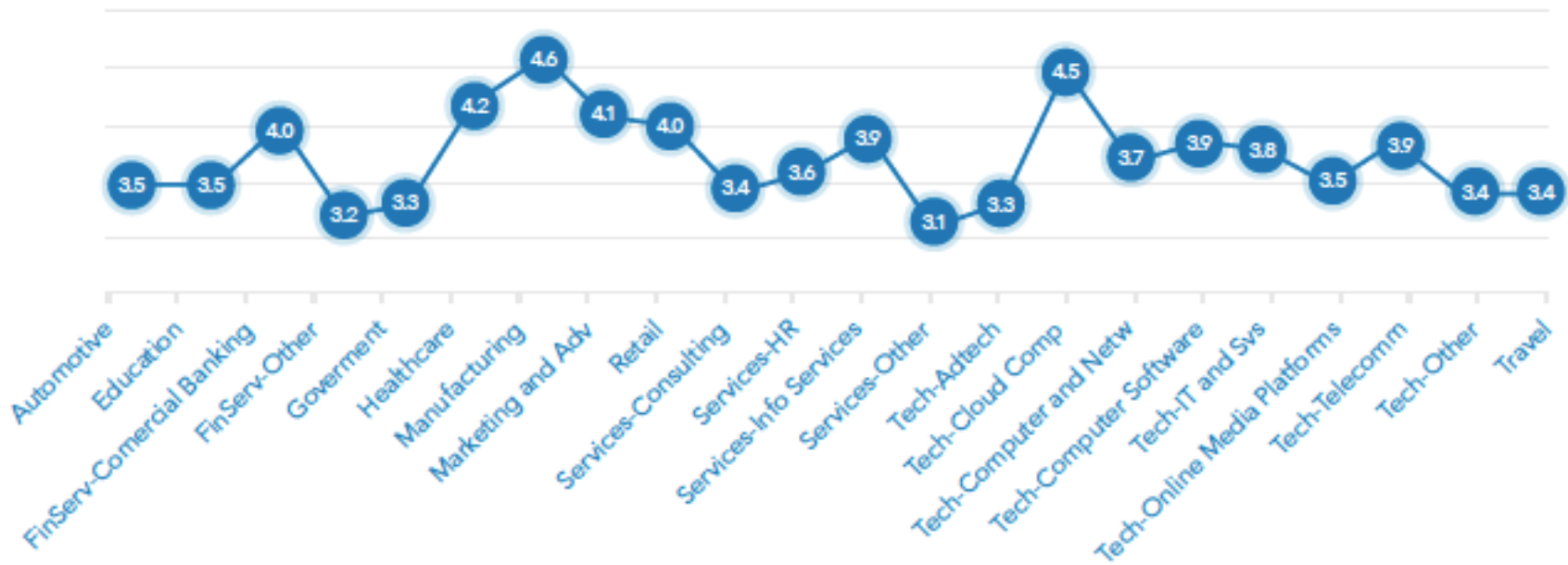


How many people **have you met?**

How many people **know of you?**

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

Departments impacting the buying decision vary by industry

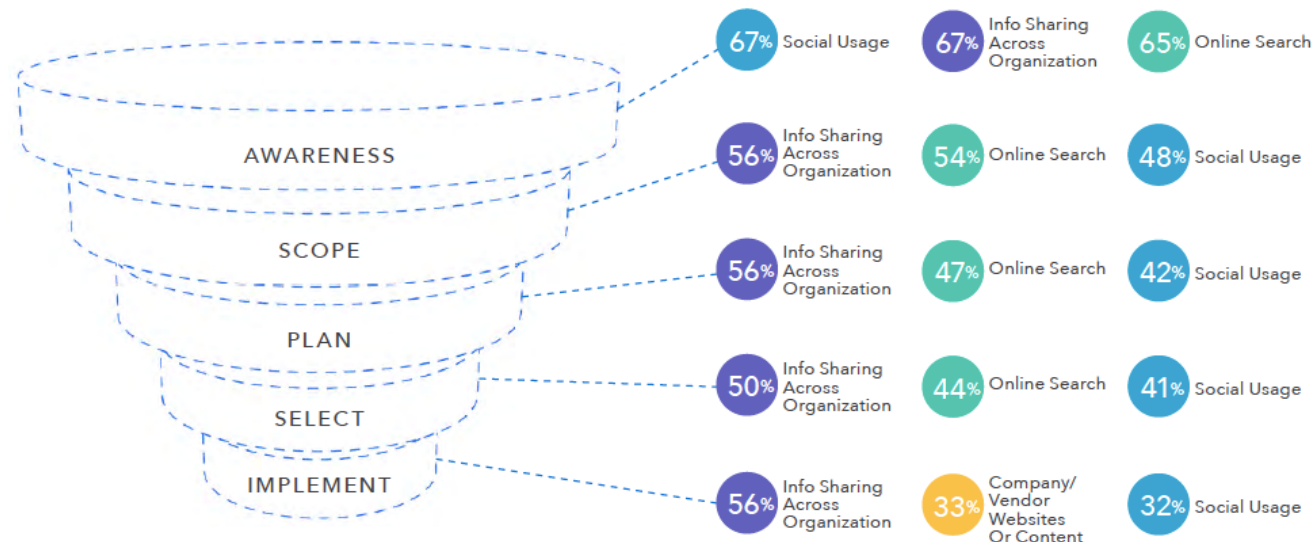


If vendors are not known company wide – they are not known!

Source: LinkedIn 2021

The buying decision is a team sport!

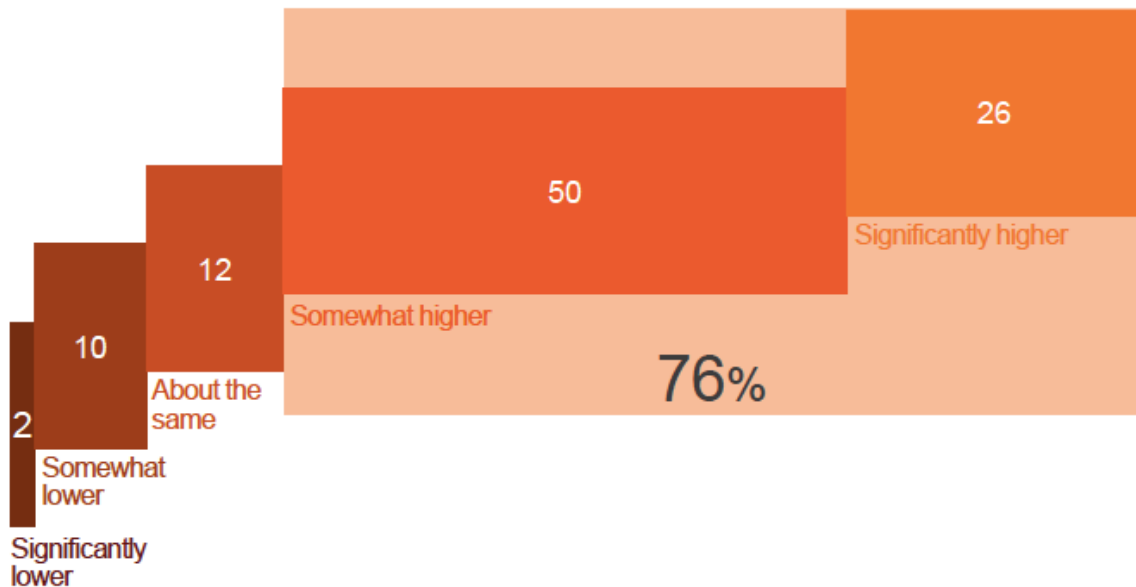
TOP 3 CONTENT CHANNELS PREFERRED BY BUYERS IN EACH STAGE OF THE FUNNEL



Social media and information sharing are the top channels for content distribution

Source: LinkedIn 2021

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



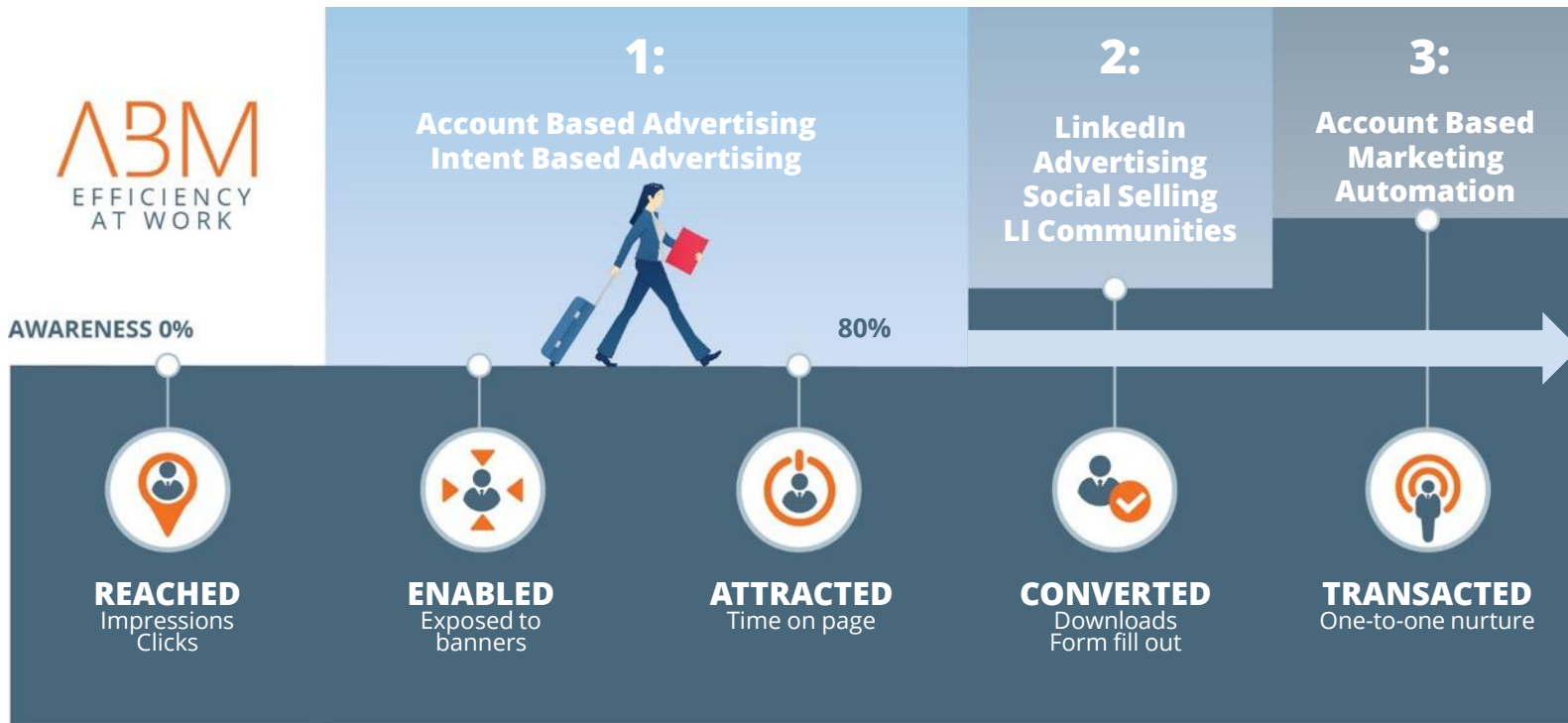
Marketing can provide air cover to sales

- 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 **MQLs**



The REACT model and why it matters

The REACT model is a strong foundation for reaching your goals



REACH X RELEVANCE = ENGAGEMENT

REACH X RELEVANCE X BRAND = ENGAGEMENT

A strong brand with a relevant purpose helps your lead generation

68%

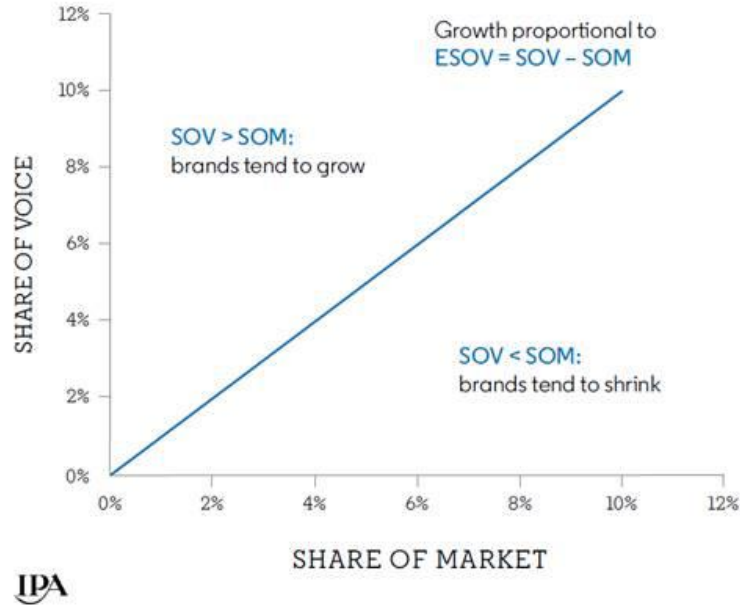
68% of B2B buyers factor brand purpose into the buying decision

48%

48% B2B brands have lost sales the last two years because they didn't demonstrate a clear sense of purpose

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.

Account Based Marketing

- ✓ From ABM strategy to successful implementation
- ✓ How to create a winning ABM team
- ✓ Kickstarting your ABM program



ABM
EFFICIENCY
AT WORK

1

Account Based Advertising



2

**LinkedIn Advertising
Social Selling
LI Communities**

3

Account Based Marketing Automation



REACHED
Impressions
Clicks



ENABLED
Exposed to
banners



ATTRACTED
Time on page



CONVERTED
Downloads
Form fill out



TRANSACTION
One-to-one nurture

Taking your key accounts all the way on the customer journey

A close-up photograph of two hands clapping, with the hands positioned on the left side of the frame. The hands are wearing light blue dress shirts. The background is a blurred, light blue outdoor setting.

Account Based Marketing

5 must do's to get started and keep your
ABM program focused, practical
and profitable.

5 ABM must-do's to get started



5 ABM must-do's to get started



5 ABM must-do's to get started



5 Go for quick ABM wins

4 Deploy marketing automation

3 Use tools/data you already have

2 Sales + Marketing are equal

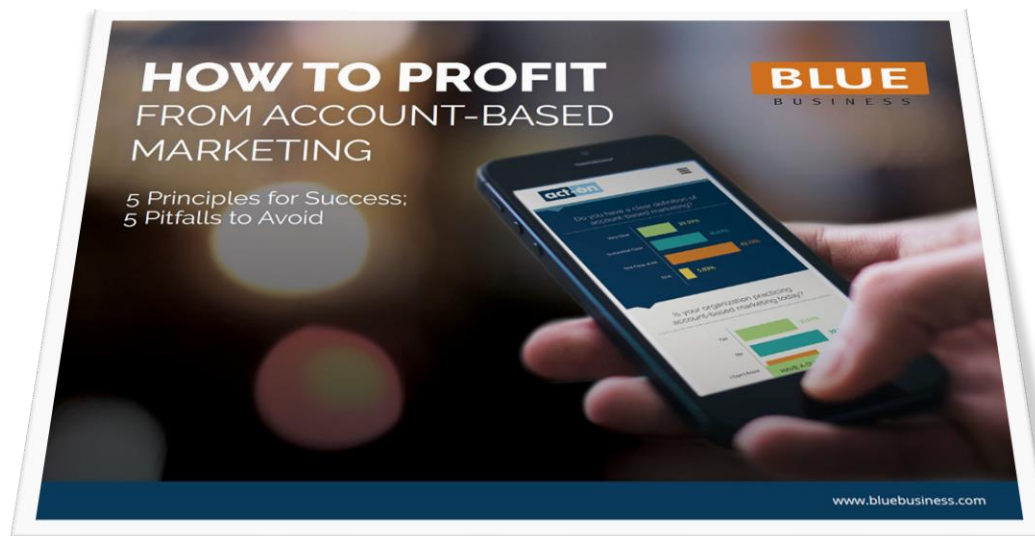
1 Identify your key accounts

How to profit from account based marketing

eBook

Guidance and inspiration

Download on
www.bluebusiness.com



Account Based Marketing

How to create a
winning ABM team.



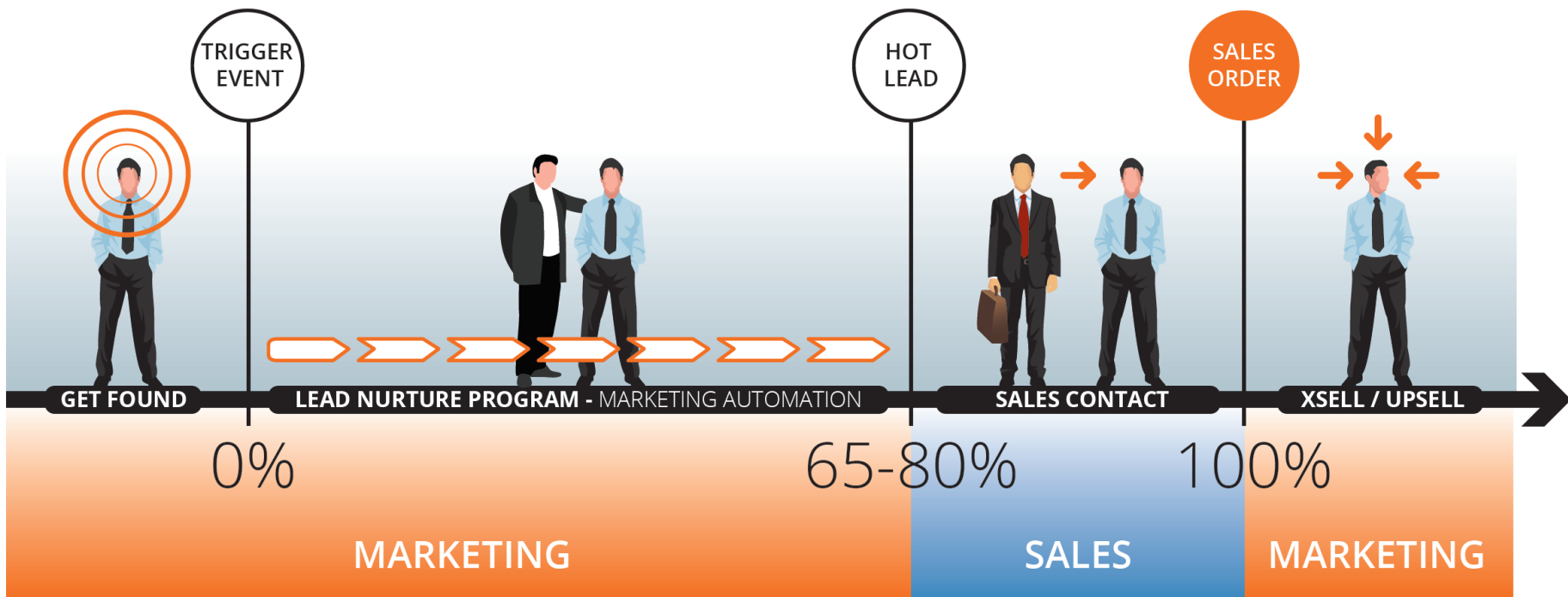


If the premise is that...

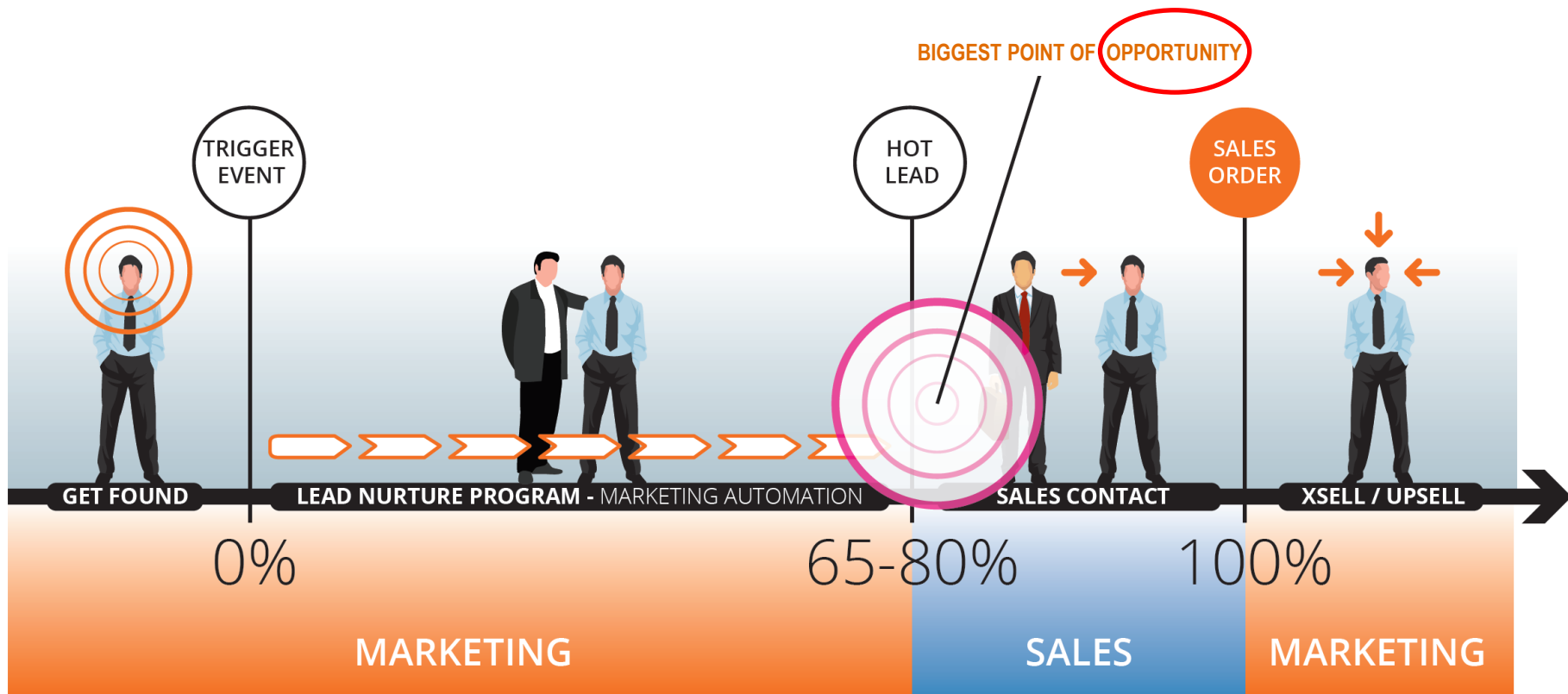
"marketing is a business driving function"

...then finding common grounds between
sales and marketing is essential.

Are your sales and marketing teams optimized?



Are your sales and marketing teams optimized?



Marketing is challenged

Marketing Budget Cuts



Marketing Becomes Tactical



Sales Takes Over Marketing



Team up Marketing and Sales

The sales and marketing divide

What will it take to bridge the gap?

Marketing focus

Engage and convert

Motivation:

- ✓ Leads
- ✓ Great brand
- ✓ Attribution



Problems with sales:

- ✓ Un-touched leads
- ✓ No follow up

Sales focus

Always be closing

Motivation:

- ✓ Meetings
- ✓ Pipeline
- ✓ Deals



Problems with marketing:

- ✓ Unqualified leads
- ✓ Seniority of leads

The sales and marketing divide

Key ABM questions to bridge the gap

Ask... how can we...

- ✓ Win as a team?
- ✓ Identify key accounts?
- ✓ Make joint account plans?
- ✓ Keep our accounts?
- ✓ Expand our accounts?

Marketing focus

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Sales focus

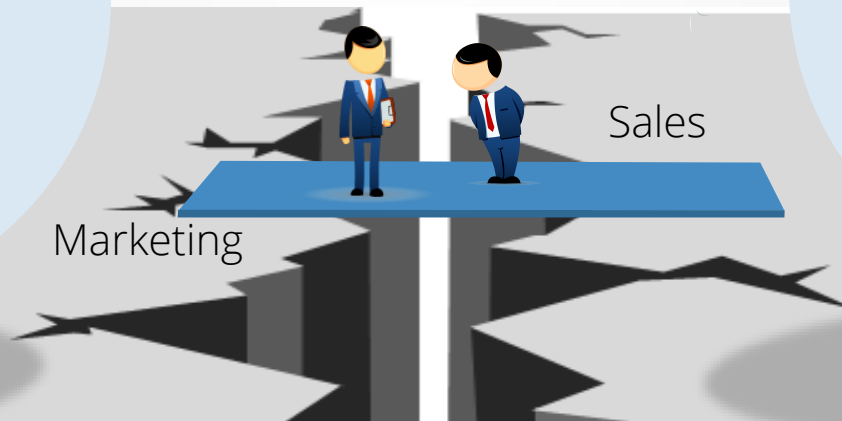
Always be closing

Motivation:

- ✓ Meetings
- ✓ Pipeline
- ✓ Deals

Problems with marketing:

- ✓ Unqualified leads
- ✓ Seniority of leads



Communicate like a leader

Best practice:

- Meet weekly or fortnightly
- Align tightly on processes
- Discuss lead scoring
- Agree on priorities
- Senior leadership drives relationships culture
- Understand account plans

Research on leaders

“The Leaders among both sales and marketing executives also reported better relationships with their counterparts”

“Additionally, while the research shows that sales and marketing teams are simply not meeting often enough, a higher percentage of sales leaders conduct weekly meetings with the marketing team”

Aberdeen Group

Align around account plans

The Market

- Industry Dynamics
- Key Trends
- Competitors
- Growth Drivers & Inhibitors

The Company

- Financial Health
- Growth Areas vs “Cash Cows”
- Renewal Risk
- SWOT
- Initiatives & Organizational Priorities
- Triggers (Funding, Acquisitions, Personnel change, etc.)

Relationships & Connections

- Key Contact Profiles
- Relationships to Each other
- Relationships to Your Company
- Attitudes, Preferences & Biases

The Buying Centers

- Org. Chart
- Key Buying Centers
- Whitespace & Buying Center Analysis

ABM Team Stakeholders



Account level persona analysis



Align on terms

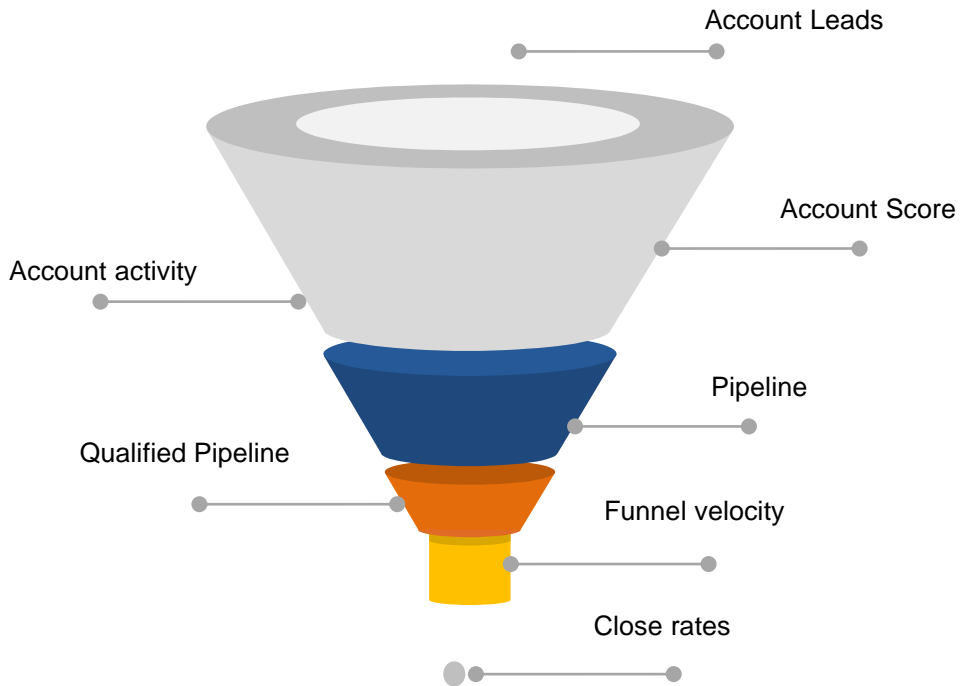
Agree on account level lead definitions and lead score

LEAD MANAGEMENT WORKSHEET

Lead Name	Stage	Pipeline	Definition	Lead scoring Criteria	Lead scoring Values	Lead scoring Points
The official name of the entity given between sales and marketing	Sales stage	Is this stage in the pipeline and at what percentage	The official definition agreed upon between sales and marketing	Demographic: Has demographic that aligns with your ideal buyer (vertical, job function, company size) Behavioral: Has x number of visits to the web, x number of downloads, webinar attendance, etc.	The entity by which the lead score is measured	The actual number attributed to the lead, the exhibited criteria
Inquiry	Qualifying	N/A	e.g. A net new visitor who visits the company website or any pages within that domain	e.g. 1. Visited a web page 2. Visited these web pages 3. Job title 4. Industry	e.g. 1. Any 2. Pricing page 3. Equals <title> 4. Equals <industry>	e.g. 1. 1 pt. 2. 10 pts. 3. 5 pts.
Lead/Prospect	Qualifying	N/A				50
Marketing Qualified Lead	Qualifying	0-25%				100
Sales Accepted Lead	Sales Working	0-25%				
Sales Qualified Lead	Sales Working	0-25%				
Opportunity - 25%	Sales Working	25%				

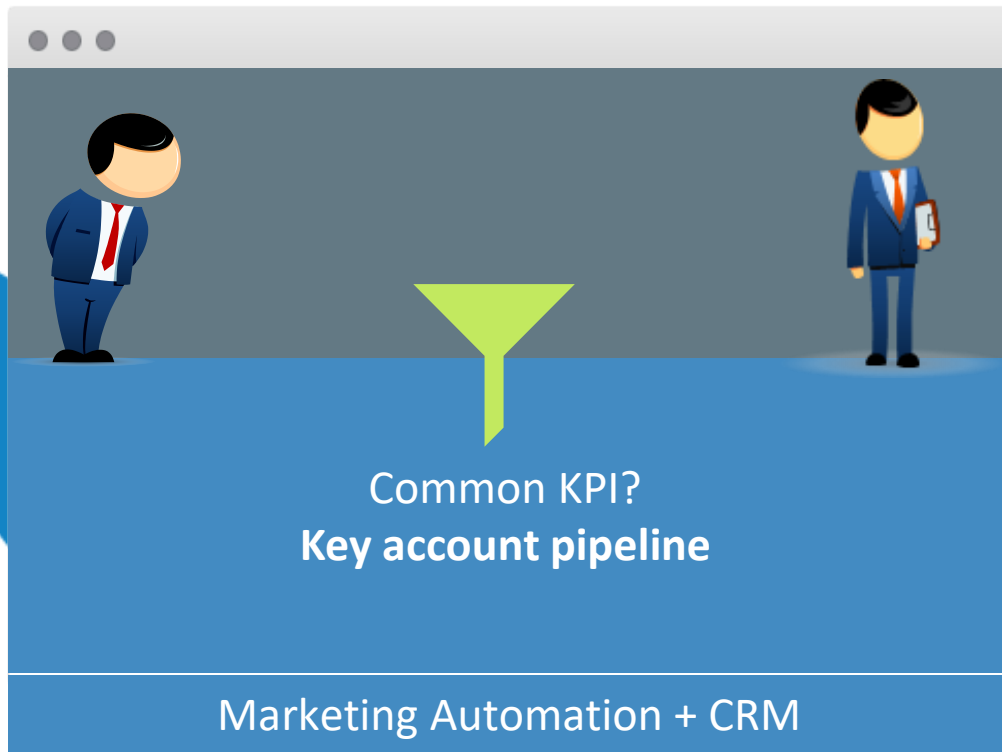
Align on performance metrics

Agree on joint ABM KPIs



Align on performance metrics

Agree on joint ABM KPIs



Account Based Marketing

Kickstarting your ABM
program using marketing
automation and CRM
in concert

Focus areas for long term success with ABM



Brand

Account
awareness



Demand

Account
demand



Expand

Account
development

Account Brand awareness

Question:
Are you top of mind at each of your accounts?

Monitor account-based activity across your web pages



The screenshot shows the homepage of BLUE BUSINESS. At the top is the BLUE BUSINESS logo and navigation links: Lead Generation, Account Based Marketing, Content Marketing, Communication in Clinical Trials, Client & Cases, Blog, and a search bar. The main banner features a brain graphic split into blue and orange halves, with the text 'THE B2B LEAD AGENCY' above it. The banner is divided into two sections: 'Measurable B2B lead generation communication' on the left and 'Win bigger deals with Account Based Marketing' on the right. Below the banner are three featured content blocks: 'Lead generation seminar' with a 'JOIN HERE >' link, '360° clinical trials communication' with a 'SEE MORE >' link, and 'Selling to large accounts? Fear not' with a 'GO TO BLOG >' link. A chat icon is visible in the bottom right corner of the page.



EXPERTS

Distinguish key influencers within an organization

Account Awareness

Marketing automation and CRM

Account Scoring

The screenshot displays the act-on CRM interface for 'Drip-line Inc.'. The left sidebar contains navigation options like Home, Contacts, Marketing Lists, Accounts, and Other Lists. The main content area shows account details and a summary of performance metrics.

Account Details:

- Total Score: 176
- Contacts: 15
- Revenue: \$10-100M
- Owner: Max Specter
- Industry: Technology
- Phone: 909-790-2791
- Address: 1234 Striker St., Beaverton, CA 92399

Summary Metrics:

Category	Sub-category	Value
Email	Sent	7
	Opens	3
	Effective Opens	3
	Clicks	2
Website	Page Views	13
	Site Visits	3
Search	Organic	7
	Paid	3
Media	Downloads	3
Landing Pages	Page Visits	3
Social Media	Facebook	41
	Twitter	12
	LinkedIn	3

Account Influencers and Decision Makers

The screenshot displays the act-on CRM interface for 'Drip-line Inc.', focusing on the 'Timeline' view. The left sidebar is partially visible. The main content area shows a timeline of activities and a filter panel on the right.

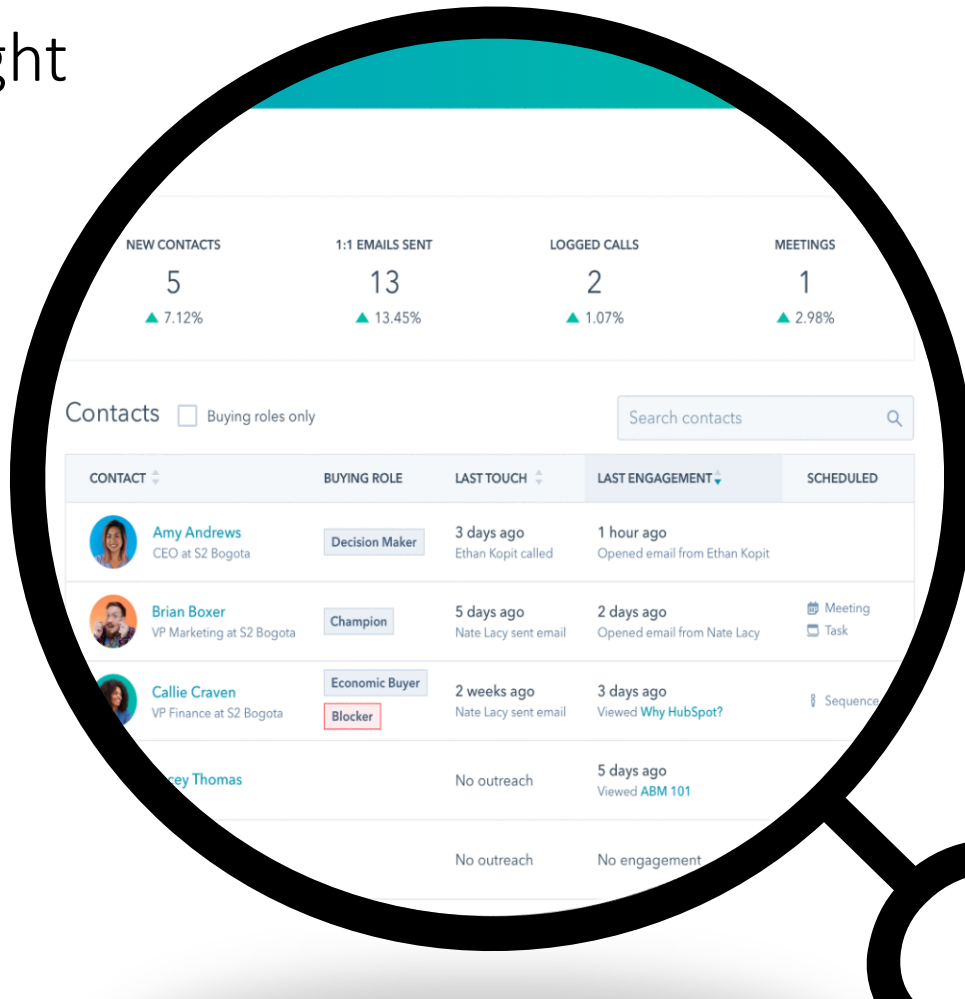
Timeline Filter:

- Activity:**
 - Email
 - Website
 - Search
 - Media
 - Landing Pages
 - Social Media
 - Webinars
 - Forms
 - Custom Events
 - Automated Programs
- Contacts:**
 - Drip-line Boccia
 - Tiff Yablonsky
 - Kingsly Spatafore
 - Rodolfo Wahlgren
 - Alanah Lannan
 - Sean Schuhmacher
 - Norton Myrthille
 - Tallia Sumpter
 - Wilfred Morningstar
 - Vincents Carneiro
 - Silvanus Aro

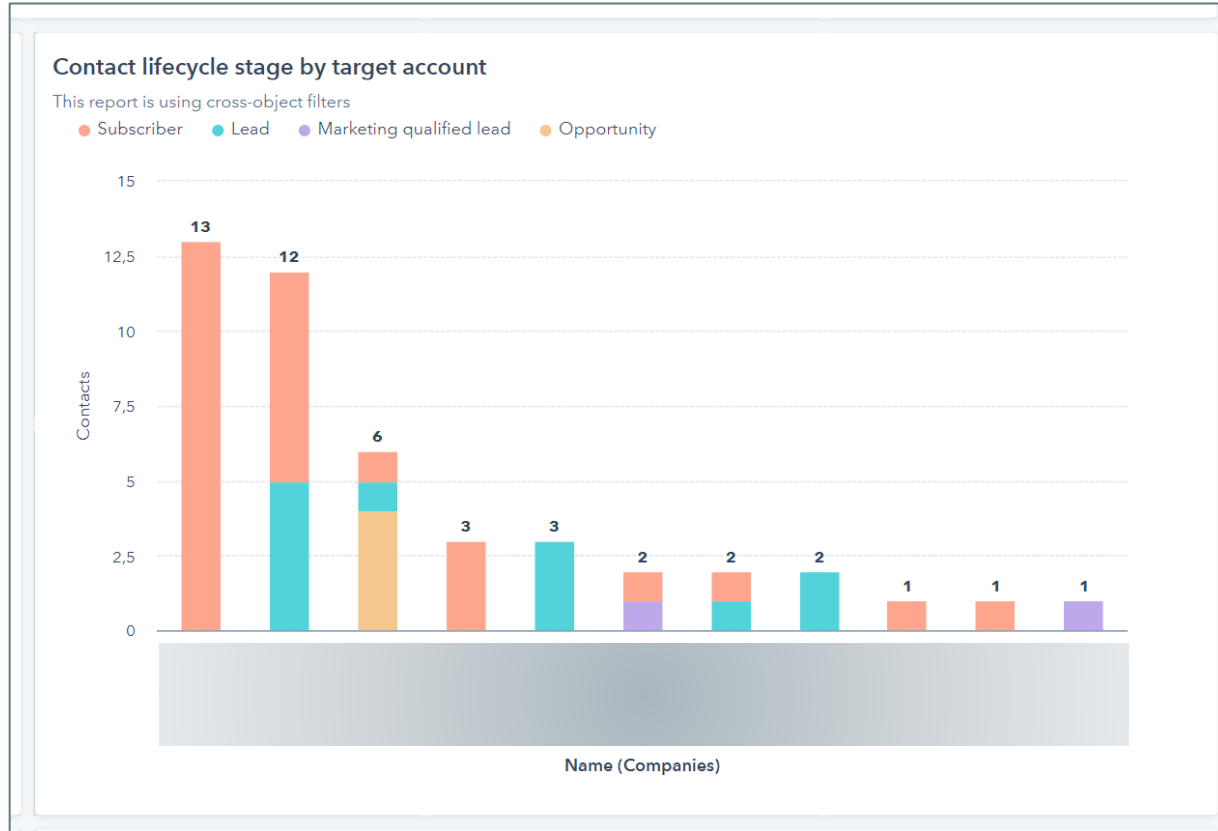
Timeline Activity:

- Thursday, JUN 30 2016, 09:00 AM, CDT:** Automated Program (Exited: Top of Funnel (Attract + ...))
- Tuesday, JUN 28 2016, 09:00 AM, CDT:** Email (Sent: Claim Your Reward!)
- Saturday, JUN 25 2016, 12:00 AM, CDT:** Email (Sent: Social Announcement)
- Saturday, JUN 25 2016, 12:00 AM, CDT:** Email (Sent: Social Announcement)

Account insight and account dashboard

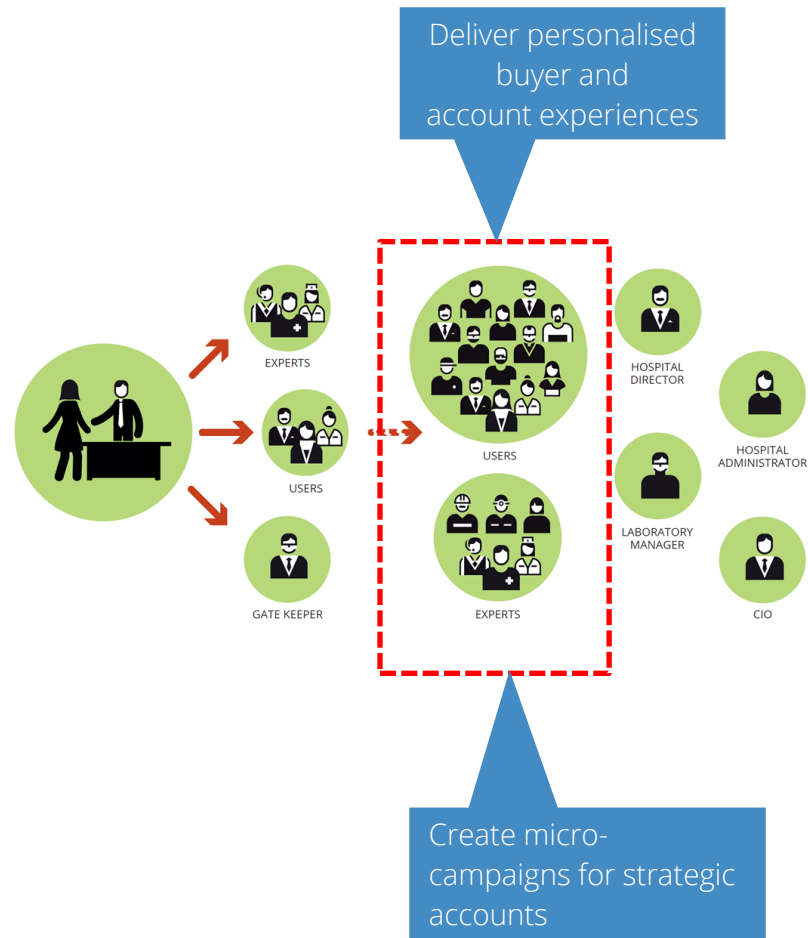


Account insight and account dashboard



Account Demand Generation

Question:
Can we activate engagement across account?



Account Demand Generation

Marketing automation and CRM

Most active accounts: Drill into most active targeted accounts to view the most engaged contacts

Micro campaigns: Quickly create micro-campaign segments based on account attributes

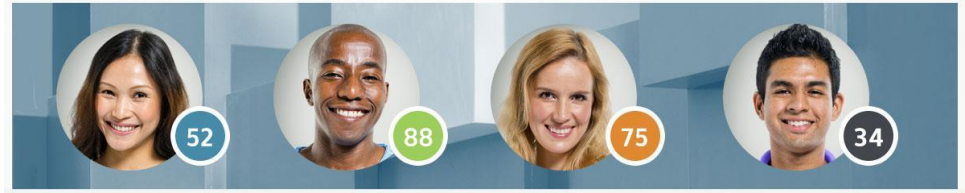
The screenshot displays a CRM interface with two main panels. The left panel, titled 'Accounts Dashboard', shows a list of accounts with columns for 'First Name' and 'Last Name'. The right panel, titled 'Manage Segment', shows a 'Query Templates' section with filters for 'Technology' and 'India'.

In the 'Accounts Dashboard', the text '100 employees' and 'Cisco Systems, Inc.' is circled in red. Below this, a table lists accounts with columns for 'Account', 'Contacts', and 'Score'. The 'Kon-fan' account is highlighted with a red box, and a red circle is drawn around its 'Score' of 145. A dropdown menu is open for the 'Kon-fan' account, showing options for 'Contacts', 'Account Profile', and 'Email Account Contacts'.

Account	Contacts	Score
Alphaway	10	78
applex	12	24
basegreen	12	18
Drip-line	8	91
Flexgreen	7	
kanhouse	7	
Kaytone	7	
Silliconjob	3	
Silstreet	3	31
Techvolnix	3	28
saoex	3	97
Kon-fan	3	145
Goldencon	2	38

Expand Account Relationships

Question:
Are you driving loyalty across your accounts?



Account retention and loyalty campaigns

Personalize customer communications based on account profiles

e.g. industry, geography, segments

Account expansion campaigns

Quickly create micro-campaigns based on account attributes

e.g. x-sell/up-sell by department

Account Based Marketing Roll-out

Fast track to results



MONTH 1

MONTH 2

MONTH 3

1 Audience

- Target accounts
- Target meetings
- Target pipeline
- Other KPIs
- Account Tracking
- Account Research

2 Organisation

- ABM team
- Sales
- Marketing

3 Platforms

- MA installation
- Data check/import

* CRM integration post phase 1

4 Go-to-market

- Social media/ABSA
- Online media/ABA
- Account campaigns/emails
- Dedicated landing pages
- Account teams
- Events

5 Messaging/content

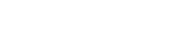
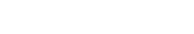
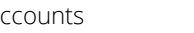
- Aligned messaging
- Account content
- Content re-development

Pre-launch check

Launch

- Key account dialog campaign
- ABA for key accounts
- ABSA for key accounts

Report Review Refresh



5

Good reasons to embark on **Account Based Marketing** supported by Marketing Automation.

Give me five

5 good reasons to embark on Account Based Marketing supported by Marketing Automation. Account based marketing, at its most basic, makes an account (rather than an individual lead) the focus of marketing and sales efforts. Account based marketing relies on data analysis to pinpoint the correct accounts to target; leverages research to find the correct cadre of contacts inside an account; and uses targeted, personalized, timed communications to engage with those contacts.

Here are some findings from independent research that highlight the tangible benefits of account based marketing:

1

34% of B2B buyers have increased the number of stakeholders involved in the purchase process.
(Source: DemandGen)

2

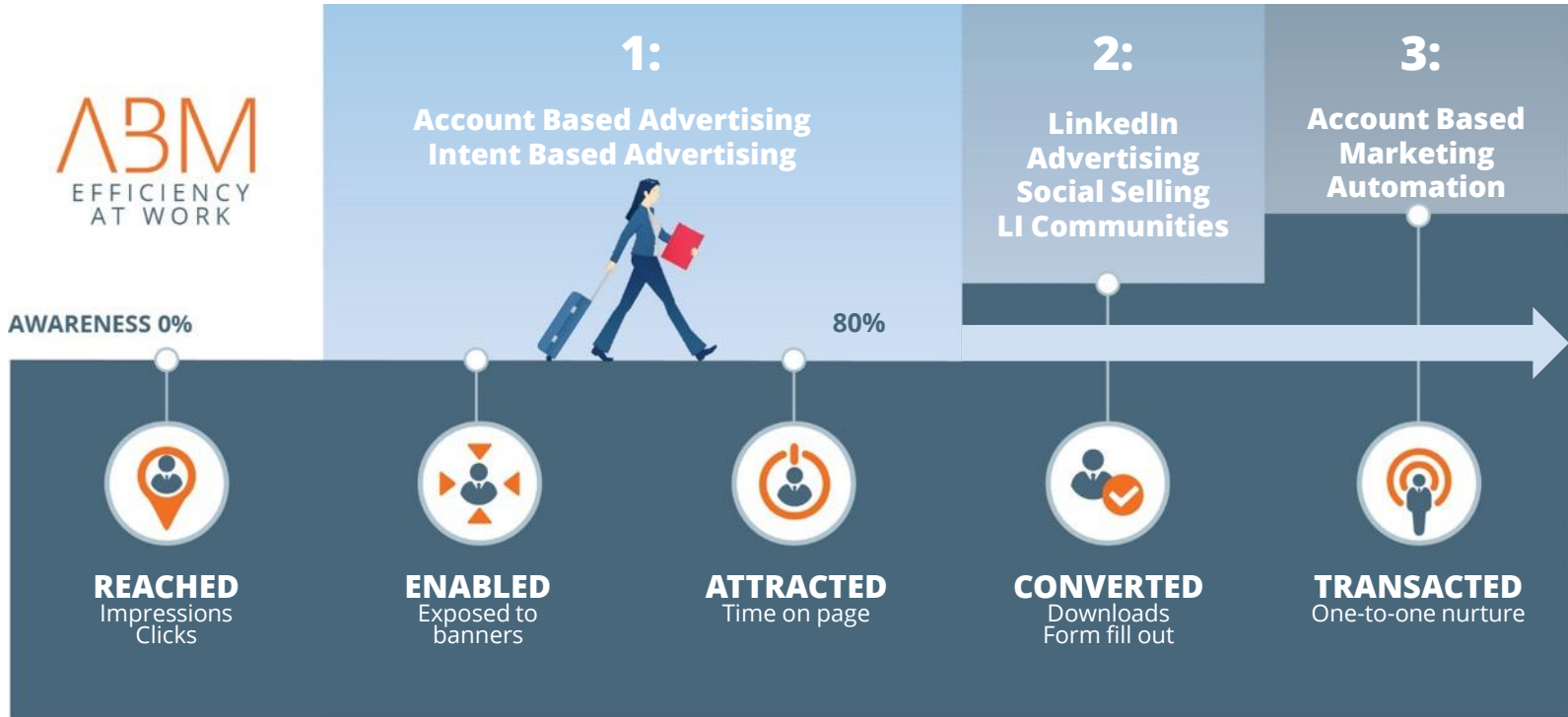
ABM practitioners are 54% more effective at engaging existing contacts with outbound marketing
(Aberdeen Group)

86% of B2B marketers say ABM is key to their success.

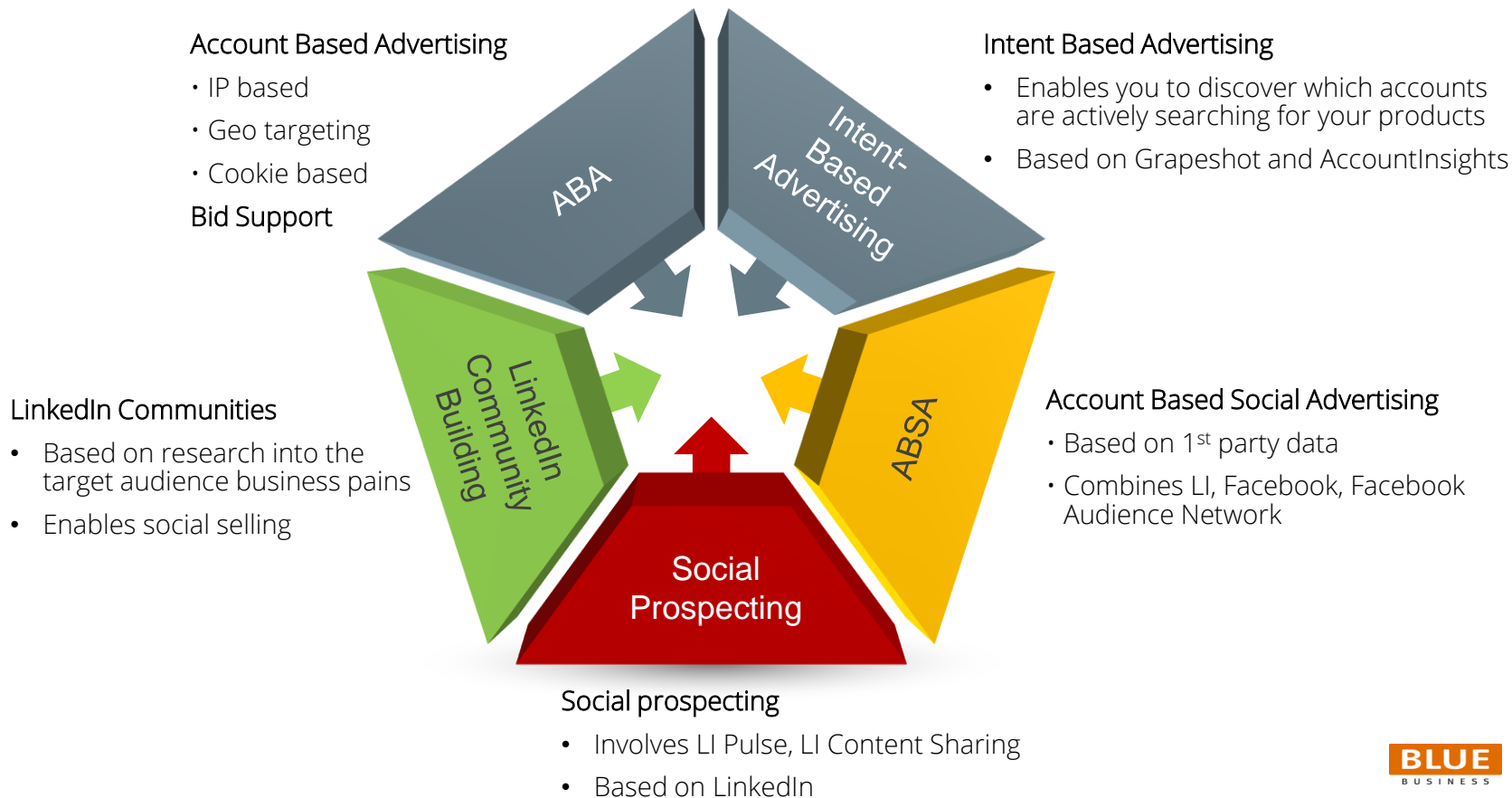
Five efficient account based advertising strategies

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

The REACT model is a strong foundation for reaching your goals



Account Based Advertising: 5 brand activation strategies



Real time intent data: contextual targeting and live intent data

- **Contextual targeting:**

Combining the Accountinsight IP targeting with Grapeshot contextual content trawling we are able to place a Lenovo ad next to an article containing relevant keywords. The ad is placed to the Lenovo target accounts in real time



300 target accounts



AccountInsight
IP identification

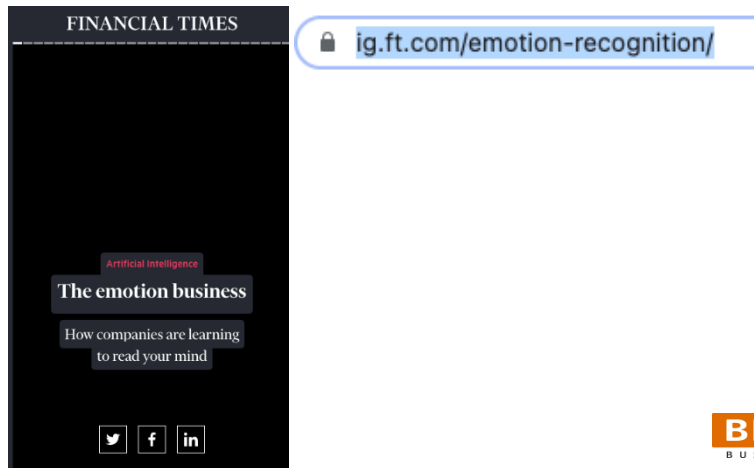


Grapeshot
contextual
trawling



- **Live intent targeting:**

Our proprietary platform identifies the url of a relevant article in f.inst Financial Times. In this case the article is about artificial intelligence. If a key account visits the url the agency will report on this engagement although we have not been able to place an ad



Benefits of Intent based advertising

- Insights: you get proprietary data on which companies are showing intent
- Branding: you only display your brand to companies showing intent
- Precision: no waste
- Strategic: enables you to focus on the “hot” prospects

Account Based Advertising benefits:

- Strong reach
- Builds awareness and engagement fast
- Reporting enables you to direct sales to the best accounts

eBook on ABA available on www.bluebusiness.com

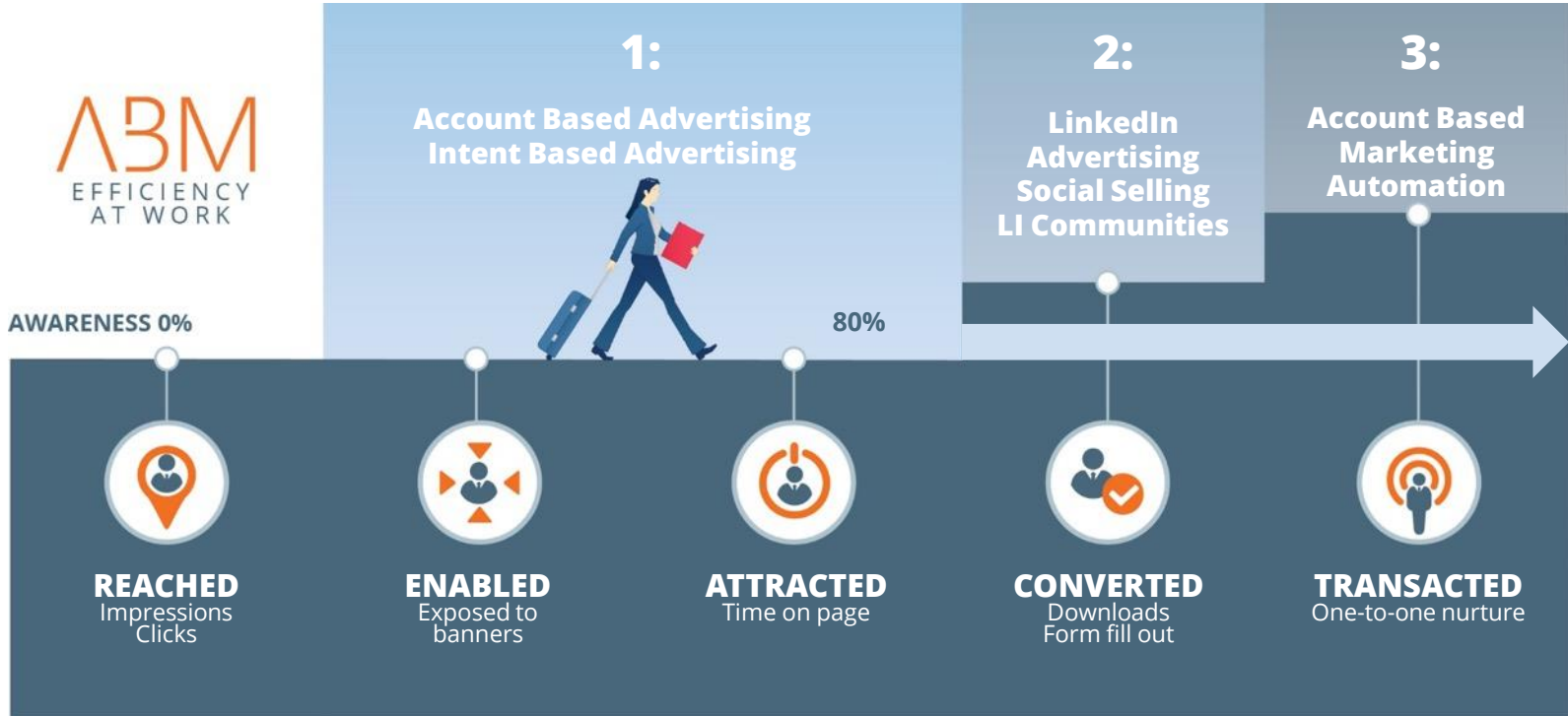
THE DEFINITIVE
GUIDE TO **ACCOUNT
BASED ADVERTISING**



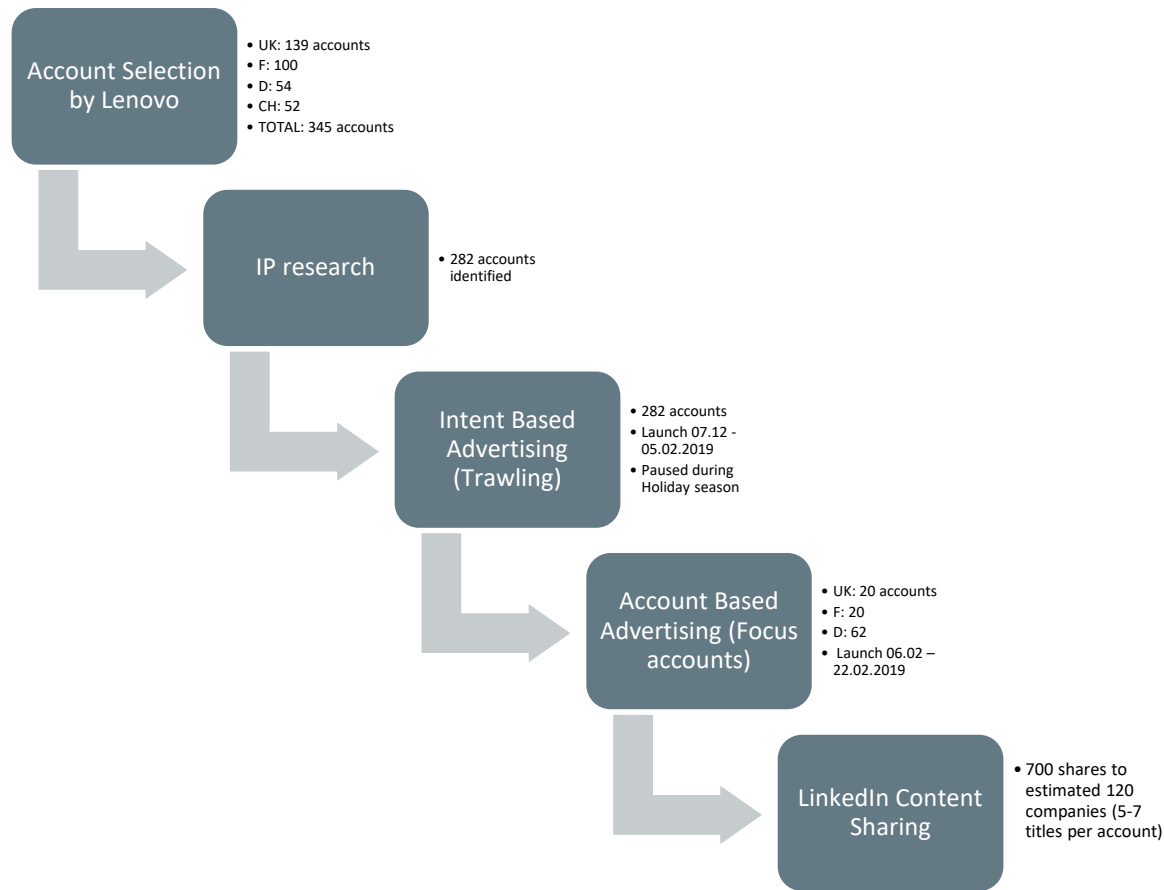
Case: Lenovo Infrastructure Solutions Group

Intent and Account Based Marketing in
UK, Ireland, France, Germany, Switzerland

The REACT model is a strong foundation for reaching your goals



Campaign execution



Intent Based Advertising

Target accounts

UK / I	139
F	100
D	54
CH	52

345

IP Identified accounts

282

Intent Trawling



www.newssite

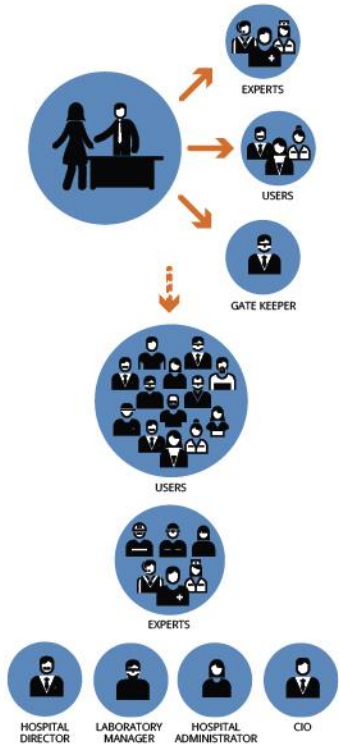


LANDING PAGES AND CORPORATE WEB

Engagement Data:
Website visits
Impressions
CTR

Customer Priority:
To be done by Lenovo

Account Based Advertising



ThinkAgile

SAP HANA on Nutanix makes better business sense

GET THE FACTS

NUTANIX

ThinkAgile

Want lightning fast SAP HANA performance that easily grows with you?

FIND OUT MORE

NUTANIX

ThinkAgile

Unleash IT to Accelerate Business Innovation

Hyperconvergence is the Superhighway for Digital Transformation

GET INSPIRED

NUTANIX

BANNERS

Complex challenge? Solution.

Stunning SAP HANA performance and Nutanix simplicity

ThinkAgile HX Series brings new simplicity and increased speed to hyperconvergence.

Simplicity and speed. Together at last.

LANDING PAGES AND CORPORATE WEB

High engagement data



LinkedIn content sharing

120 accounts
5 - 7 job titles



Example



Personalized engagement data on LinkedIn

Overall campaign summary – all countries

Summary

| Lenovo - SAP HANA

English

French

German



Optimization status

- (Blank)
- Phase 1 (end 190205)
- Phase 2 optimized

12/7/2018

2/24/2019

ACCOUNTBASE

Campaign Activity - Target Accounts

1,378,837
Impressions

642
Clicks

0.05 %
CTR

3,433
Website Interacti...

67.2 %
Account Conversion

This campaign has delivered 1378837 impressions and reached a total of 247 specified Target Accounts with an average of 5582 impressions per tar...

Reach - Target Accounts

247
Accounts with Impressions

5,582
Impressions per target Account

4.4
Clicks per target Account

The reach has generated 642 clicks with a CTR of 0.05%

145 Target Accounts has clicked with an average number of 3. clicks and a CTR of 0.05%.

No of Accounts

282

Target Accounts with Impressions

247

35

Target Accounts - not yet reached

Target Accounts with clicks

145

137

Target accounts - not yet clicked

Target Accounts with website interact...

166

166 Target Accounts has visited 90 touch points at the website, with a total of 3433 interactions.

67.2 %
Account Conversion

Overall campaign performance

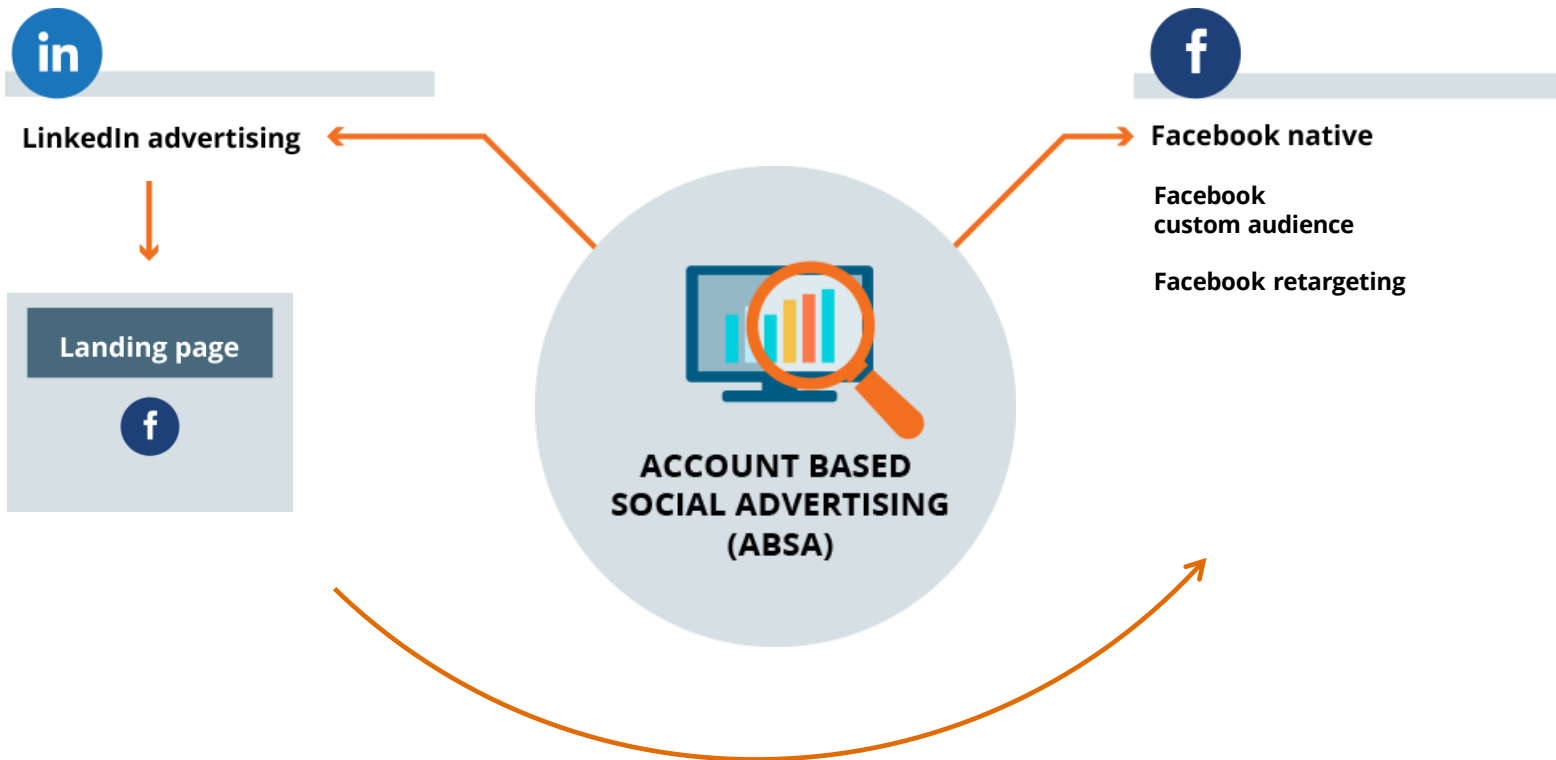
	Overall	UK/I	France	D/CH
No of accounts in the campaign	282	192	82	88
No of accounts with impressions	247	112	70	81
No of accounts with clicks	147	45	34	68
No of accounts with website engagement	191	64	95	72
Website interactions from target accounts	4,686	1,871	1,140	1,675
Impressions served	1,492,629	494,313	421,337	576,979

- High account identification: 87%
- 59% of accounts with impressions have clicked
- "Assisted engagement": 77% of accounts with impressions have website engagement
- More than 30 leads from LinkedIn
- Just one customer will provide a ROI of more than 5 times the campaign budget

NB: data from D/CH is from campaign 1 & 2, which is why only impressions and web site engagement add up

ABSA: Account Based Social Advertising

GDPR compliant account based targeting strategies



Social selling



Find the right prospects



Build trusted relationships



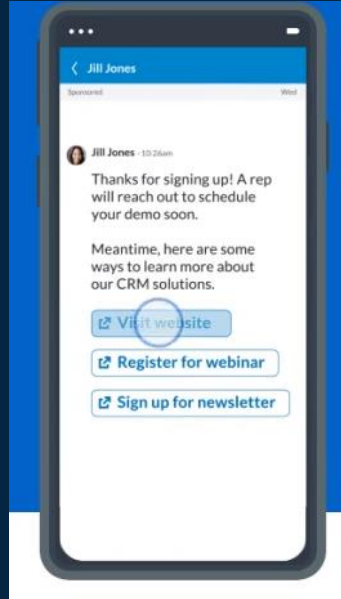
Achieve your sales goals.

Traditional - Selling			Social - Selling	
 <ul style="list-style-type: none"> Buy leads lists Limited personal rolodexes Blocked by gatekeepers 	Find	 <ul style="list-style-type: none"> Utilize professional networks Utilize company social network Target key decision-makers 		
 <ul style="list-style-type: none"> Random contacts Limited to internal records Accumulate useless data 	Relate	 <ul style="list-style-type: none"> Concentrate on real people Gather online intelligence Discover social insights 		
 <ul style="list-style-type: none"> Rely on cold calling Push the sales script Use cookie cutter process 	Engage	 <ul style="list-style-type: none"> Leverage warm introductions Have relevant conversations Glide through buying process 		

Conversation Ads

Start quality conversations with professionals through a choose-your-own-path experience.

- Drive trials and demos
- Drive enrollment for programs
- Drive asset downloads
- Offer professional services
- Survey or poll your audience



"By turning ad engagements on LinkedIn from one-sided messages to two-sided conversations, Hired saw a big uptick in quality candidates entering the system, said [Chase Gladden, Growth Marketing Manager at Hired](#).

*"The **clickthrough rate was almost 5X higher** than what we'd seen previously, which goes to show the level of engagement is pretty wild when you're able to provide multiple opportunities to click."*

Content sharing

We distribute your digital content through **Paid Sponsorship** and our **Influencer network**. You receive both active and passive reach to the relevant functions, industries and accounts.

We combine this with our targeted outreach to push your content directly to the **specified accounts, titles**, and **individuals** who need your solution.



CONSTRUCT

Database of your ideal, customer/target audience consisting of tier 1 prospects



CRAFT

The pitch perfect message to convey your value proposition to your target audience



COMMIT

We send the message to your target audience and they receive it on three platforms



COMPLETION

Estimated results: 20% click through rate to shared content

Chantal Bothma
Cybersecurity & Intelligent Cloud Evangelist and Community Manager
33s

Stephanie – wanted to make sure you saw this. In case you havent gotten your passes for Gitex 2017 yet, this may be for you <http://bit.ly/2xNl45H> . Ascent Technology are hosting their customers at Gitex this year and I've also managed to get them to give me a handful of free passes to share with my network - just make sure to sign up before they're gone.

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Join us at Gitex 2017 to find out how we help empower leading organizations with Real-time database protection, management, and compliance without the downtime.

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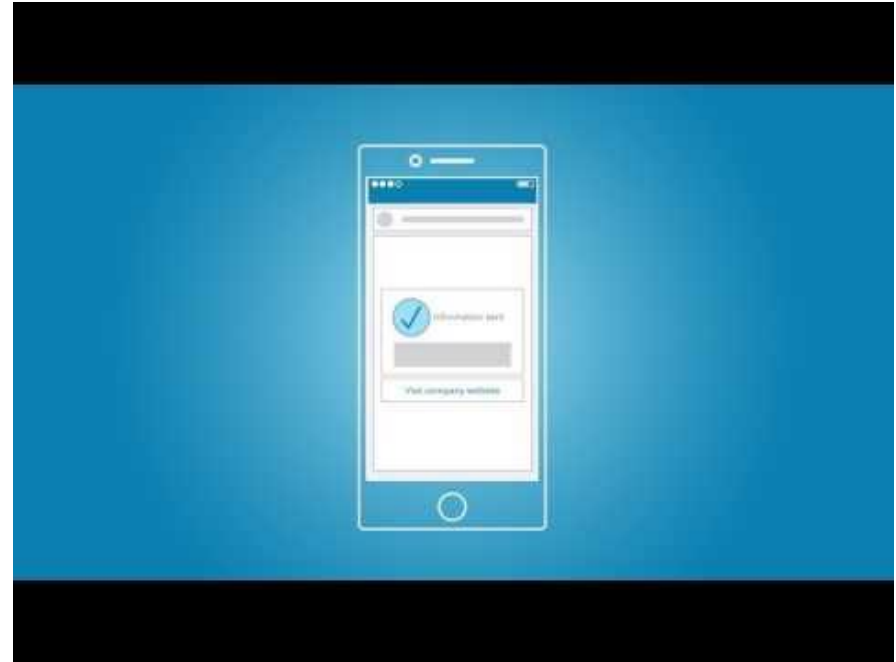
👍 Like 💬 Comment ➦ Share

LinkedIn Lead Forms

The 2-click conversion.

Allow your prospects to convert seamlessly and accurately, filling your form data with data from their LinkedIn profile.

- High conversion rates and frictionless form-fill experience
- Lower acquisition costs than offsite traffic
- Affirmative checkbox opt-in to privacy policy.
- Direct integration with marketing automation and CRM
- Up to 5 custom questions and up to 20 fields



Benefits of ABSA (Linkedin advertising primarily)

- High precision both in terms of accounts and job titles
- Persona based communication is possible
- High conversion rates

Case 3: Ametek Mocon
Account Based Lead Generation
EMEA

Campaign outline and strategy

- Blue Business executes several industry and account based lead generation campaigns targeting specific companies in specific industries (Coffee, Dairy, Meat, Bread, Pharma)
- The campaigns consist both of paid advertising on LinkedIn and social selling
- These results are from a campaign targeting the packaging industry



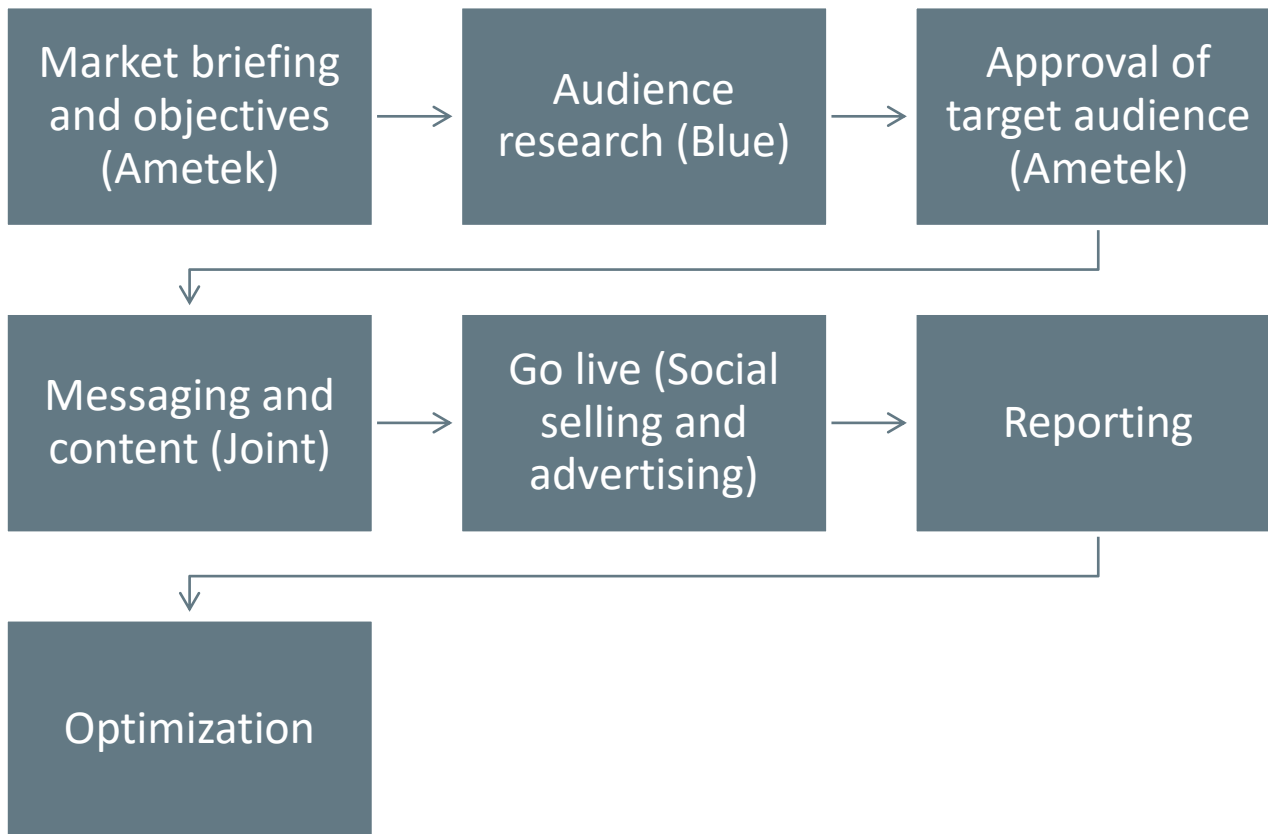
AMETEK MOCON AT A GLANCE



RECENT NEWS



Campaign process



Top Target Accounts Performance Highlights

Name ↕	Impressions ↕	Clicks ↕	Average CTR ↕
[REDACTED]	2,239 (6.54%)	5 (2.04%)	0.22%
[REDACTED]	1,885 (5.5%)	17 (6.94%)	0.9%
[REDACTED]	1,570 (4.58%)	12 (4.9%)	0.76%
[REDACTED]	977 (2.85%)	5 (2.04%)	0.51%
[REDACTED]	659 (1.92%)	4 (1.63%)	0.61%
[REDACTED]	608 (1.78%)	Below reporting minimum	-
[REDACTED]	605 (1.77%)	4 (1.63%)	0.66%
[REDACTED]	603 (1.76%)	Below reporting minimum	-
[REDACTED]	554 (1.62%)	7 (2.86%)	1.26%
[REDACTED]	543 (1.59%)	8 (3.27%)	1.47%
[REDACTED]	521 (1.52%)	Below reporting minimum	-
[REDACTED]	497 (1.45%)	Below reporting minimum	-

1. The campaign reached various key accounts such as XX.
2. XX is leading in terms of the number of clicks generated (total of 17), with XX scoring the highest CTR (0.90%).

Results & conclusions

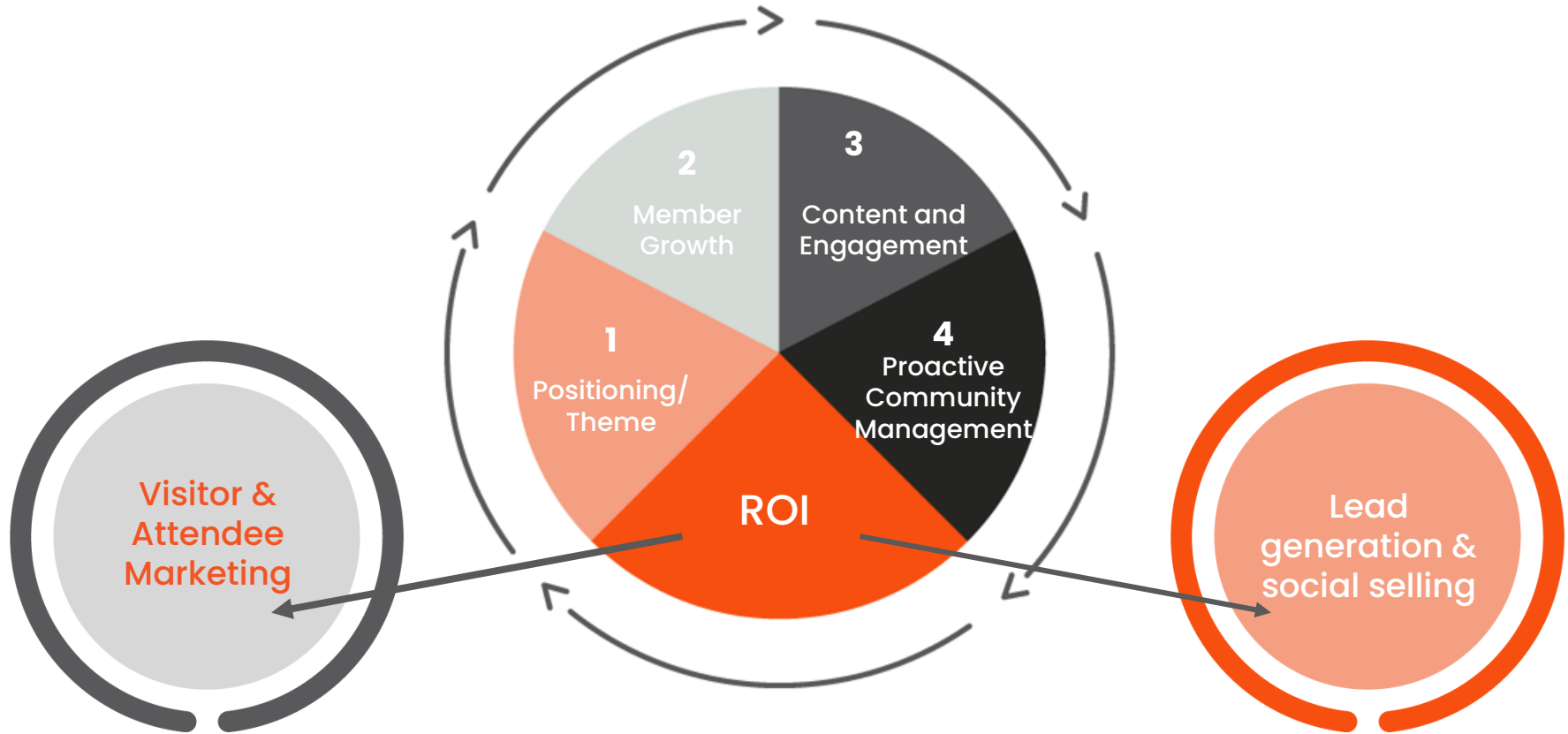
- The Ametek ABM campaigns are highly targeted
- Niche audiences require a close collaboration between client and agency
- Sales need to be involved and committed
- Initial CPL is high, but so are the rewards

Account Based Communities

Why communities?

- Percentage of LI users that consider posting and/or participating in Group discussions helpful: 42%
- Your target audience want to learn, grow, understand, be challenged and to be more successful
- Groups are an owned, GDPR-compliant communication channel. Groups counter the decline in email marketing databases with a 6x higher opt-in rate, and 1.8x higher open rate.
- Nurture year-round: adding value over time builds trust in a way that email cannot. We use that trust to make warm and personalized introductions to your sales team
- Groups are the true answer to ABM and reflect the modern B2B sales process: Always on
- **When you build a tribe that we educate, nurture and help become more successful they become open to sales & marketing**

Four critical success factors to achieve ROI Goals from a LinkedIn Group



Results after 14 months: more than 11,000 members

- US: 7,249 members
- Canada: 3,520 members
- UK: 732 members
- Engagement in terms of discussions, postings and use and relevance of content is being measured
- Social selling via landing pages built in Act-On

Accounting Professionals USA
5,749 members

Get to know your fellow members in the group.
Next

ABOUT THIS GROUP
Accounting Professionals USA, in association with Microsoft, is a community focused on your success. We invite you to join a select group of accounting professionals to network, share, and discover better ways to be efficient, boost revenue and grow ... Show more

Microsoft

Jonathan Lee Ching • Manager
Social Media Manager

Introduce Yourself Here
Rather than starting a new discussion each time someone joins the group, introductions.

Microsoft

FREE TRIAL
Microsoft Dynamics 365
for Financials
Start your digital transformation
and grow your business

Microsoft Dynamics 365 for Finance and Operations,
Business edition

and connects your
business like never before.

Full Name *

Email *

Contact number *

Company name *

Role *

Number of clients served
 1-10
 11-100
 101-1000
 1001+

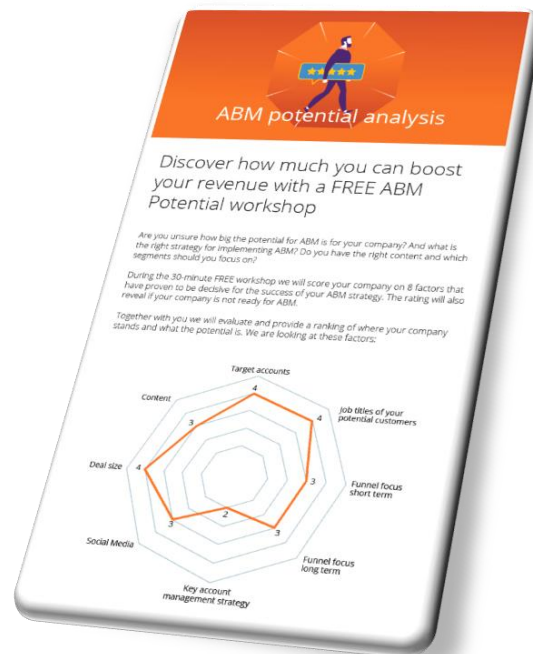
Would you like to know more about Microsoft's offering for accountants?
 Yes
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ABM in summary

- 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





Spørgsmål og svar

Tak for idag!

Morten Kornerup: +45 2085 3377

mk@bluebusiness.com

Hans Christian Bothmann: +45 4027 9560

hcb@bluebusiness.com

