

4 MODELS FOR ABM

MODEL 2: ACCOUNT BASED MARKETING

Pros, cons and considerations for your Account Based Marketing strategy

ACCOUNT TARGETING: NAMED (100'S)

Reduced set of target organisations with greater common attributes and characteristics.

PRO:

Lower scale can allow budget to be more widely distributed to support a range of tailored content and assets that funnel customer interest.



CON:

Without other factors in place (such as fully identified decision making group and rich sales intelligence) the campaign/programme could suffer through a blended compromise in quality and quantity.

CONSIDERATIONS:

Make a virtue of lower scale by combining tailoring of existing content (such as white papers or briefings) with new tactical content/assets (e.g. such as a webinar).

ACCOUNT PROFILING: YES

Specific target accounts defined for common buyer criteria.

PRO:

Creates greater opportunity to develop tailored content which can be supported with tactical sales efforts such as personalised and customised emails pre/post campaign launch.



CON:

More effort and cost in prospect identification, data planning and content customisation. Slower speed to market for a campaign.

CONSIDERATIONS:

Look at how content production values and creativity can maximise the value of targeting identified accounts. Also consider vertical tailoring if there are enough customers grouped within an industry/sector.

IDENTIFIED INFLUENCING GROUP: PARTIAL

Some primary knowledge of key decision makers and influencers.

PRO:

Can enable content/messaging/proposition to be tech or business focused – or a blend of both if data aggregation creates enough of both.



CON:

If the proposition is more relevant to a tech decision maker but data only identifies line of business roles then any advantage is lost.

CONSIDERATIONS:

A blend of content/messaging/proposition/creative can achieve a 'land and expand' approach using initial identified individuals to share amongst colleagues and encourage group interest and response.

SALES INTELLIGENCE: LIMITED

Limited prospect account insights, relationships and empathy to build on.

PRO:

Improves customer empathy when considering how best to align content/messaging/proposition with sales knowledge and integrated activities such as sales email and social engagement.



CON:

Limited knowledge (and relationships) can be a dangerous thing if content/messaging/proposition fail to demonstrate genuine insight into customer situation and care abouts.

CONSIDERATIONS:

Avoid assumptions in customer communications that could suggest a lack of knowledge around their specific circumstances or needs. Consider asking more, then adopt a tell/permission-based strategy.

LEAD GENERATION: REACTIVE (TO MOST LEADS)

Prospecting teams have common approach to inbound opportunities but can also undertake limited proactive warming of some accounts.

PRO:

More flexibility for sales without the need to tie up dedicated resources (during a campaign).



CON:

Sales and marketing may 'drop the ball' if other demands are being placed on them. By more pressure in providing an appropriate response.

CONSIDERATIONS:

By providing campaign-enablement support to sales prior to launch, you can prepare for the best reactive response and accommodate team members with slightly more predatory capabilities. Also, integrating with nurture streams based on lead quality can improve success.

PERSONA APPLICATION: YES

Campaign is enhanced with messaging to a limited selection of personas - across leadership, technical and line of business audiences.

PRO:

Helps to contextualise proposition and messaging for greater relevance and resonance to a business or technical decision maker or influencer.



CON:

Can preclude interest from other types of business or technical influencers or decision makers - especially when the campaign is not targeted to a specific vertical/industry/size/geography.

CONSIDERATIONS:

A rigorous assessment of the needs and care abouts of a specific persona is essential to ensure message and proposition alignment with their needs and care abouts, if they are deemed to be the best target.

SALES ENABLEMENT: ACCOUNT READY

Team enabled with assets and capabilities to apply some priming and personalised response to lead.

PRO:

Maintains momentum, efficient handling and funnel management of customer responses. Reinforces return on marketing investment and effort.



CON:

Can undermine a successful sales response if campaign sales support is at odds with/has not been developed with a collaborative understanding of their insight, experience, challenges, customer awareness.

CONSIDERATIONS:

You should consider how to establish the processes and practices to rapidly understand customer context and challenges. Then combine these with optimised sales acceleration assets and activities. Also, consider how sales experiences and inputs can be packaged and shared.

Talk to The Rubicon Agency about the right model for your organisation info@therubiconagency.com