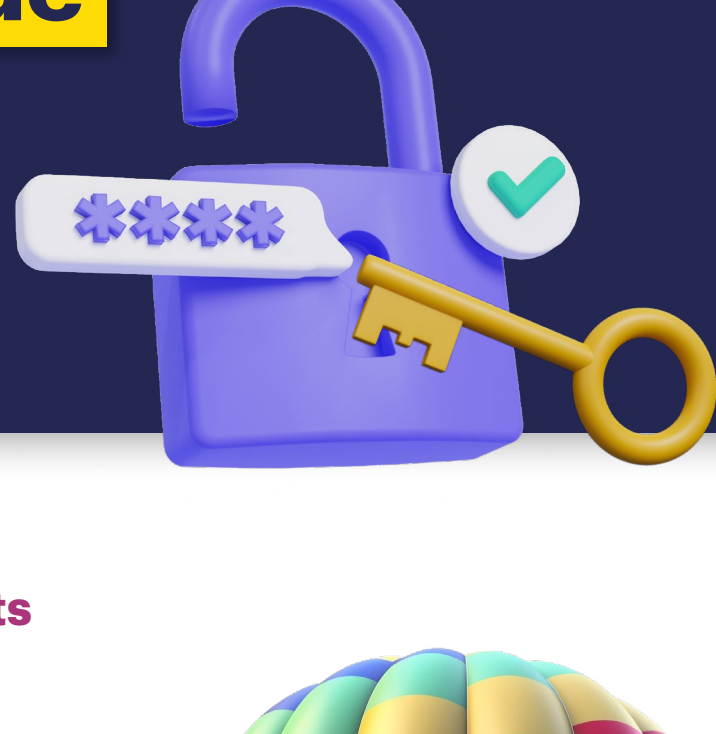




Account-based marketing (ABM)

# Unlock the true potential of your business



## How to win, grow and retain your most important accounts

### Do you...

...want to make buyers feel special and increase sales?

...want to improve lead conversion?

...crave a hyper-personalised approach for your high-value clients?



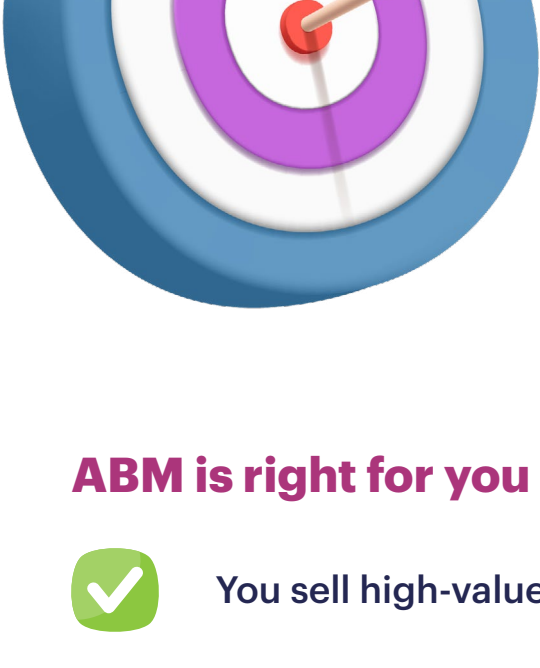
If the answer is **YES**, Account-Based Marketing (ABM) could be the recipe for success that you're looking for.

**94% of B2B marketers use ABM<sup>1</sup>**

It has been reported that revenue can increase by **208%** with this powerful marketing strategy<sup>2</sup>



**97%** of marketers say ABM delivers a higher return on investment (ROI) than other marketing strategies<sup>3</sup>



### What is ABM?

ABM is a **B2B marketing strategy** that focuses on a set of high-value, target accounts within a market.

### Why use ABM?

Because of the **Pareto Principle**. Also known as the '80-20 rule', this theory states that **80% of a company's revenue comes from 20% of its customers**.

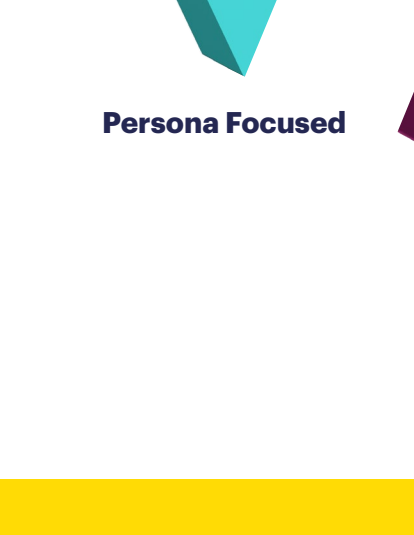
### ABM is right for you if...

- ✓ You sell high-value/complex products or services
- ✓ Your average deal size is over £50k
- ✓ You're looking to consolidate your growth
- ✓ You target mid-market and enterprise accounts
- ✓ You have long sale cycles
- ✓ You are required to influence multiple decision-makers



### Lead Generation

Fishing with nets



Persona Focused

### ICP & DMU Focused\*



Account-Based Marketing

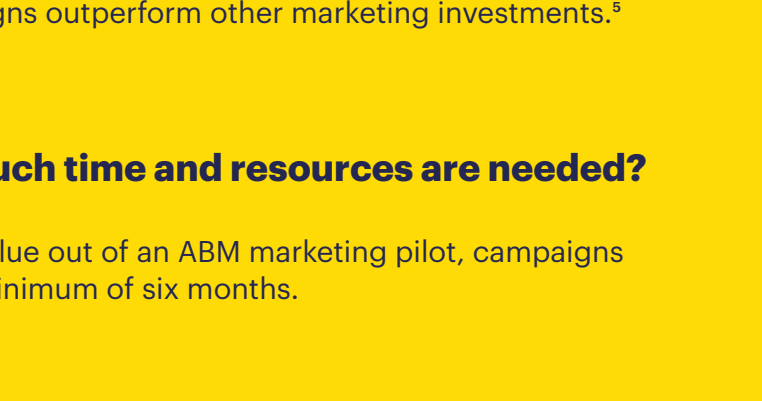
Fishing with spears

### Flipping the funnel

ABM goes against the traditional principles of marketing. When it is considered that **only 0.75% of leads generated with traditional marketing processes result in revenue**, a fresh approach is required.<sup>4</sup>

It is time to start fishing with spears instead of fishing with nets.

\*ICP: Ideal Customer Profile  
DMU: Decision Making Unit



### 1 We already do inbound marketing - why is ABM different?

ABM is highly targeted and customised. It focuses on people who genuinely need your products and services.

### 2 What are the risks of ABM?

ABM has a remarkably high success rate, and compared to inbound marketing it's far less risky. In fact, 87% of marketers say their ABM campaigns outperform other marketing investments.<sup>5</sup>

### 3 How much time and resources are needed?

To get the most value out of an ABM marketing pilot, campaigns should run for a minimum of six months.

### Three types of ABM

#### One-to-one

The heavyweight champion of the three ABM approaches. This programme focuses on high-value opportunities and fully embraces the 80/20 principle. The aim is to let your high-value organisations know that you are the best solution to their problem.

#### One-to-few

The 'middleman' in the ABM world targets clusters of accounts that have similarities when it comes to drivers or challenges. This is similar to one-to-many marketing, but these clusters are far smaller in nature.

#### One-to-many

This level of ABM aims to drive brand awareness among your Total Addressable Market (TAM) with significantly less narrowing of prospective targets than the other two levels.



### If one-to-one marketing is done correctly, you can expect...

- ✓ Improved marketing and sales alignment
- ✓ Maximised relevance among high-value accounts
- ✓ Consistent delivery of customer experiences
- ✓ Measurable return on investment
- ✓ A streamlined sales process
- ✓ Expanded business through improved customer relationships

And there is no doubt it is worth it...

### 85% of marketers reported that using one-to-one marketing benefited them in retaining and expanding their existing client relationships<sup>6</sup>



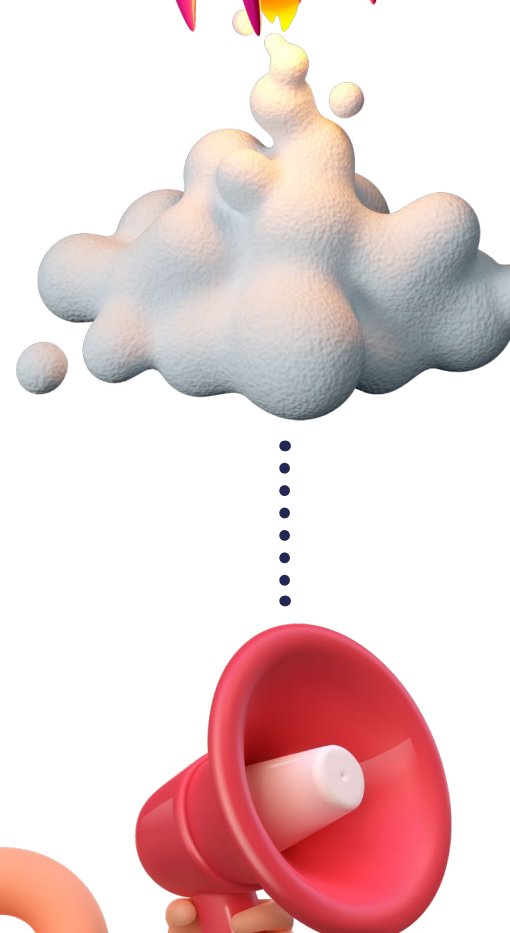
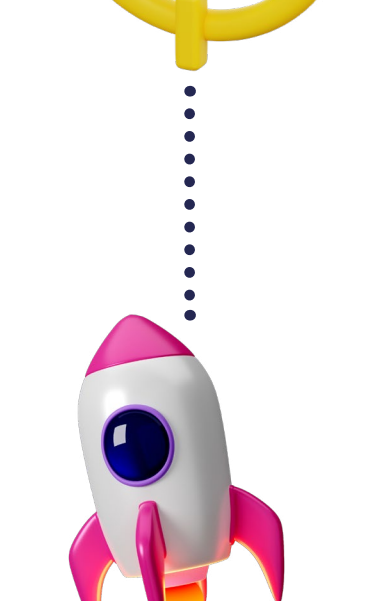
### Aspects of implementing ABM

- 1 Select the best accounts
- 2 Know your market
- 3 Engage the right way
- 4 Collaborate with sales
- 5 Track insights



### A step-by-step guide to ABM

- 1 **Confirm the market you are looking to descend on**  
First things first, you need to establish your Ideal Customer Profile (ICP).
- 2 **Channel your focus and resources**  
This is a crucial part of the puzzle, funnelling your accounts down so you can select the correct ones.
- 3 **Delve further into your customers**  
It is now all about understanding those accounts you've targeted. The result will be a powerful value proposition and messaging strategy.
- 4 **Launch your value proposition to market**  
This is the foundation of any ABM strategy. It is what allows you to tap into businesses you are trying to sell to in a personalised, topical and engaging way.
- 5 **Develop your three-tiered strategy**  
You are now at the point where you can ideate your strategy across the three ABM programmes.
- 6 **Design a unique account experience**  
Now is the time to devise a plan that will cut through the noise and have a meaningful impact on each account in question.
- 7 **Execute the campaign**  
Ensure you orchestrate your ABM campaigns across relevant parties, channels and tactics.
- 8 **Analyse and adapt**  
It is now time to measure the success of your ABM strategy. In defining success, it is handy to have early, mid and late-stage KPIs.



With years of experience supporting clients in the tech sector - including vendors, resellers and distributors - **ResourceIT is the leading ABM marketing agency to partner with.**

**Contact us today to find out how with personalised content and attention to detail, ABM can help you win buyers' hearts.**