4 Practical ABM TIPS

FOR A VIRTUAL WORLD

Aventi Group

According to ITSMA's recent ABM Benchmark report, companies investing in account-based marketing (ABM) have seen substantial results, with 71% reporting greater ROI than any other marketing initiative[1]. As businesses turn to virtual marketing strategies, ABM must also become more digital to help connect with audiences, increase account engagement and contribute to sales opportunities.

In this eBook, we'll discuss a blended ABM approach targeting multiple digital channels to reach your audience and increase pipeline.

[1] https://www.itsma.com/research/moving-abm-maturity-2019-abm-benchmark-study/

01 Replace in-person account engagements with virtual ones

Many account-based marketers rely on small, intimate events such as VIP dinners, Lunch and Learns, and wine tasting, to develop relationships with decision makers and influencers. But how do you create the same type of atmosphere using virtual events?

Here are a few ideas that might help you get started:

- **Virtual Lunch & Learns –** You can work with a company like Uber Eats or Grubhub to coordinate lunch deliveries across the country. These firms, who now have dedicated units, tools, and systems for business customers, will take care of delivering lunch to your registered audience. You can also include an extra lunch voucher or two for your customers' children, spouse, or roommate who are stuck at home and would love you for it.
- **Virtual Wine Tasting –** Most wineries and many local wine shops will help you set up a virtual wine tasting event for a small group. They will provide the wine and an expert will guide the group through the tasting. It's a great way to network and provide an entertaining experience for your existing or potential customers.
- **Airbnb Online Shared Experiences –** Through Airbnb you can arrange custom virtual experiences for your prospects. They offer a variety of experiences from coffee or beer tasting led by connoisseurs to a Sake class from Japan's oldest brewery. You can bundle these with virtual experiences for kids, so you can get your prospects' full attention.
- **Zoom Happy Hour –** This one should be familiar since many companies are already doing it but it's worth mentioning, since it's a great opportunity to bring everyone together and increase social interaction.

02 Maximize the impact of your Influencer Strategy

Influencer strategies can be very effective in helping you build a community around your services or offerings. When you target an ABM list through an influencer strategy it can become even more effective. You can identify influencers in your ABM list who are trying to build their brand online and invite them to participate in certain activities such as interviews for blog posts, videos or a Radio Show podcast series.

It is helpful to invest in stakeholder research, to know your buyers and know who and what influences them—internally and externally. ITSMA's recent "How B2B Executives Engage" study reported that senior executives rely on management consultants, industry analysts and advisors to make decisions[2]. They also follow, interact, and engage with their peers within their company as well as in their external network. When looking at your stakeholders, it is useful to get a full picture before reaching out to them.

Keep in mind that an influencer strategy will often not result in immediate pipeline or revenue. This is a long-term strategic approach, which can help you build a community over time. It is important to keep re-engaging with your influencers so that they remain active within your community.

[2]https://www.itsma.com/research/four-principles-guide-2020-marketing-plans-highlights-itsmas-2019-executives-engage-study-webcast/

03 Creating personalized, ultra-relevant content

ITSMA's recent ABM Benchmark report shows that ABM marketers see personalization as their number one challenge when it comes to marketing to individuals at specific accounts[3]. It also shows that executives often know that they are being targeted as part of an ABM program, and a very high number find the tailored information to be effective in increasing their knowledge and understanding of what the solution provider offers and how they can help them with their specific issues.

ABM content should be tailored and personalized as much as possible. This is no easy feat, considering the amount of time it takes to create high quality content. One way to prioritize content development is to map content by products and personas, and then compare to sales opportunities for those products & personas. For example, if you have a lot of existing content for product X and there are few sales opportunities for that product, it's probably not a priority development area. Or if you notice a large value of opportunities stuck in a certain sales stage, you can use that data point to help justify investment in content development that will push a prospect through the sales funnel faster. This way you can take a more proactive approach to your content strategy. You can learn more about this approach by visiting this blog post.

Learn more

[3]https://www.itsma.com/research/moving-abm-maturity-2019-abm-benchmark-study/

04 Combining the right mix of tactics for better results

No matter what tactics you are using in marketing, it's often more effective when you take an integrated approach. ABM is no different. Rather than doing a single one-off program like a direct mail campaign or an event, it's best to have a long-term integrated strategy. For example, by applying the integrated marketing campaign method to an ABM list, you can define your message and theme, and create relevant content which you map to the buyer's journey. Once you have this information you can reach your audience through a variety of tactics. What tactics you choose will depend on your objectives, budget, and resources.

For example, you can combine a direct mail campaign targeting your buyer, such as the VP of IT at Company A, with online ads using tools like LinkedIn where you target all the IT and networking professionals within the account. You can also try contacting influencers within those accounts via Social ABM. The opportunities of engagement are endless. The idea is not to overwhelm a single person, but to increase brand awareness and drive demand.

3 Tactics to Get You Started Quickly

ABM can often look like a daunting task. Though a long-term approach is essential to your campaign's success, sometimes you just need to get going quickly. Here are three tips to help you do just that:

Here are a few things you can do to ensure success:

1 Repurpose:

Use existing assets and repurpose them for your ABM list. An on-demand webinar can be turned into an eBook; a whitepaper can be repurposed into a blog post or an infographic and so on.

2 Content Syndication:

Find publications or vendors in your field who can target your ABM list with your content. These are not sales-ready leads, but you can nurture them until they become MQLs and ready to be contacted by sales.

3 Experiment with virtual events:

Do a cost-effective virtual wine or coffee tasting plus a story time for kids. Keep it low key and have fun!

On-Demand Product Marketing

We believe that successful Go-to-Market is key to revenue growth, yet organizations are often short on expertise and resources. This is why we founded Aventi Group. Aventi Group is the first product marketing agency solely dedicated to world class Go-to Market execution for high-tech clients. Our extensive team of Silicon Valley marketing veterans gives you fast access to an on-demand, scalable team with broad domain expertise. We are product marketing experts that have successfully run high performance teams at startups, mid-sized firms and large enterprises.

The core values permeating the entire Aventi Group team are Integrity, Collaboration, Adaptability, Competence, Excellence.

Integrity — Our reputation is our biggest asset, and we will always do the right thing for our clients.

Collaboration — We immerse ourselves into your team and value a true partnership.

Adaptability — We work with your people, your systems and your processes to get to the results you need.

Competence — We are a skilled team of experts constantly striving to raise our game.

Excellence — We are committed to producing quality deliverables that exceed expectations.