



The Rise of Account-Based Marketing

Traditional marketing is dying.

I know, I know. There are a million think-pieces that have been saying the same thing for years, but there is a kernel of truth to it. Did you know only 18% of television ads generate a positive ROI? Even just 15 years ago, the thought that television commercials would perform so poorly was almost unthinkable, and now it's just a fact of doing business. Look at your own life—do you actively watch commercials? Or do you mute ads, answer emails on your phone, scroll through Facebook, and do anything in your power to not pay attention to them?

Even entertainment tastes are changing. The hours people spend online absolutely dwarf the amount they put into traditional forms of entertainment like television or books. Large audiences are becoming increasingly harder to reach.

This dramatic shift in audience habits is forcing advertisers to adapt, and is reflected in the absolute surge of digital advertising. Google and Facebook control over 60% of all digital marketing, serving people personalized ads every time they do a Google search or post a status update. The same level of personalization has moved from general audiences to businesses. B2B companies are now bombarded with ads and offers desperate for their business, to the point that if your ad doesn't speak directly to them, it's gone with a flick of a finger.

Despite all of this, many companies are lagging behind. For instance, only 11% of emails are optimized for mobile, despite that fact that 49% of emails are read on a smartphone, and that number will only continue to increase.

The point is that traditional marketing techniques are becoming less useful across every medium, and to survive, your business needs to adapt. That's why you need Account-Based Marketing.

The Benefits of Account-Based Marketing

Account-Based Marketing is a move away from hunting the largest crowds towards finding the absolute best matches for your business, and going after them with a highly targeted campaign. If traditional marketing was going after leads with a shotgun, this is using a sniper rifle.

Account-Based Marketing is incredibly helpful for B2B companies, and in particular, companies that have a limited marketing budget. The two biggest reasons are:

ABM is Less Costly vs. Traditional Marketing

Because traditional marketing revolves around trying to reach the most people, costs can add up quickly. Account-Based Marketing is the exact opposite. Because you're going after a much more direct target, ABM typically has a much higher ROI. 85% of marketers say that ABM outperforms other marketing investments, and companies who implement ABM strategies typically see a 171% increase in annual contract value. The bottom line: It pays to be more targeted in your outreach.

ABM Creates More Loyal Customers

This is a bit of a no-brainer, but it still bears saying: any time you create a more customized campaign for someone, you increase the rapport they have with your brand. The more special they feel being with you, the likelier they are to endorse your company and stay a long term, satisfied customer.

Below are some steps to get you started building out your own Account-Based Marketing process:

Step 1: Identify and Profile Accounts that are a Good Fit for Your Business

With ABM, you're trying to identify influencers and decision makers that you need to appeal to, and really drilling down into what they need to hear. Think of it like a President and their Cabinet. The President listens to the Cabinet, and can be swayed by their opinions, but in the end only the President makes the final decision.

For your purposes, both of those groups are important to identify.

Depending on the size of the company, you'll tend to go after different people. If the company is 50 or fewer employees, the decision maker will be the business owner, and general employees (since they are so few) will be influencers. Between 50 and 150 employees means you'll be going after the C-Suite and project managers, and above 200 means that the C-Suite will be the decision makers, but project managers can be a huge influence in pushing them along. A good rule of thumb is to start by identifying 5 decision-makers you want to go after, and then 3-4 important influencers who might sway their decision.

After that, you need to figure out how to contact them. Nothing is more irritating than finding good matches, creating compelling material, and then struggling for hours to get accurate email addresses and numbers. To help out, here are two tools we recommend:

LeadIQ: This tool is a godsend for easily getting hard-to-nab emails for people you need to talk to. The tool lets you "scrape" that information from a person's LinkedIn page, regardless of your relationship with them. If it can't find an accurate email, it will give you



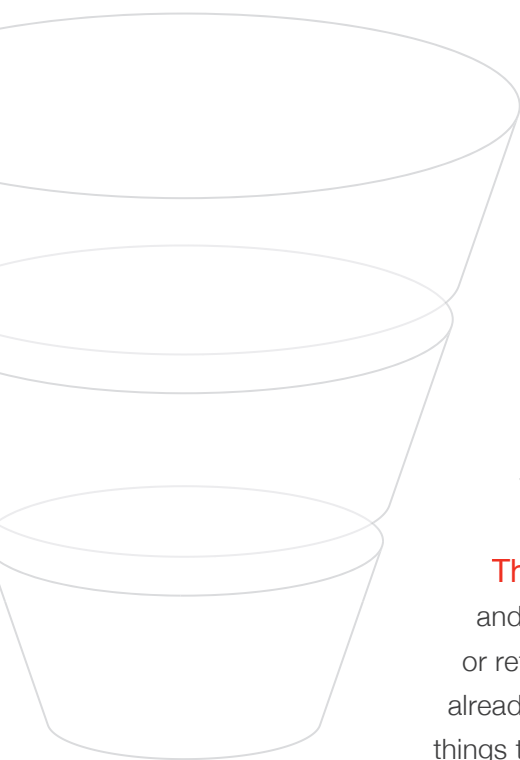
it's best guess based on what it can glean from other company profiles. It's an incredible time-saver, and pricing starts at only \$40 per month per user.



Hunter: If you're not sure of exactly who in an organization you reach out to, this might be a better tool for you. Hunter is a Google Chrome extension used to locate email addresses on company domains. Users with it installed get instant access to all email addresses associated with an organization's website. The best part is that it has several free options although it caps the amount of emails you can capture each month.

Step 2: Creating (and Promoting) Content that Converts

Once you've decided on the best targets for your messaging, it's time to create content that moves them to action. To do that, let's talk about the content funnel. There are three parts to a content funnel:



The Top of the Funnel is the initial touch-point that your target interacts with. These can include anything from clicking on a Google Ad targeted to them, to reading a mailer that you've sent, to answering your first phone call. The goal of this touch-point is to get them to ask for more information.

The Middle of the Funnel is where you create follow-up content that addresses their specific pain points. This will typically include email drip campaigns, remarketing techniques, or content that is specifically written/advertised to the target in order to lure them towards your business.

The Bottom of the Funnel is where you attempt to move them to action, and occurs after several touch points. This content can include case studies or references. Typically people read bottom-of-the-funnel materials after already having been intrigued by previous outreach, and they are often the last things they digest before making a decision.

In order to succeed at ABM you need to pay close attention to this funnel. A completed funnel could mean creating an initial targeted Google Adwords ad, which leads someone

to signing up for a drip email campaign, and then finally closing when they see a case study that mimics their specific needs.

We know what you're thinking—that sounds like a lot of content. It is. But there are ways to minimize the amount of work that goes into it, with the most common being to repurpose content.

You should always repurpose existing content to fit your new needs. Creating entirely new content streams can be a time-suck, and many times you can get away with taking an old article, swapping out a few bullet-points and adding a title change, and have it be just as effective as a completely new piece. You should also be chiseling out smaller content from larger: taking pieces of a white paper, breaking them into a few short paragraphs for an email campaign, then pithy lines for a digital ad. Always be on the lookout for ways you can overlap content to cut down on extra work.

A word of warning: do not run into the bad habit of recycling “meh” content simply because it's already there, rather than putting in the work to create something more compelling. Sending out bad content is worse than sending out nothing, so make sure that when you reach out, you're doing it with something effective and engaging.

A Quick Content Tip: The Usefulness of Surveys

Putting in a 1-3 question multiple-choice survey in your outreach emails can do wonders for keeping someone engaged. Emails with short surveys get a large response rate and will help you gather more information on your target audience, particularly if you're asking them about their pain points. It's an easy win-win that increases interaction with your potential customer, and helps you better understand their needs.

Step 3: Streamline Your Campaign Outreach

When you're doing ABM, it can be difficult to keep track of where potential clients are in the marketing funnel, and what content you need to follow up with. Here are a few tools to help streamline the process:

Active Campaign: This is a marketing automation/CRM platform used to create multi-touch email campaigns. It has a great feature where you can automatically trigger

ActiveCampaign >

new emails based on pre-defined user actions, saving you the trouble of constantly figuring out where a target is and what you need to get to them next. Triggers include form fills, landing page visits, manual entry, and more.

PersistIQ

PersistIQ: This is an HTML only email platform used for sending highly personalized emails. The platform is designed to aid sales staff in sending personal follow-ups with warmer leads in the funnel. It automates the repeated tasks involved in sales follow-up greatly increasing efficiency.

CallRail

CallRail: This is a call tracking provider used to measure the effectiveness of a campaign. Customers can create temporary numbers to place on an ad or direct mail piece and forward those numbers to their sales department. Callers are then directly tracked through the CallRail dashboard.

Step 4: Tracking and Reporting Metrics

A major advantage of ABM is how easily you can track the effectiveness of your outreach in comparison to traditional campaigns, using everything from email link clicks to time spent on your marketing materials, and so on. Here are two tools you absolutely should be using to help measure your efforts:

Google Analytics

Google Analytics: To be frank, if you don't have Google Analytics set-up, your business is in trouble. This is one of the most important, effective means of tracking where people are going in your sales funnel--and it's free! Users can collect aggregate data on the success of their digital efforts and use it to help equate an ROI to their efforts. This should be the backbone of any digital asset you have.

bitly

Bitly: This is used to generate trackable links to content promoted via social or other channels. This is a great way to find out if your targets are scouring LinkedIn for your content, or if Twitter is a better vehicle for finding new leads. Use it in order to know where to push the majority of your content and outreach.

Sources:

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About TribalVision:

TribalVision is a full-service digital marketing agency that provides outsourced marketing services to organizations that are looking to accelerate top-line growth. TribalVision is focused on utilizing its clients' marketing budgets as efficiently as possible – ensuring that every dollar spent maximizes awareness, drives meaningful brand engagement, and generates sales. With over 10 years in the market and a team of 65+ full-time strategists, marketers, creatives, and digital specialists on staff, TribalVision is a turnkey solution that equips organizations with the resources and knowledge needed to accelerate top-line growth and reach their full growth potential.

TribalVision specialties include:

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