

WHY YOU NEED ABM AND HOW TO GET STARTED



Account Based Marketing (ABM) is a powerful strategy for turning complex B2B opportunities into closed deals. Marketo and PFL let you bring all of the advantages of dimensional mail to your ABM campaign. Here's how.

ABM Lands the Biggest Deals

ABM is the process of selling into an entire target account. It requires rethinking the process for complex B2B sales cycles because it places importance on context and relationships. The truth is, you aren't selling to one person or group in an organization, you are selling to a complex web of influencers and decision makers. ABM is a strategy that takes this complexity into account and it works to close large deals with many moving parts.



ABM delivers the highest ROI of any B2B marketing strategy or tactic. Period.
— *ITSMA*

ABM is Built on Multi-Channel Marketing

ABM works best when you're using a multi-channel approach to reach out to accounts with the right type of content at different parts of the buyer's journey.



Up to 17 people typically influence an enterprise purchase - the bigger the deal, the bigger the team.
— *IDG Enterprise Role & Influence of the Technology Decision-Maker survey 2014*

Tangible Marketing | Use tangible marketing to warm up accounts, bring cold contacts back to the table, and boost digital responses.

Digital Channels | Use email and retargeting to drive response and deliver powerful CTAs.

Phone Outreach | Don't pick up the phones right away, warm your prospects up first with other channels so they will be more likely to engage.



Direct mail is a great way to get our foot in the door.
— *Julia Stead, Director of Demand Generation at Invoca*

97%

say ABM had higher ROI than other marketing activities

84%

say ABM provided significant benefits to retaining and expanding customer relationships

65%

say ABM provided significant benefits to attract new customers

This Alterra Group data confirms that marketers who have tried ABM experience major returns.

Get Started with Account Based Marketing



Build a List of Accounts

Start building your list of accounts. ABM works best when you target a smaller number of accounts that are perfect fits. Find accounts that you can actually help succeed.



Establish Personas and Context

ABM typically focuses on two types of contacts within an account: influencers and decision makers. Identify these people in your accounts by title, contribution, or other metrics. Then get to know them. What resonates with them? What are their pain points? What are their interests?



Build Account-Level Rules

In Marketo, build account level rules to measure aggregated engagement, scoring, opportunities, and more. This lets you see the accounts at their highest level so you can quickly and accurately monitor complex deals.



Build Contact-Level Rules

Drill down to contacts within accounts and create rules to place employees into correct lists. This sets the target for Marketo flows so you send the perfect message on the right channel. Build rules that work on the account level too, so individuals within the account influence holistic reporting.



Use Every Channel

ABM is about highly targeted, finely-tuned marketing that hits specific contacts within an account to build buzz, offer clarity and stay top of mind. Use every channel at your disposal.

Email | Use tokens in Marketo to make your emails highly personalized. Create multiple nurture streams to change the cadence and content based on a contact's - and an account's - level of engagement.

Physical Channels | Use behavior and scoring data to trigger relevant and timely direct mail via PFL's Tactile Marketing Automation integration with Marketo.

RTP | Combine Marketo's RTP functionality with ABM data to give personalized experiences to contacts. Make web visits highly relevant with account specific language, pain points and interests.

Ad Bridge | Target decision makers that have reached a certain score with unique ads, use the ad channel to engage influencers that stopped responding, and keep yourself top of mind.