

4 MODELS FOR ABM

MODEL 3: ACCOUNT BASED MARKETING & SALES ENABLEMENT

Pros, cons and considerations for your Account Based Marketing strategy

ACCOUNT TARGETING: PRECISION (~50)

Refined marketing and sales focus to improve propensity for campaign success.

PRO:

Introduces greater opportunity to tailor and create bespoke content especially if it's a vertical/sector campaign or programme with identified decision makers and influencers.



CON:

More pressure on conversion and return on marketing investment. Potential to 'burn' an opportunity if personalisation, messaging, proposition and nurture strategy are not 'pitch-perfect'.

CONSIDERATIONS:

Budget, timescales, sales collaboration, data quality, sector insight, case studies, nurture strategy, content and creative aspects need to be rigorously managed, with launch preferably not executed under a tight deadline.

ACCOUNT PROFILING: YES (FOCUSED)

Carefully identified, selected and primed for greater traction.

PRO:

Creates better opportunity to prime content and messaging across all stages of the sales and marketing engagement process.



CON:

Requires more trust and collaborative planning between marketing, sales and other contributing business functions.

CONSIDERATIONS:

Explore how your corporate thought leadership themes, visions and customer journeys can be primed to this more exclusive audience - either within communications or as a discrete follow-up.

IDENTIFIED INFLUENCING GROUP: YES

Highly-informed knowledge of key influencers across technical, line of business and executive stakeholders.

PRO:

Can enable content/messaging/proposition to be tech or business focused - or a blend of both if data segmentation allows enough of both.



CON:

More pressure to plan and develop contextual and resonant content for all decision making group constituents.

CONSIDERATIONS:

Outreach, engagement and enablement assets can be primed for specific needs and requirements.

SALES INTELLIGENCE: COMPREHENSIVE

Considerable insights into account challenges, incumbents and aspirations.

PRO:

Greater opportunity to enhance success through close sales team collaboration and highly tailored content and asset development.



CON:

Greater reliance on the accuracy of intelligence and the availability/education/training of sales people in order to successfully manage responses.

CONSIDERATIONS:

Collaborate with sales from the outset to help develop an insightful and resonant campaign or programme supported by curated and tailored existing content and assets.

LEAD GENERATION: PROACTIVE

Sales teams balance pursuing in bound opportunities with intelligence and proposition-informed outreach and stakeholder engagement.

PRO:

Highly agile and focused account prospecting and engagement.



CON:

Requires tight alignment between sales and marketing, with risks of compromise and conflict if not. Also needs marketing commitment for supporting sales enablement too.

CONSIDERATIONS:

Plan for close synchronisation of both sales and marketing teams as success is unlikely without it. Establish a steering team to lead the initiative and draw on the resources and capabilities of either team when required.

PERSONA APPLICATION: PERSONALISED

Personas reflect the majority of the influencing and decision making group across organisation.

PRO:

Helps to accelerate relevance, empathy and sentiment - and can provide foothold for elevation.



CON:

Can involve considerable time and resource investment in assets, channels, tools and management understanding. Needs significant reporting and translation of tech capabilities to business relevance.

CONSIDERATIONS:

Be sure to test personas and their care bouts - a naive articulation of a persona can undo all the good planning foundations and personalisation efforts. Get real about their challenges and level of influence.

SALES ENABLEMENT: CONVERSATION READY

Team enabled with assets and capabilities to rapidly build relevance and credibility with all stakeholders.

PRO:

Through effective cross-team campaign budgeting, assets and planning, account teams know instinctively how, when and where to take the conversation with a wide range of stakeholders.



CON:

Vision, credibility, evidence and impact modelling assets need to be effective for all conversations.

CONSIDERATIONS:

For this level of maturity, the marketing function should be placing high levels of emphasis and strategic importance on sales/account team and lead engagement assets.

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