THE POWER OF ACCOUNT-BASED MARKETING

MAY 18, 2021
AGENDA

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003 When does ABM fit?

004 Does ABM replace marketing/sales/success?

005 Who “owns” ABM?

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007 Pros & cons of ABM

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INTRODUCTION
HEY THERE//

DEVIN KELLEY

VP, CLIENT SERVICES
METHOD SAVVY IS A CONSULTANCY THAT MAKES THINGS.

We work with ambitious leaders to solve bold business problems for new realities.
MARKETING REQUIRES THE MOST DIVERSE SKILL SETS

OF ANY DEPARTMENT IN BUSINESS TODAY...
ALL MARKETERS ARE STARTING TO THINK
ABOUT ACCOUNT-BASED MARKETING.
THE 2020 STATE OF ABM REPORT SHOWS

94.2% OF RESPONDENTS NOW HAVE AN ACTIVE ABM PROGRAM (UP FROM 77% IN 2019)

MATURE ABM PROGRAMS NOW ACCOUNT FOR

72% OF ALL SALES OPPORTUNITIES
THE RED QUEEN EFFECT
THE RED QUEEN EFFECT

“It takes all the running you can do, to keep in the same place.

If you want to get somewhere else, you must run at least twice as fast as that!”
HOW DO WE THINK ABOUT ABM?
The Power of ABM

THE CUSTOMER JOURNEY

1. AWARENESS  2. KNOWLEDGE  3. CONSIDERATION  4. SELECTION  5. SATISFACTION  6. LOYALTY  7. ADVOCACY
The Power of ABM

MARKETERS ARE ASKED TO...

1. AWARENESS
2. KNOWLEDGE
3. CONSIDERATION
4. SELECTION
5. SATISFACTION
6. LOYALTY
7. ADVOCACY

Fill the top of funnel
The Power of ABM

SO MARKETERS...

1. AWARENESS 2. KNOWLEDGE 3. CONSIDERATION 4. SELECTION 5. SATISFACTION 6. LOYALTY 7. ADVOCACY

Fill the top of funnel  Drive leads!
The Power of ABM

SO SALES CAN...

1. AWARENESS
2. KNOWLEDGE
3. CONSIDERATION
4. SELECTION
5. SATISFACTION
6. LOYALTY
7. ADVOCACY

Fill the top of funnel

Drive leads!

Get to the decision-maker
The Power of ABM

IN ORDER TO...

1. AWARENESS
2. KNOWLEDGE
3. CONSIDERATION
4. SELECTION
5. SATISFACTION
6. LOYALTY
7. ADVOCACY

Fill the top of funnel
Drive leads! Get to the decision-maker
Onboard more customers!
The Power of ABM

ARE THE CUSTOMERS HAPPY?

1. AWARENESS 2. KNOWLEDGE 3. CONSIDERATION 4. SELECTION 5. SATISFACTION 6. LOYALTY 7. ADVOCACY

Fill the top of funnel  Handoff to sales  Get me to the decision-maker  Training/onboarding  Growth/renewal/customer reviews
The Power of ABM

THE CUSTOMER JOURNEY

1. AWARENESS
2. KNOWLEDGE
3. CONSIDERATION
4. SELECTION
5. SATISFACTION
6. LOYALTY
7. ADVOCACY

Fill the top of funnel
Handoff to sales
Get me to the decision-maker
Training/onboarding
Growth/renewal/customer reviews
The Power of ABM

THE CUSTOMER JOURNEY WITH ABM

1. AWARENESS 2. KNOWLEDGE 3. CONSIDERATION 4. SELECTION 5. SATISFACTION 6. LOYALTY 7. ADVOCACY
The Power of ABM

THE CUSTOMER JOURNEY WITH ABM

1. AWARENESS
2. KNOWLEDGE
3. CONSIDERATION
4. SELECTION
5. SATISFACTION
6. LOYALTY
7. ADVOCACY
The Power of ABM

THE CUSTOMER JOURNEY WITH ABM

1. AWARENESS
2. KNOWLEDGE
3. CONSIDERATION
4. SELECTION
5. SATISFACTION
6. LOYALTY
7. ADVOCACY

ABM

Fill the top of funnel
Handoff to sales
Get me to the decision-maker
Training/onboarding
Growth/renewal/customer reviews
Question for the group:
How does your team think about owning existing client accounts? Cross sell/up sell? Account penetration? Customer Growth?
SO, WHEN DOES ABM FIT?
Account-based marketing (ABM) is particularly effective when the target market is limited and defined. This approach allows for more targeted and personalized marketing strategies, focusing on specific accounts or industries that are most likely to be interested in the products or services being offered. By understanding the unique needs and challenges of these targeted markets, companies can develop more effective and relevant marketing campaigns that lead to higher conversion rates and stronger customer relationships.
The Power of ABM

ACCOUNT-BASED FITS WHEN...

TARGET MARKET IS LIMITED & DEFINED

CONSULTATIVE SALES IS REQUIRED TO CLOSE
ACCOUNT-BASED FITS WHEN...

TARGET MARKET IS LIMITED & DEFINED

CONSULTATIVE SALES IS REQUIRED TO CLOSE

BUYING IS BY COMMITTEE
The Power of ABM

ACCOUNT-BASED FITS WHEN...

TARGET MARKET IS LIMITED & DEFINED

CONSULTATIVE SALES IS REQUIRED TO CLOSE

BUYING IS BY COMMITTEE

CUSTOMER RETENTION & GROWTH IS A PRIORITY
FOR THE CUSTOMER, THERE’S ONLY ONE CUSTOMER JOURNEY.
FOR THE CUSTOMER, THERE’S ONLY ONE CUSTOMER JOURNEY.

WHO OWNS IT ONLY MATTERS INTERNALLY.
The Power of ABM

THE CUSTOMER JOURNEY

1. AWARENESS  2. KNOWLEDGE  3. CONSIDERATION  4. SELECTION  5. SATISFACTION  6. LOYALTY  7. ADVOCACY
AN ACCOUNT MOVES THROUGH AWARENESS TO ADVOCACY, NOT A SINGLE PERSON.
The Power of ABM

THE CUSTOMER JOURNEY

WHO IS INVOLVED FROM THE ACCOUNT?

1. AWARENESS
2. KNOWLEDGE
3. CONSIDERATION
4. SELECTION
5. SATISFACTION
6. LOYALTY
7. ADVOCACY

PROCUREMENT  |  CFO  |  CLINICIAN
The Power of ABM

AN EXAMPLE JOURNEY WITH ABM

WHO IS INVOLVED FROM THE ACCOUNT?

PROCUREMENT  CFO  CLINICIAN

ABM

1. AWARENESS  2. KNOWLEDGE  3. CONSIDERATION  4. SELECTION  5. SATISFACTION  6. LOYALTY  7. ADVOCACY
DOES ABM REPLACE MARKETING/SALES/CUSTOMER SUCCESS?
The Power of ABM

AN EXAMPLE JOURNEY WITH ABM

WHO IS INVOLVED FROM THE ACCOUNT?
- PROCUREMENT
- CFO
- CLINICIAN

WHO IS INVOLVED INTERNALLY?
- MARKETING
- SALES
- SUCCESS/SERVICE

ABM
1. AWARENESS
2. KNOWLEDGE
3. CONSIDERATION
4. SELECTION
5. SATISFACTION
6. LOYALTY
7. ADVOCACY
Question for the group:

Who manages your customers after a sale closes?

Does sales continue the relationship?

Or do they hand to another team?

Customer Success? Key Account Managers?
WHO “OWNS” ABM?
HOW DO THEY OVERLAP?
Hi, WE'RE MARKETING

Hi, WE'RE SALES. IT'S NICE TO FINALLY WORK TOGETHER
THE HANDOFF FROM SALES TO ONBOARDING IS MADE EASIER THROUGH UNDERSTANDING BUYER PERSONAS.
VP of Clinical Operations at major pharma company
- Oversees multiple research programs
- Provides scientific leadership and strategic partnerships
- Leads the portfolio of research granting programs
- Manages the grants management team

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TEAM PAIN POINTS:

- Confidence and trust in the computing environment
- Results are not coming fast enough and/or difficult to obtain
- Difficult to see the impact of the work on patient outcomes
- Lack of past learnings or access to previous examples/institutional knowledge
- Must interact with multiple systems during the trial
- Concern about the quality of data
- Too much paperwork – filling forms, data entry, coordination with other departments

KEY VALUE PROPOSITIONS:

- Cloud storage provides greater accessibility and transparency of data across distributed teams in your organization
- Make more strategically-minded decisions with better retrieval and re-use of data
- Greater flexibility in your SCE provides the opportunity to trace and audit your data, programs, and outputs
- Accelerate product discoveries with more actionable insights provided in a fully integrated and seamless system
- Enhanced value and quality of data
- Run faster trials by using automated processes that reduce the time spent on labor-intensive, manual data processing
- Rapidly identify and advance scientific discoveries across the organization with connected data and capabilities
- Reduce operational costs with a streamlined solution for clinical data handling

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— get to know

JOSHUA (Clinical Science Buyer)
CONTENT MATRIX

EMOTIONAL
- Brand Video
- Partner Sponsored Events
- Charity Event

RATIONAL
- Podcast
- Infographics
- Demos
- Solution Case Studies
- Email Marketing
- Presentations

ENTERTAIN

INSPIRE
- Customer-Focused Stories
- Peer Success Stories
- Testimonials/Interviews
- Social Media

EDUCATE

PERSUADE
- Testimonials/Interviews
- Email Marketing
- Website
- Social Media
- Podcast
- Solution Case Studies
- Presentations
BUYER JOURNEY ARC

Journey:  

- **AWARENESS**  
  - Pre-Targeting prospects with brand reputation content

- **KNOWLEDGE**  
  - Nurturing prospects with solution features and functions content

- **SEGMENT**  
  - CUSTOM

- **CONSIDERATION**  
  - Lead Capturing and Pipeline Acceleration by addressing pain points and custom solution value props

- **SELECTION**  
  - Lead Capturing and Pipeline Acceleration by addressing pain points and turnkey solution value props

ABM Goal:  

- *Automated engagement and education*
- *Sales-led, personalized communication*
### AWARENESS
- **OVERVIEW VIDEO**
- **ADVERTISEMENTS HIGHLIGHTING OVERARCHING VALUES**

### KNOWLEDGE
- **PATIENT-FOCUSED PRODUCT DEVELOPMENT STORIES**
- **PEER-REVIEWS**
- **VIDEOS OF CORE FEATURES/FUNCTIONS**

### CONSIDERATION
- **CASE STUDIES**
- **CASE STUDIES WITH RESULTS DATA**
- **LANDING PAGES**
- **INFOGRAPHICS MAPPING SOLUTIONS**

### SELECTION
- **CUSTOM OR TURNKEY SOLUTION?**

### ADDRESS PAIN POINTS:
- **Confidence and trust** in the computing environment
- **Results** are not coming fast enough and/or **difficult to obtain**
- **Lack of past learnings** or access to previous examples/institutional knowledge
- **Must interact with multiple systems** during the trial
- **Too much paperwork**

### CUSTOMIZATION DECISION

### EMOTIONAL
- **OVERVIEW VIDEO**
- **ADVERTISEMENTS HIGHLIGHTING OVERARCHING VALUES**

### RATIONAL
- **CASE STUDIES**
- **UNDERSTANDING ASPECTS OF PRODUCT DEVELOPMENT**
- **CASE STUDIES WITH RESULTS DATA**
- **ADS HIGHLIGHTING STAFF**

### STORY
- **Modernization**
- **Efficiency**
- **Confidence**
- **Collaboration**

Company provides your clinical research team with an automated computing environment that reduces time spent on manual tasks, helping you focus on scientific research and results

Company’s solutions provide efficient access to data for everyone in your organization and through the entire lifecycle of your clinical trial—resulting in faster speed-to-market and faster patient outcomes

Company’s transparent computing environments and focus on human health and wellbeing helps your organization have a positive impact on patient outcomes
HOW DO I KNOW IF ABM IS SUCCESSFUL?
OVERLAPPING KPIs

MARKETING

SALES

CUSTOMER SERVICE

MQLs & REVENUE

REVENUE & RETENTION

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METHODS'SAVVY ALREADY WORKING ACCORDING TO THE PRINCIPLE OF MODULAR DESIGN FOR ORGANIZATIONS OF ALL SIZES.

PROS & CONS OF ABM
Promotes organization-wide growth (drives revenue across sales/marketing/success)

But can make it more challenging to define departmental success.
Increases lifetime value

But requires mental shift to look inside customer base for growth.

“IN THE GOOD OL’ DAYS ALL YOU HAD TO DO WAS GET NEW CUSTOMERS. NOW THEY WANT US TO KEEP ‘EM, TOO!”
Like a high-engineered machine: when it runs, it runs.

But even a small misalignment can have big consequences.
QUESTIONS?
THANK YOU!

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