

Webinar

Introduction to Account Based Marketing

26th April, 2022

Morten Kornerup

Hans Christian Bothmann

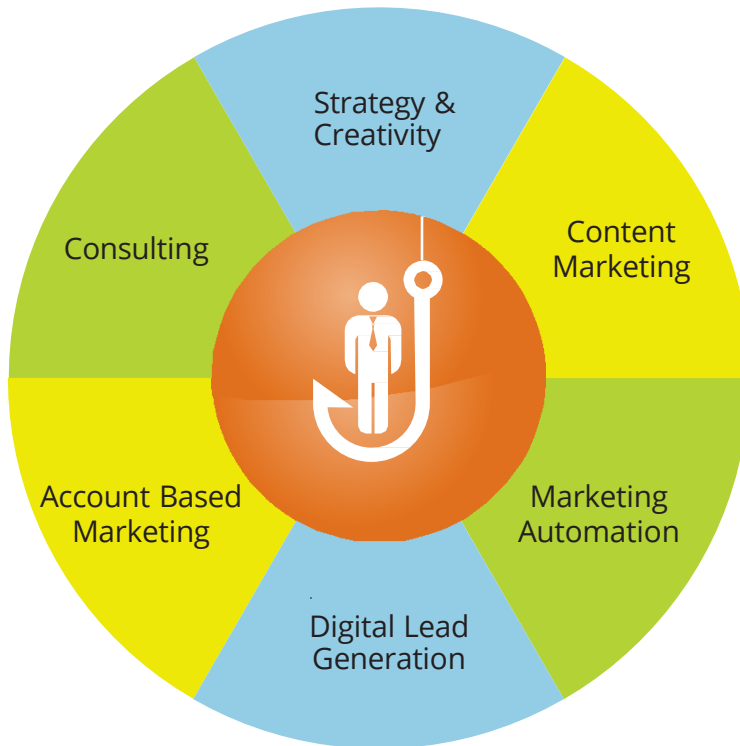
Agenda

- 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

Blue Business services you can draw on

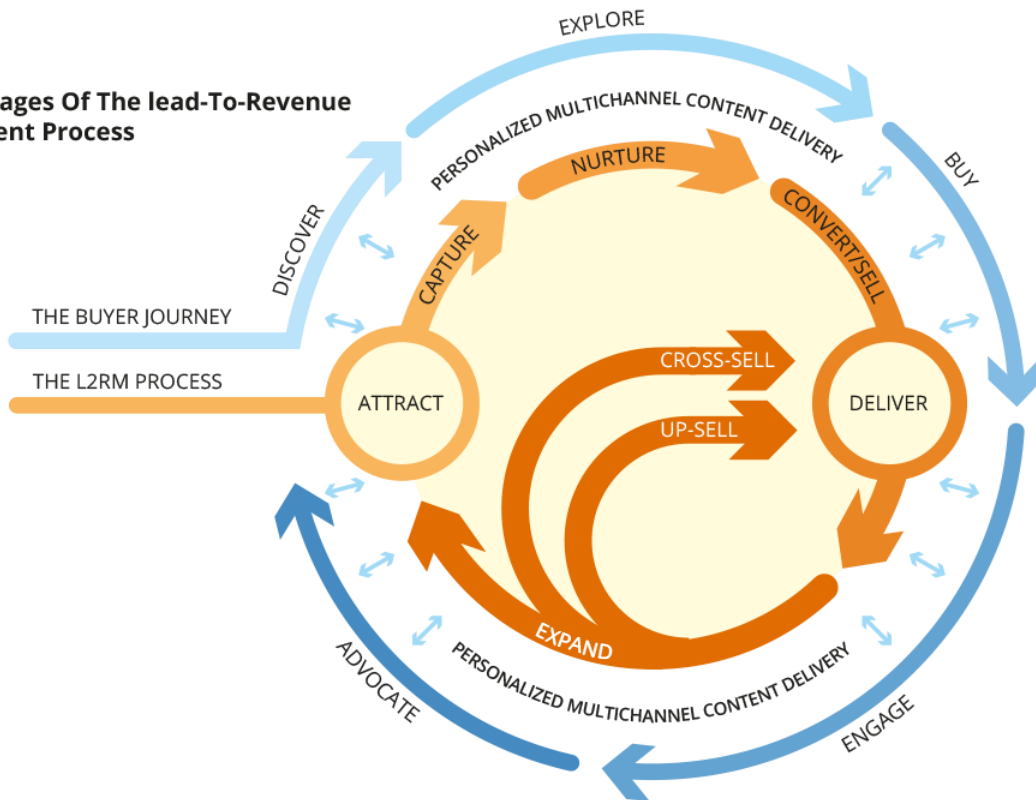


Customer references



Relevant content marketing across the customer journey

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



- 

Do you know who your customer is?
- 

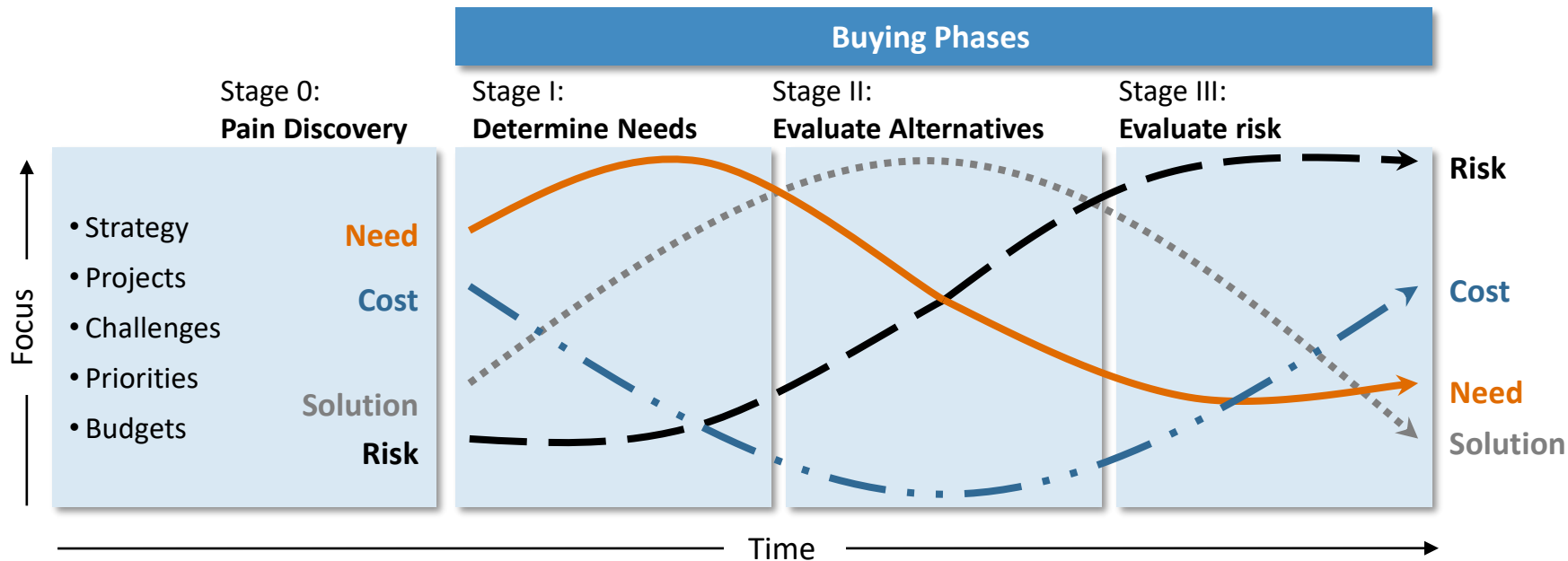
Where are they on their journey?
- 

Are you engaging and moving them along the journey?
- 

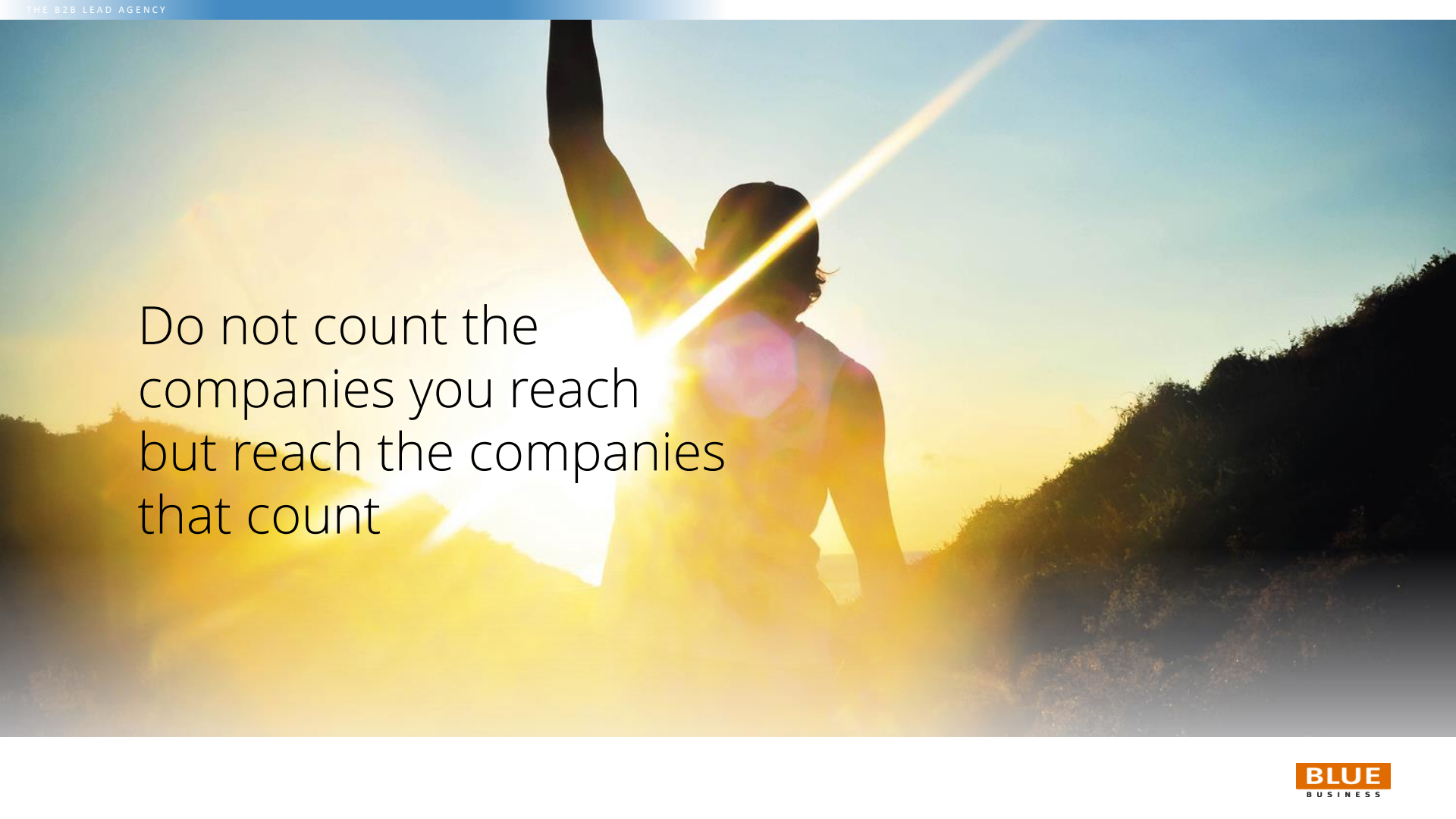
Are you measuring the impact on your business goals?

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

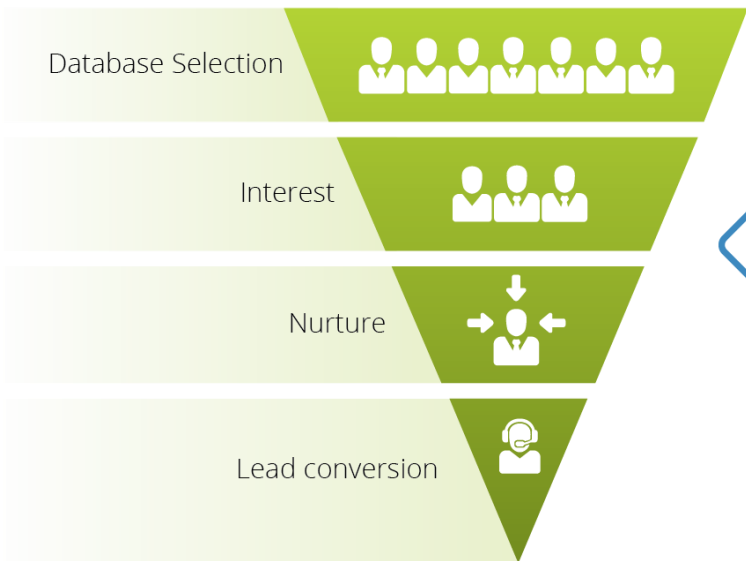
Account Based Marketing defined



Two types of lead generation

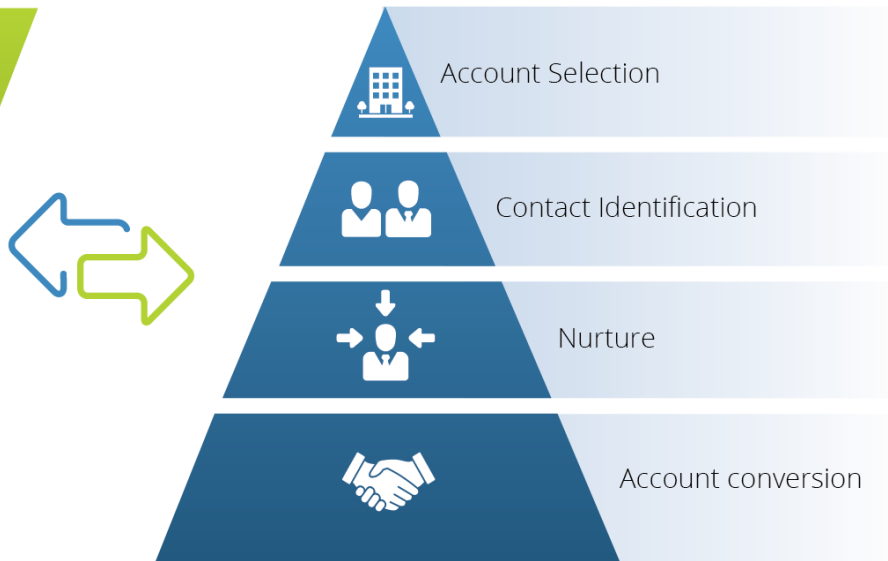
Lead Generation

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

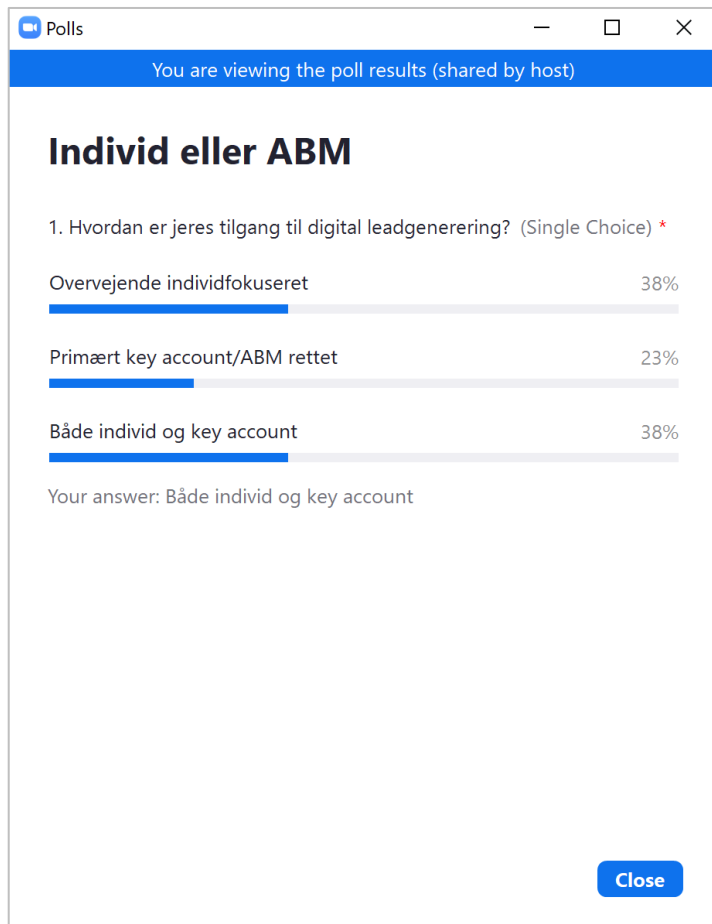
Industry and persona customization



Poll

Hvordan er jeres tilgang til digital leadgenerering?

Poll result



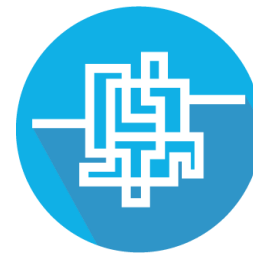
What drives ABM?



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

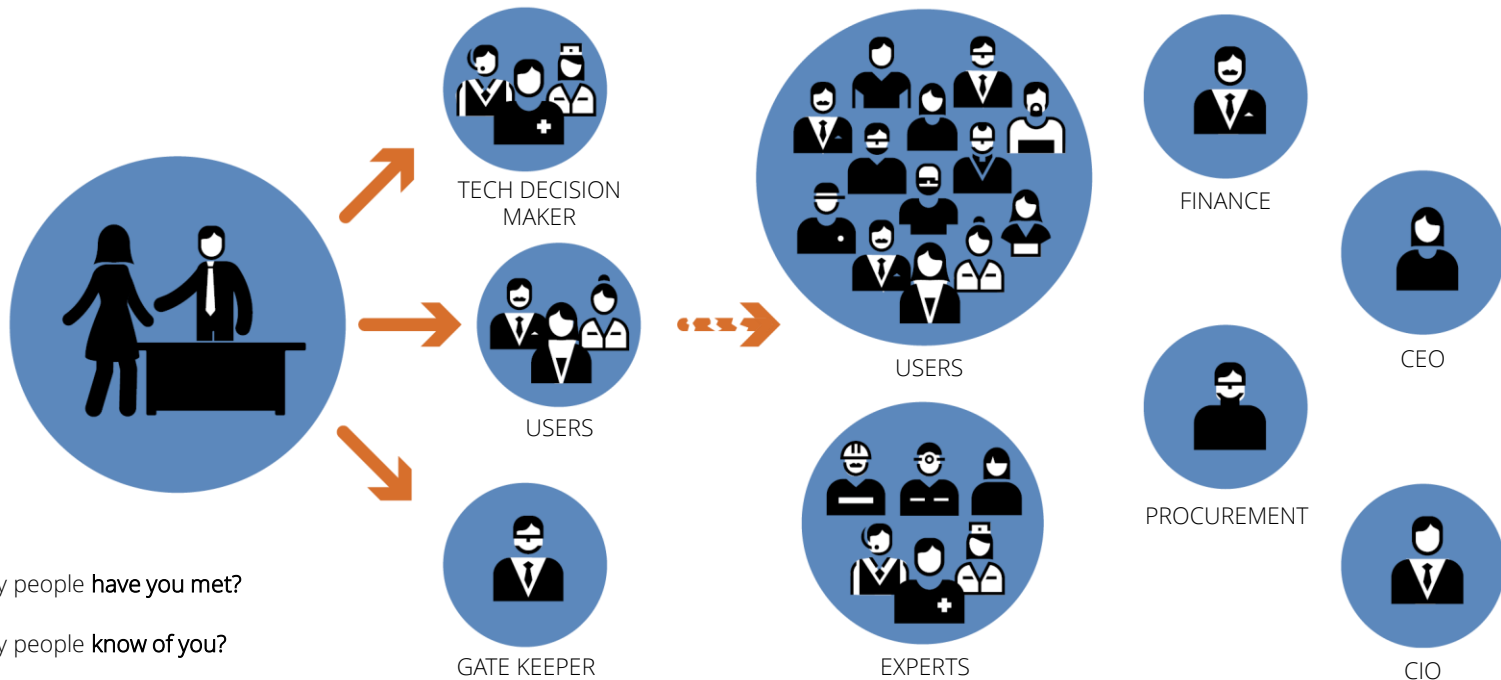


6

Different Information
Channels Consulted

McKinsey & Company

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

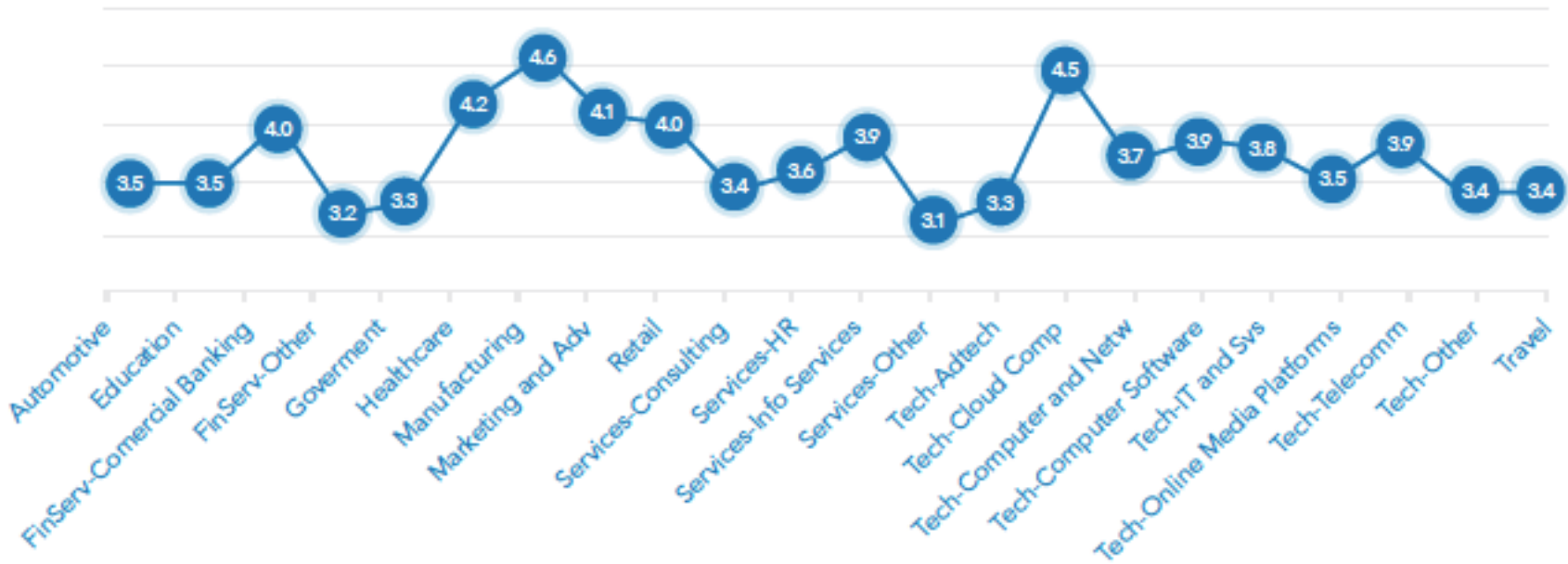


How many people **have you met?**

How many people **know of you?**

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

Departments impacting the buying decision vary by industry

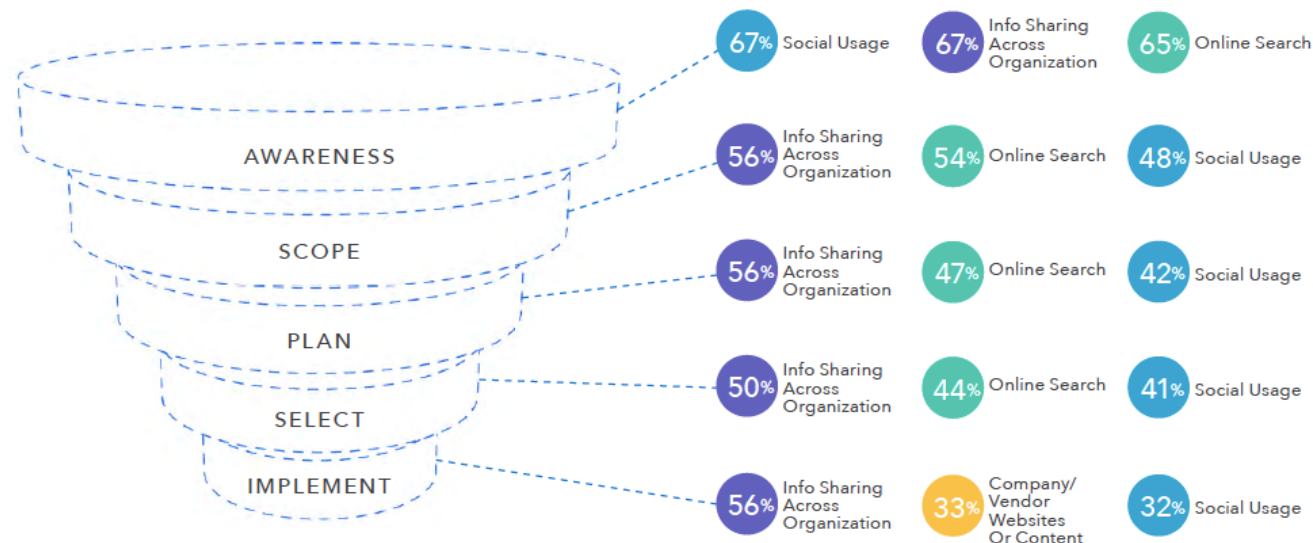


If vendors are not known company wide – they are not known!

Source: LinkedIn 2021

The buying decision is a team sport!

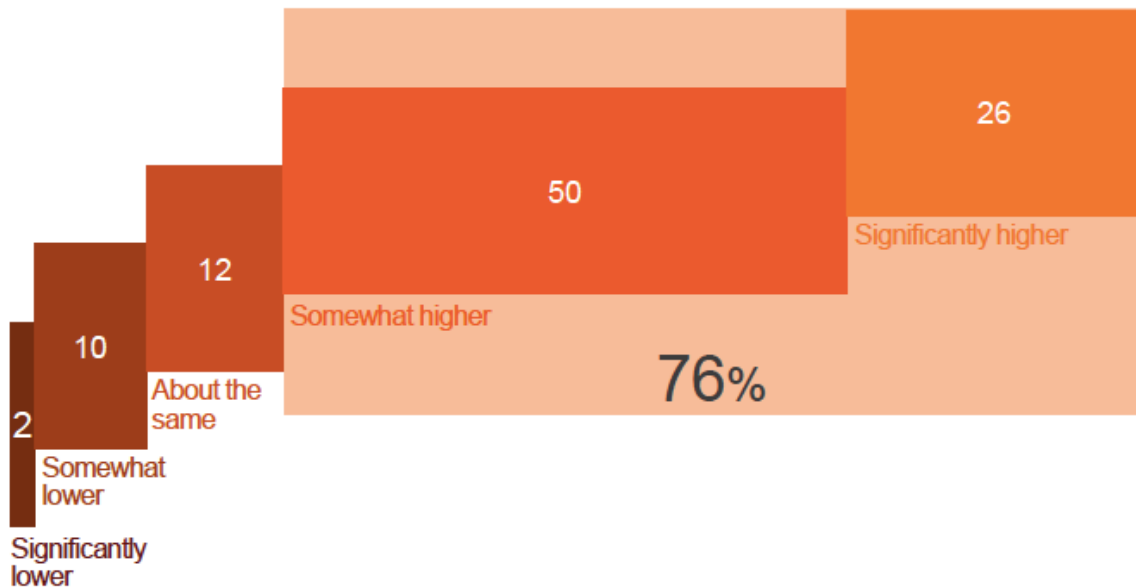
TOP 3 CONTENT CHANNELS PREFERRED BY BUYERS IN EACH STAGE OF THE FUNNEL



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



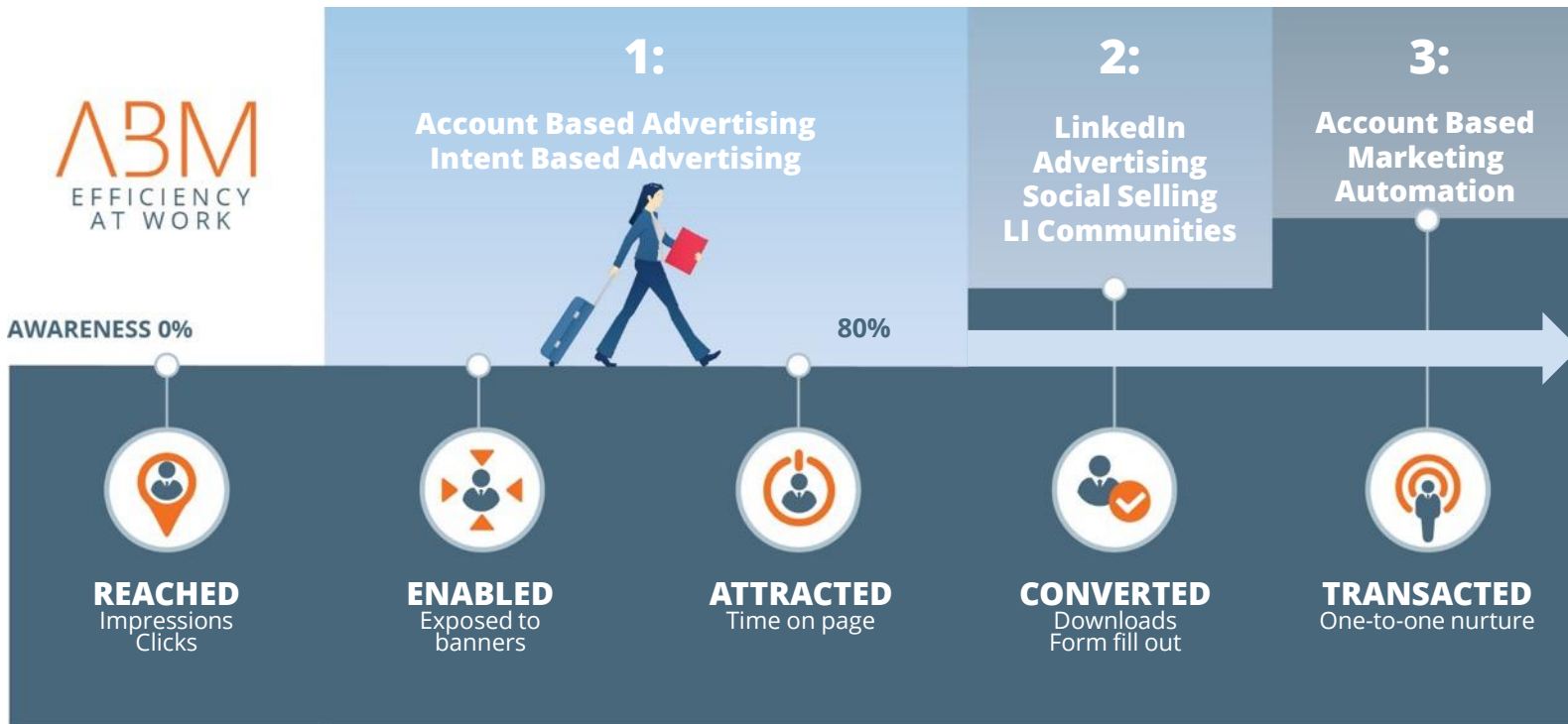
Marketing can provide air cover to sales

- 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



Engagement is all that matters



Reach X Relevance X Brand = Engagement



Reach

Relevance

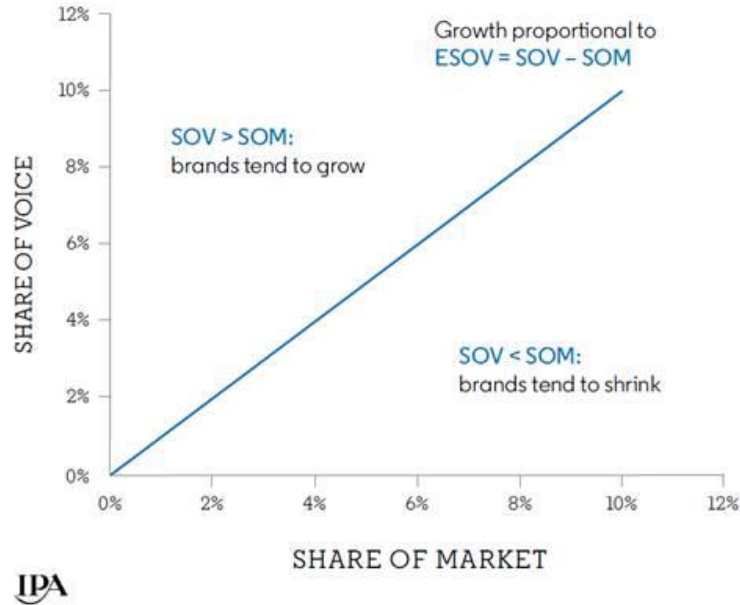




Brand

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

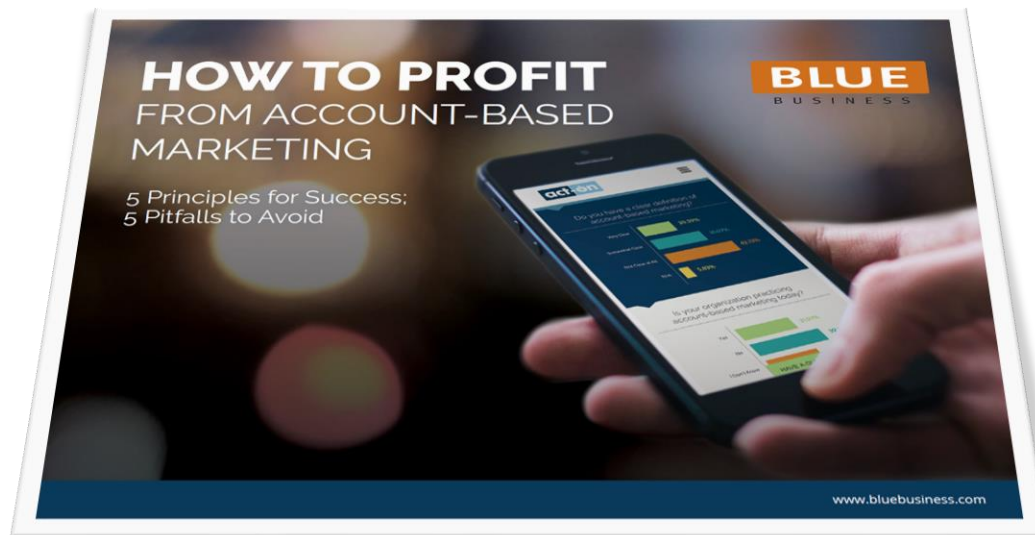
1 Identify your key accounts

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.



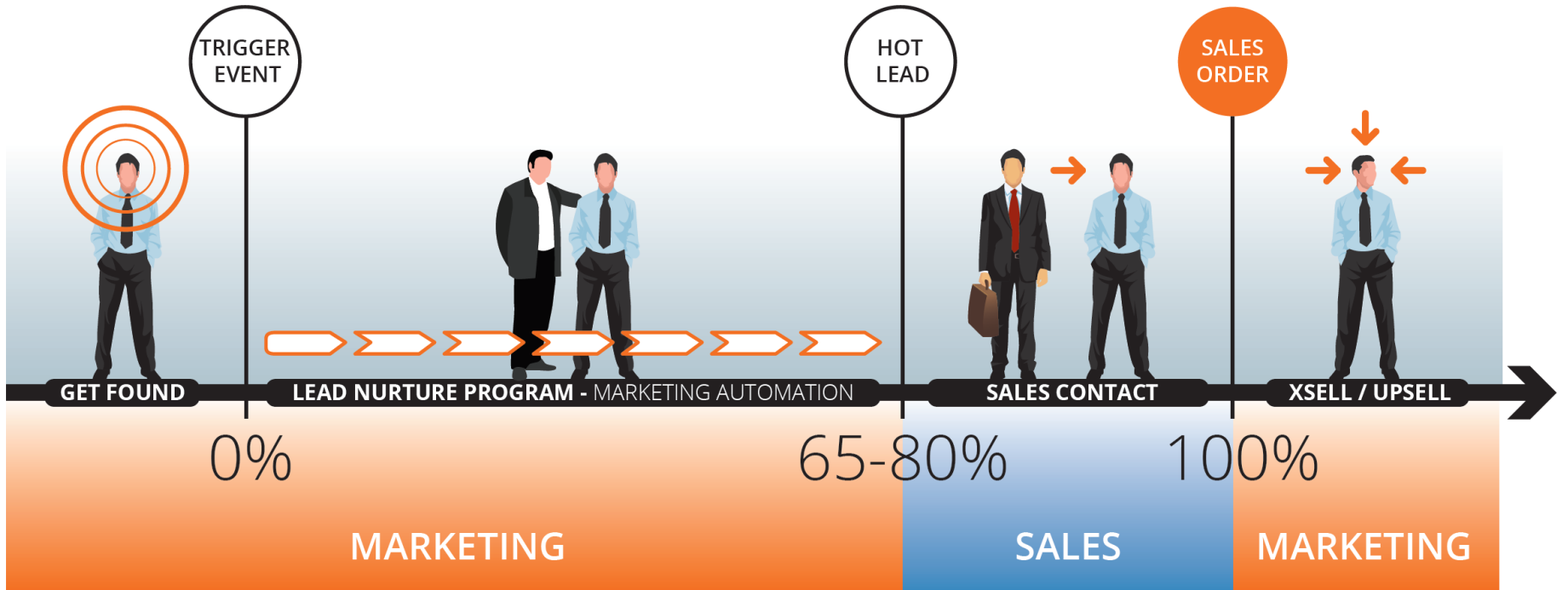


If the premise is that...

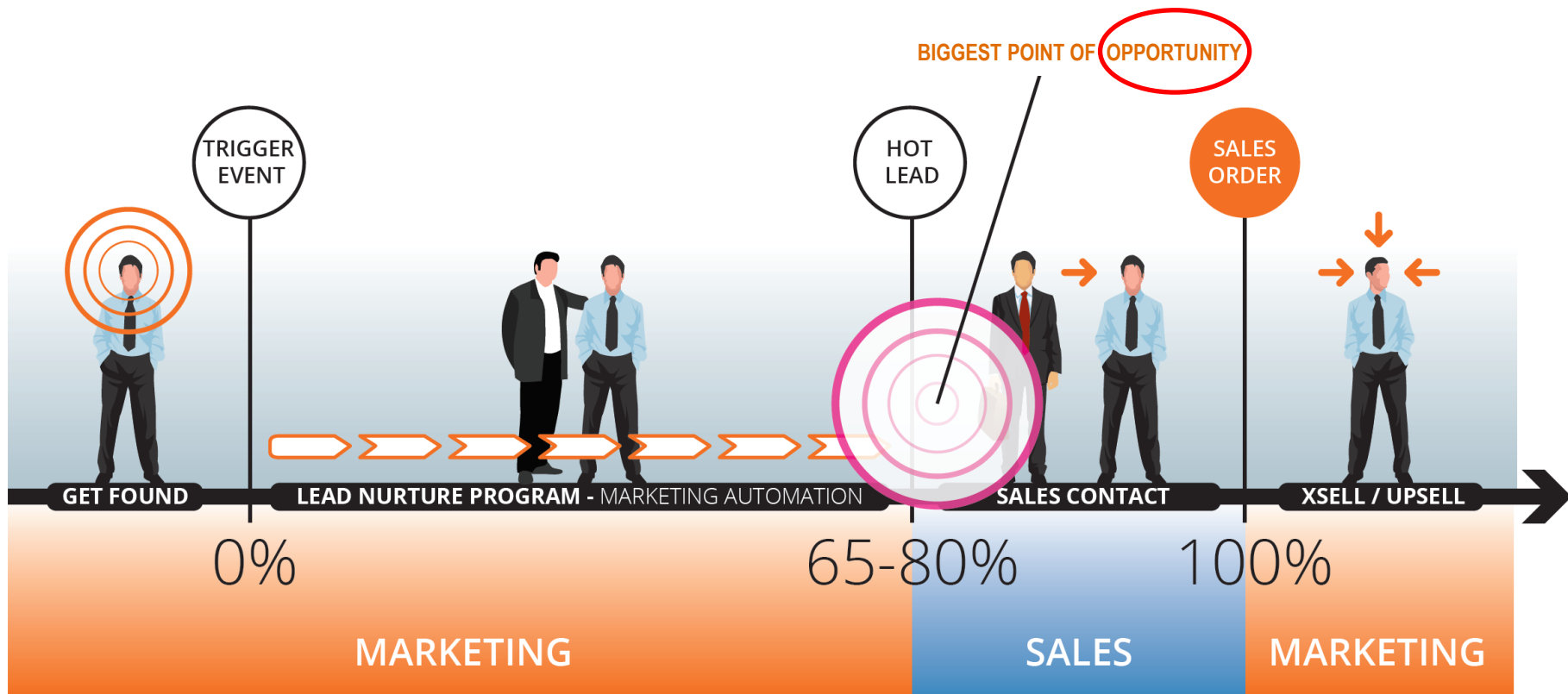
"marketing is a business driving function"

...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

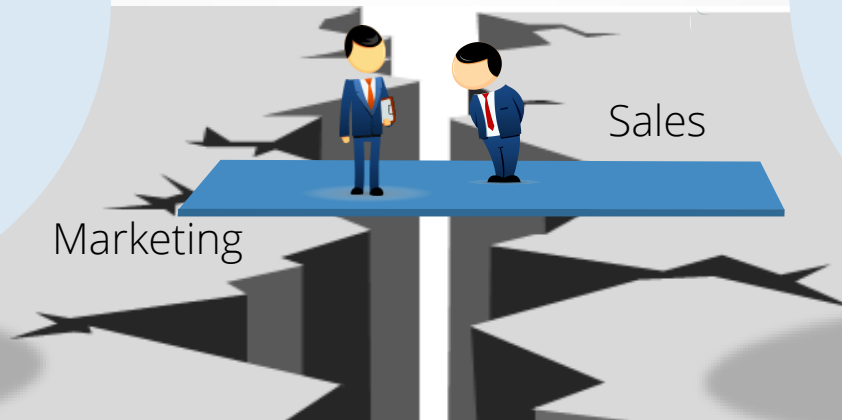
Always be closing

Motivation:

- ✓ Meetings
- ✓ Pipeline
- ✓ Deals

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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

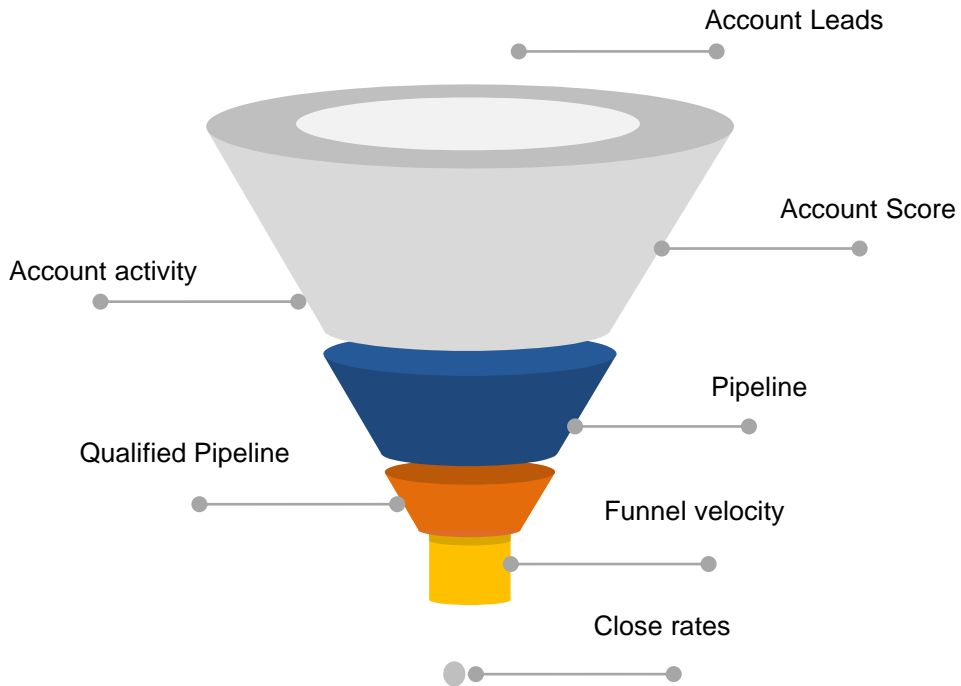
Agree on account level lead definitions and lead score

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 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%				

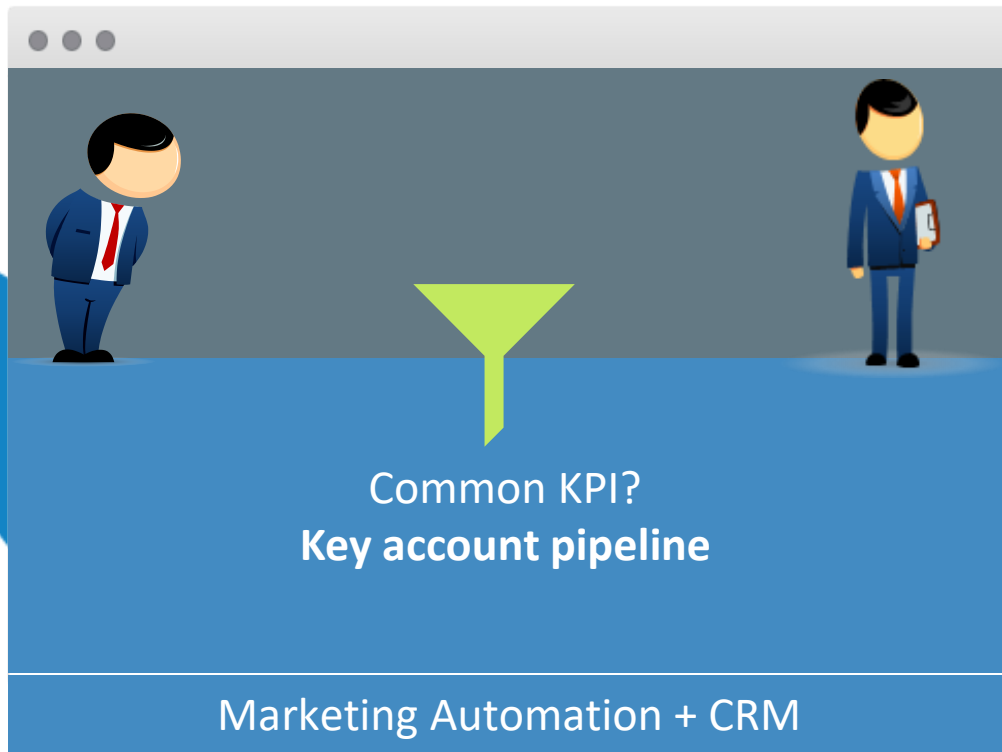
Align on performance metrics

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




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:

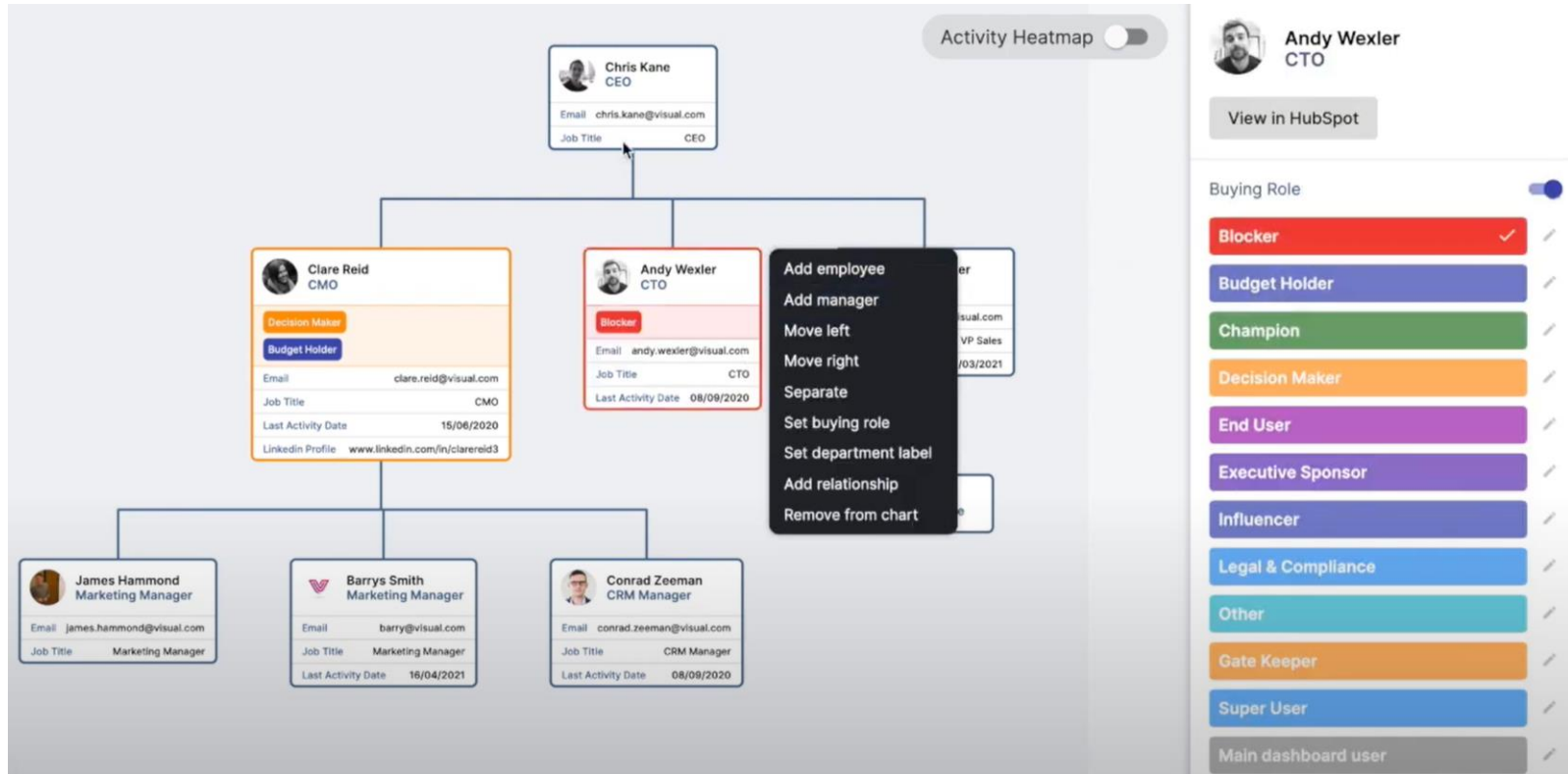
- Activity** (circled):
 - Email
 - Website
 - Search
 - Media
 - Landing Pages
 - Social Media
 - Webinars
 - Forms
 - Custom Events
 - Automated Programs
- Contacts** (circled):
 - Ferdinando Bocchia
 - Tiff Yablonsky
 - Kingsly Spatafore
 - Rodolfo Wahlgren
 - Alanah Lannan
 - Sean Schuhmacher
 -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

Timeline Activity:

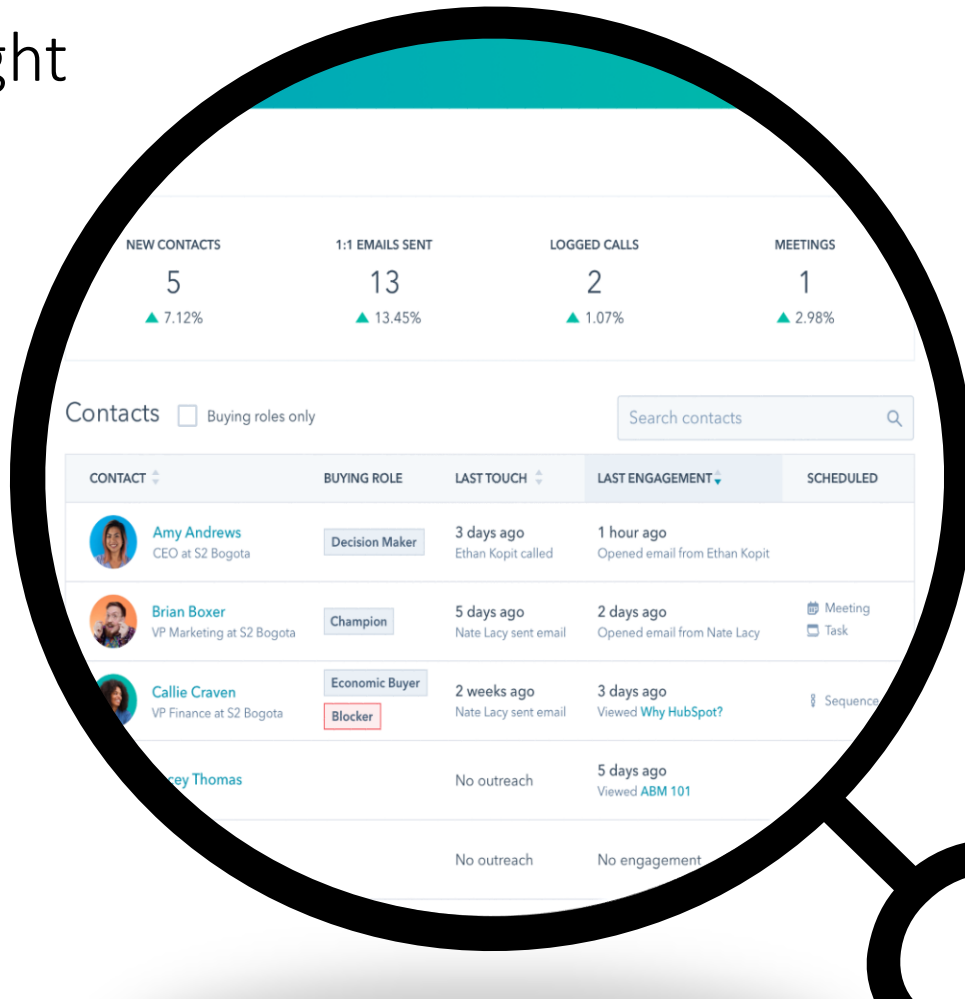
- Thursday, JUN 30 2016, 09:00 AM, CDT:** Automated Program (Exited: Top of Funnel (Attract + ...))
- Tuesday, JUN 28 2016, 09:00 AM, CDT:** Email (Sent: Claim Your Reward!)
- Saturday, JUN 25 2016, 12:00 AM, CDT:** Email (Sent: Social Announcement)
- Saturday, JUN 25 2016, 12:00 AM, CDT:** Email (Sent: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

Account Awareness

Marketing automation and CRM



Account insight and account dashboard

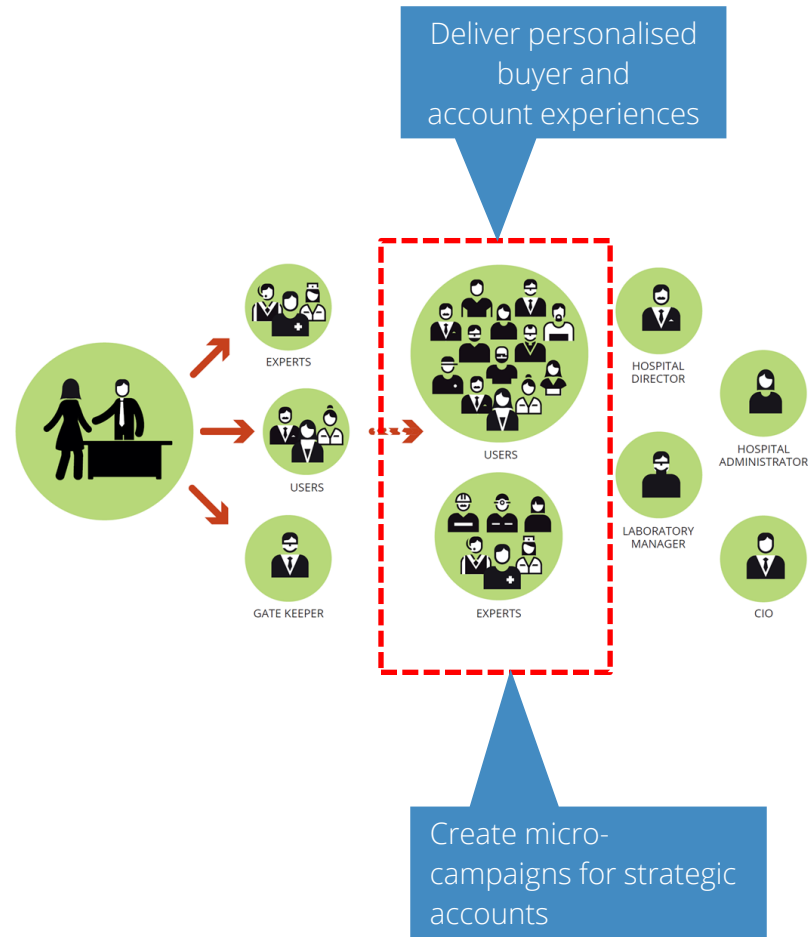


Account insight and account dashboard



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

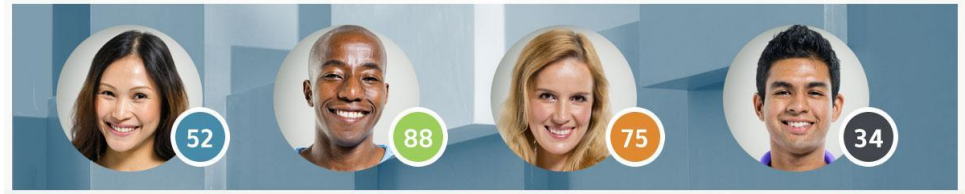
The screenshot displays a CRM interface with the following components:

- Accounts Dashboard > More accounts:** A list of accounts with columns for First Name and Last Name. Two entries are circled in red: "100 employees" and "Cisco Systems, Inc."
- Accounts Dashboard > Technology:** A table of accounts with columns for Account, Contacts, Score, and Actions. The "Kon-fan" row is circled in red. A tooltip menu is visible over the Actions column for this row, containing "Contacts", "Account Profile", and "Email Account Contacts".
- Manage Segment:** A window for creating segments based on account attributes, showing filters like "Technology" and "India".
- Navigation Menu:** A sidebar menu with options like Home, Contacts, Marketing Lists, Accounts, and other lists.

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

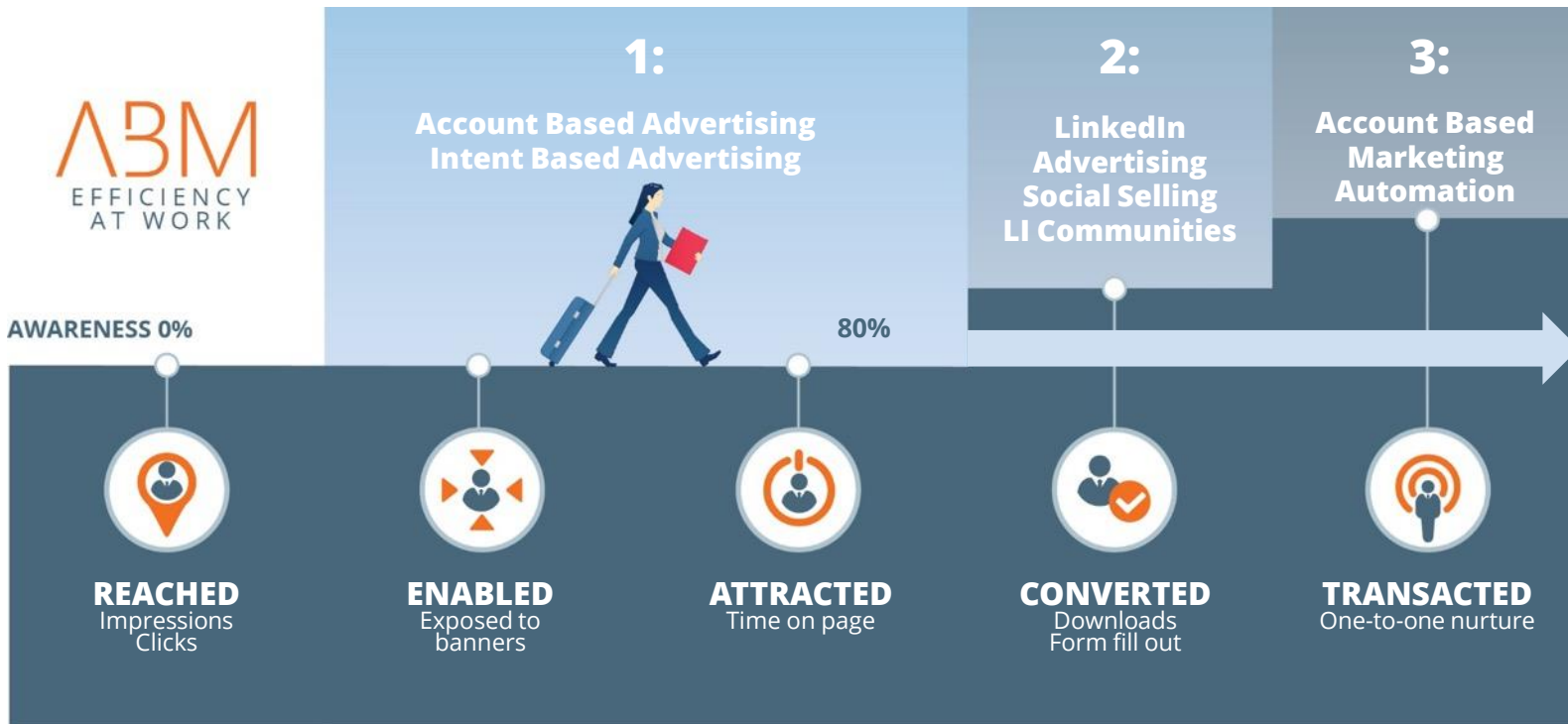
ABM practitioners are 54% more effective at engaging existing contacts with outbound marketing
(Aberdeen Group)

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

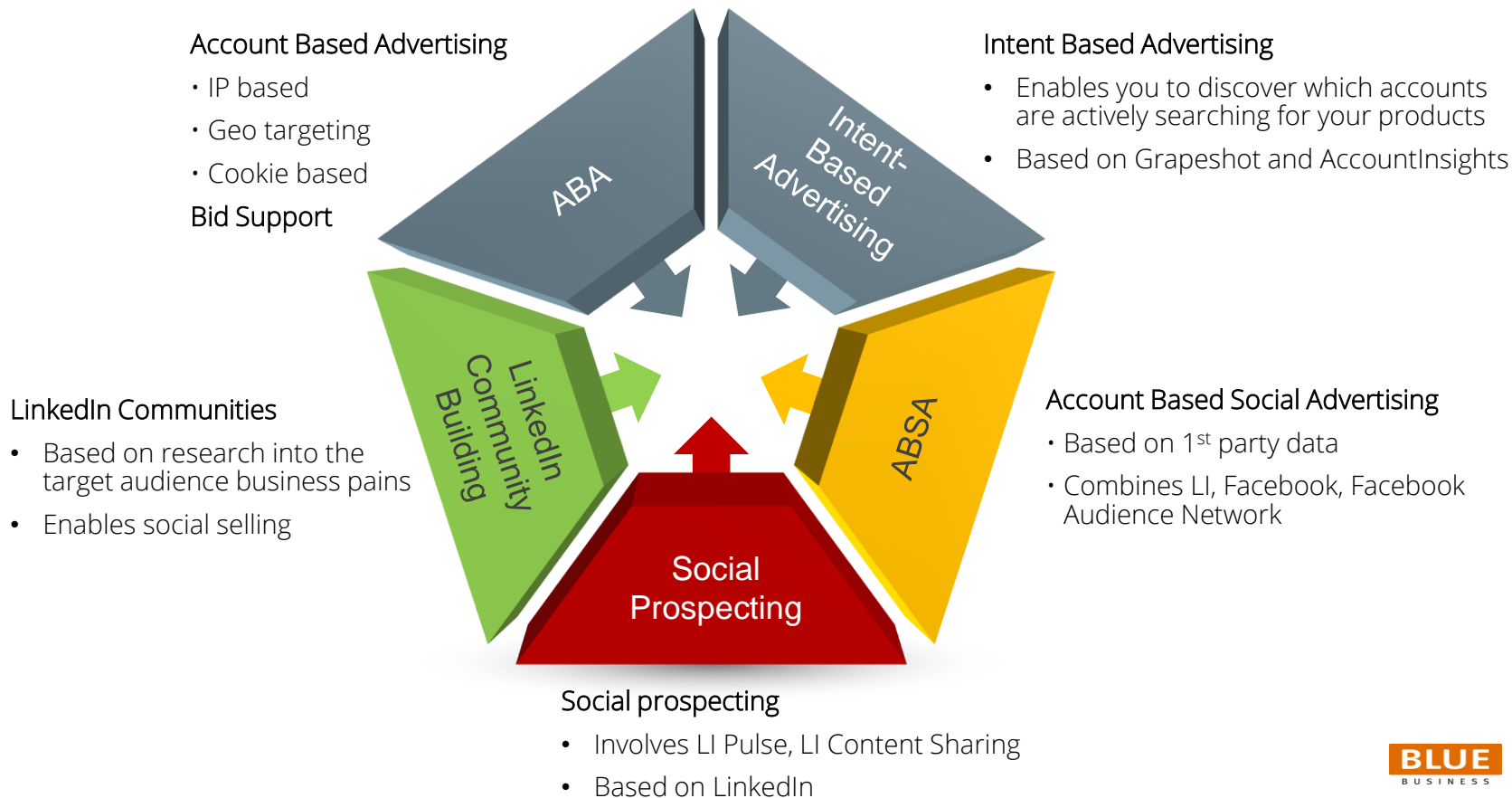
Five efficient account based advertising strategies

“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

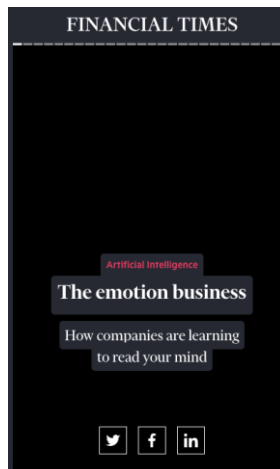


Grapeshot
contextual
trawling



- **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



ig.ft.com/emotion-recognition/

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

Benefits of ABSA (Linkedin advertising primarily)

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

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**



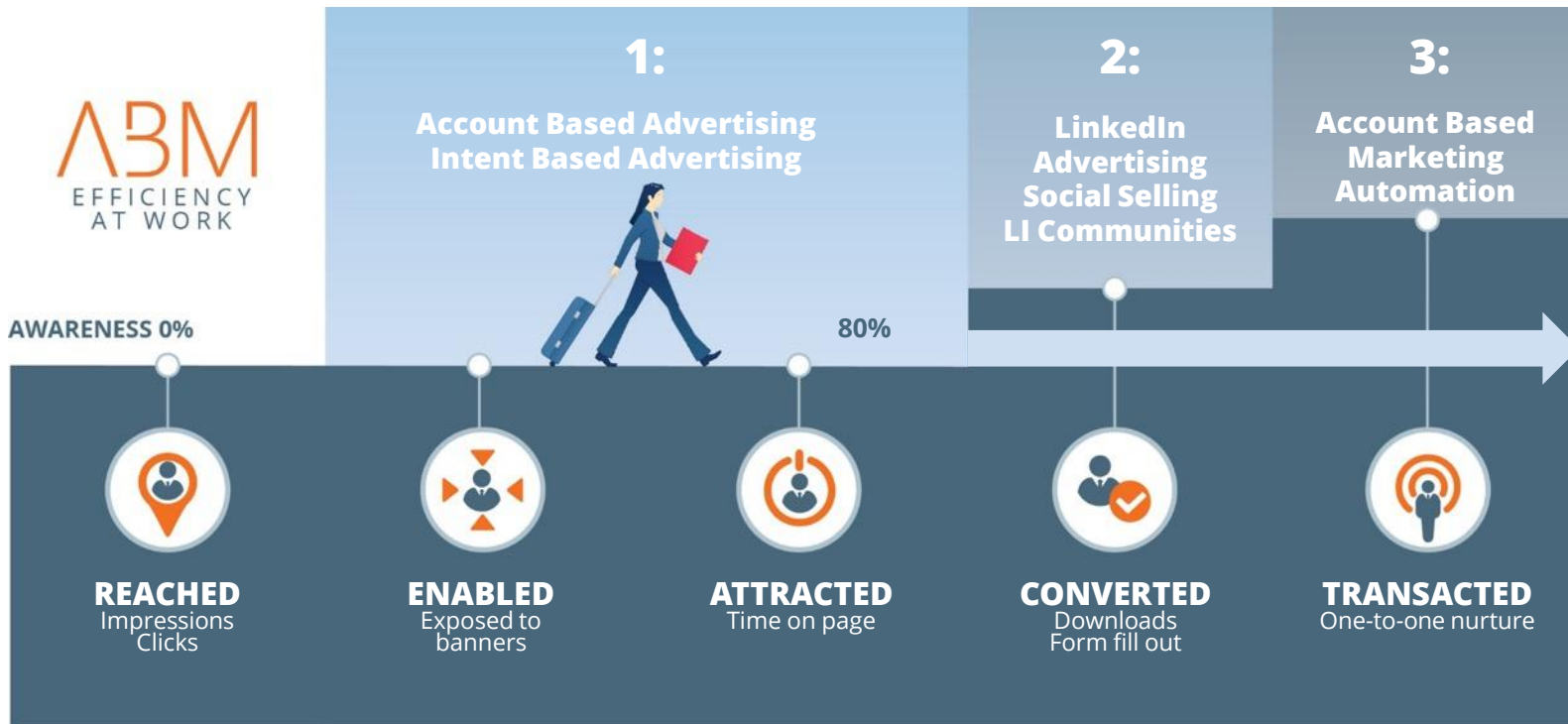


Lenovo



Case: Lenovo Infrastructure Solutions & Nvidia: Power of 2 EMEA Campaign presentation

The REACT model is a strong foundation for reaching your goals



Campaign recap

- Lenovo Infrastructure Solutions & Nvidia wants to identify the most relevant accounts
- For EMEA we have chosen a vertical approach tailoring messaging to five segments:
 - Retail
 - Healthcare
 - Financial Services
 - Smart cities
 - Other industries

<https://www.powerof2.nvidia.lenovo.com/emea/industries/>

Intent Based Advertising

Target
accounts

490
EMEA
accounts
+ 44 MEA
accounts
provided

235 IP
identified
(not
including
MEA)

Intent
Trawling



Landing page

<https://www.powerof2.nvidia.lenovo.com/emea/industries/>

POWER OF 2

Is AI right for you?
Can your business take full advantage of AI?
Head to the interactive video.

Explore the Power

- Can Intel, Lenovo, NVIDIA and Dell combine their strengths to help you get the most out of AI?
- Use Microsoft, AWS, Google and IBM to help you get the most out of AI.
- Microsoft, Amazon, Google and IBM are the most powerful AI partners in the world.

RETAIL
Less shrinkage, better forecasting & real-time pricing
How do you reduce shrinkage and real-time pricing that has had a negative effect on your business?

MANUFACTURING
Cut errors, unplanned downtime & maintenance cost
AI and machine learning can help you in the forefront of manufacturing applications, responsible for plant management and their maintenance and costs.

HEALTHCARE
Accelerate disease knowledge, drug discovery & patient diagnosis
AI can help you accelerate research and clinical trials, speeding up healthcare AI to improve the lives of your patients.

FINANCIAL SERVICES
Accelerate fraud detection, risk calculation & claims handling
An AI-based solution to detect and prevent fraud, from using AI to quickly analyze complex data sets and customer behavior, before someone can.

SMART CITIES
Improve traffic flow, emergency response & security
An urban population grows, cities are using AI to manage road and air traffic, monitor incidents and reduce delays.

MORE INDUSTRIES
How will AI transform your business?
Artificial intelligence is transforming every industry, whether by automating repetitive tasks, tackling the most complex challenges, or bringing new ideas.

Vertical banners wave 1

Less shrinkage, better forecasting & real-time pricing

Cut manufacturing errors, unplanned downtime & maintenance cost

Accelerate disease knowledge, drug discovery & patient diagnosis

Accelerate financial services fraud detection, risk calculation & claims handling

Improve your city's traffic flow, emergency response & security

How will AI transform your business?

How will AI transform your business?

Power of 2 LP

Vertical banners wave 1

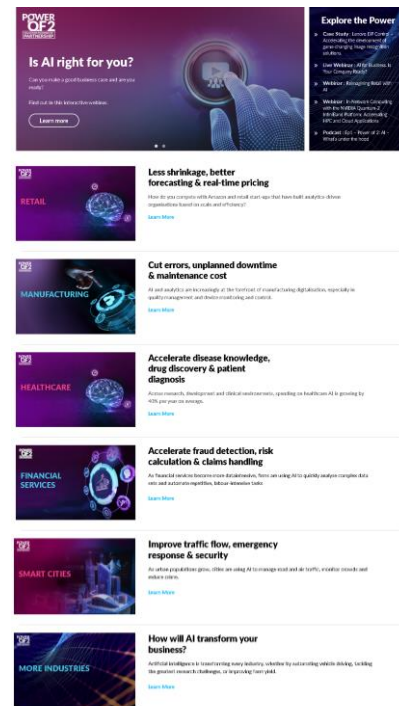


Vertical banners wave 2

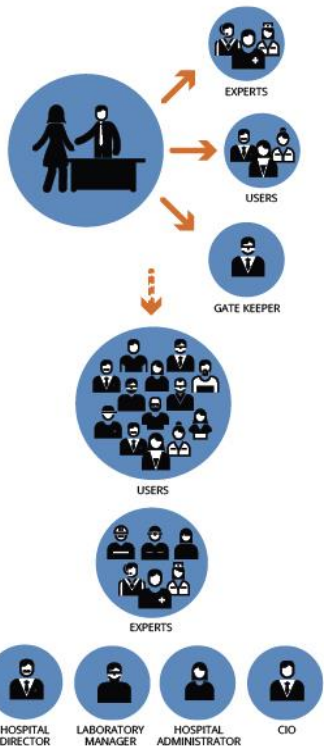


Landing page

<https://www.powerof2.nvidia.lenovo.com/emea/industries/>



Lead generation on LinkedIn



POWER OF2 PARTNERSHIP | **Lenovo** | **nVIDIA**

Is AI right for you?

Can you make a good business case and are you ready? Find out in this interactive webinar.

[Learn more](#)

POWER OF2 PARTNERSHIP | **Lenovo** | **nVIDIA**

What is AI and how do you get started?

Download ebook and learn more

POWER OF2 PARTNERSHIP | **Lenovo** | **nVIDIA**

The future of AI in your sector

Download the guide and find your place in the future.

POWER OF2 PARTNERSHIP | **Lenovo** | **nVIDIA**

What are the most popular AI uses in your industry?

Get the 2022 guide to AI

[Download now](#)

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Getting started with AI

Build the business case. Plan the project. Deliver results.

[Download the guide](#)

Lenovo | **nVIDIA**

How do Google, Apple & Amazon use AI?

More Important, how will you?

[Download the guide](#)

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Why is AI spend taking off?

Discover & trends

POWER OF2 PARTNERSHIP | **Lenovo** | **nVIDIA**

How AI is going mainstream

Don't get left behind

[Download the guide](#)

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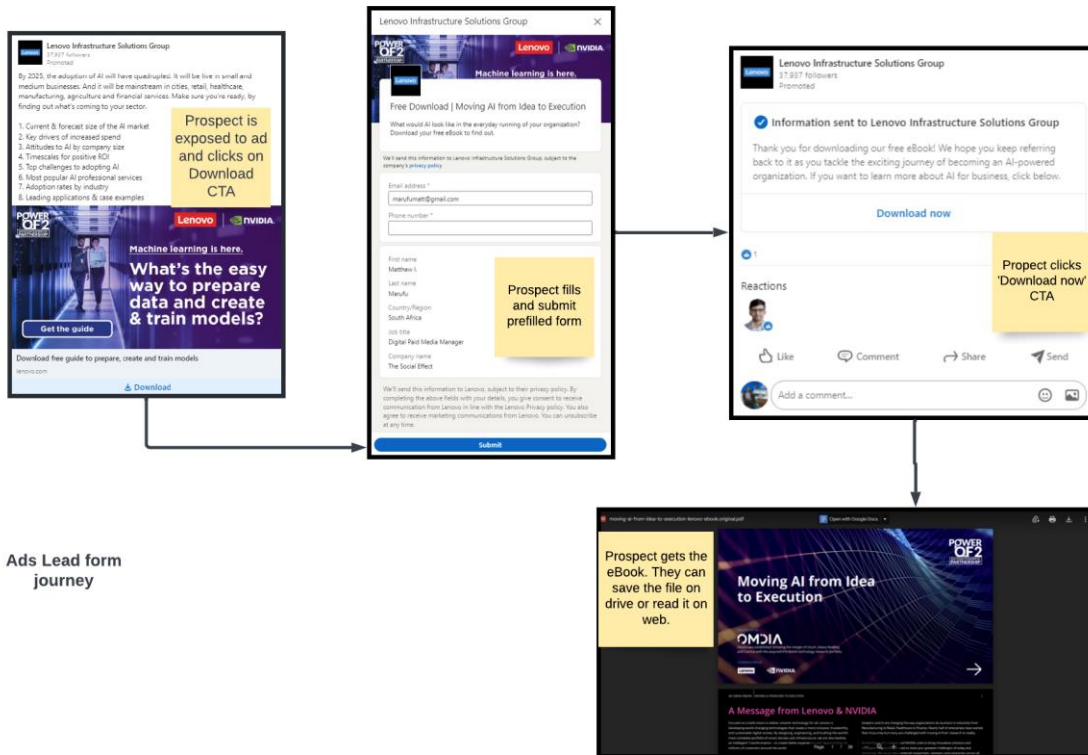
The future of AI in your industry

What's coming to cities, healthcare, retail, finance, manufacturing & automotive

[Download the report](#)

All accounts targeted

Flow using LinkedIn lead generation ads



Barcelona LP flow

wave 1

What is AI and how do you get started?
Download ebook and learn more

wave 2

Getting started with AI
Build the business case. Plan the project. Deliver results.
Download the guide

What are the most popular AI uses in your industry?
Get the 2022 guide to AI
Download now

How do Google, Apple & Amazon use AI?
More important, how will you?
Download the guide

The future of AI in your sector
Download the guide and find your place in the future.

Why is AI spend taking off?
Discover the & trends in
Download the report

How AI is going mainstream
Don't get left behind
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<https://pages.lenovo.com/powerof2.barcelona.smart.city.html>

Brilliant Barcelona: Citizens & tourists travel around with help from AI

Servers and cameras on the streets of Barcelona are making it faster, safer and cleaner to travel the city. See how Lenovo is helping turn the council's vision of a smart city into reality.

[Watch the video →](#)

What is AI and how do you get started?

If you're curious about AI, but don't really know what it is or how you might deploy it, we have a quick guide for you. In the time it takes to drink a coffee, learn what AI is in 2022, about computer vision & robotics, and what the related terms machine learning & deep learning mean.

- Examples from Google, Amazon & Apple
- Popular uses in healthcare, retail, finance, manufacturing & automotive
- Market insights & forecasts from PwC & McKinsey
- How AI is trained & implemented
- Computing requirements

Plus a simple formula for getting started:

1. Business case
2. Data availability
3. Budget requirement
4. Build & buy

[Download: Getting started with AI](#)

The future of AI in your sector

By 2025, the adoption of AI will have quadrupled. It will be live in small and medium businesses. And mainstream in cities, retail, healthcare, manufacturing, agriculture and financial services. Make sure you're ready, by finding out what's coming to your sector.

1. Current & forecast size of the AI market
2. Key drivers of increased spend
3. Attitudes to AI by company size
4. Timelines for positive ROI
5. Top challenges to adopting AI
6. Most popular AI professional services
7. Adoption rates by industry
8. Leading applications & case examples

[Download: Moving AI from idea to execution](#)

Need help?

Whether you've just getting started with AI or moving into large-scale implementation, we can help you plan, design and optimise your solution. Introduce you to the right partners, and of course, provide the hardware.

[Get in touch](#)

<https://pages.lenovo.com/powerof2.barcelona.smart.city.html>

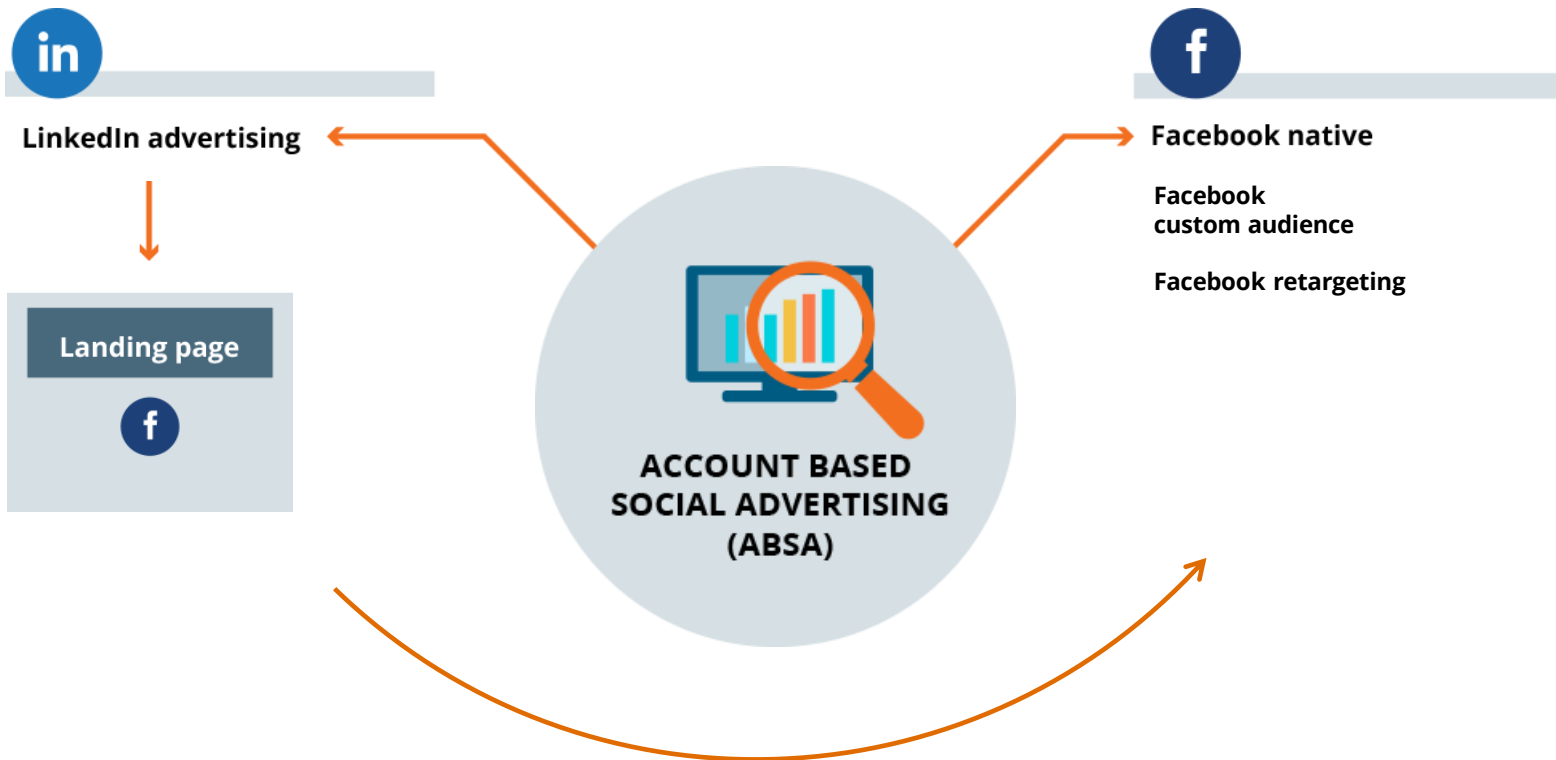


Getting started with Artificial Intelligence (AI)

Moving AI from Idea to Execution

ABSA: Account Based Social Advertising

GDPR compliant account based targeting strategies



Client case:
Novozymes

Novozymes Biodiesel: Reach x relevance x brand...

Novozymes challenges:

- Limited brand awareness
- Limited awareness regarding Novozymes technologies and solutions
- Limited reach into key accounts
- Limited content

Novozymes Biodiesel: Execution and objectives

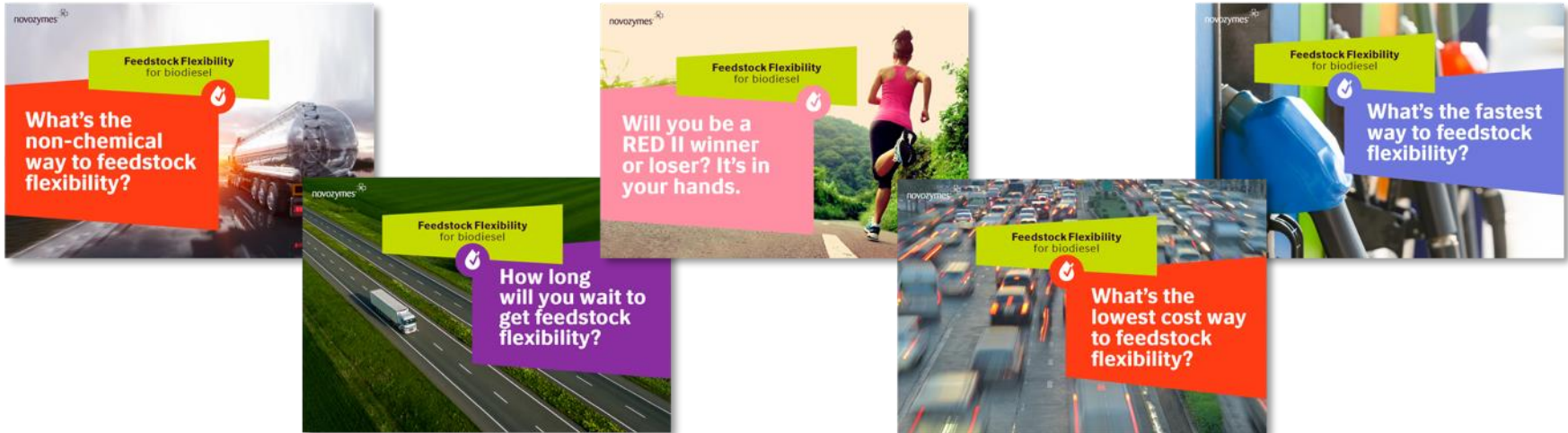
- The campaign was executed on LinkedIn as an account based campaign targeting business and technical decision makers in 180 specific companies
- The objective is to get 15 MQLs

The campaign had four phases:


1. Awareness/Teaser
2. Webinar promotion
3. Traffic builder to landing page
4. Lead conversion

Teaser banners

- The teaser banners were shown for 4 weeks leading to a temporary landing page
- CTR was well above industry standards



Temporary landing page

novozymes 

Feedstock Flexibility
for biodiesel

**You've either got it
or you don't**

23
DAYS

6
HOURS

15
MINUTES

32
SECONDS

What's the cheapest, fastest way to feedstock flexibility?

With energy and KOH prices so high, many biodiesel producers are suffering. But not all.

Thirty are completely unaffected. That's because their production is non-chemical and low temperature.

A single process that covers all waste feedstocks.

Allowing them to switch to the cheapest available whenever they like. And maintain production volumes and profitability - regardless of KOH or energy prices.

We'll soon reveal how they do it. It's the cheapest, fastest way to feedstock flexibility. Don't miss out!

Sign up to stay informed

Email

SEND

Traffic builder ads to new microsite



Landing page (microsite)

<https://biosolutions.novozymes.com/get-feedstock-flexibility-in-90-days>

Blue Business has designed and produced all content

Fortsættes, se link



novozymes

Feedstock Flexibility for biolevel

How much profit do you want in 2022?

1 2 3

Making friends with turmoil

Challenges for producers

- Shortage of feed raw materials
- High prices of CO₂ & energy
- Feed raw material price & availability
- High labor production costs
- Change in price of feed raw material
- Cheap imports from overseas

90 days from now you could be processing any waste feedstock you like

Feedstock flexibility is key... but at what cost?

The fastest, lowest cost way

BLUE BUSINESS

Lead conversion

- We have produced several ads
- Optimization of the ads throughout the campaign
- The call to action (CTA) is a white paper produced by Blue Business



Whitepaper



argus consulting services
argusmedia.com



Biodiesel market study Article

21 May 2021 | Prepared for: Novozymes



Bioenergy
illuminating the markets



Executive Summary

In July 2021, Argus Media surveyed European biodiesel producers representing 25pc of production capacity.

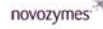
It found that 90pc are positive about the demand for biodiesel in 2030. However, economic and regulatory pressure is forcing many to consider how they can incorporate waste feedstocks.

76pc believe feedstock flexibility will be a dominant industry trend over the next 10 years. The same percentage plans to produce biodiesel from feedstocks like animal fat, used cooking oil and brown grease.

Producers can overcome this challenge by incorporating enzymes into their process. These enable the processing of feedstocks with any level of FFA or glycerides, and the ability to switch feedstock without shutting down. The process does not require metal reactors or an expensive retrofit.

Enzymes give producers the freedom to buy feedstocks according to cost and availability rather than process constraints. It is a key technology to remaining competitive through the 2020s and currently in use in 30 plants worldwide.

But in most cases producers' current processes are inappropriate for the use of high-FFA material.



Enzymes provide a proven, cost-efficient alternative to FAME producers looking to increase feedstock flexibility

Embrace RED II with feedstock flexibility and enzymes

The green diesel market is no stranger to turmoil. Technical blending limits, cheap imports from outside the EU and Covid-related decreases in diesel demand have created a challenging environment for producers in the last few years. With the introduction and subsequent revision of RED II, there is a clear transition towards more sustainable feedstocks. Separation from familiar crop-based feedstocks towards cooking oil and other waste-based feedstocks may provide the industry with its biggest challenge yet. FAME biodiesel producers may be particularly vulnerable to market trends and will need to adapt accordingly. But are they all equally ready to cope with a new set of rules?

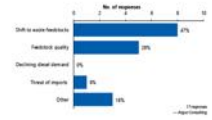
A recent survey of over 15 European FAME producers, representing ~25pc of operating FAME capacity, indicated that many FAME producers are largely unprepared for the challenges, but some are preparing for the flexibility in feedstocks, production pathways and business models, which could position them well for the future.

Positive outlook but not without its challenges

Over 90pc of producers maintained a positive outlook for biodiesel FAME demand, with 2030 levels expected to be the same or higher than 2019 levels. And whilst support from marine, heating and other non-road transport sectors are seen to bolster the outlook, the road transport sector is thought to provide the largest additional demand volumes.

For FAME producers, the main anticipated challenge will be feedstock related.

Question: What do you see as the greatest challenge facing FAME producers over the next 10 years?

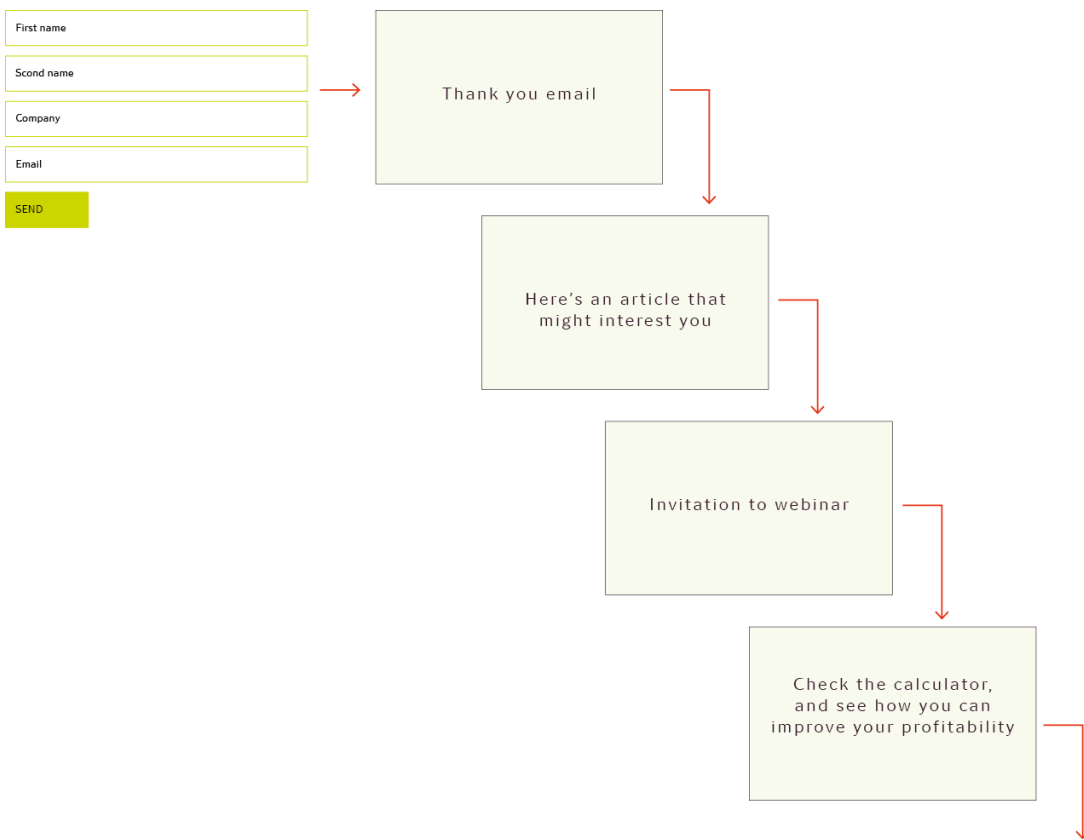


Challenge	Percentage
Shift to waste feedstocks	87%
Feedstock quality	53%
Declining diesel demand	6%
Renew of regulations	6%
Other	42%


Over half of survey participants cited a shift to waste feedstocks as the greatest challenge to 2030, whilst a further quarter raised the challenge of dealing with variable feedstock quality. Both are a clear indication that RED II, and its likely impact on national policies, is the key driver of change.

RED II certainly provides an EU-trajectory towards sustainable feedstocks, but differing national approaches and delayed updates to country-level policies, can provide a hurdle for FAME producers. Many look for long-term policy certainty before sanctioning large investments and wide-scale changes in their processing capabilities.

Landing page sign up email flow



Nurture E-mails



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Staying ahead of rising feedstock prices

Dear (name)

Being a biodiesel producer is no walk in the park. On top of day-to-day operations, rising feedstock prices make it hard to meet profitability goals.

Of course, you can't control biodiesel feedstock prices – that's why many biodiesel producers are looking for new ways to improve profitability.

On-demand webinar: "Staying ahead of rising feedstock prices"
Watch our recent webinar to find a new path to profitability in 2022 and beyond.

With the help of global market intelligence and consulting firm LMC International we provide insights into biofuel policies, supply and demand, and developments in renewable diesel and raw materials.

Then we introduce our enzyme-based production process, which today is helping secure the profitability of more than 30 plants worldwide. It's a technology that you can deploy in both greenfield and retrofit sites for co-processing or stand-alone applications.


[Watch the webinar now](#)

We hope the information helps with your planning and welcome your feedback. Simply reply to this email.

With kind regards,

The Biodiesel Team
Novozymes

novozymes



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FAME producers' plans for feedstock flexibility

Dear (name)

According to new research by Argus Media, European producers are confident that biodiesel demand will remain strong this decade. But producers face economic challenges and a regulatory push towards waste feedstocks.

The report states that European producers see feedstock flexibility as a key strategy for remaining competitive throughout this decade. Consequently, 76% plan to incorporate feedstocks like sludge oil, animal fats and used cooking oil into their production.

To overcome the technical challenges of high-FFA feedstocks, the report states that producers can incorporate enzymes into their process.

Buy the cheapest feedstock
Crucially, this gives producers the freedom to buy feedstocks according to cost and availability rather than process constraints. This is because enzymes enable the processing of feedstocks with any level of FFA or glycerides and allow switching without shutting down.

The report demonstrates that enzymes are key to remaining competitive in the 2020s. They do not require costly metal reactors or an expensive retrofit and are currently in use in 30 plants worldwide.

[Download the full feedstock flexibility report](#)

We hope the information helps with your planning and welcome your feedback. Simply reply to this email.

With kind regards,

The Biodiesel Team
Novozymes

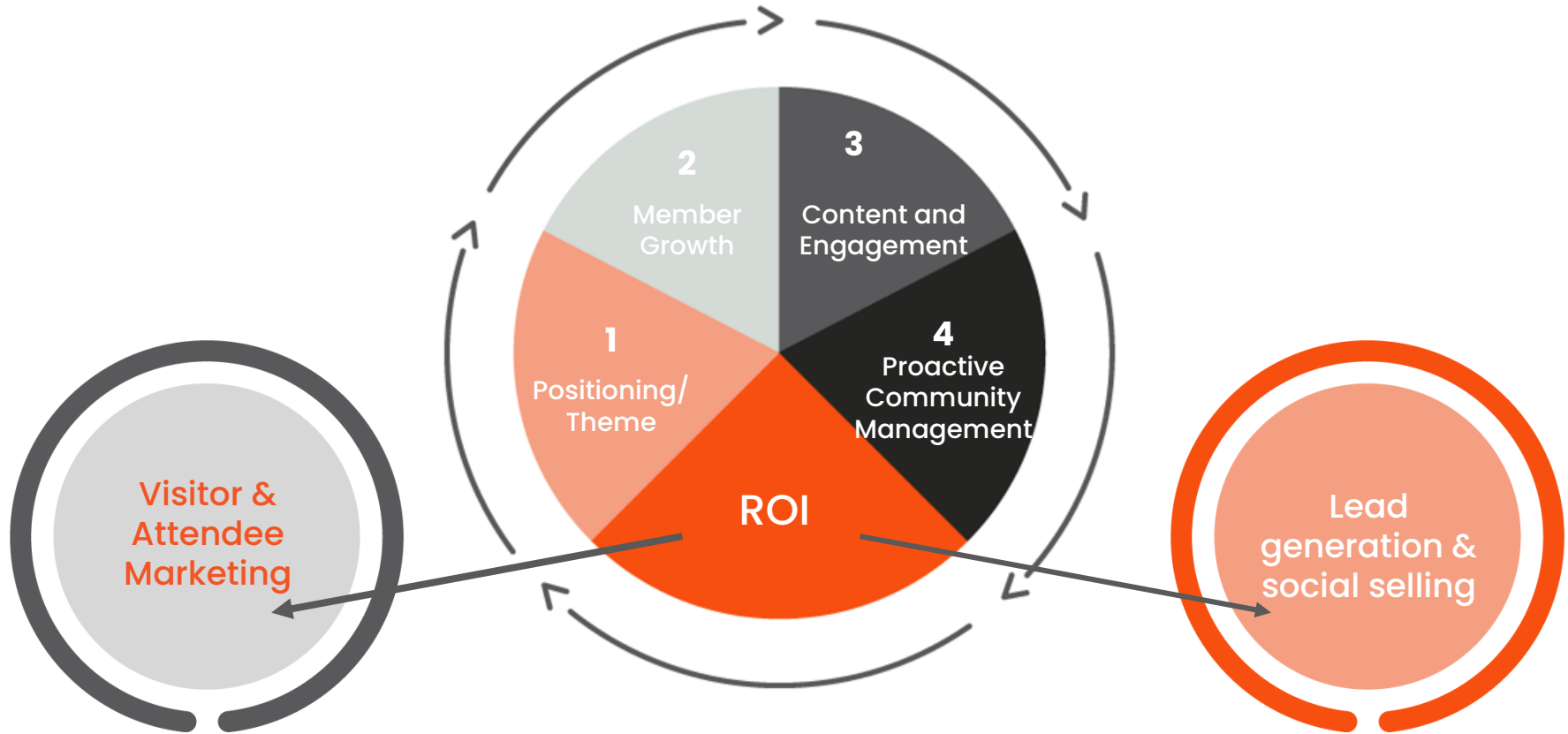
novozymes

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, we'll help you introduce yourself.

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+

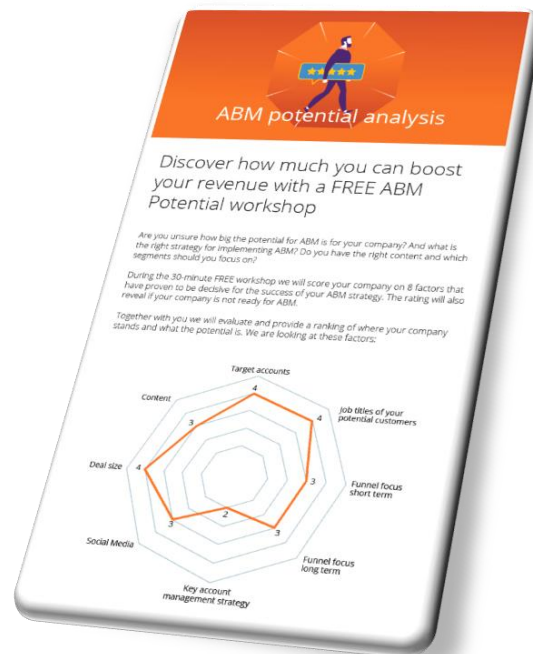
Would you like to know more about Microsoft's offering for accountants?
 Yes No Undecided

[Get My Free Trial](#)

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!

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