

4 MODELS FOR ABM

MODEL 1: ACCOUNT PROFILE BASED MARKETING

Pros, cons and considerations for your Account Based Marketing strategy

ACCOUNT TARGETING: UN-NAMED (000'S)

Significant volume of prospects with few common characteristics, behaviours and criteria.

PRO:

A wider net may capture customers for less cost and effort if the profiling is accurate and the proposition is universally compelling (i.e. highly competitive or differentiated).



CON:

Do you have the resources to manage high quantity, high quality responses? If response is low in quantity and quality the strategy could prove to be a false economy or undermine a more targeted, lower volume marketing campaign.

CONSIDERATIONS:

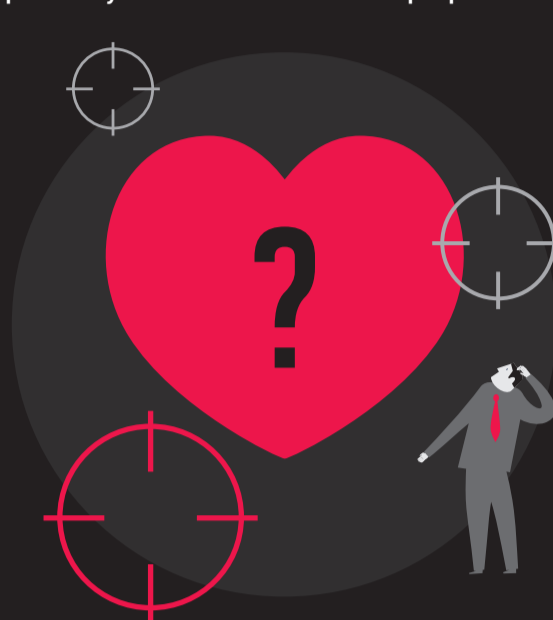
Accept that this approach may yield quantity over quality without the typical conversion rates which you might expect from a more targeted campaign.

ACCOUNT PROFILING: YES (LIGHT)

Limited opportunity to build relevance and proposition resonance.

PRO:

Less effort and cost in data profiling. Greater speed to market for a campaign.



CON:

Lack of account identification could also mean lack of impact if you're aiming to dislodge an incumbent or promote a considered, high value purchase.

CONSIDERATIONS:

A highly differentiated proposition, compelling content and well-defined 'next steps' can compensate.

IDENTIFIED INFLUENCING GROUP: NO

Very limited knowledge of buying groups and dynamics.

PRO:

Less effort and complexity in content customisation. Lower go-to-market campaign costs.



CON:

Compromises your ability to connect with the specific care abouts of influencing and decision-making individuals.

CONSIDERATIONS:

Content needs to be 'self-seeking' with messaging and proposition creating enough universal impact to overcome precision targeting. It's also worth considering making a virtue of this approach by giving prospects clear and compelling reasons to 'self identify' their role/care abouts/needs (e.g. next step: offer a workshop).

SALES INTELLIGENCE: NONE

No prospect relationship or account knowledge.

PRO:

Requires less cost/effort and sales alignment in campaign planning and content customisation and can create a more flexible response to customer interest.



CON:

Compromises your ability to customise and contextualise messaging and content and could undermine an existing sales/customer relationship.

CONSIDERATIONS:

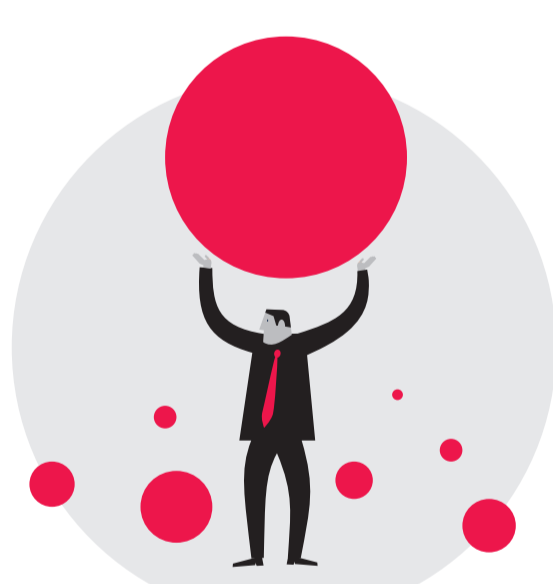
Use as an opportunity to 'really' test that no prospects are being twin-tracked by sales. Perhaps use this situation to build a better relationship with sales, together with a joint effort to mature your approach towards identified accounts with some sales foundations being put in place simultaneously.

LEAD GENERATION: REACTIVE

Standard response to inbound opportunities across inside sales, telemarketing or partner teams.

PRO:

More flexibility for sales without the need to tie up dedicated resources (during a campaign).



CON:

Can lead to sales and marketing 'dropping the ball' if other demands are being placed on them. More pressure to provide an appropriate response.

CONSIDERATIONS:

By providing campaign-enablement support to sales prior to launch, you can prepare for the best reactive response and have a clear plan to nurture customers according to their interest, situation and needs.

PERSONA APPLICATION: LIGHT

Limited application of account/buyer profile - probably only at an industry or broad firmographic level.

PRO:

Goes some way to contextualise proposition and messaging for greater relevance and resonance to a business or technical decision maker or influencer.



CON:

Can preclude interest from other types of business or technical influencers or decision makers - especially when the campaign is not targeted to a specific vertical/industry/size/geography.

CONSIDERATIONS:

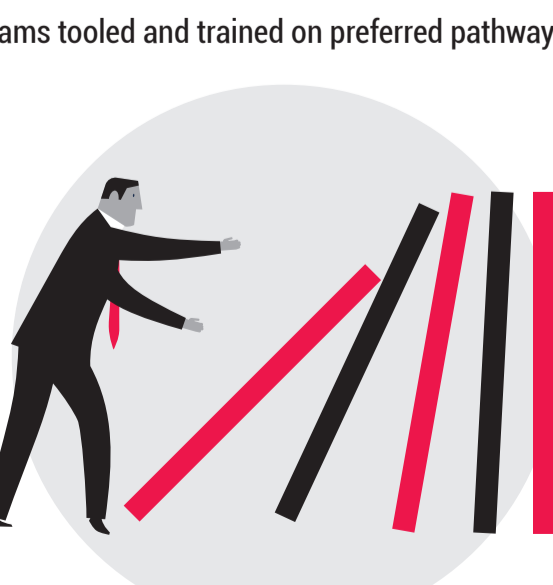
Against the backdrop of volume of target prospects, broad assumptions and generalisations need to be applied to address their needs and care abouts.

SALES ENABLEMENT: LEAD READY

All prospecting teams tooled and trained on preferred pathway for inbound leads.

PRO:

Standard, on-demand response to inbound leads is easy to plan, manage and resource for.



CON:

Relying on pure inbound-only leads, with little variation in how they are treated with regards to weighting and follow-up is unlikely to achieve targets.

CONSIDERATIONS:

Collaboration is key to creation of usable and effective sales acceleration assets - combined with a structured content/lead management funnel.

Talk to The Rubicon Agency about the right model for your organisation info@therubiconagency.com