

Webinar

# Introduction to Account Based Marketing

22 April 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



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THE B2B LEAD AGENCY

Measurable  
B2B lead generation  
communication

[What are you waiting for >](#)



Win bigger deals  
with Account Based  
Marketing

[What are you waiting for >](#)



Get predictable  
outcomes and  
results

[INBOUND MARKETING  
PACKAGES >](#)



Join our webinars:  
free inspiration on  
B2B lead generation  
and ABM (in Danish)

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How to get  
360° clinical trials  
communication

[SEE MORE >](#)



Get your product  
brand on the  
shortlist when  
hospitals are buying

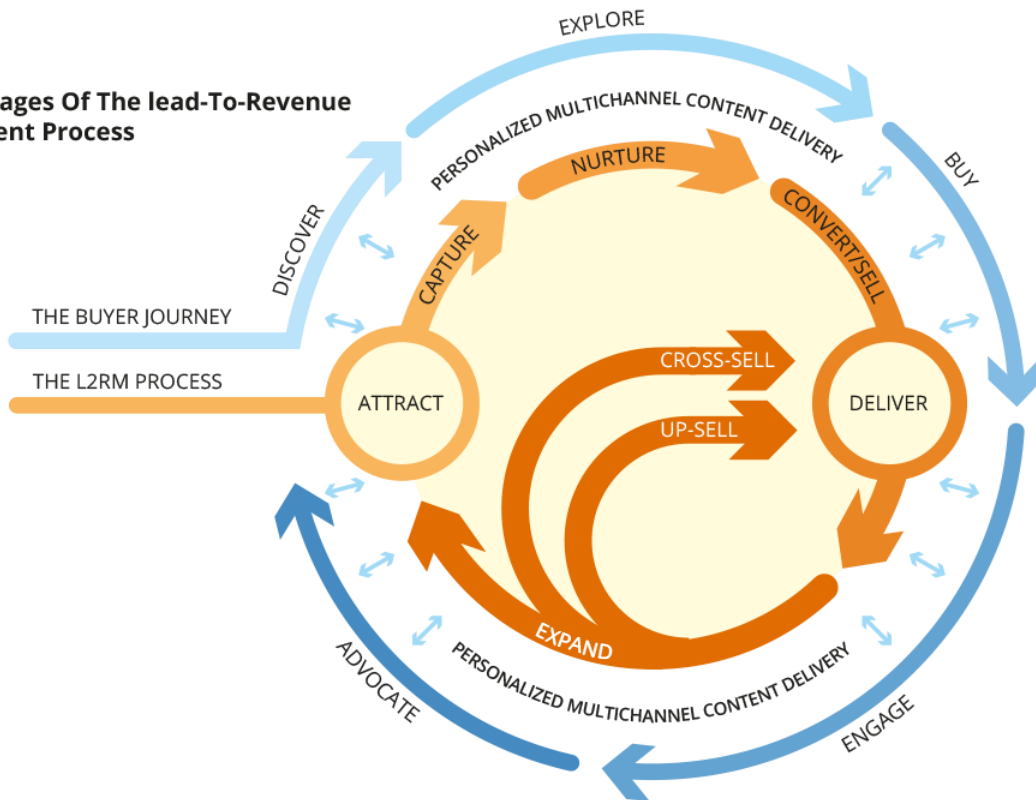
[GO TO BLOG >](#)

# 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 ?
- 

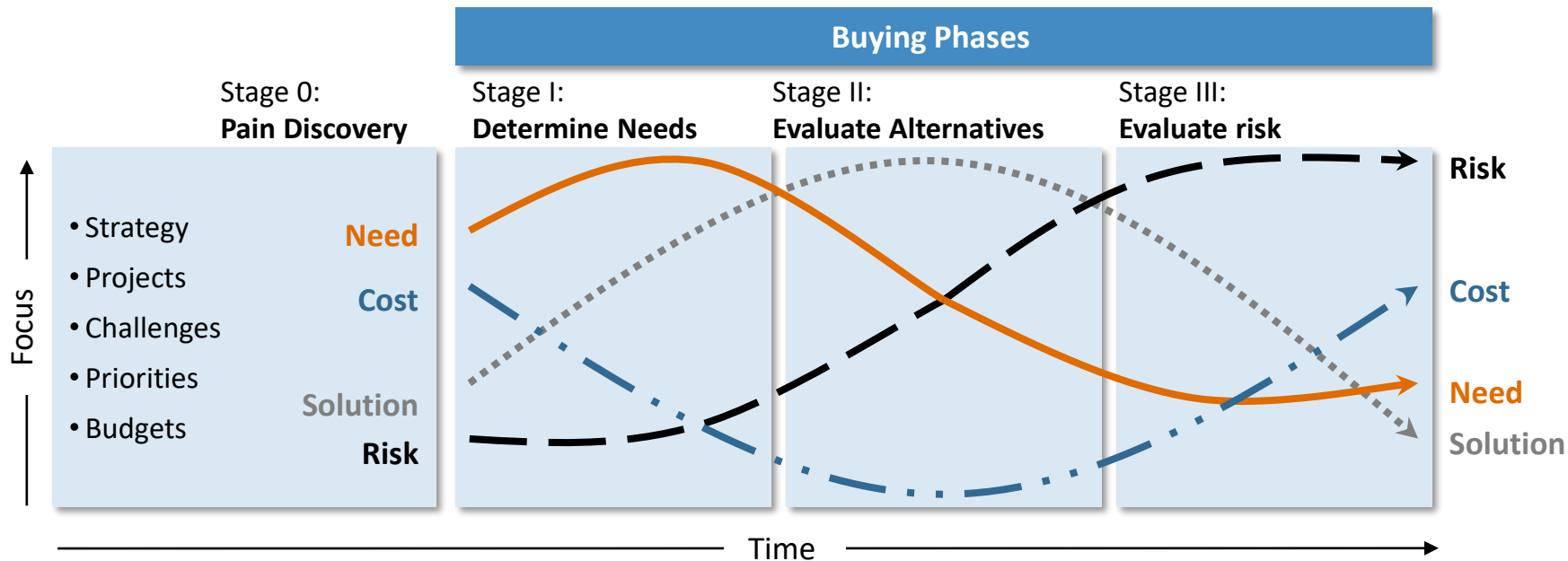
Where are they on their journey ?
- 

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



# The four most important factors for buyer's willingness to engage with vendors

26%

Understands my company's business model

25%

Is a subject matter expert/thought leader

25%

Provides valuable consultation, education, or tools

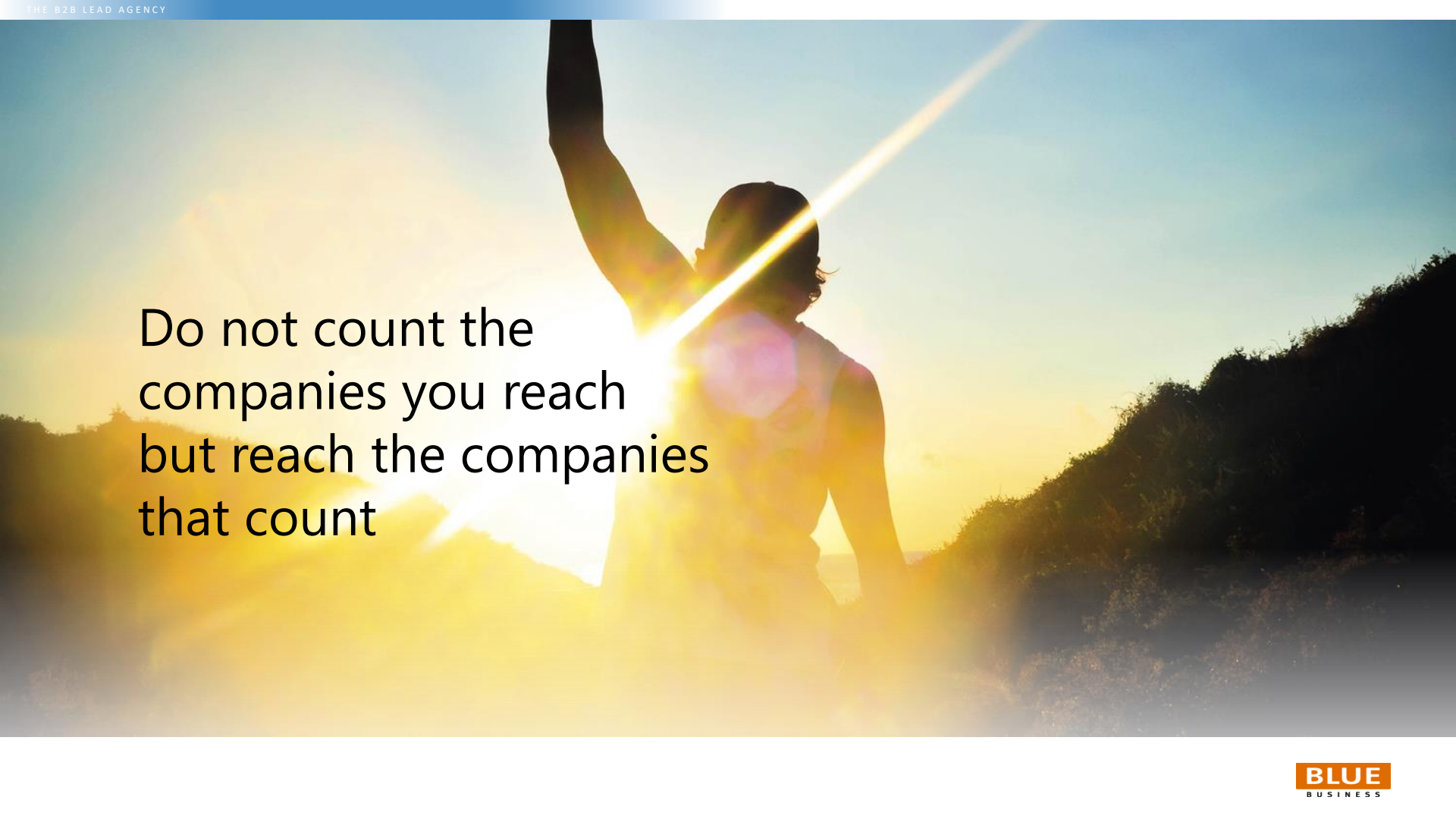
25%

Knows my company's products/services

Source: LinkedIn 2021



# Account Based Marketing: why and what



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

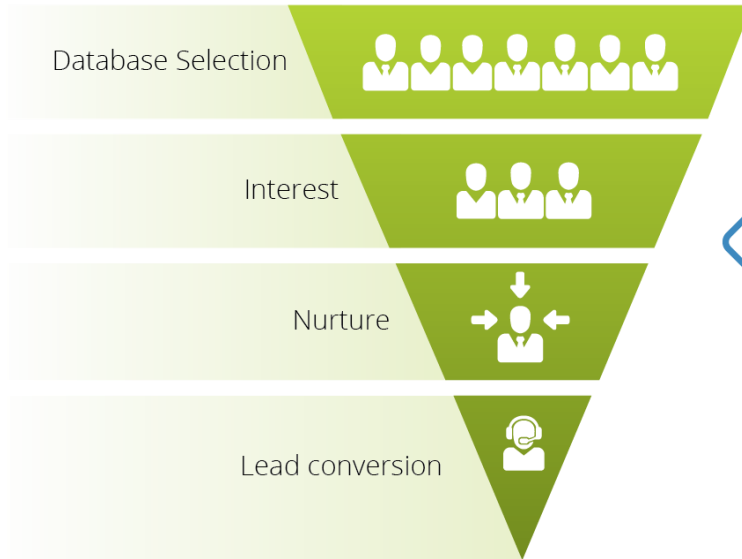
# Account Based Marketing defined



# Two types of lead generation

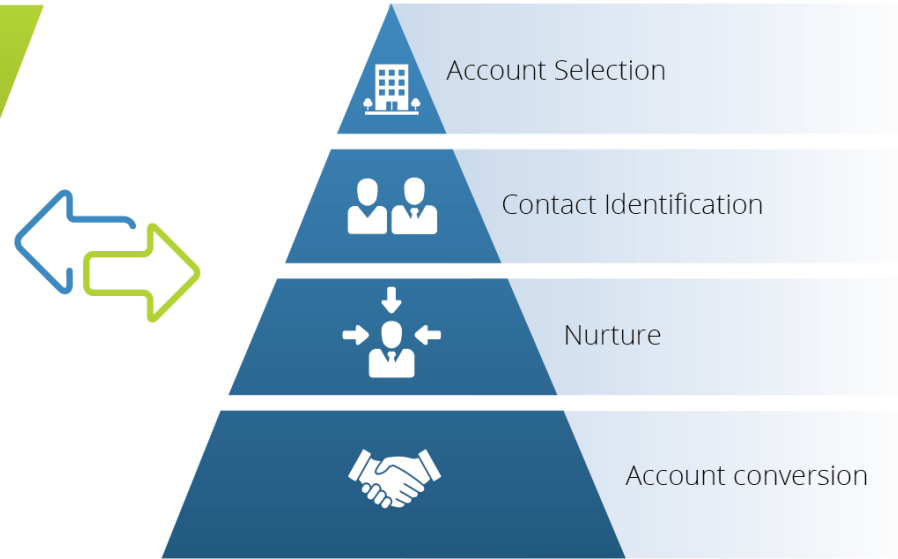
## Lead Generation

Fishing with Nets



## Account Based Marketing

Fishing with Spears



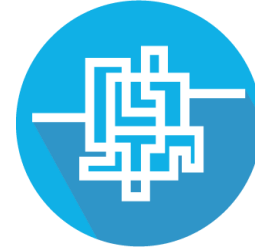
# What drives ABM?



**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

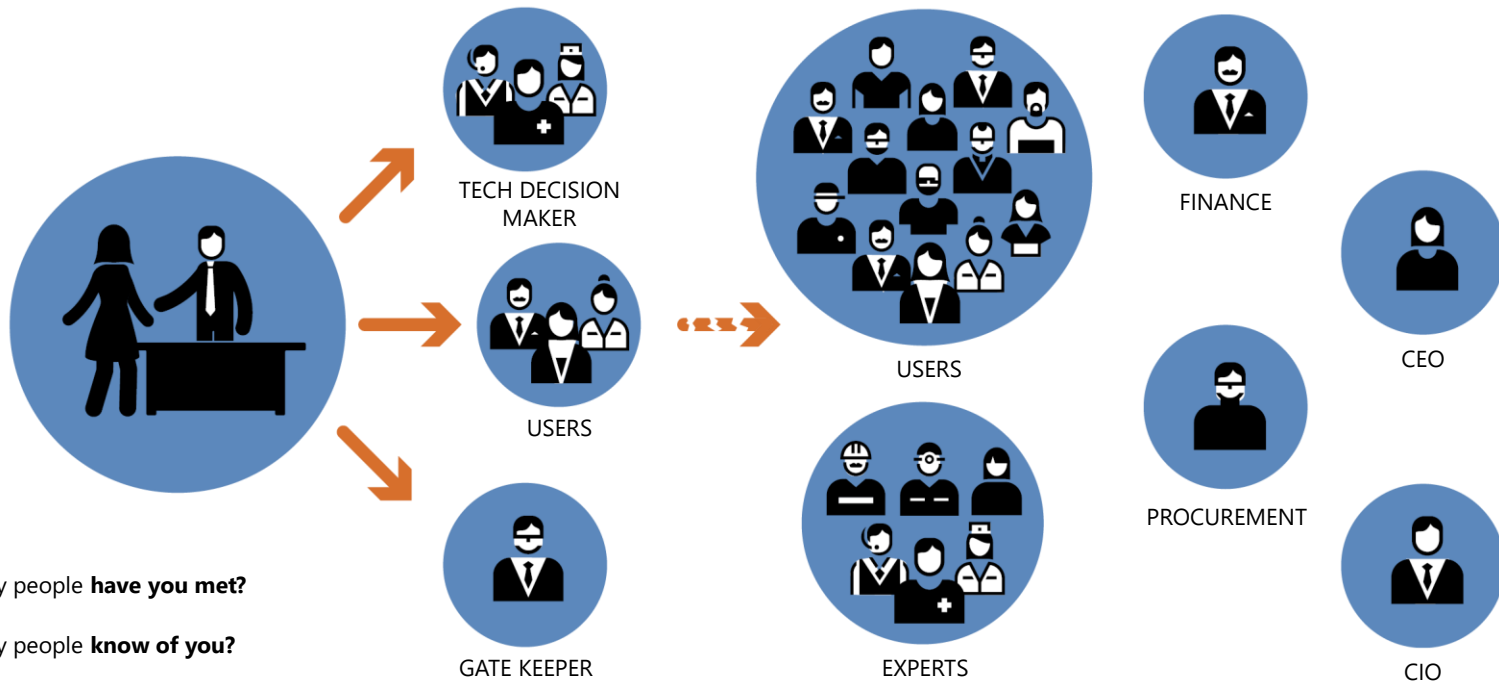


**6**

Different Information  
Channels Consulted

McKinsey & Company

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

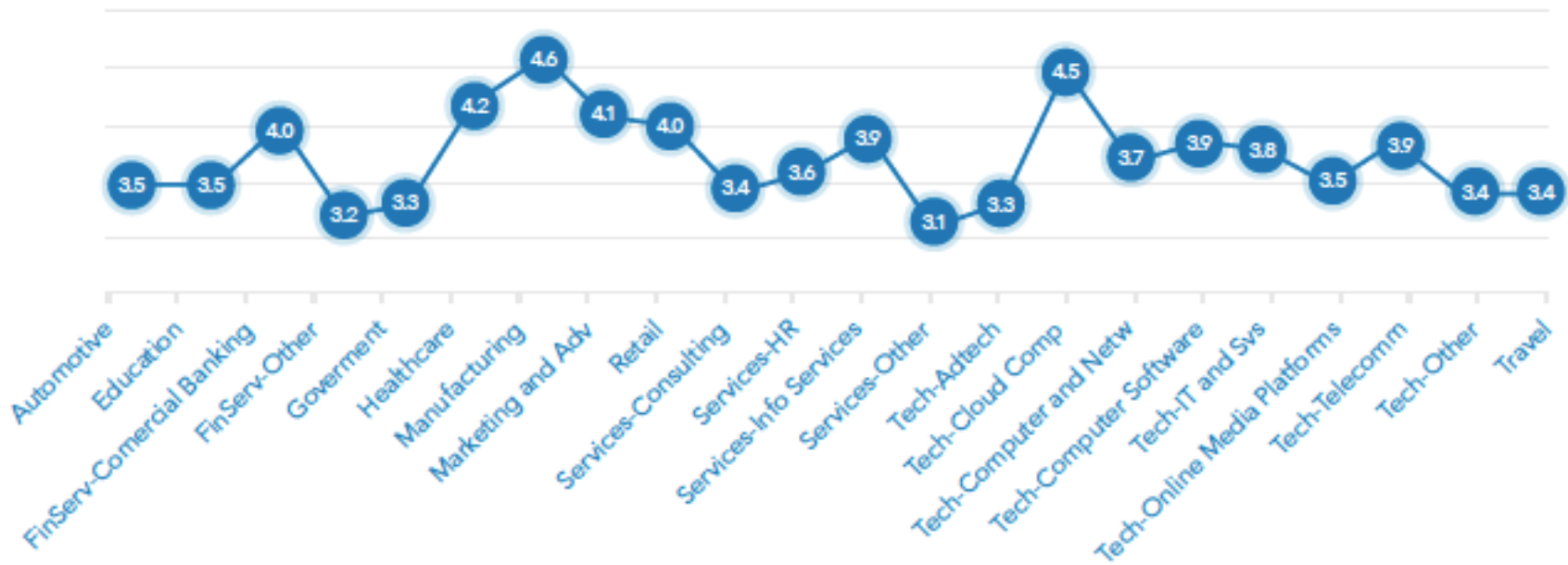


How many people **have you met?**

How many people **know of you?**

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

# Departments impacting the buying decision vary by industry



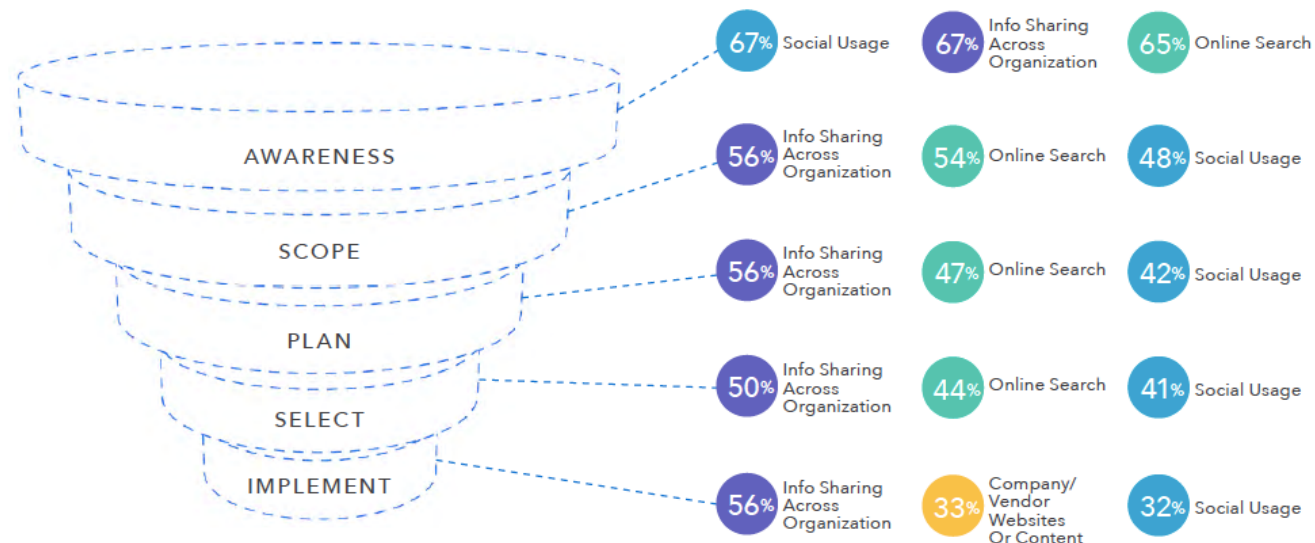
If vendors are not known company wide – they are not known!

Source: LinkedIn 2021



# The buying decision is a team sport!

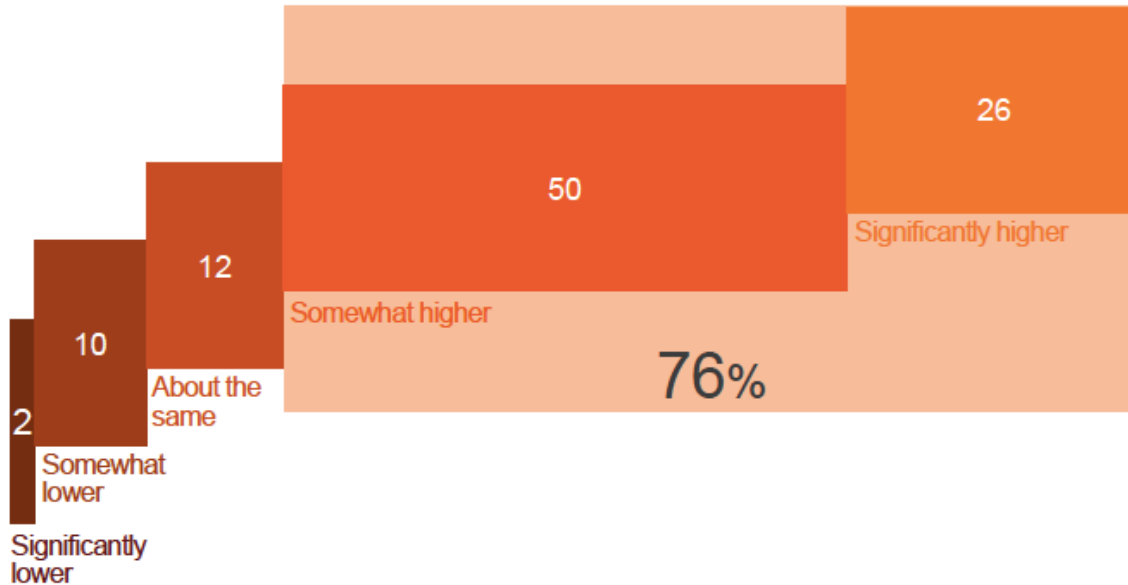
## TOP 3 CONTENT CHANNELS PREFERRED BY BUYERS IN EACH STAGE OF THE FUNNEL



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



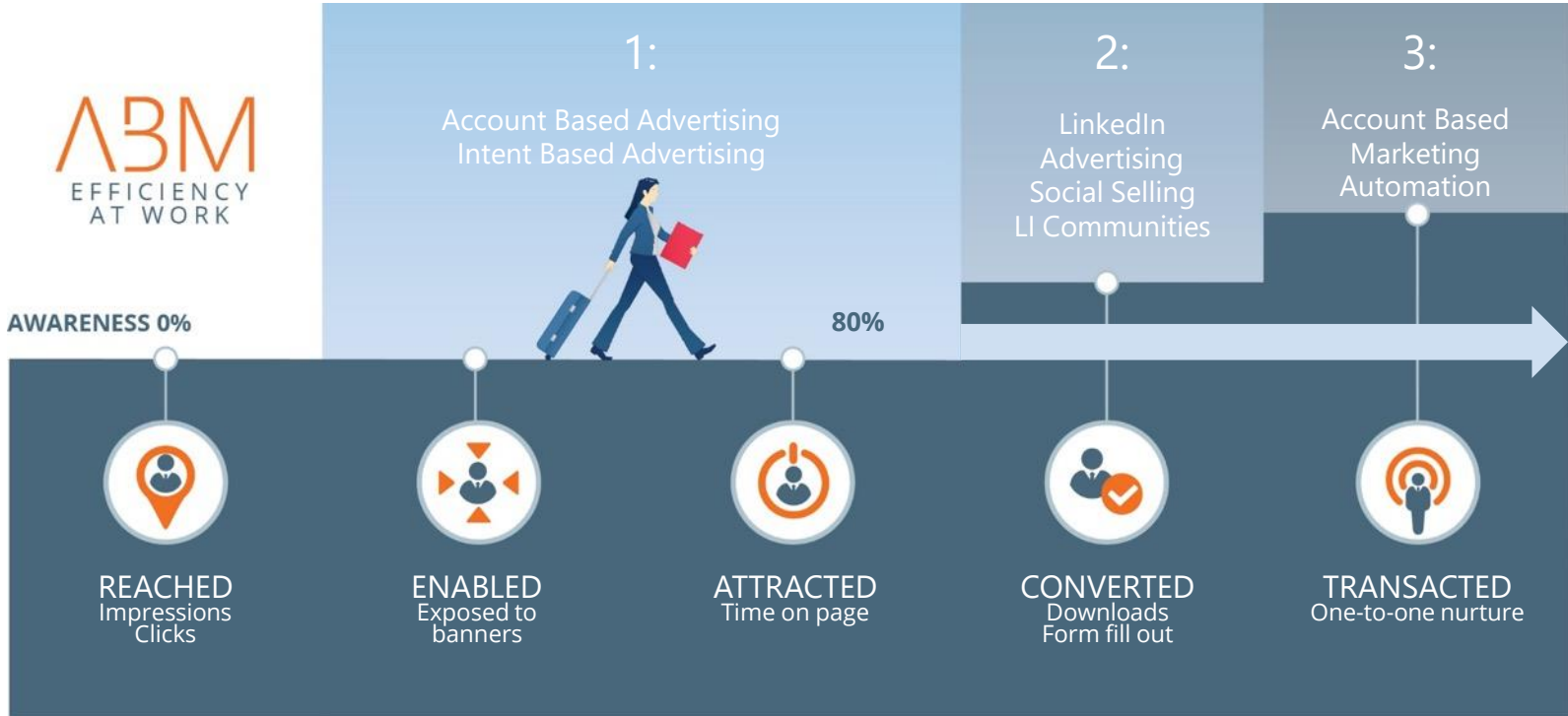
# Marketing can provide air cover to sales

- 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

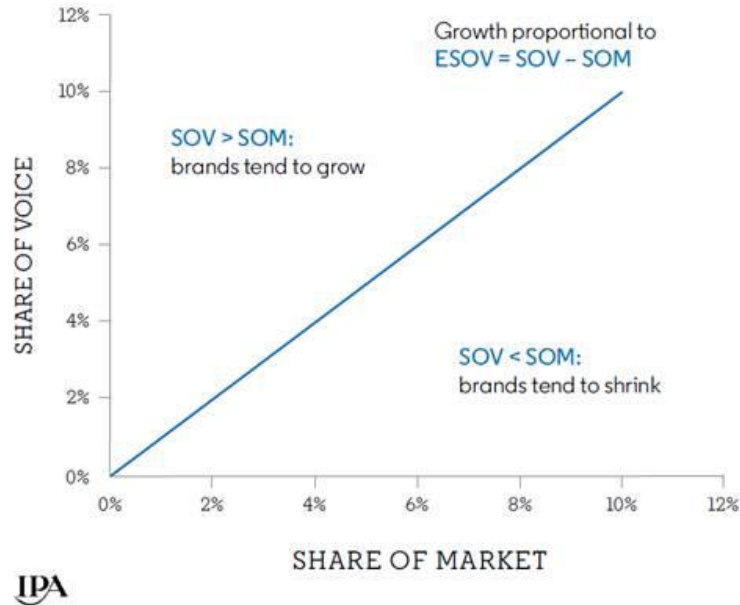
48%

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.

Source: LinkedIn/Institute of Practitioners in Advertising

# 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



TRANSACTIONED  
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 Go for quick ABM wins



4 Deploy marketing automation



3 Use tools/data you already have



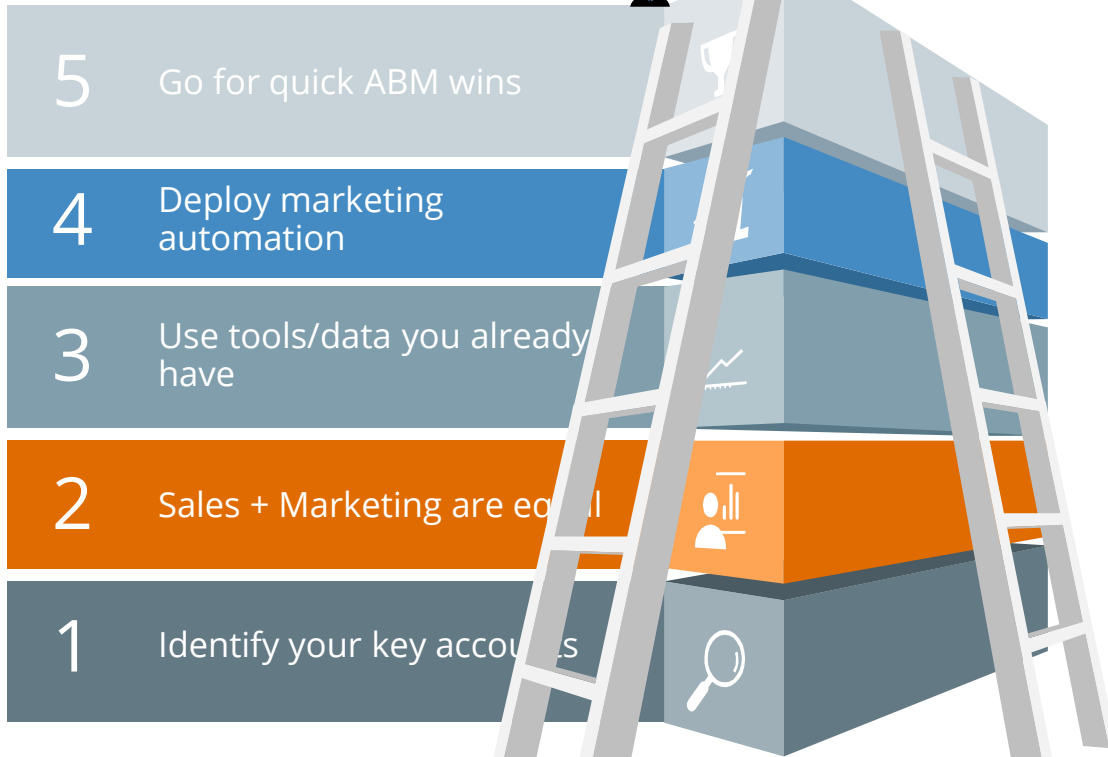
2 Sales + Marketing are equal



1 Identify your key accounts



# 5 ABM must-do's to get started





# How to profit from account based marketing

## eBook

Guidance and inspiration

Download on  
[www.bluebusiness.com](http://www.bluebusiness.com)

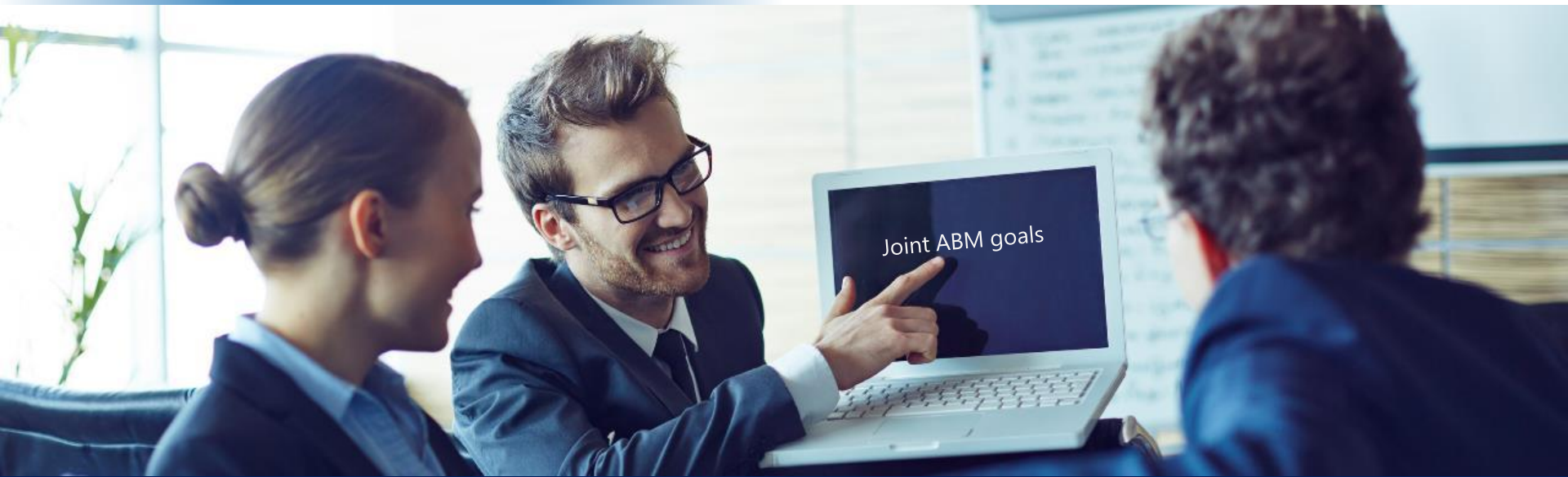




# Account Based Marketing

**How to create a  
winning ABM team.**



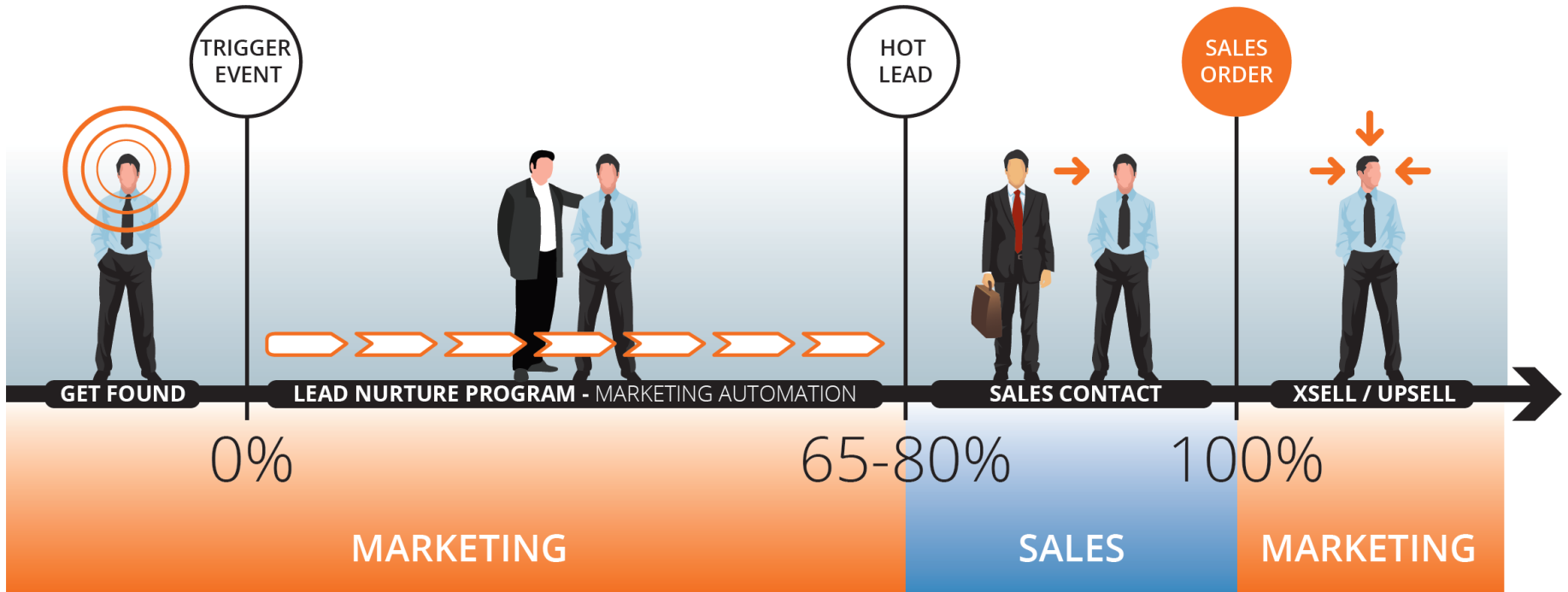


If the premise is that...

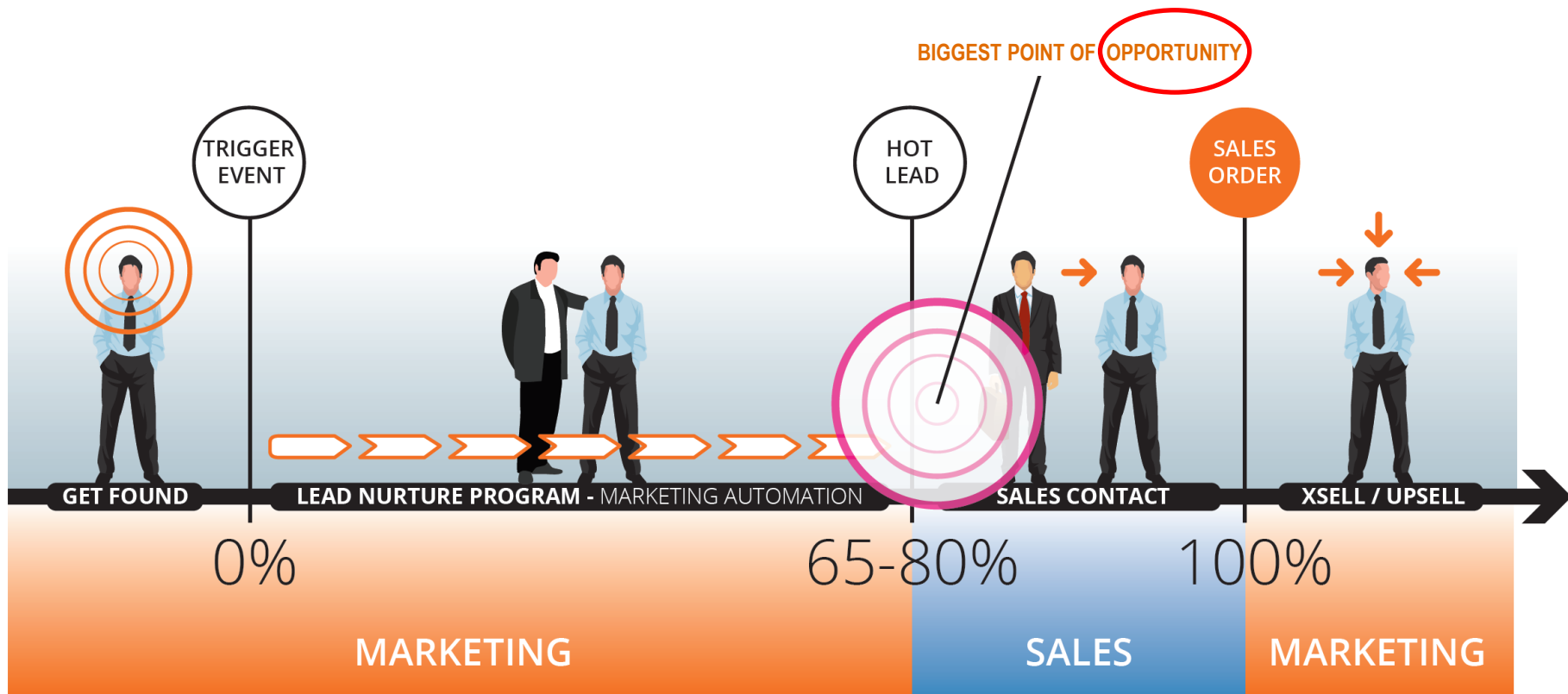
“marketing is a business driving function”

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

# Are your sales and marketing teams optimized?



# Are your sales and marketing teams optimized?



# 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

Engage and convert

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## Sales focus

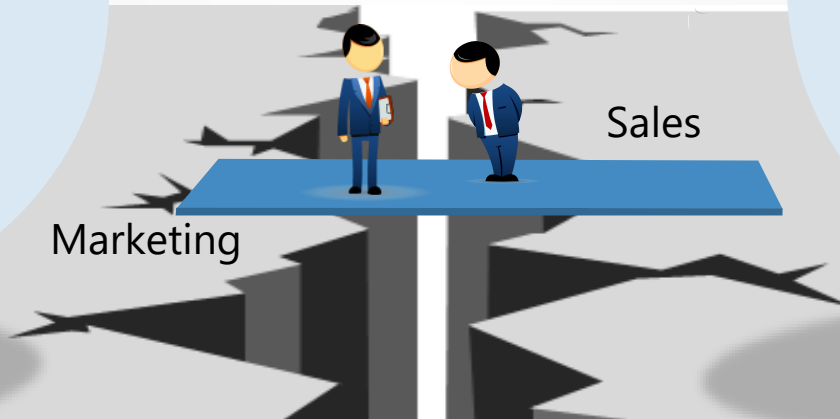
Always be closing

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

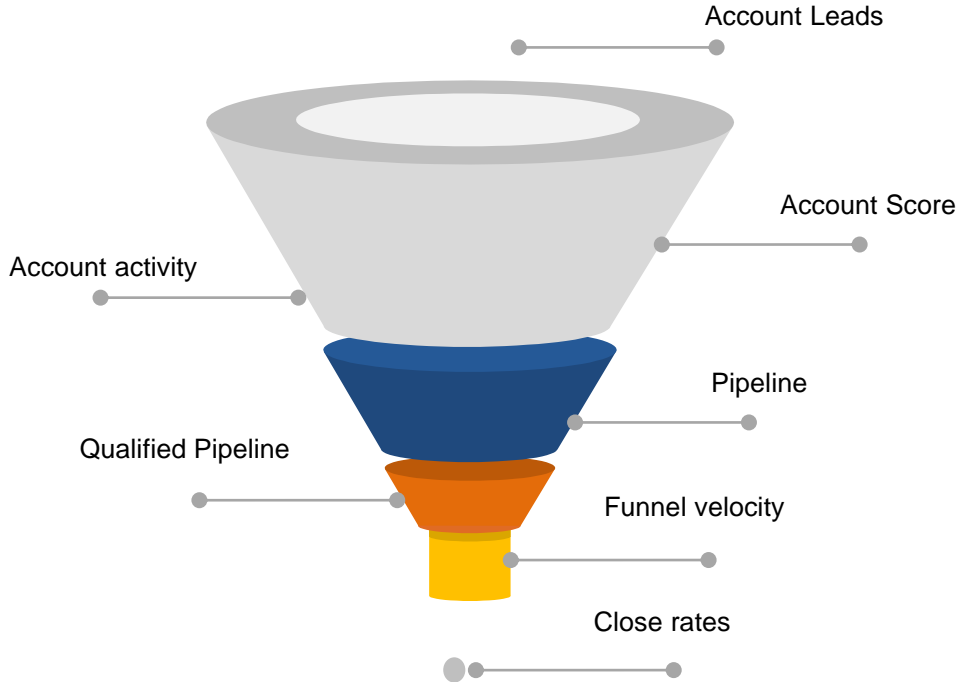
Agree on account level lead definitions and lead score

## 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%				

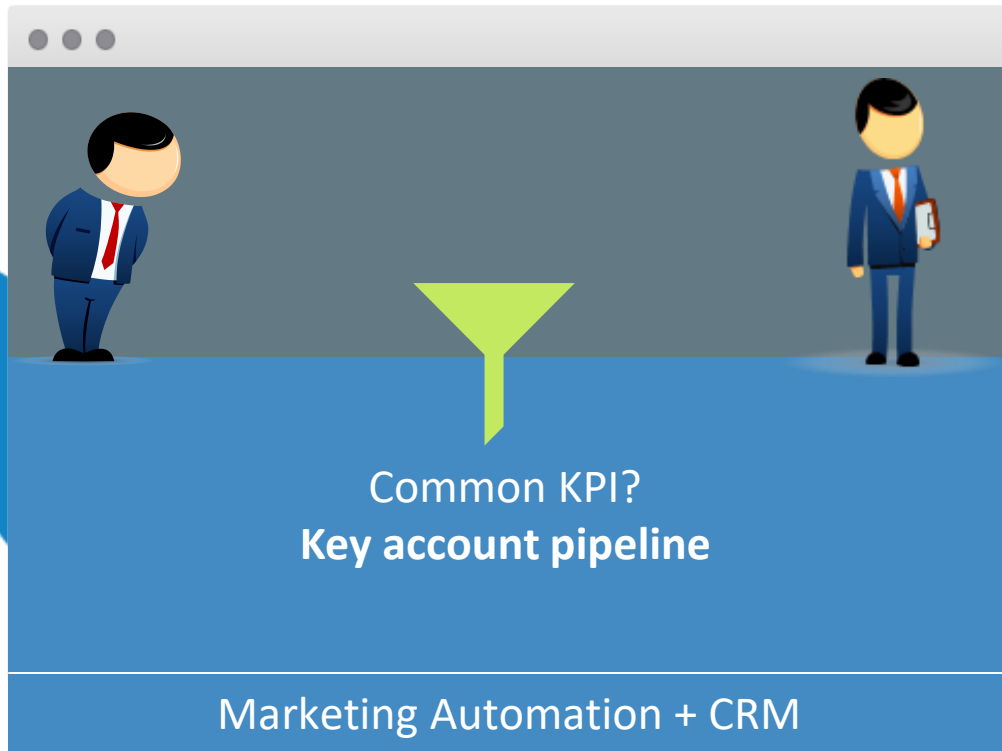
# Align on performance metrics

## 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




EXPERTS

Distinguish key influencers within an organization



# Account Awareness

## Marketing automation and CRM

### Account Scoring

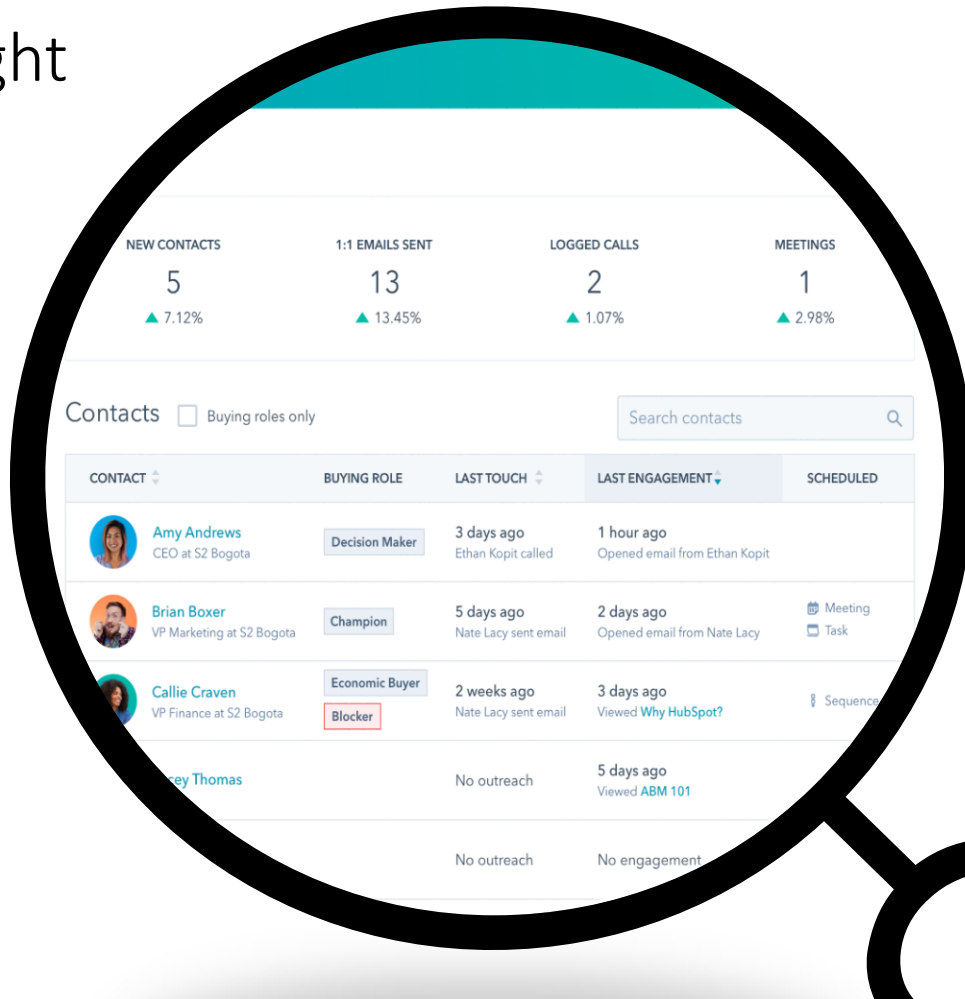
The screenshot shows the act-on CRM interface for the account 'Drip-line Inc.'. The 'Contacts' count is circled in red, showing 15. The 'Total Score' is circled in red, showing 176. The dashboard includes a sidebar with navigation options like Home, Contacts, Marketing Lists, and Accounts. The main content area displays account details such as Industry (Technology), Revenue (\$10-100M), and Owner (Max Specter). Below this, there are summary cards for Email, Website, Search, Media, Landing Pages, and Social Media, each with specific metrics.

Category	Metric	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 shows the act-on CRM interface in the 'Timeline' view for the account 'Drip-line Inc.'. The 'Activity' and 'Contacts' sections in the right-hand sidebar are circled in red. The timeline shows a sequence of events: an Automated Program on Thursday, June 30, 2016, followed by an Email on Tuesday, June 28, 2016, and another Email on Saturday, June 25, 2016. The 'Contacts' list includes names like Christine Boccia, Tiff Yablonsky, Kingsly Spatafore, Rodolfo Wahlgren, Alanah Lannan, Sean Schuhmacher, Norton Myrthille, Tallia Sumpter, Wilfred Morningstar, Vincents Carneiro, and Silvanus Aro.

# Account insight and account dashboard

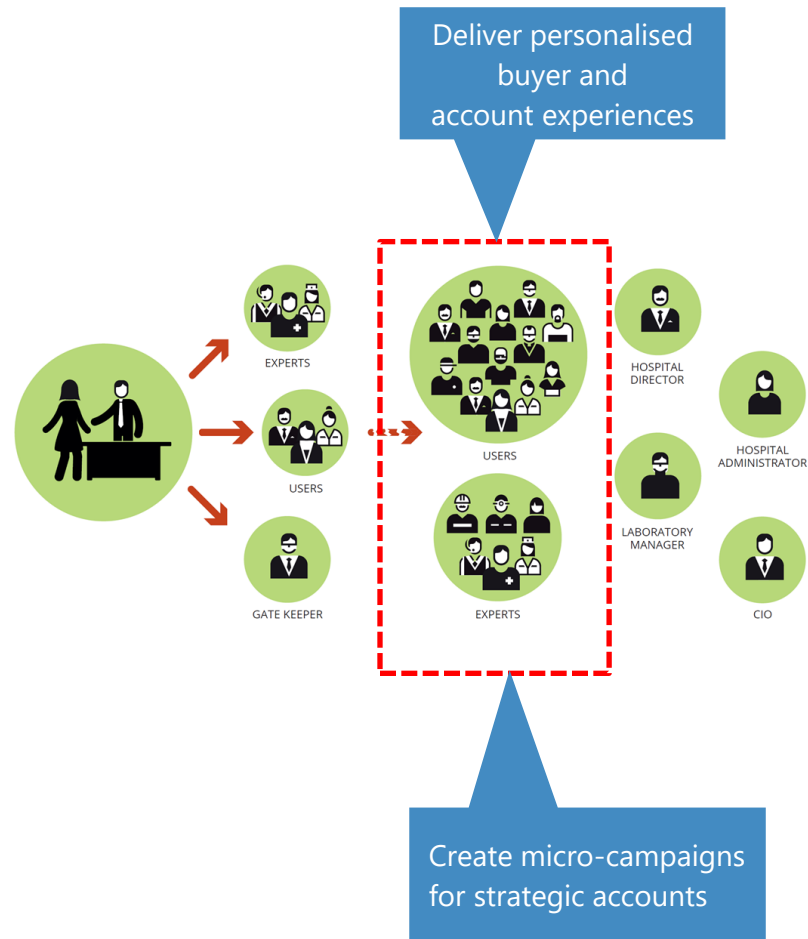


# Account insight and account dashboard



# 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

**Accounts Dashboard > More accounts** 100 employees Cisco Systems, Inc.

First Name	Last Name
Tracie	Brandle
Bert	Bedwell
Marion	Emilio
Patsy	Hiott
Teddie	Group
Bruce	Hartsoe
Hannibal	Hanauer
Rora	Colen
Birgit	Keach
Starlin	Gurski

**Manage Segment** Segment of: Master List

Name:  Enter Segment Name

Query Templates

- greater than 100
- greater than 100000
- Technology
- India

**Accounts Dashboard > Technology**

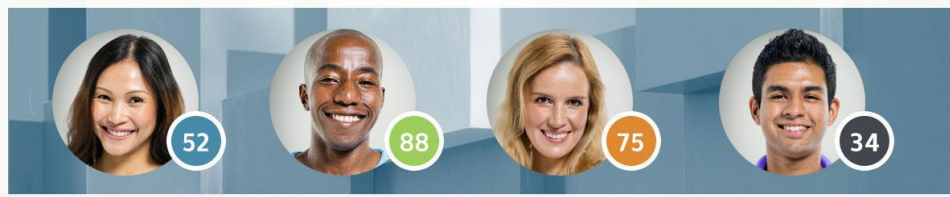
Account	Contacts	Score	Actions
Alphaway	10	78	
applex	12	24	
basegreen	12	18	
Drip-line	8	91	
Flexgreen	7		
kanhouse	7		
Kaytone	7		
Silliconjob	3		
Silstreet	3	31	
Techvolnix	3	28	
saoex	3	97	
Kon-fan	3	145	
Goldencon	2	38	

Dropdown menu for 'Kon-fan':

- Contacts
- Account Profile
- Email Account Contacts

# 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

### 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

### Review

### Launch

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

# 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

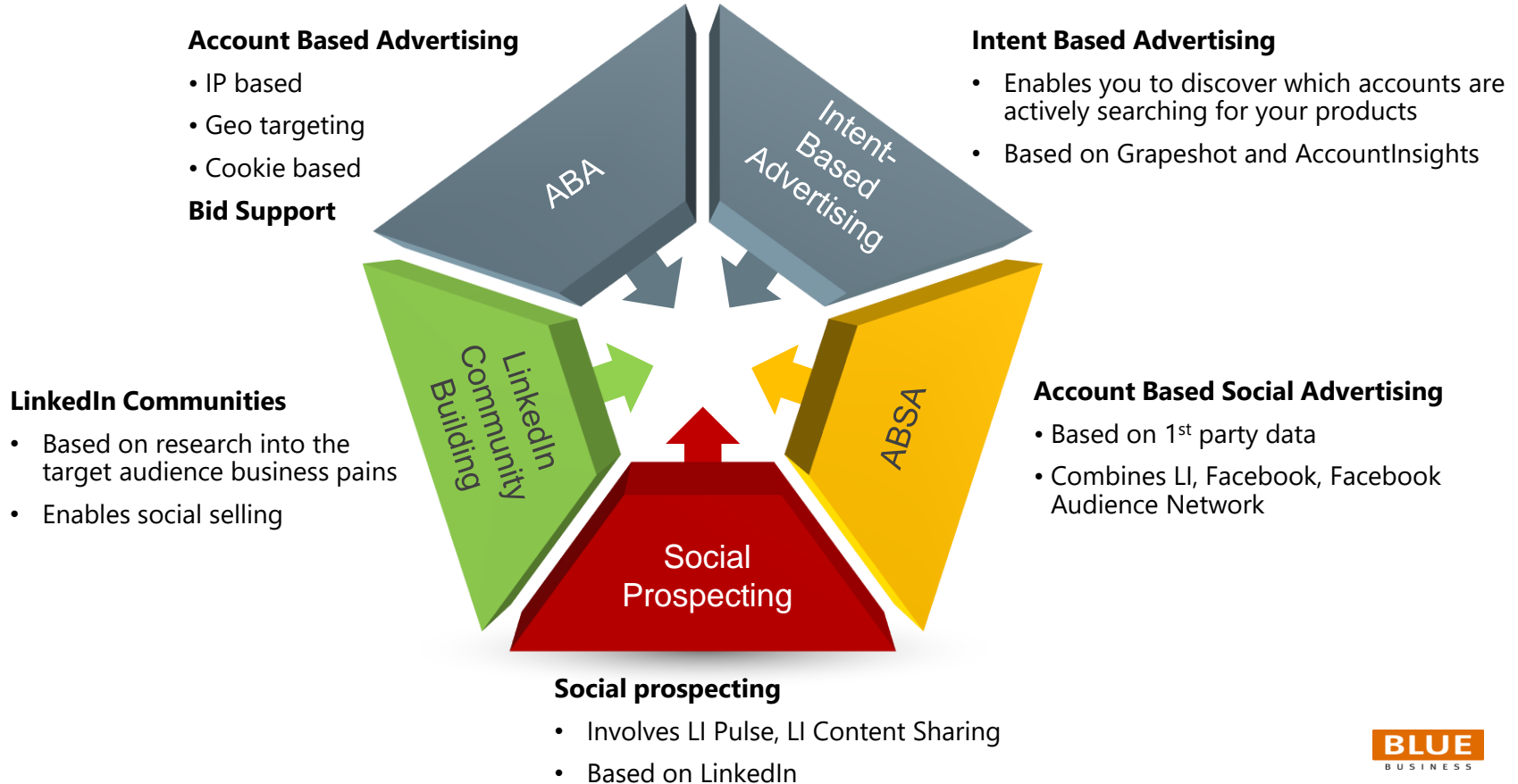
ABM practitioners are 54% more effective at engaging existing contacts with outbound marketing  
(Aberdeen Group)

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



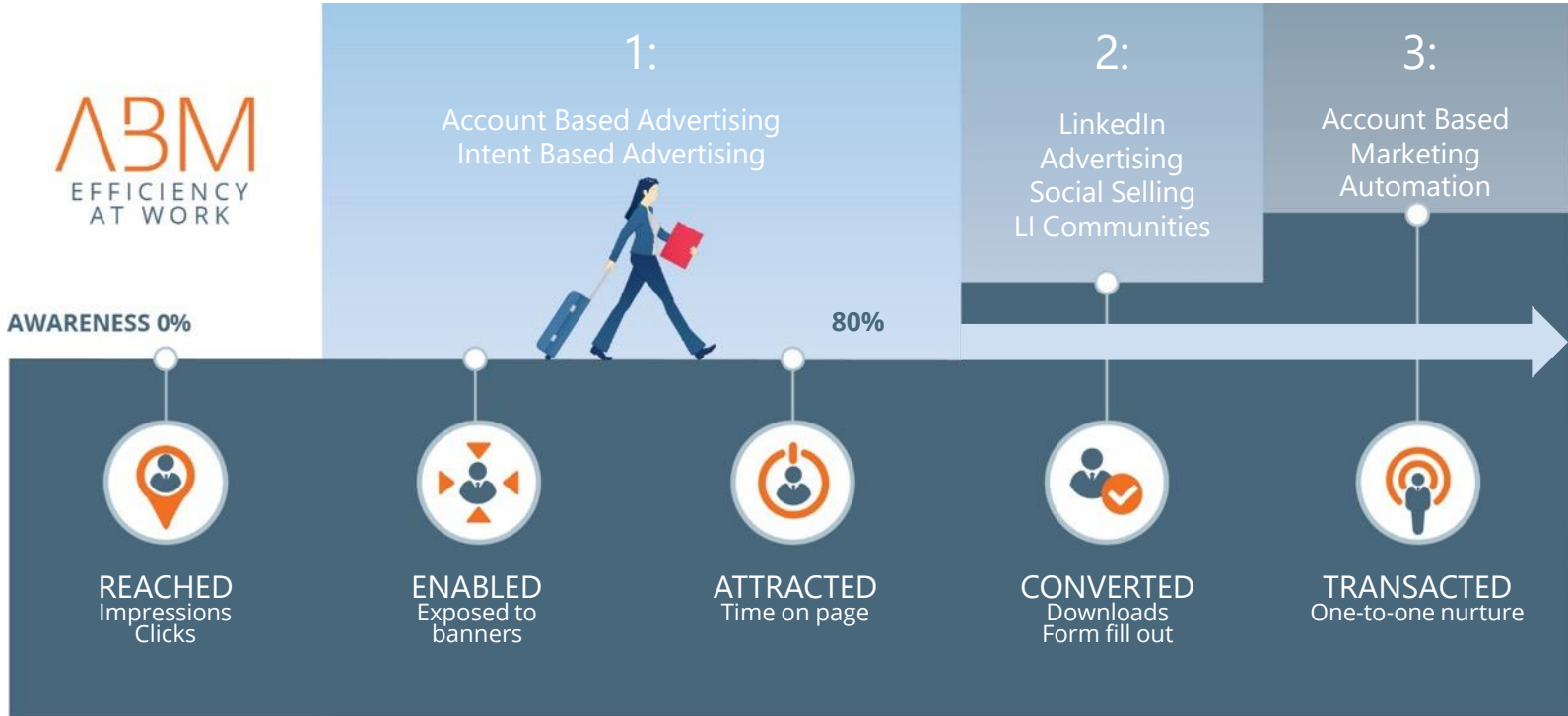
# Five efficient account based advertising strategies

# Account Based Advertising: 5 brand activation 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



New e-book on ABA  
available on  
[www.bluebusiness.com](http://www.bluebusiness.com)

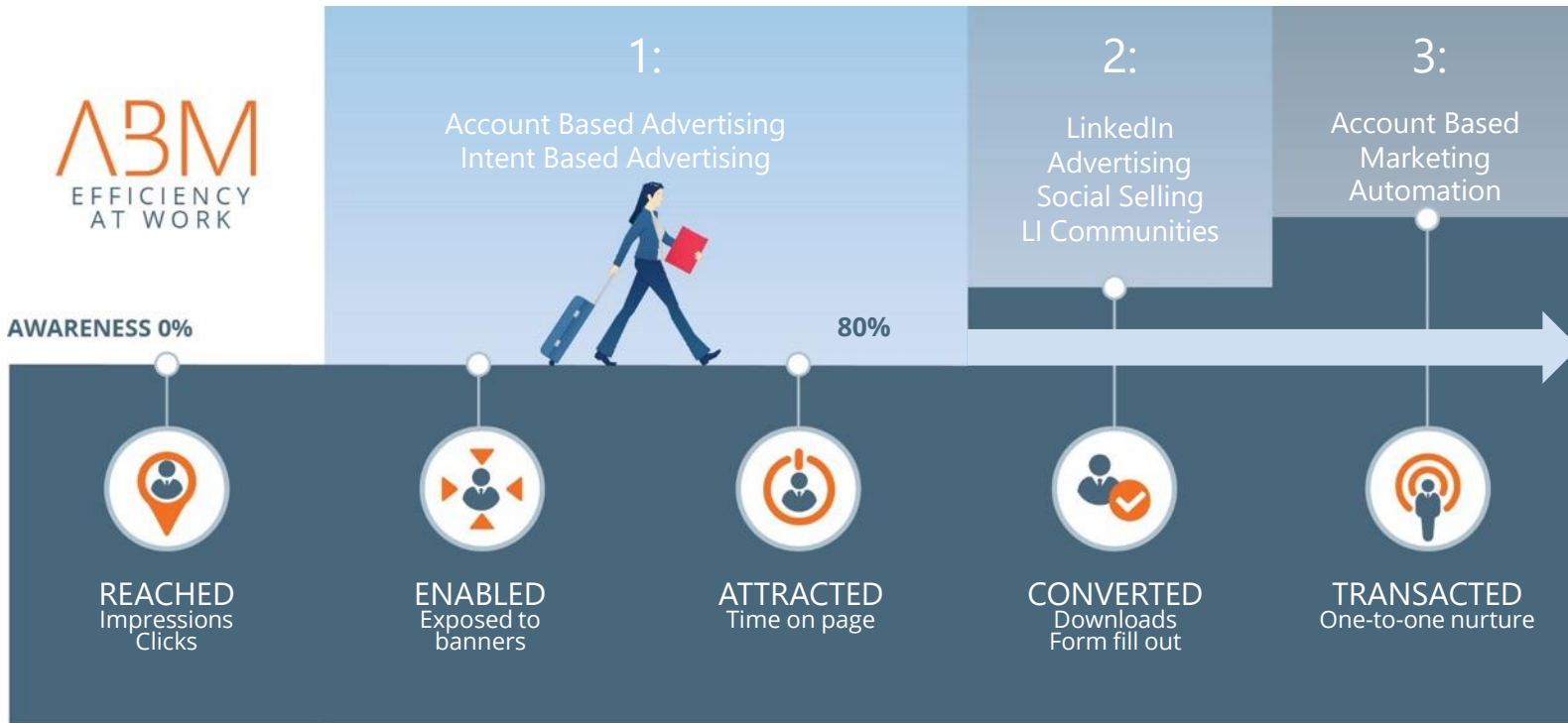
THE DEFINITIVE  
GUIDE TO **ACCOUNT  
BASED ADVERTISING**



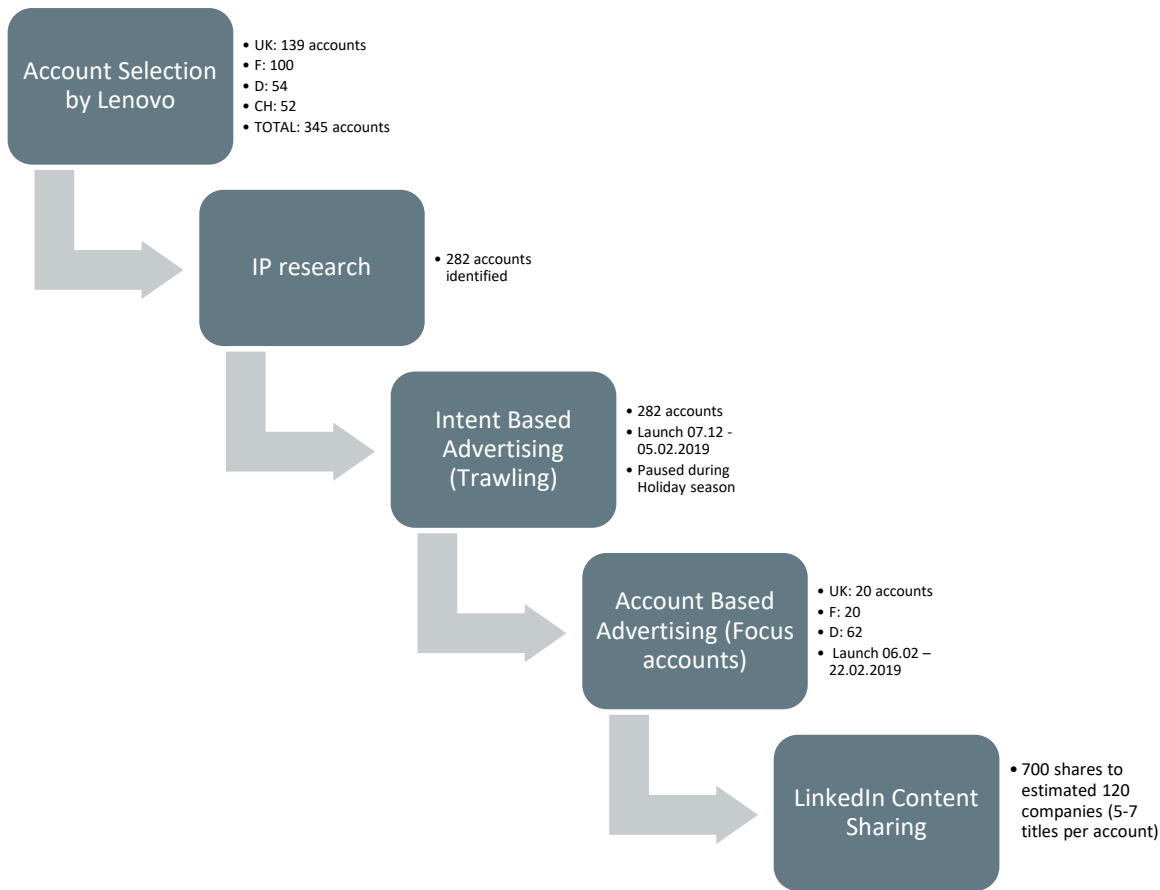
# Case: Lenovo Data Storage

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

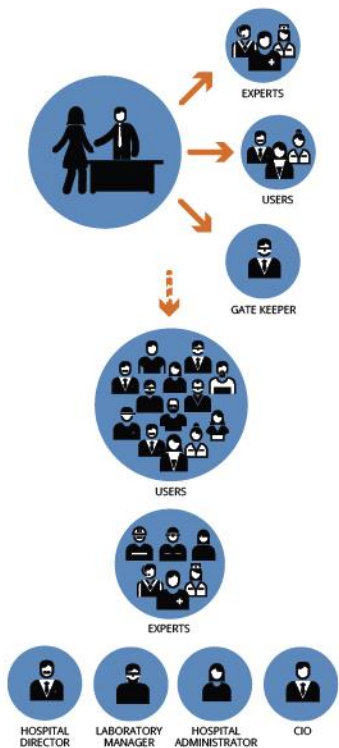


LANDING PAGES AND CORPORATE WEB

## Engagement Data: Website visits Impressions CTR

## Customer Priority: To be done by Lenovo

# Account Based Advertising



Three ThinkAgile banners for Nutanix, each featuring the Lenovo logo:

- Banner 1:** "SAP HANA on Nutanix makes better business sense" with a "GET THE FACTS" button.
- Banner 2:** "Want lightning fast SAP HANA performance that easily grows with you?" with a "FIND OUT MORE" button.
- Banner 3:** "Unleash IT to Accelerate Business Innovation" with the subtext "Hyperconvergence is the Superhighway for Digital Transformation" and a "GET INSPIRED" button.

BANNERS



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

**67.2 %**  
Account Conversion

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

# Top Engaging Accounts UK/I

Top Accounts Score

English French German



Optimization status

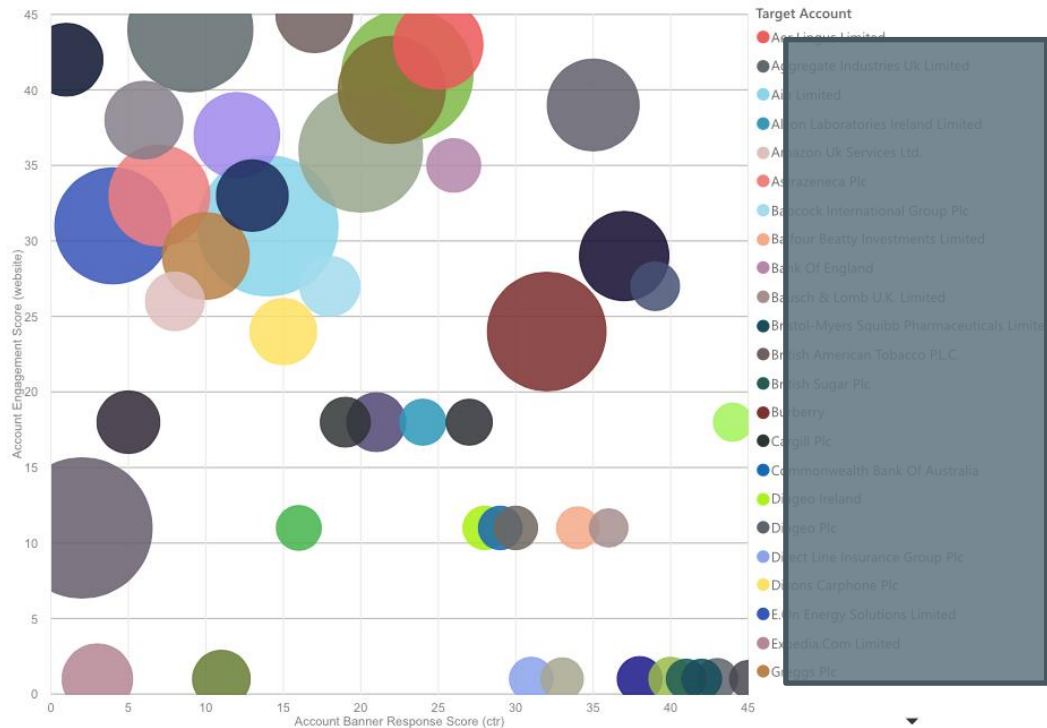
- Phase 1 (end 190205)
- Phase 2 optimized

12/7/2018

2/24/2019

ACCOUNTBASE

| Lenovo - SAP HANA

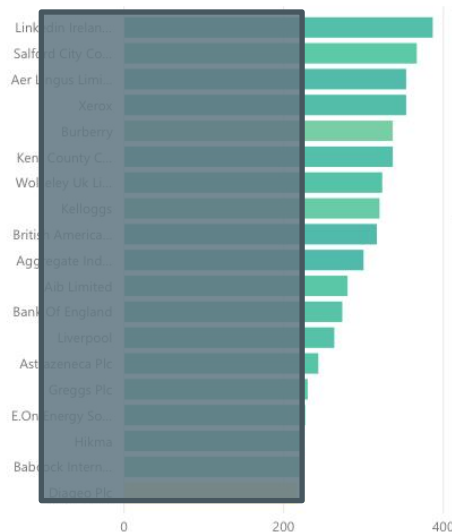


## Top Account - Sales ready Leads

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

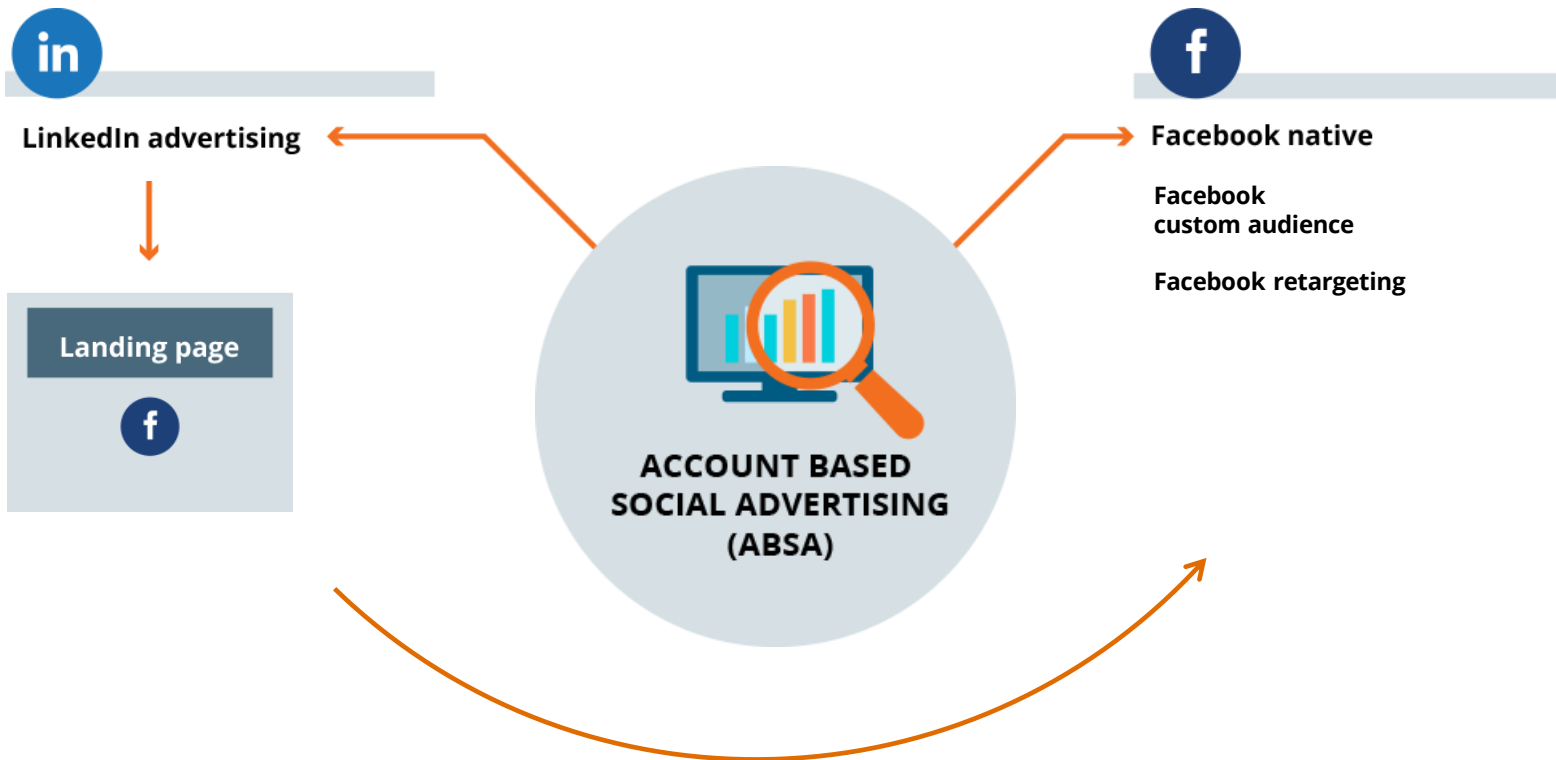
This can be current clients or potential prospect that are ready to engage in final steps of a purchase process.

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



# ABSA: Account Based Social Advertising

# GDPR compliant account based targeting strategies



# Social selling



**Find the right prospects**



**Build trusted relationships**



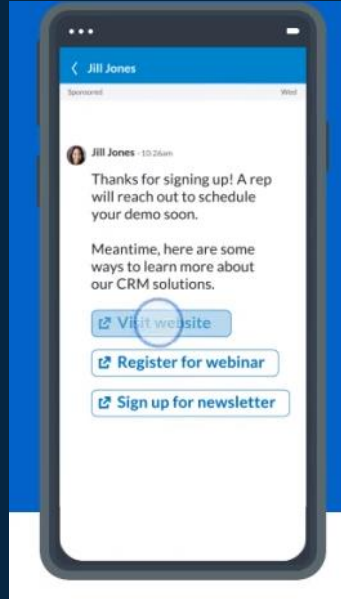
**Achieve your sales goals.**

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

# 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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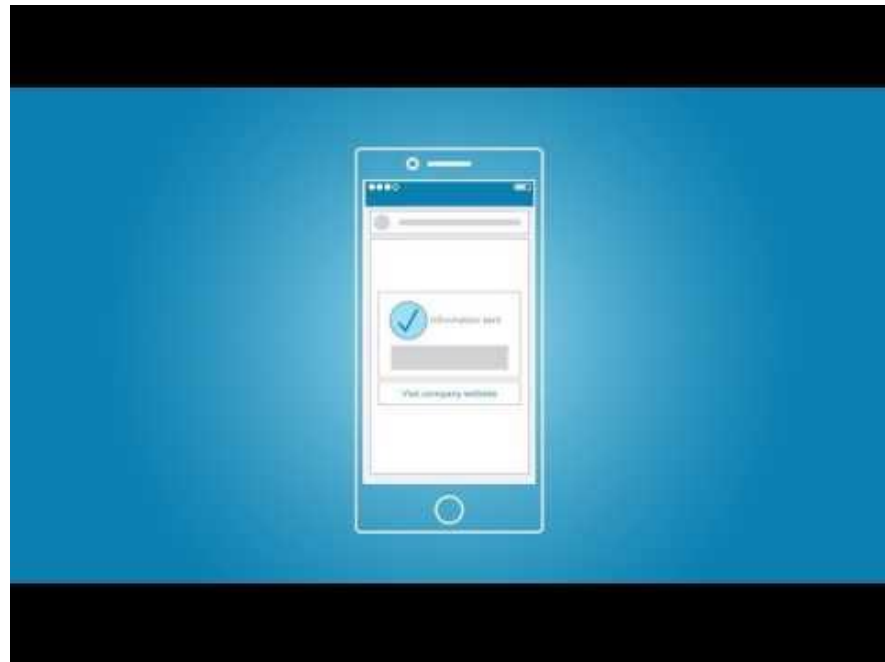
👍 Like    💬 Comment    ➦ Share

# 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



# Case: TIA Technology Account Based Social Marketing

# Background and objectives for the TIA pilot

## Background:

- TIA has identified 58 target accounts in CEE and 20 target accounts in Sweden
- TIA has also identified which persons are decision makers and influencers
- TIA has very limited email marketing access to these accounts and these persons

## Objectives:

- To **identify** which of the above accounts are interested in TIA's content
- To create a target list of **ultra-relevant prospects**
- To increase the **awareness** of TIA towards these key accounts and make it easier for Sales to approach key customers
- **Learn** whether ABM is the right strategy for TIA and learn what **works** and doesn't work

# Sample flow



## Content / Messaging Flow

- We will use the **Digitization, 7 Ways, and PAC Innovative Insurer Report eBooks** here
- We will offer the users longer form, in depth content to hold their interest for longer - specifically the **Business Value eBook**
- We will use persuasive language to strongly encourage interaction, and content that relates directly to the product, i.e. the **Implementation eBook**.

## Ad Formats

- Facebook Website Click Ads - single image and carousel ads
- Facebook **Lead Generation Ads** to generate leads
- Facebook Lead Generation Ads to generate leads - Give users the opportunity to download the resources directly to their devices through Facebook, once they have submitted their details.

# Example of lead gen ads

## Lead Gen Ad - A Proven Methodology - Informative

 TIA Technology A/S  
Sponsored ·  Like Page


A value-oriented decision-making methodology — based on years of experience with insurers.



**Identify and Capture Value**  
The Insurer's 4-Step Guide

[Download](#)

 Like  Comment



TIA Technology A/S

**The Insurer's Guide to Identifying and Capturing Value**

Download this free guide to mapping needs, finding solutions, and quantifying value. We've helped insurers around the world to make value-oriented digitalization decisions, and we'd like to share what we've learnt with you.

**To download from TIA Technology A/S, provide your info below.**

Full name  
Enter your answer.

[Submit](#)

**To download from TIA Technology A/S, provide your info below.**

Full name  
Enter your answer.

Company name  
Enter your answer.


Work email  
Enter your answer.

Phone number  
Enter your answer.

Job title  
Enter your answer.

By clicking Submit, you agree to send your info to TIA Technology A/S, who agree to use it.

[Submit](#)



TIA Technology A/S

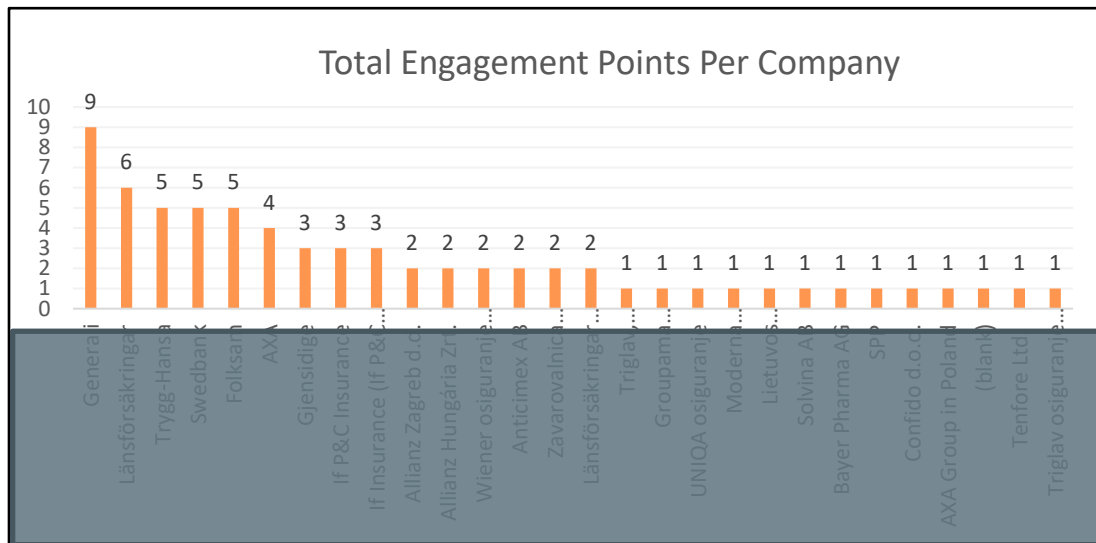
Thanks, you're all set.

Download your free guide below.

[Download](#)

# LinkedIn Sharing provides names for the sales team

- More than 9,000 Shares were done resulting in 350 clicks (3.8% CTR)
- The Shares generated 58 Likes and 9 positive comments (engagement rate of 0.7%)



Engagement score is based on Likes and comments



Julie Gorman

Managing some of the worlds leading Retail and HR communities focusing on te...  
4d

**Piekarska** - Modernization of insurance systems is not a trivial task. I found this winning guide that ensures your IT implementation ends in triumph. Check it out >> <http://bit.ly/2qe67Uy>



**TIA**® Closer to Customers

Digitalization: Imperative for European Insurers  
fwdlnkd.com

1 Like

Like Comment Share

# Campaign evaluation

- The **38 leads** delivered are high quality: from the right companies and with the right job titles
- The **67 named Likes and** the positive comments from the LinkedIn Sharing activity is a huge opportunity
- **Nine accounts have delivered more than 1 lead**

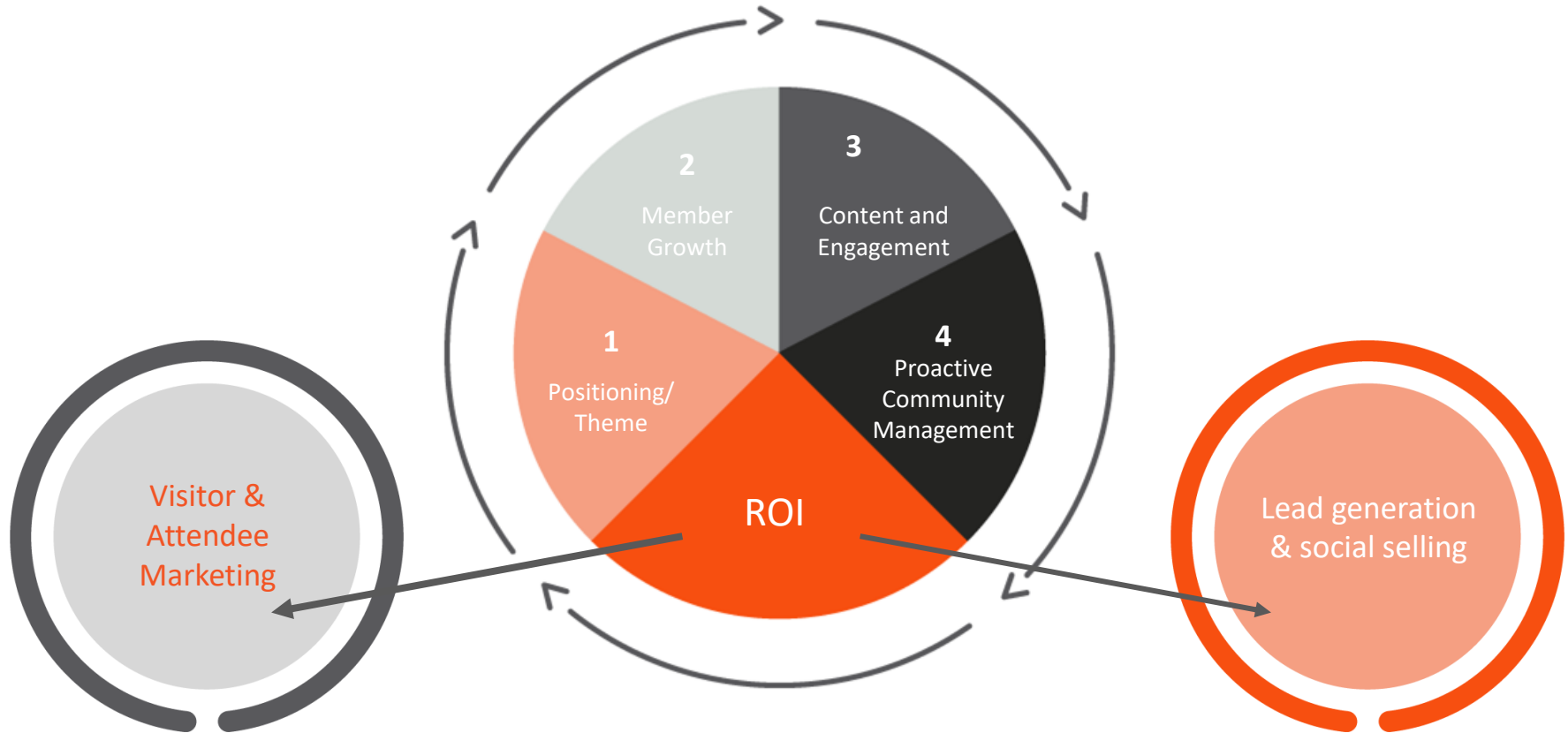


# Account Based Communities

# Why communities?

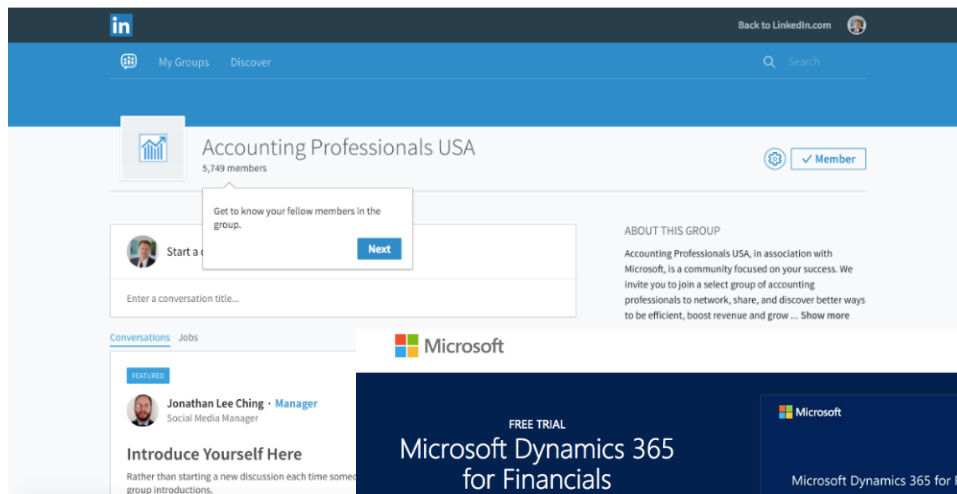
- Percentage of LI users that consider posting and/or participating in Group discussions helpful: 42%
- Your target audience want to learn, grow, understand, be challenged and to be more successful
- Groups are an owned, GDPR-compliant communication channel. Groups counter the decline in email marketing 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

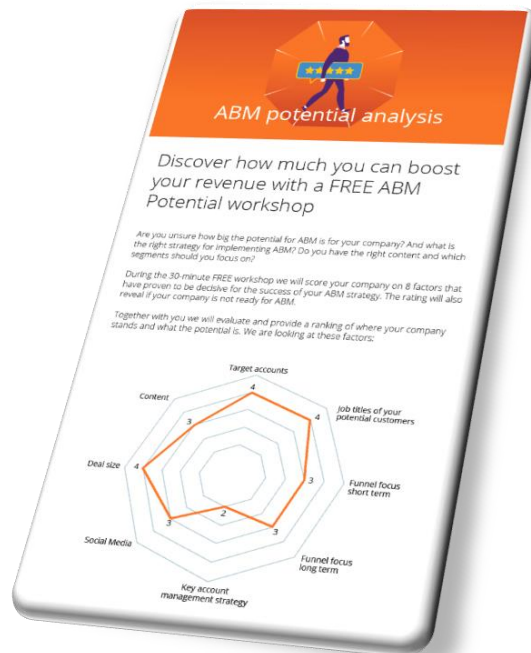
- US: 7,249 members
- Canada: 3,520 members
- UK: 732 members
- Engagement in terms of discussions, postings and use and relevance of content is being measured
- Social selling via landing pages built in Act-On



# 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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