



INSIGHTS ABM

**Your Guide to
B2B ABM Strategies:**

3 Steps to Creating a Winning Strategy

Overcoming the unique challenges of B2B marketing requires finesse and a winning advertising strategy. **While B2B advertisers have plenty of tools at their disposal, none are quite as effective as an account-based marketing strategy.**

This innovative tactic has risen to prominence in recent years due to its effectiveness in the B2B industry. When leveraged properly, an account-based marketing strategy can enhance B2B revenue through targeted lead capturing practices.

Despite the potential for success, many organizations still have underdeveloped ABM strategies.

In fact, only about 1 in 5 account-based marketing programs were more than two years old as of 2018.

While this figure has increased over the last few years, many organizations are still finding their way when it comes to implementing ABM.

So what does a winning account-based marketing strategy even include? Below, the experts at Insights ABM have broken down ABM into three easy to digest stages. We have identified the key aspects of each stage so that you can implement your own ABM program.

What is Account-Based Marketing?

Generally speaking, account-based marketing is a specific approach to B2B sales. It involves targeting high-value client accounts instead of implementing overarching advertising campaigns.



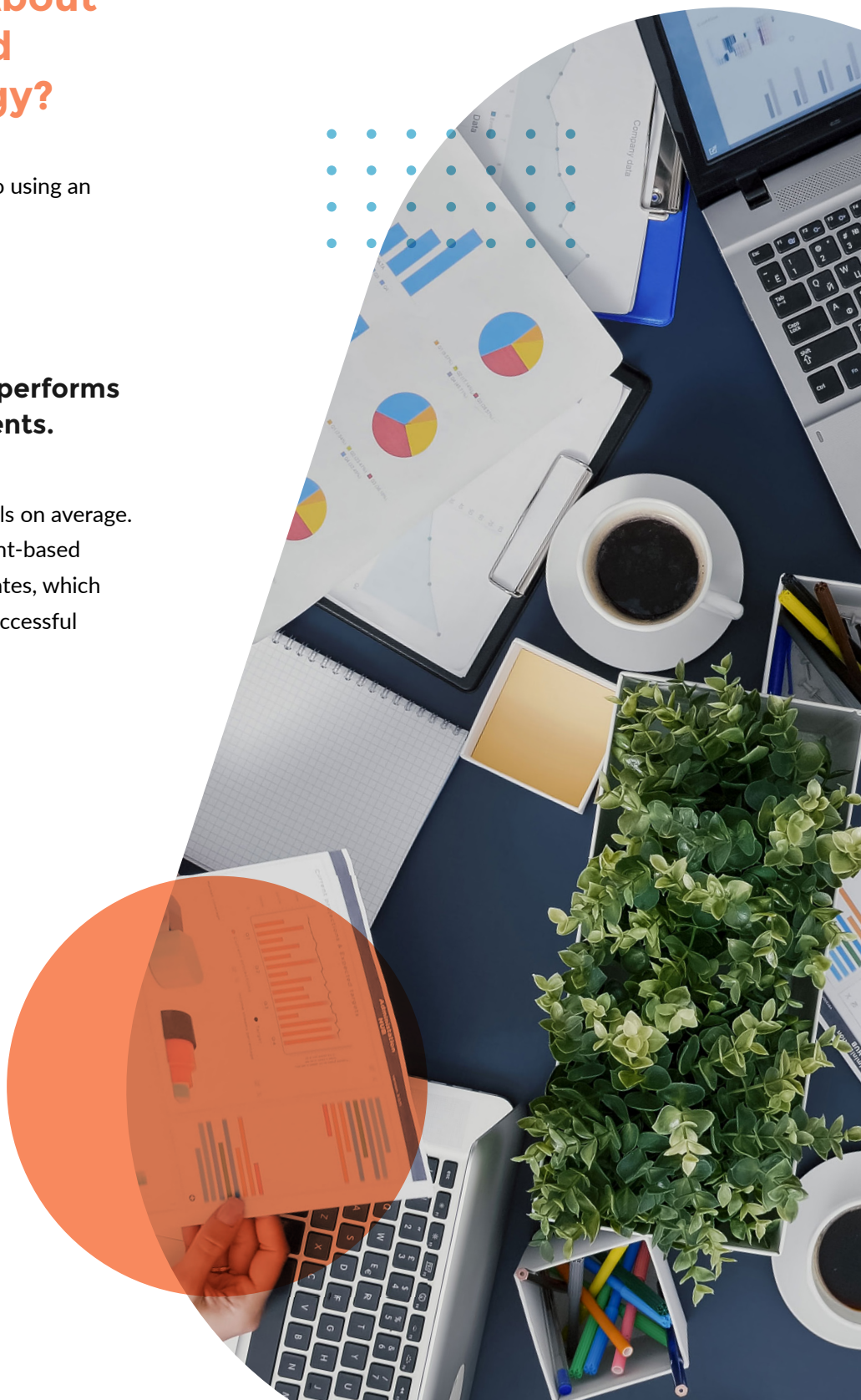
When they're using ABM, your sales team has the ability to focus their energies on accounts that provide the biggest payoff to your organization. These accounts represent organizations that are a good fit with your company's services or product lineup.


What's So Great About an Account-Based Marketing Strategy?

There are many significant benefits to using an account-based marketing strategy.

A staggering [87% of ABM marketers](#) state that this method outperforms other advertising investments.

In addition, ABM produces larger deals on average. As if that were not enough, an account-based marketing agency can enhance win rates, which means that your sales team will be successful more often.



The background image is a monochromatic, orange-toned photograph of a business professional. The person, wearing a dark suit, is holding a tablet in their left hand and typing on a laptop with their right hand. In the foreground, a glass pen holder filled with several pens is visible on the left. The overall scene suggests a professional, tech-oriented environment.

Stage 1:

Develop a Clear Audience Strategy

The Insights ABM approach to account-based marketing starts with developing a clear audience strategy.

You cannot effectively target high-value accounts unless you first develop an extensive understanding of your ideal audience.

In order to accomplish this goal, we recommend that you:

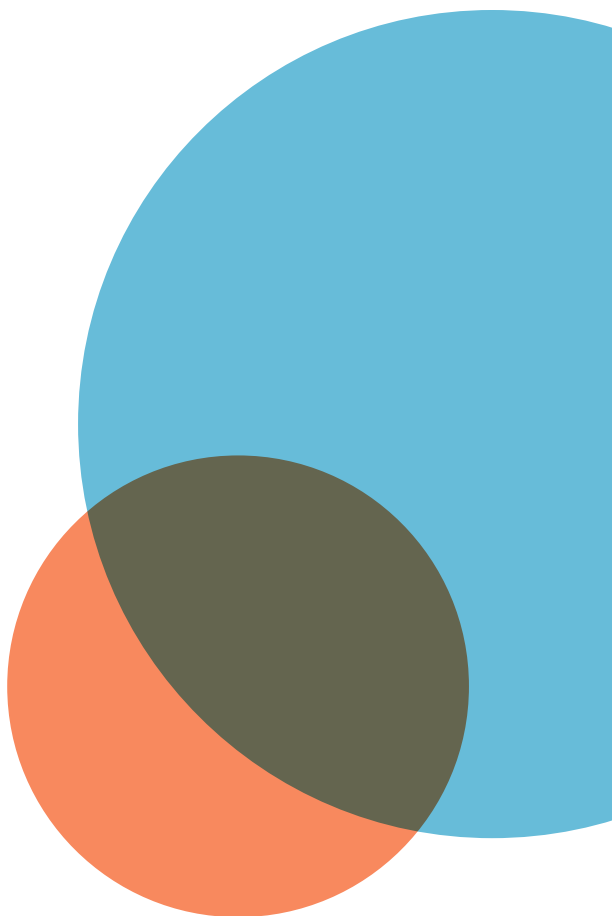
Outline Audience Personas

Creating custom audience personas is a simple, but effective way of defining exactly who you are trying to reach with your marketing efforts.

Remember, the driving force behind an effective account-based marketing program is the ability to provide your target accounts with customized advertising material. In order to capitalize on this opportunity, you will need to develop several distinct personas.

As you're creating your personas, make sure to address decision-makers at various levels of the target organization's hierarchy.

For instance, you will need to use different tactics to appeal to a facilities director as opposed to a VP of Operations. Each of these professionals will be responsible for making unique purchasing decisions for their organization. This means that each will be weighing different factors when they think about placing orders with your company.



Achieve Synergy Between Sales and Marketing

Once you have identified the various buyer personas that your account-based marketing strategy will target, it is time to unify your sales and marketing teams.

While it is acceptable to keep these teams as separate entities within your organization, the two groups must learn to work together harmoniously. A great place to start is to organize a meeting that involves all sales and marketing talent.

In the meeting, the goal is to enhance employee buy-in to the account-based marketing strategy. All parties must be on board if you hope to achieve synergy between your marketing and sales staff.

Going forward, their ability to work together will make or break your ABM campaign. That's why it can be so helpful to enlist the aid of an account-based marketing agency.

Identify High-Value Accounts

After identifying B2B client personas and bringing your advertising staff into the mix, you should list out high-value accounts.

We suggest starting with your current clients that bring the most value to your organization. While acquiring fresh accounts is certainly part of your ABM strategy, maximizing the value of existing clients should be priority number one.

As you list out high-value accounts, categorize them in tiers and industrial verticals. Your Tier 1 accounts should only include clients that bring in the majority of the revenue for your organization. Tier 2 accounts should consist of target clients that you hope to add into the mix in the coming year. Tier 3 accounts are clients that you would like to acquire, but ones that are not indispensable to the success of your organization.

Forge Relationships

The next step is to forge mutually beneficial relationships with a supportive account-based marketing team.

At Insights ABM, we pride ourselves in adding value to our partner organizations. We have the resources you need to truly leverage the power of ABM and to produce measurable results for your brand.

When you put your trust in us, you can expect a partner that is just as invested in the success of your business as you are.



Choose Relevant KPIs

Once your account-based marketing strategy is live, it is essential to continually measure its effectiveness. Doing this will require you to pay attention to the right key performance indicators (KPIs).

We suggest monitoring metrics like leads generated, conversion rate, customer lifetime value, and average deal size. These data points provide relevant feedback on the success of your ABM campaign.

Continually Improve

By analyzing the data gathered from various KPIs, we can continually refine your account-based marketing strategy. It is also important to periodically adjust your target personas in accordance with the data you collect.

This ensures that your ABM efforts are always optimized to connect with the high-value accounts that are at the top of your list of targets.





Stage 2:

Leverage the Right Media Channels

During Stage 1 of account-based marketing strategy creation, the majority of your focus should be on the clients themselves. That is because the overall effectiveness of your ABM campaign hinges on your ability to target the right B2B accounts.

However, who you are targeting is only half the battle. You will also need to leverage the right media channels to communicate with these prospective clients.

When you're determining which media channels to focus on, we suggest that you:

Listen to the Data

Market research is invaluable to account-based marketing. **You must determine where your high-value targets are most active and meet them where they are.** This can include channels such as LinkedIn and Facebook. It may also include more traditional forms of electronic communication, such as email.

Choose Your Mediums

When you're engaging in account-based marketing, keep in mind that a multi-faceted approach is vital. You will not be able to rely on a single communication medium in order to acquire high-value accounts.

Instead, you need to make sure that your brand is active across multiple channels based on market research.

Typically, email is one of the best contact mediums for B2B sales. However, your brand should also build a strong presence on various social media platforms. This will improve the recognizability of your organization and make it easier for the sales team to draw clients into the sales funnel.



A good mix of organic and paid social advertising can drastically improve brand visibility.



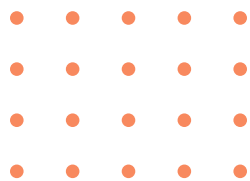
Implement Quality Advertising Content

After you have zeroed in on a few valuable marketing mediums, it is time to craft quality advertising content. This should include a good mix of written content, photographs, and videos.

Your email marketing campaign should also incorporate strong content if you want to nourish existing client relationships and enhance the value of B2B accounts.

Throughout your ABM campaign, it is vital to monitor the success of your advertising efforts. As an account-based marketing agency, Insights ABM can help you do just that with our analytics and campaign management tools.

We leverage the latest data in order to assess the performance of your ABM strategy. We also implement necessary changes along the way in order to help you reach your long-term goals.



Stage 3:

Optimize the User Experience

So you've identified who you are going to target with your account-based marketing campaign and have some great content lined up. You have even determined which channels are best for connecting with B2B accounts in your industry. This brings us to Stage 3 of implementing a winning ABM campaign: optimizing the user experience.

Far too often, B2B organizations neglect the buying experience. They focus on producing top-quality goods or services and drawing clients in with lead-generation tactics, only to deliver a subpar user experience at the bottom of the funnel.

If you truly want to stand out from your competitors, you must provide a world-class buying experience that is comparable to that of B2C consumers. Whether you do this on your own or with the help of an account-based marketing agency, here are some of the things to keep in mind:

Map Out the Journey

The first stage in refining the B2B user experience is to map out their current journey. To do this, you should review the entire sales funnel step-by-step. This will help you to gain insights into the buying experience for your clients.

During the review process, identify your strengths and weaknesses. Are you experiencing a consistent reduction in site traffic at a particular point in the funnel? Is a specific medium driving leads with a higher conversion rate than some of your other marketing efforts?

Understanding answers to these types of questions can help you to better align the sales journey and appeal to your ideal audience. An account-based marketing agency can help you to get started.



Expedite the Sales Process

After you have mapped out the buyer's journey and made necessary revisions, focus on expediting the sales process. The easier it is for B2B clients to learn about, demo, and buy products, the more likely they are to make larger purchases.

This is essential if you want to enhance the average purchase order size for existing clients. It will also help you to win over new accounts once you have led them all the way through the sales funnel.

As a B2B business, one of your goals should always include streamlining the client journey. If necessary, upgrade your website design and functionality. While reworking your site is an investment, it will pay off big in the long run.

Need help picking the right web designer for your B2B organization? We can help with that, too!

Account-Based Marketing Services from Insights ABM

If you are ready to leverage the power of account-based marketing in order to grow your B2B brand, Insights ABM can help. As an account-based marketing agency, we offer comprehensive services. In addition, we provide a full suite of digital marketing and brand-building solutions.

Ready to learn more? If so, then contact our team for a complimentary consultation. Together, we will make your brand thrive!



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