

ABM: The Ultimate Guide

How to increase the flow of qualified marketing leads with account-based marketing



Introduction



If you're in the B2B world, you'll know that account-based marketing (ABM) is crucial to driving results and ensuring a steady flow of marketing-qualified leads (MQLs).

Our guide will run through everything you need to know to deliver high-performing campaigns with strong results for your business.

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What is account-based marketing?



ABM is a focused approach to B2B marketing where marketing and sales teams work together. The aim is to identify existing high-value accounts to outline new prospects that fit the same profile. This results in a more robust targeting process for the products and services you offer.

ABM encourages relationship building and personalized communications

This marketing strategy moves away from the traditional sales funnel and forceful sales techniques, instead, encouraging relationships and personalized conversations with existing and new targeted accounts that are more likely to convert.

It also moves away from marketing to an entire industry or sector and encourages identifying a small group of potential accounts, enabling your marketing and sales teams to focus their efforts entirely on these potential high-value accounts.

ABM focuses on improving customer lifetime value

Once these accounts have been secured it's essential to build a long-lasting relationship with them and offer an increasingly wide range of services, improving the customer lifetime value for your enterprise. In addition to this as they move through the buyer's journey, it's an opportunity to observe and learn where improvements can be made, ensuring the buyer's journey is continuously optimized and personalized.



87% of account-based marketers say that ABM initiatives outperform other marketing investments.



What are the benefits of account-based marketing?



ABM is ideal for the B2B environment

One of the biggest benefits of ABM is that it is ideal for the B2B environment. With B2B business, deals are often larger and adhere to a longer sales cycle. With ABM you can use analytics at an account level which will enable your sales team to get involved earlier in the buyer's journey, decreasing the length of the average sales cycle, and improving conversion rates.

ABM focuses on delivering clear ROI

If you are in marketing, you will also know that the focus of any marketing efforts is to ensure there is a clear ROI — so it's important to note that ABM is highly focused on delivering provable ROI. Altera Group found that **97% of businesses using an ABM approach saw higher ROIs than any other marketing strategy.**

ABM ensures a high level of relevancy to those you target

By incorporating a personalized marketing approach, your sales team can identify and connect with accounts that already want the product. Because of this your team will be speaking to the right people, which inevitably increases their success.

60%

of companies that use ABM saw a revenue increase of at least 10% within 12 months...

While 1 in 5 companies experienced a revenue increase of 30% or more.



What is the process of account-based marketing?



In summary, the process includes the following:

- Researching existing accounts including their pain points, needs, as well as their monetary value.
- Identifying similar accounts to your most high-value ones.
- Creating customized marketing content and campaigns accordingly.
- Running these marketing campaigns with customized content across digital touchpoints.
- Measuring the performance of these campaigns across both the marketing and sales funnels.
- Using the data collected to gain insight, optimize, and improve the journey.



At every connection that the buyer makes with the business, the company should ask how that interaction could be better personalized and more meaningful.




How does data drive ABM?

ABM relies on real-time data

Aggregating, interpreting, and applying internal and external data is the cornerstone of this hyper-personalized strategy and without it; it simply wouldn't work. It relies on real-time data to identify leads and to customize how companies communicate with them.

Real-time data allows for more precise decisions to be made in B2B sales, increasing conversion rates




This data also helps to eliminate the guesswork in B2B sales. By understanding the buying journey any customer is on, your enterprise will be able to improve the experience for your existing accounts. This increases the conversion rates when it comes to securing new accounts.

By segmenting data, such as identifying which channel an account came from or what their on-site behavior is, you will be able to identify if your marketing campaigns are working or not, if they are achieving the conversion goals your marketing team has put in place, as well as how your website content is resonating with the audience.

Understanding your audience's behavior allows you to monitor your pipeline health

You can use this information to track overall pipeline health. If your prospects aren't doing what you want them to do, this provides the opportunity to optimize the process. If your prospects are doing what you want them to do, it provides your sales team the opportunity to get involved earlier in the buying cycle and accelerate the sales process.



"The more you can understand your existing customers and potential prospects, the better you can serve them"

- Martin Boyle, Head of Marketing at Web Insights

The latest ABM trends



Some of the latest trends for ABM are:

- Having a multichannel presence in ABM
- Using the number of leads as a primary metric on performance
- Sales teams are driving ABM

Multi-channel approaches boost ABM results

ABM has started to shift towards a multichannel approach to improve lead engagement through social media platforms, as well as email marketing and website engagement; these leads have therefore become a primary metric when measuring the success of ABM campaigns.

Sales teams are a useful resource in informing ABM efforts

Researching accounts and identifying target contacts are the top **two tactics** used by marketers within an ABM model, however, sales teams are an asset in this regard as they already know which prospects should be targeted because of their experience, and they can facilitate and drive this process.

What are the challenges of account-based marketing?



It's important to note that ABM is not without its challenges.

ABM is time-consuming and complex

Without a doubt, time can be one of the biggest challenges of ABM. Target lists can take too long to create and keep up to date. Downloading, consolidating, and reuploading information can also be time-consuming. Plus, personalized campaigns are complex and take a lot of time to develop and manage.

Consistent and timely real-time data can be difficult to obtain

Real-time data is also crucial to successful ABM campaigns. However, often data does not have a single source of truth and is collected across a range of digital platforms. As a result, it can take days or weeks to gain actionable insights, which creates a disconnect in the personalized content needed and lengthens the B2B sales cycle for enterprises.

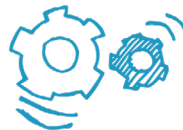
In addition to this, ABM has traditionally focused on one-to-one in-person interactions; in the current climate this is not possible and hinders personalization at scale when your sales team only has so much time in a day.

So, how can you overcome these challenges to increase the flow of qualified marketing leads?



19% of respondents reported poor data quality to be their #1 challenge for executing ABM.

Improving the flow of qualified marketing leads with Web Insights



ABM at scale means developing long-term, healthy, deep relationships with customers, regardless of how many accounts you have. Understandably, this can sound impossible.

How do you have enough time? How can you effectively harness your data to be actionable in real-time? How can you personalize every single account at scale? How can you ensure you have a multichannel presence?

It's about utilizing and incorporating technology.



The success of ABM depends on how you utilize and incorporate technology

With **Web Insights'** intelligent website visitor automation, not only do you gather brand-new insights on your visitors, you get an automated process that digitizes and shortens your sales pipeline. This will allow you to rapidly aggregate, interpret, and apply data on active campaigns.



Web Insights automates reports account-level website activity

You can pull sales in by automating account-level site activity reports on key product and buying pages, filtered by sales territories, and sent directly to salespeople in your CRM so they can see these buying cycles in the environment they live in. You can use this information to track overall pipeline health and highlight opportunities to accelerate the buying cycle for certain industries.

Web Insights can automatically route intel on prospects to marketing and sales


For prospecting, uncovering anonymous website visitors will help you to find out who is interested and Web Insights will route this intel to marketing or sales. Not only that, but it can route the best opportunities to the strongest people.

These insights benefit Customer Success, providing the metrics to help with retention

For existing customer accounts, you can see what products or services they are interested in and route this to your Customer Success team to follow up. This enables the team to reach out to the customer with a solution or start a relevant conversation. Not only will this help to uncover new business, but it will nurture these relationships and prevent any loss of business.

Plus as a business or marketing agency, you will know there is a need to always demonstrate ROI and secure new business, and with our technology, you will be able to easily do exactly this.





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