

3 Steps to Creating a B2B Account-Based Marketing Strategy

A FOOL-PROOF WAY TO GET THE LEADS YOU NEED, NOT THE ONES YOU DON'T

Have you heard about the merits of account-based marketing, but aren't sure where to start? This unique marketing approach has been feeding the sales pipeline of B2B companies for years because it's a reliable, hands-on way to get what you want: top clientele.

START HERE ↓

✓ Compile "The List"

To make the most of your ABM efforts, you'll need to conduct thorough research on your desired audience and compile a short list of the strategic accounts you want to target. This step requires teamwork from marketing and sales.

- 1 Make a list of prospective businesses that fit your ideal buyer profile
- 2 Gather contact information for each business's key stakeholders
- 3 Investigate and record the pain points of each business and stakeholder
- 4 Rank the list by account achievement priority and top business goals
- 5 For your first ABM campaign, plan to target 15-20% of the list

✓ Create the Content

Every message you send to a decision maker or influencer is important and with ABM, personalization is key. Here you'll make use of the researched pain points by adapting your messaging or copy to the particular challenges of each stakeholder and the predicted business goals of their company.

Unique messaging, however, won't always be enough to elicit a response. Offering educational materials, thought leadership or interesting reads along with your messages will increase opportunities to connect. Develop valuable content assets such as:

- ▶ eBooks and whitepapers
- ▶ Checklists and cheat sheets
- ▶ Articles and blogs
- ▶ Case studies and product guides

✓ Execute ABM Tactics

Many marketing and sales strategies help achieve ABM goals, but there are a few top tactics that satisfy ABM aims quickly and efficiently. Find where your targets are most active and meet them there through these tactics.

EMAIL MARKETING

Blend content marketing with email outreach campaigns. Combine existing assets and add personalized introductions with your new messaging to initiate productive discussions. Avoid using distancing formal language, but remain professional and conversational in tone.

SOCIAL MEDIA

Conduct paid promotion techniques or reach out to targets on social media to broadcast your best resources and stay in the spotlight. LinkedIn Matched Audiences and paid InMail campaigns can get you in direct contact with the decision makers on your list.

INFLUENCER MARKETING

Use high-profile marketing, sales and leadership team members to influence leads and add urgency to your outreach efforts. Employees with credibility and excellent communication skills can help lock in warm leads and grow bonds with cold ones.

REFERRAL MARKETING

Leverage the networks of existing customers to increase your reach. An experience-based referral is the best type of promotion a business can receive, while reputation-based and specialization-based referrals can also help your case. Build up your case study collection, publish your client list and define your niche to get started.

What Is Account-Based Marketing?

Account-based marketing (ABM) is a B2B marketing method that directly targets key business stakeholders who influence purchasing decisions.

ABM aims to:

- » Engage only qualified businesses that fit an ideal customer profile
- » Deliver personalized messages that address the needs of decision makers
- » Create valuable long-term customer relationships and grow ROI
- » Unite marketing and sales teams and avoid internal competition

How did you do? Executing an effective account-based marketing strategy starts with grasping the basics and executing best practices, so be sure to follow all three steps to launch your campaign. If your B2B company is ready to implement ABM, meet with an experienced marketing agency like Sagefrog to get guidance and access to the best ABM tools and tactics available.

For more information or help getting started, contact us at:
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