

4 MODELS FOR ABM

MODEL 4: KEY ACCOUNT BASED MARKETING & SALES ENABLEMENT

Pros, cons and considerations for your Account Based Marketing strategy

ACCOUNT TARGETING: EXCLUSIVE (~10)

The near-optimum model where exacting standards and focus is placed on every sales and marketing motion.

PRO:

Presents the opportunity to develop a highly bespoke campaign or programme with scope to be contextual (to the customer's needs and situation) and compelling (with creative, personalised content and assets)



CON:

Demands high production values, rigorous data segmentation and very close sales collaboration – with greater pressure on marketing ROI/challenging conversion ratios.

CONSIDERATIONS:

Recognise that quality of messaging, proposition, customer insight, case studies and even competitor comparisons are keys to success - along with agile and flexible response management, dedicated and briefed account managers and sustained customer communication (especially for big-ticket purchases and disruptive propositions).

ACCOUNT PROFILING: YES (PRECISION)

Identified and mapped as a target based on a rich set of size/fit criteria.

PRO:

The highest levels of scrutiny, propensity and understanding for sales and marketing success.



CON:

Effort, investment and resource commitment for this model is highly visible - for failure and success.

CONSIDERATIONS:

This model is likely to benefit from joint funding/resources across a number of sales, marketing, product, bid and advocacy support functions.

IDENTIFIED INFLUENCING GROUP: IN-DEPTH

A comprehensive understanding on why, how, who and when decisions are made.

PRO:

Can enable content/messaging/proposition to be highly focused and segmented to address needs, care abouts and objections of the C-suite; line of business; tech; finance decision making group.



CON:

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

CONSIDERATIONS:

With this level of intimacy, there should be a story, capability and proposition for the majority of interest groups.

SALES INTELLIGENCE: RICH

At this level of ABM maturity, 'unknown factors' can be explored and verified with sufficient time and planning.

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 account managers in order to successfully facilitate responses.

CONSIDERATIONS:

It's likely that the relationship will be progressed through social, email, Face to Face, live event, testimonial, thought leadership, PR and briefing centre experiences. All need to be accommodated.

LEAD GENERATION: HIGHLY PROACTIVE

The account team is unlikely to be waiting for marketing to send emails and run the webinar.

PRO:

Dedicated and motivated account managers can drive better quality responses, ability to convert, and even identify adjacent cross-/up-sell opportunities.



CON:

Distracts from day to day commitments and opportunities. Requires intensive, high-quality briefing/training/support assets and conversion for sales to shift the conversation from tech to business.

CONSIDERATIONS:

Success is highly dependent on account intelligence, content and asset quality, empathy and intensity of communication and a highly committed response team.

PERSONA APPLICATION: HIGHLY PERSONALISED

The closest thing you can have in B2B to a one-to-one relationship.

PRO:

Can leverage almost-telepathic type understanding of account/function situation and ambitions.



CON:

Get the empathy wrong, and it can create more reputation damage than no empathy at the outset.

CONSIDERATIONS:

At this level, the persona should go beyond job title-type understanding and recognition - and project the real value proposition to the business and function.

SALES ENABLEMENT: CONVERSATION GENERATING

Armed with the approved toolkit, the account team is equally capable of driving conversation and dialogue alongside programmed marketing and communication workstreams.

PRO:

Presents the best opportunity to engage with key customers and ascertain current and future challenges, needs and opportunities.



CON:

Exposes any weaknesses in your customer insight; vertical experience and case studies; proposition to the most influential decision makers.

CONSIDERATIONS:

Detailed and robust sales support for a campaign or programme should be combined with multiple touch points, together with ways to serve the customers need for knowledge and differentiation around your proposition.

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