

# WELCOME!

THIS SESSION IS BEING RECORDED

FIRESIDE CHAT & AMA

# How to Fast-Track Your Path to ABM Maturity

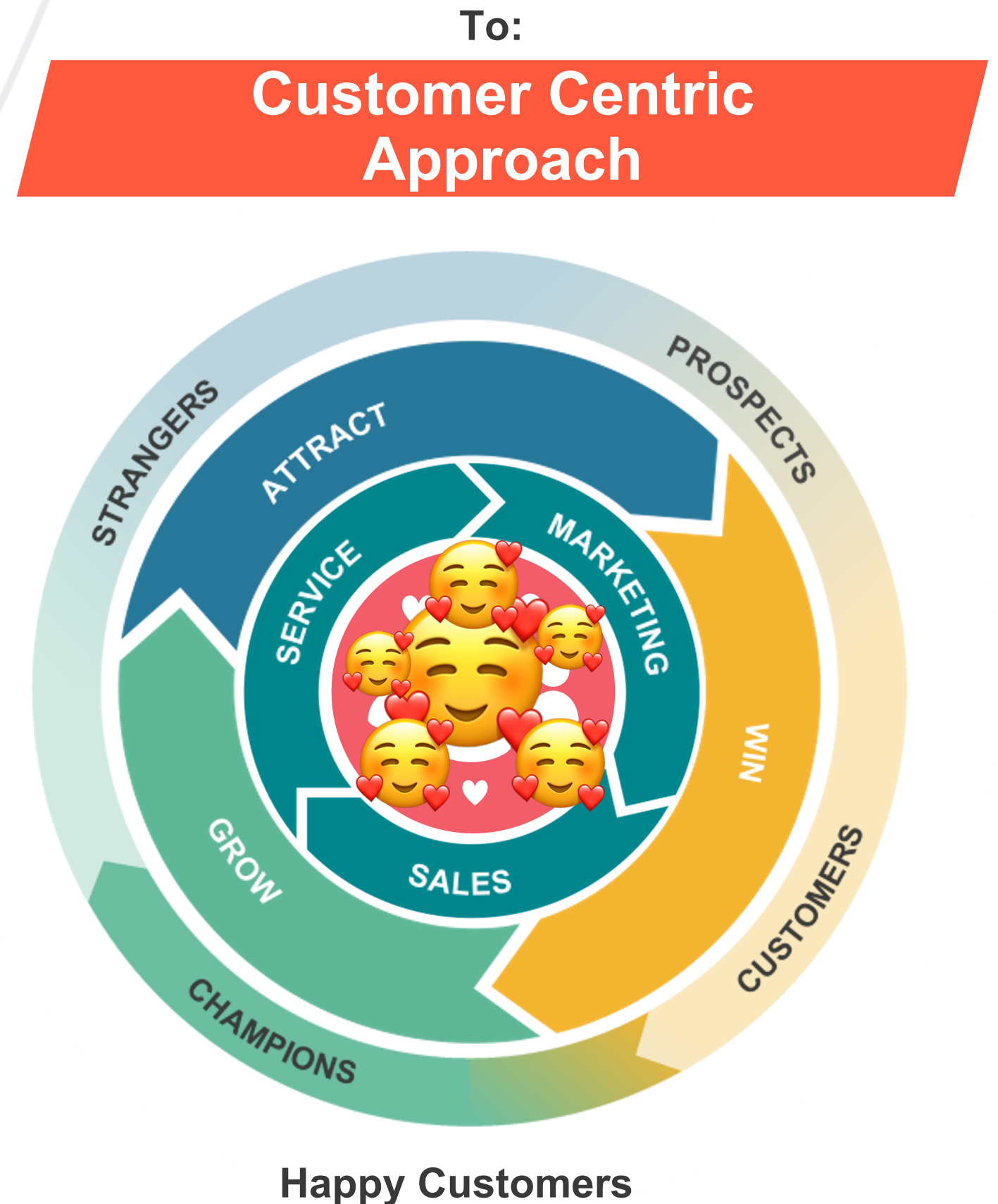
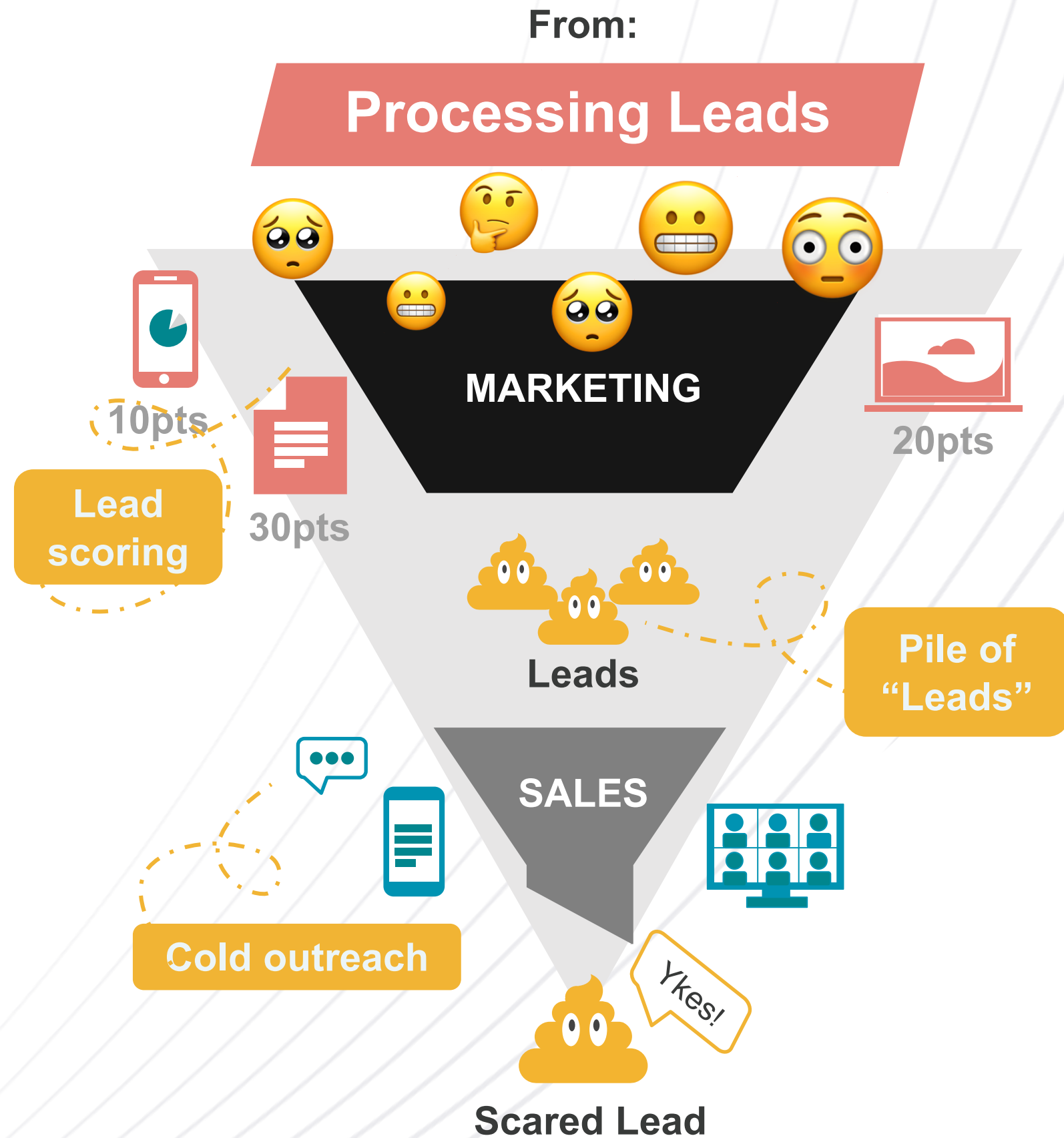


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VP of Marketing  
MindTickle



**JON MILLER**  
CMO  
Demandbase

# Stop Random Acts of Marketing



# Getting Started

BUILD BACKWARDS:

NEW business

**\$60 million year**

**\$15 million Quarter**

Converting at a 10% rate

**\$150M / Quarter**

**\$50M / Month**

**ACV = \$100k**

**GTM GAME PLAN**

1,500 accounts = \$150M Quarter

500 accounts = \$50M Month

Revenue Plan

Quarterly Pipeline goal

Marketing =

\*example only



# Use intent data to align with sales:

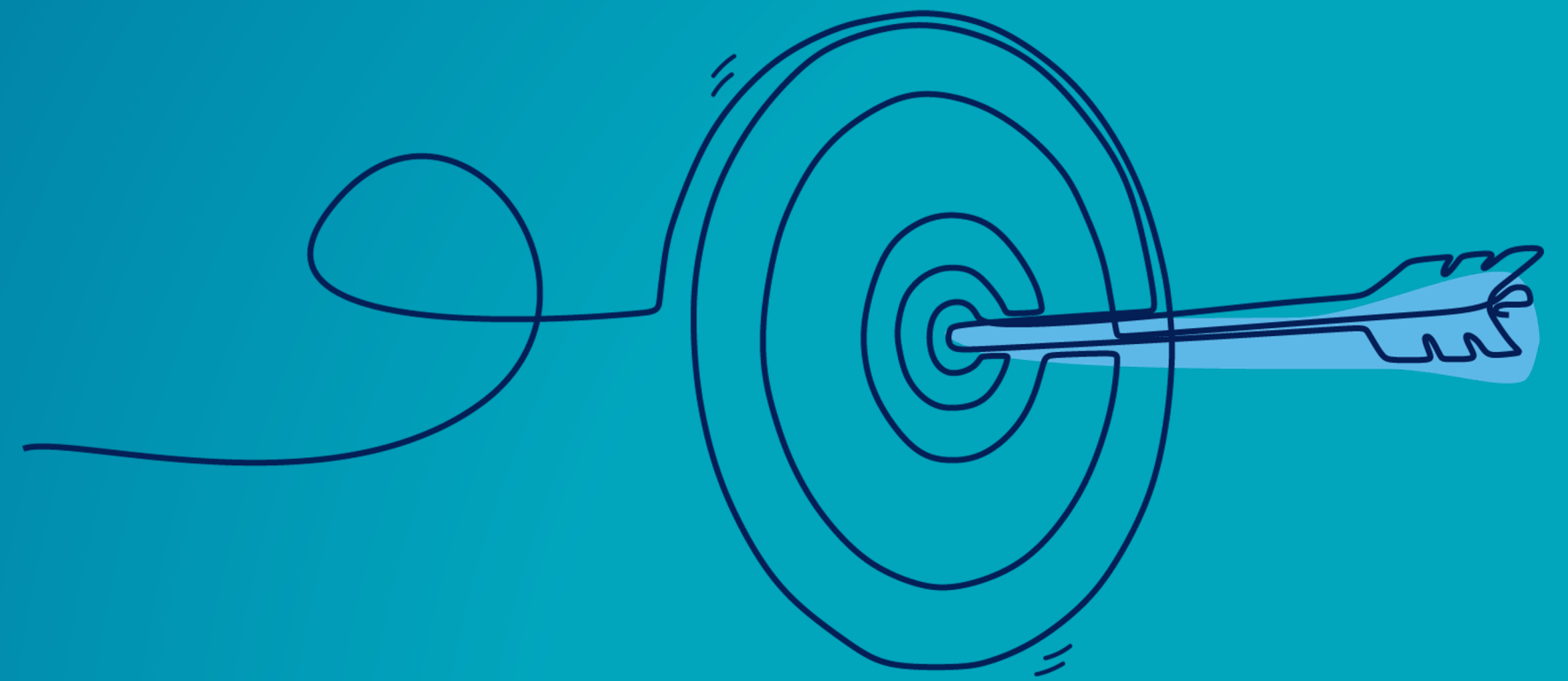


*Pretty hard to do account based marketing if you don't know the account.*

*Even harder to personalize (chat, ad, web) if you don't know anything about the account.*



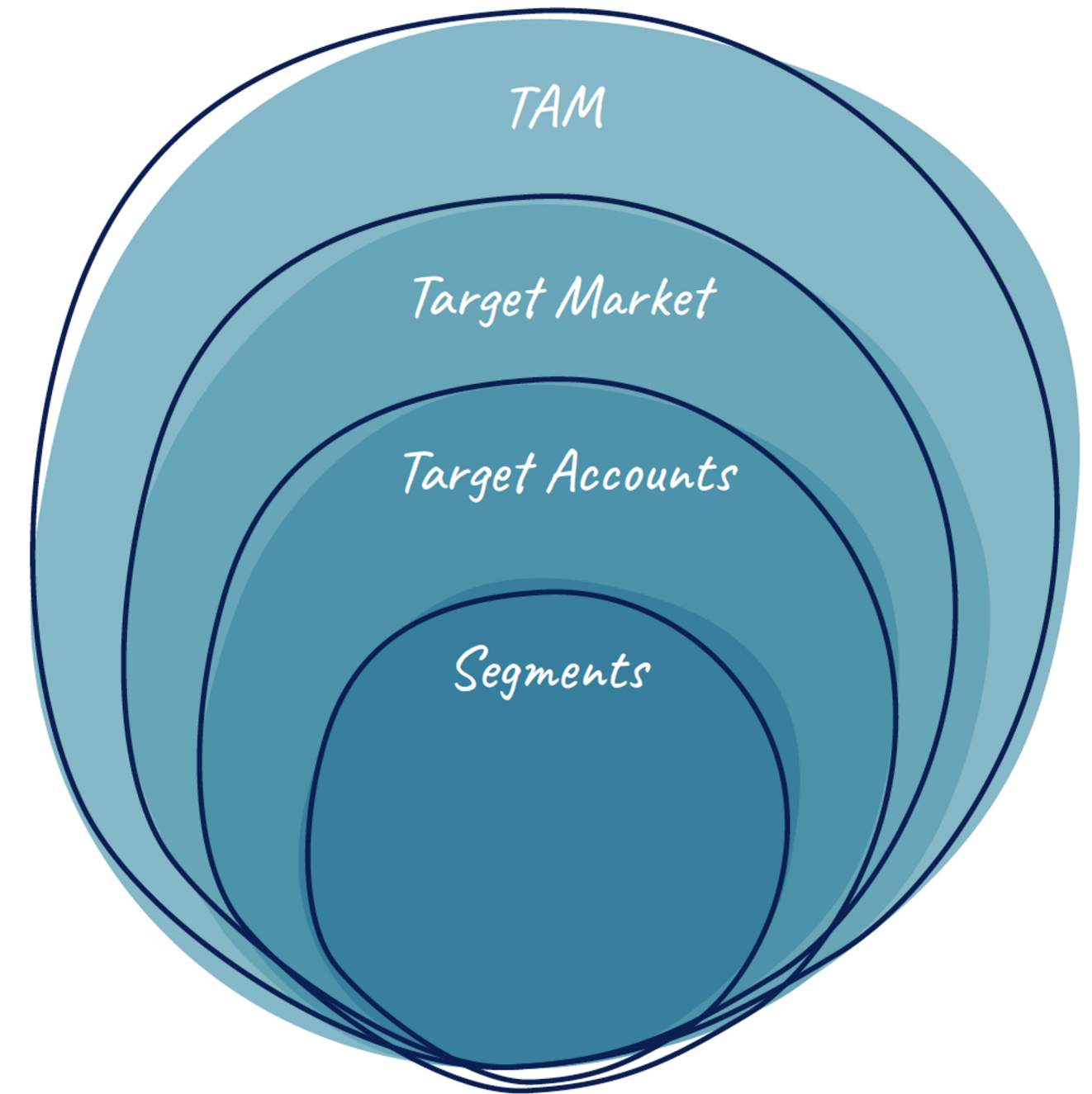
# Find

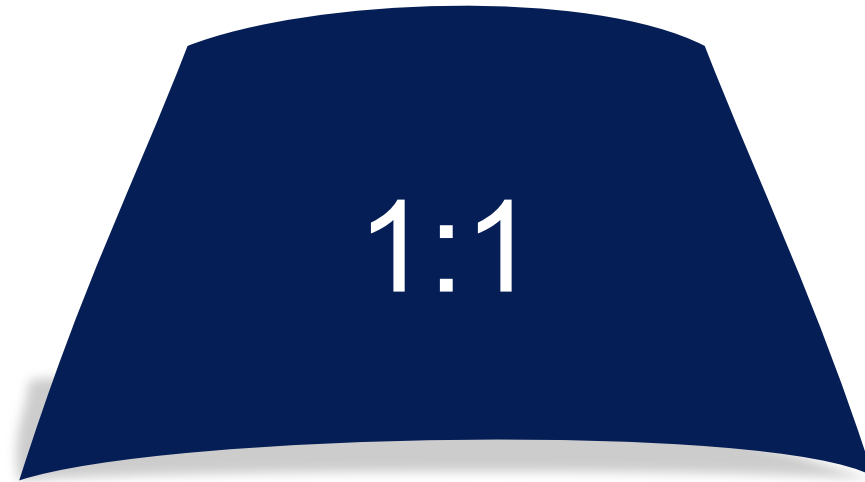


- ▶ The number of accounts you *could* pursue is larger than the number you *can* pursue

### Three strategies:

- Defining different styles of ABX based on account value.
- Segmenting and rotating account focus.
- Triggering specific focus.

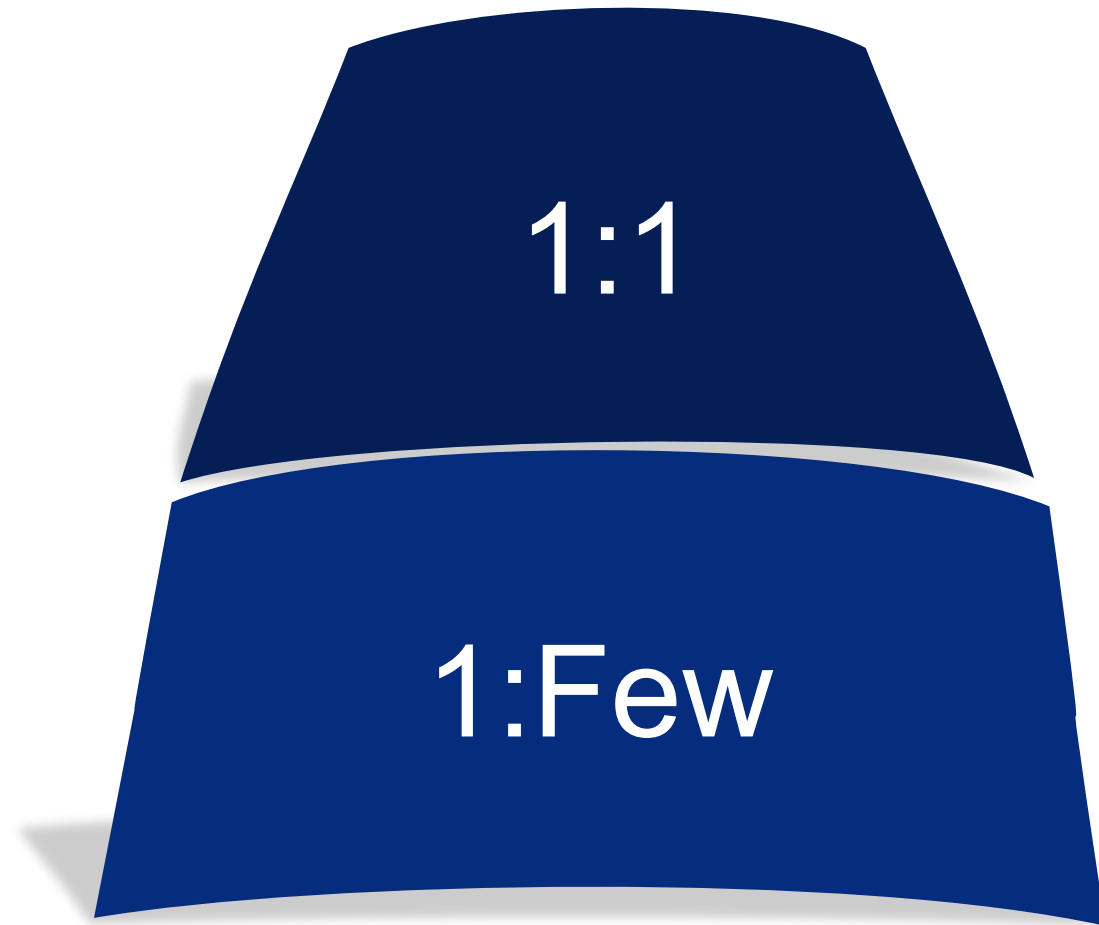




“Handful” – median 14, mean 39  
\$2M-\$100M++

- Deep dive account research
- Highly-customized programs for each account
- Investment per account: \$36,000 - \$50,000
- 84% accounts are current customers, 16% new

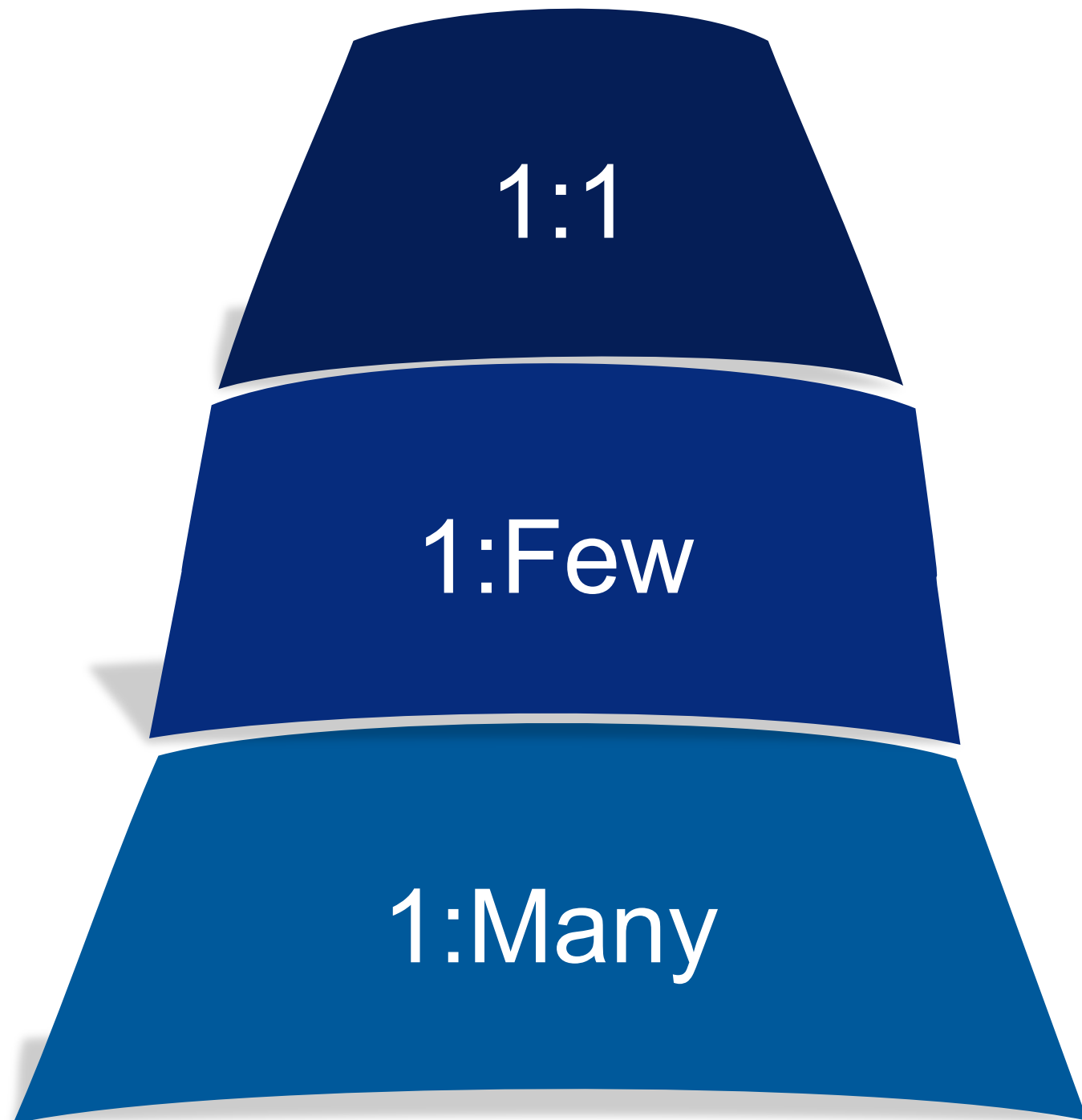




“Handful” – median 14, mean 39  
\$2M-\$100M++

“Dozens” – median 50, mean 177  
\$250K – \$2M

- Micro-clusters of ~20 accounts focused on similar issues
- Deep cluster research
- Highly-focused programs, moderate personalization
- Investment per account: \$3,000 - \$15,000
- 49% accounts are current customers, 51% new

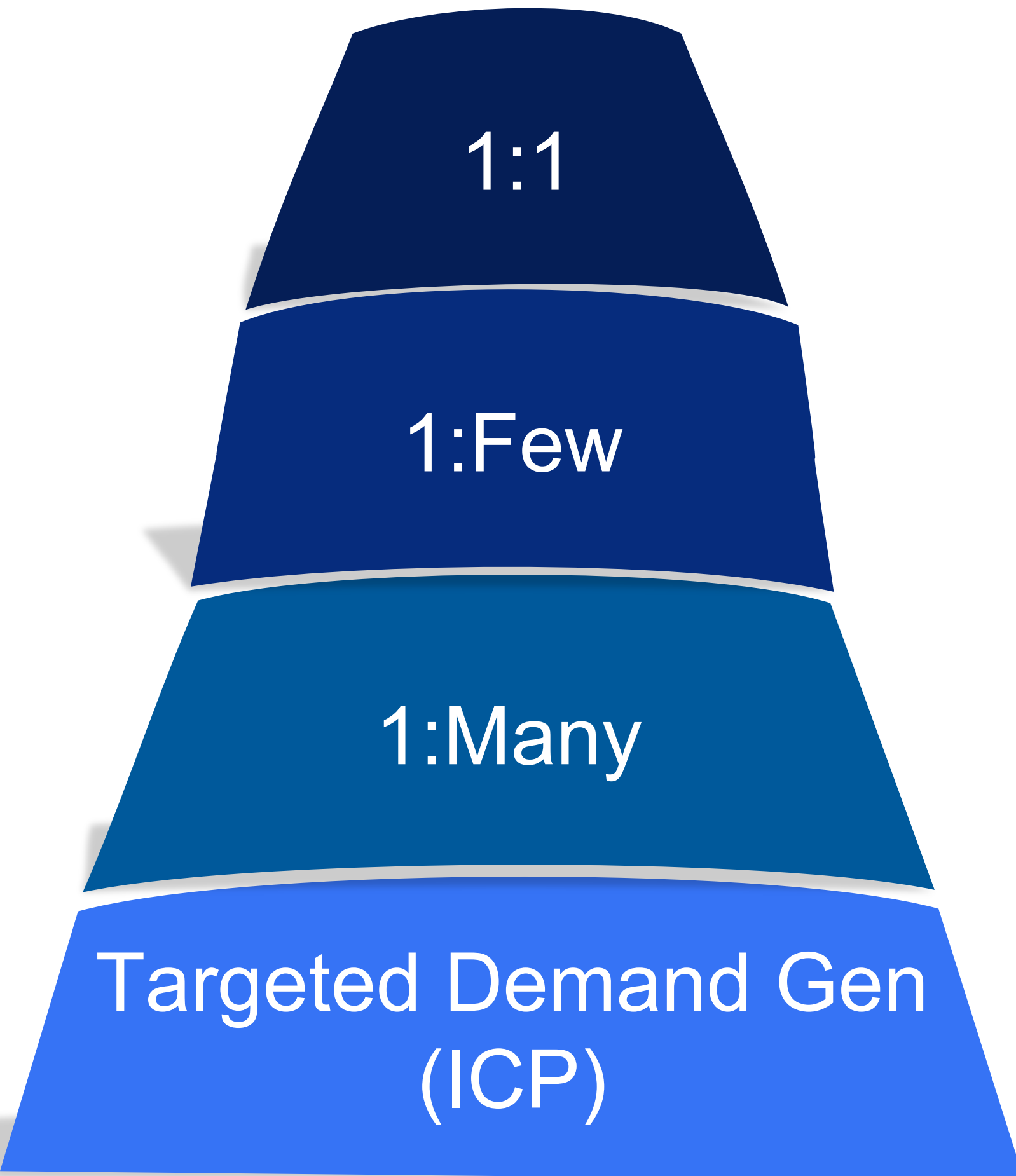


“Handful” – median 14, mean 39  
\$2M-\$100M++

“Dozens” – median 50, mean 177  
\$250K – \$2M

“Hundreds” – median 500, mean 6.2K  
\$50K – \$250K

- Many account-based programs live here
- Broad programs, light personalization
- More technology including intent data and advertising
- Investment per account: < \$1,000 - \$3,000
- 72% accounts are NEW customers, 28% current



“Handful” – median 14, mean 39  
\$2M-\$100M++

“Dozens” – median 50, mean 177  
\$250K – \$2M

“Hundreds” – median 500, mean 6.2K  
\$50K – \$250K

“Thousands”  
<\$50K

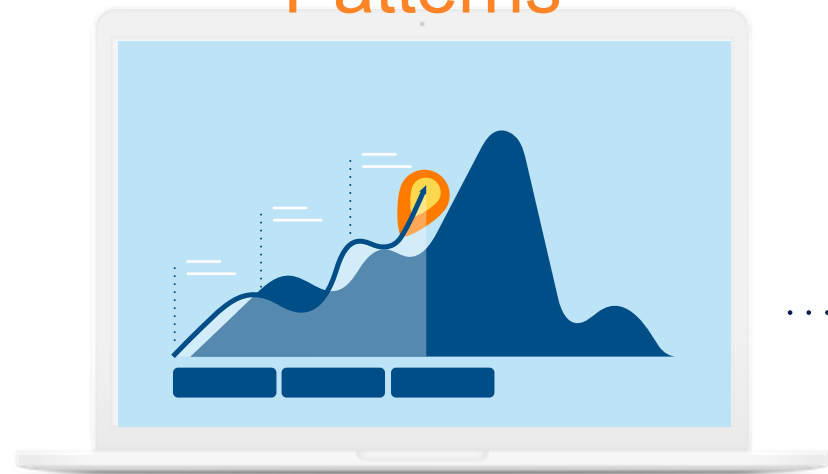


Entitlements  
determine how  
many accounts  
you can  
manage by tier

	Always On	Extra for MQA
1:1	<ul style="list-style-type: none"> <li>Account plan</li> <li>1:1 workshop</li> <li>VIP experiences</li> <li>100% custom content, chat</li> <li>Advertising</li> <li>Proactive outbound</li> <li>Quarterly contact refresh (5)</li> </ul>	<ul style="list-style-type: none"> <li>\$100+ gifting</li> <li>Cameo message</li> <li>100% customized response</li> </ul>
1:Few	<ul style="list-style-type: none"> <li>Mini account plan</li> <li>20% custom content</li> <li>Advertising</li> <li>Proactive outbound</li> <li>Quarterly contact refresh (3)</li> </ul>	<ul style="list-style-type: none"> <li>\$75+ gifting</li> <li>Highly customized response</li> </ul>
1:Many	<ul style="list-style-type: none"> <li>Advertising</li> <li>Limited outbound</li> <li>Program-based content</li> </ul>	<ul style="list-style-type: none"> <li>\$50+ gifting</li> <li>Customized response</li> </ul>
ICP	<ul style="list-style-type: none"> <li>General demand gen</li> <li>No outbound until trigger</li> </ul>	<ul style="list-style-type: none"> <li>Lightly customized response</li> </ul>

# ► Use **FIRE** to find and identify top accounts

AI + Big Data  
Finds and  
Scores Buying  
Patterns



- F**it Accounts in your ICP
- I**ntent Interest in your products and/or competitors
- R**elationship Context and history with the account
- E**ngagement Time spent with your company

## Pipeline Predict

Qualified accounts showing behaviors that predict buying activity

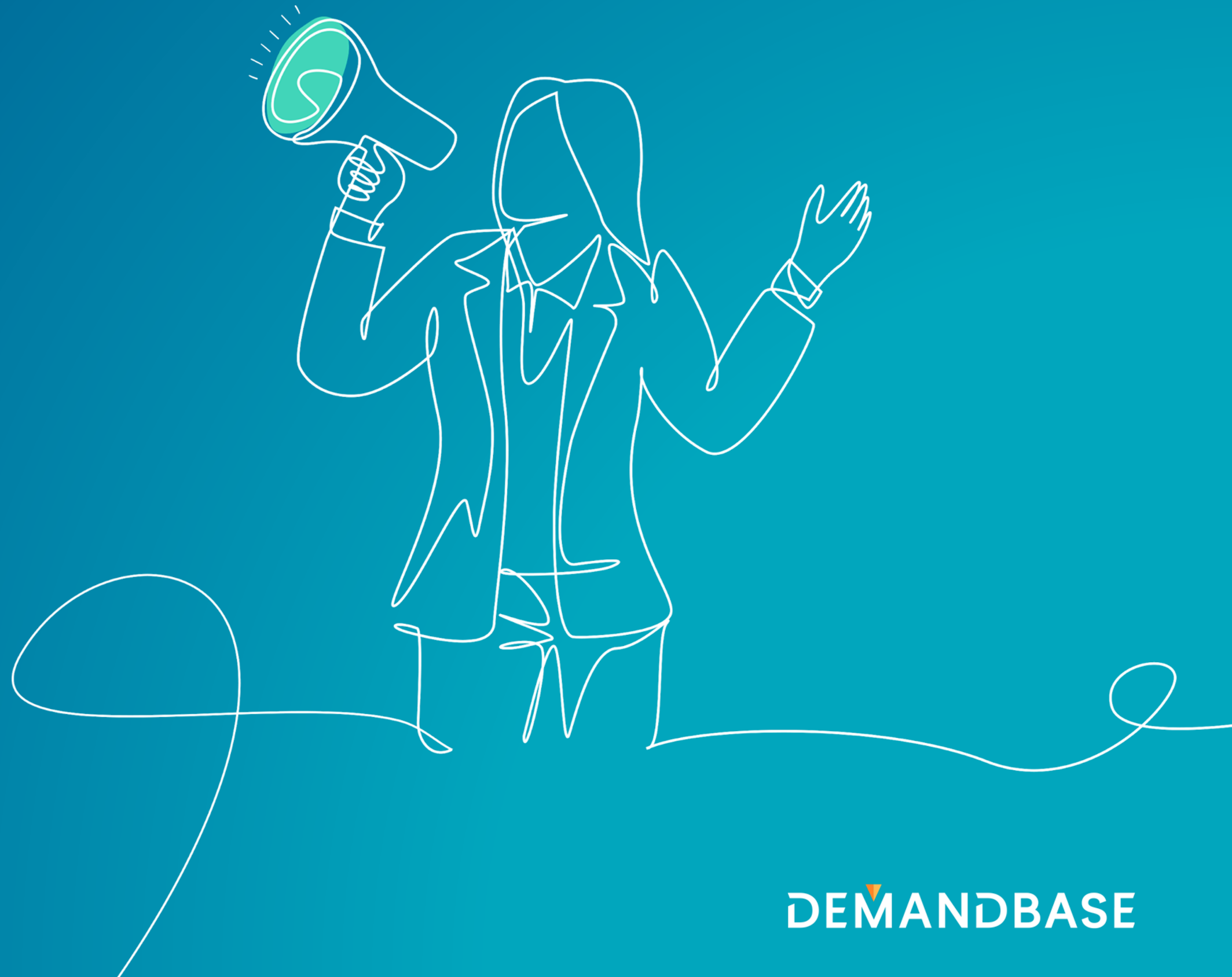
## ► Time to select... Marketing-driven, Sales-owned

Account	MAP	Employees	Fit	Intent	Relationship	Engagement	Total	Sales Pick
Bluth Company	Eloqua	5K - 10K	90	Medium	20	257	94	
Initech	Pardot	1K - 5K	80	High	5	215	87	
Pritchett Closets	Pardot	250 - 500	75	High	6	216	86	
Acme Inc	Marketo	1K - 5K	85	Low	15	146	66	
Gringotts Bank	Marketo	10K+	75	Medium	0	107	59	
Cyberdyne Systems	Marketo	500 - 1000	90	Low	0	161	59	
Hooli	Eloqua	10K+	75	Medium	10	22	56	
Dunder Mifflin	Hubspot	100 - 250	70	Medium	8	31	54	

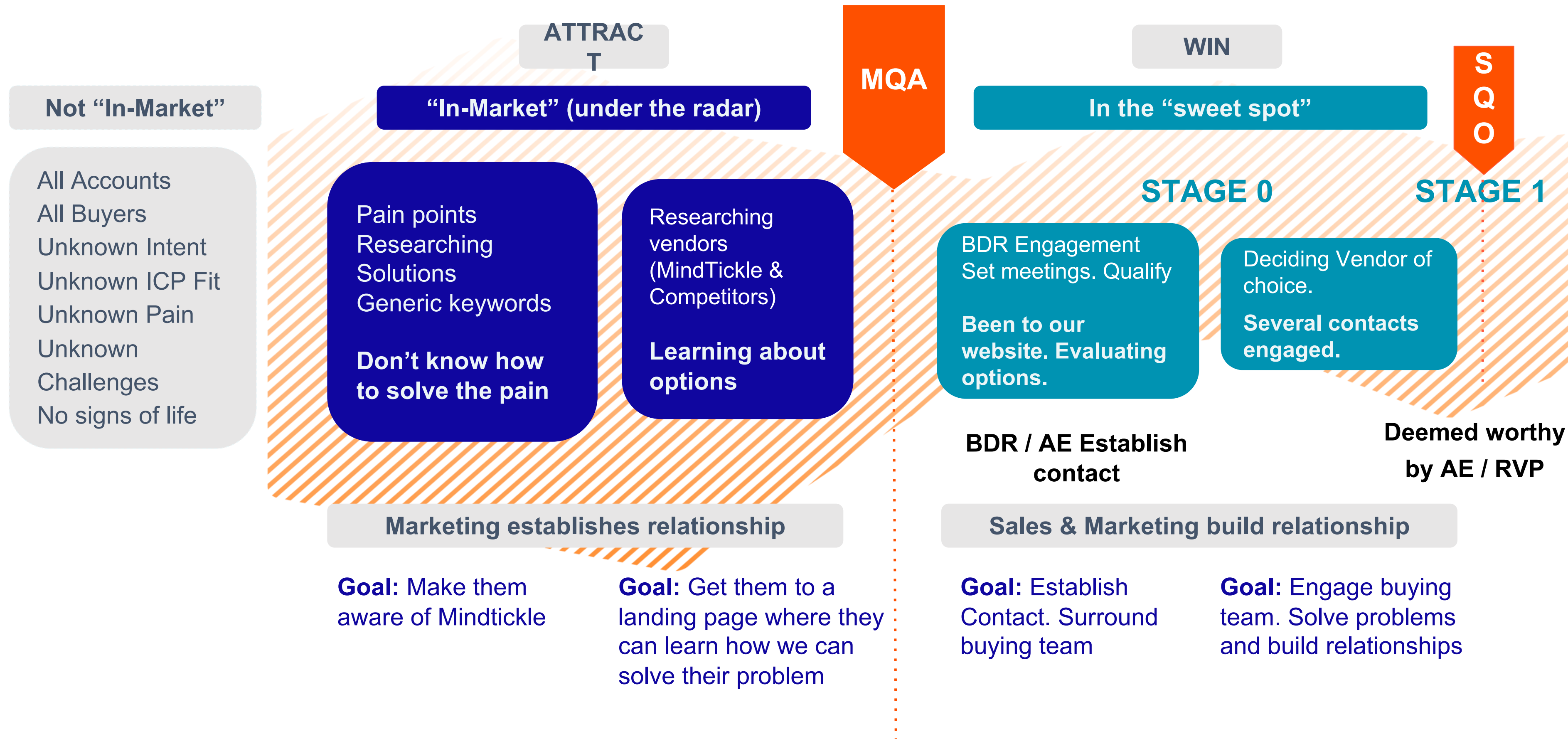
	Q2			Q3			Q4		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Segmented</b>									
Competitor Displacement									
Finserv									
Pharma									
<b>Triggered</b>									
Competitive Intent									
MQA Stage									
New Executive									



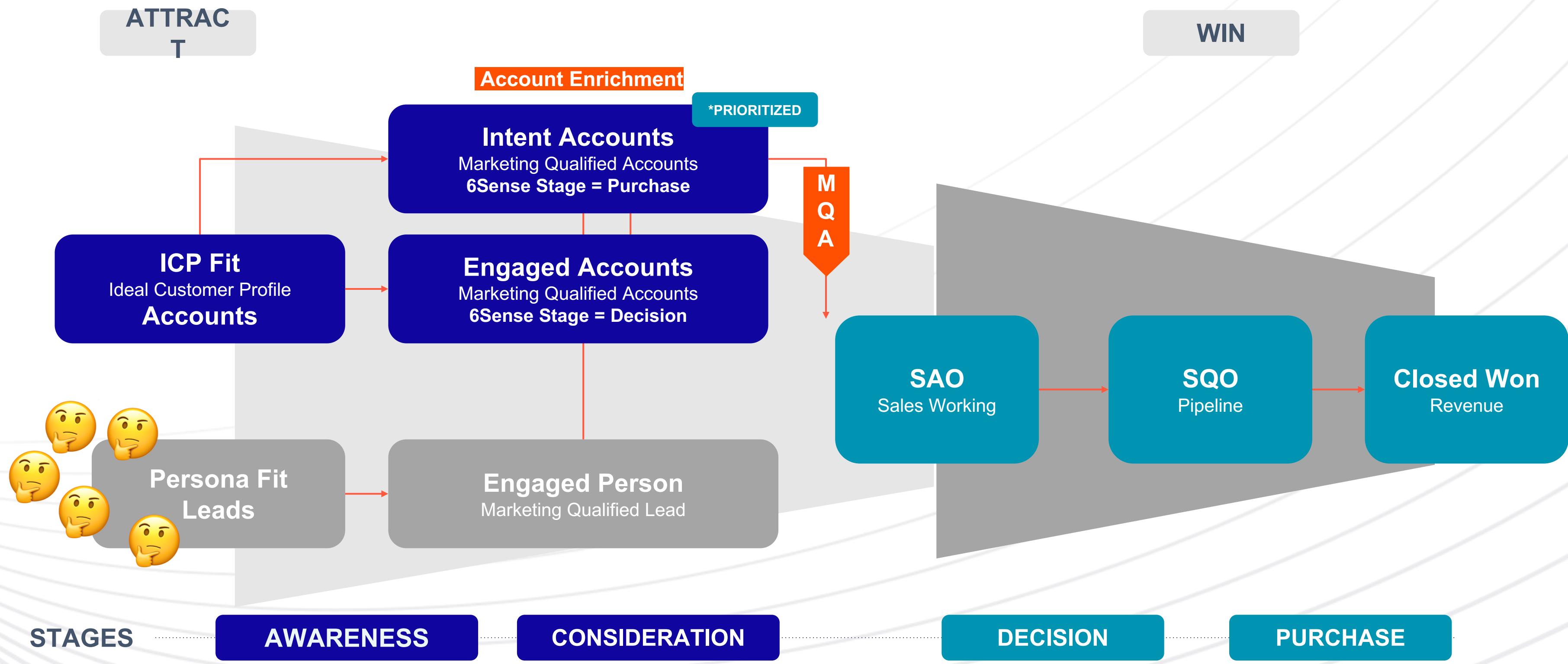
# Engage



# Understanding the Stages

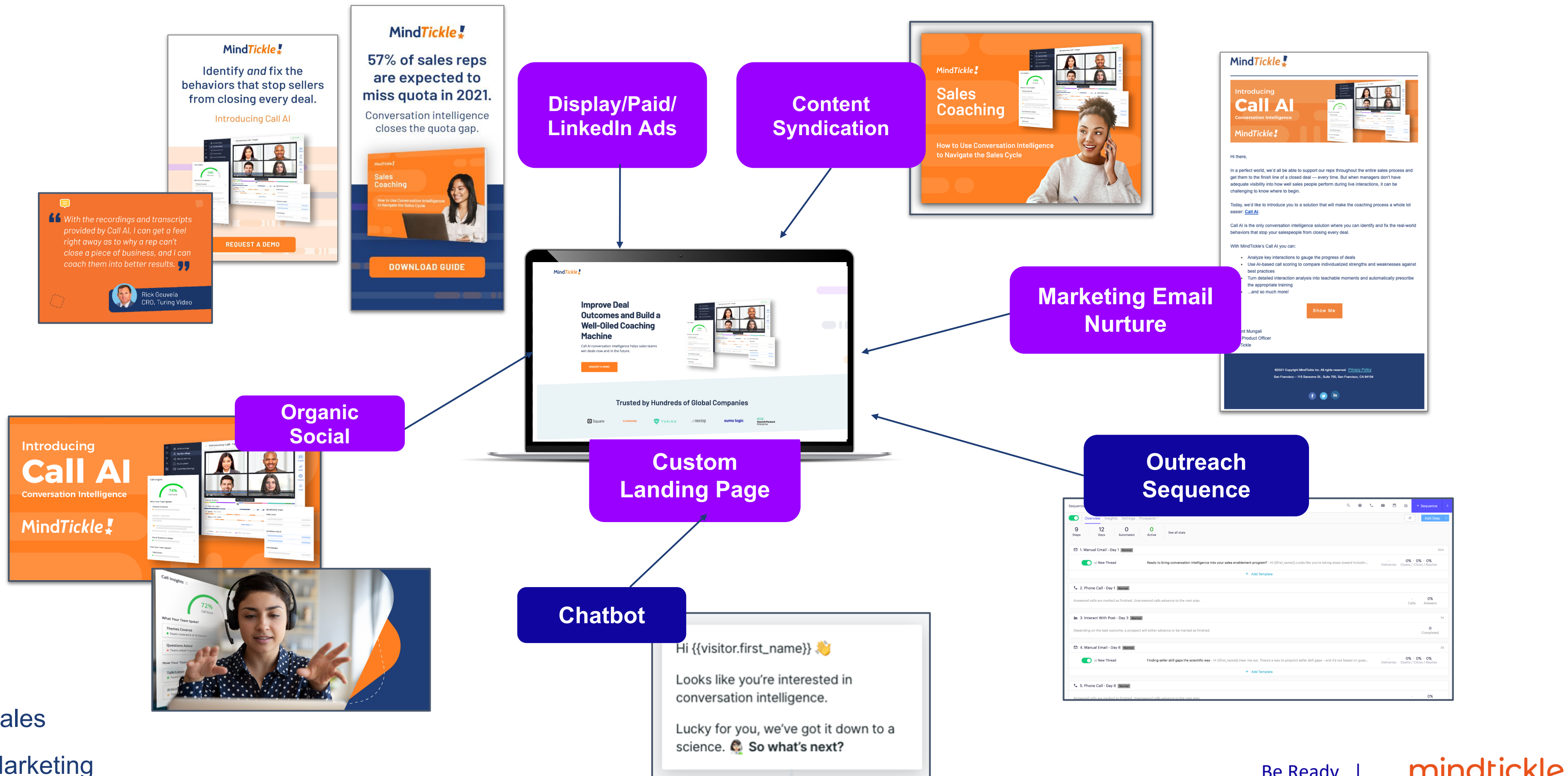


# Under the hood of the Revenue Rocket





# Multi-Channel Campaign Experience

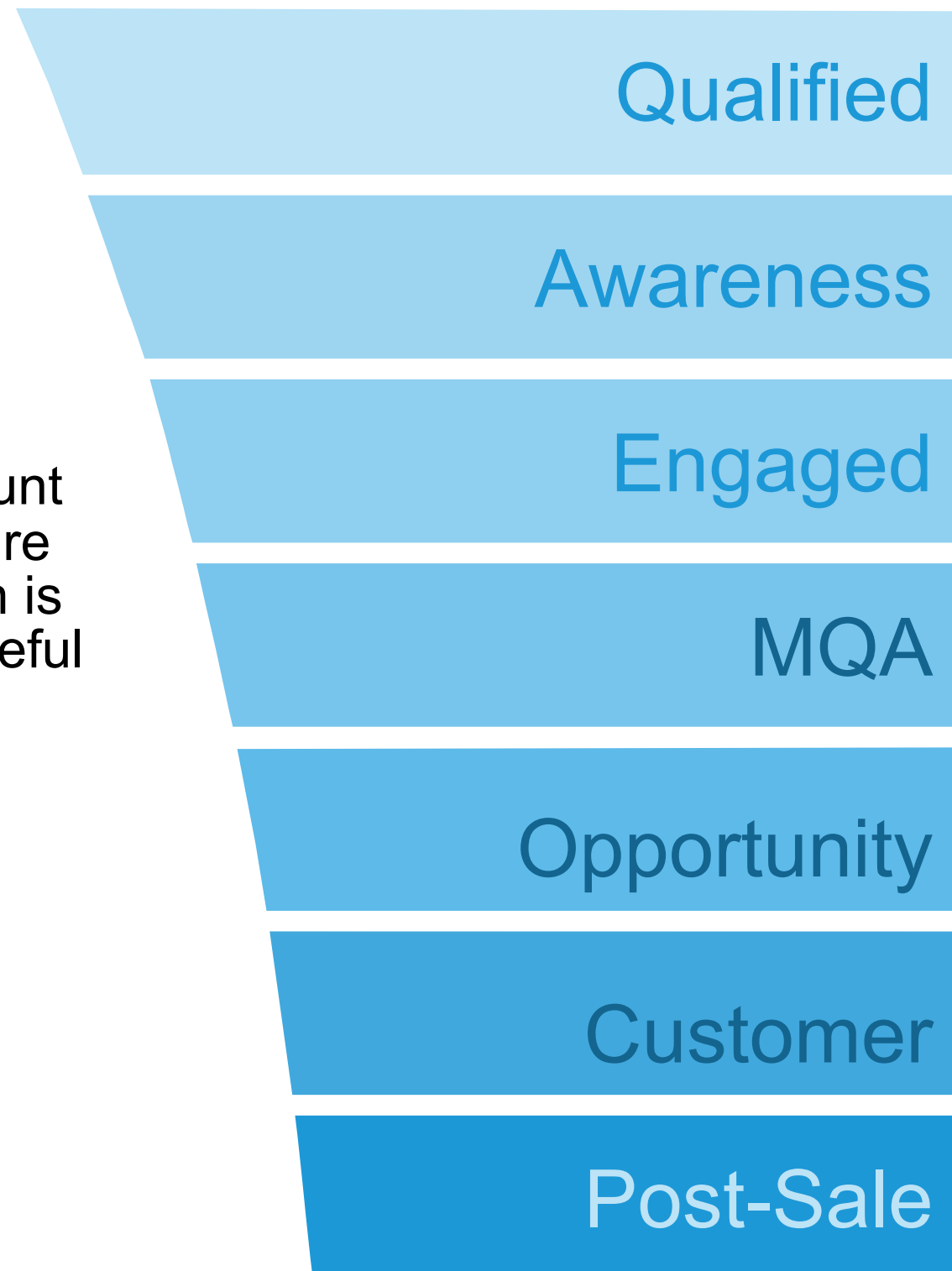


# ▶ Account journey



## ► Align interactions to the buyer's journey

Use deep account insights to ensure each interaction is relevant and useful enough to be worthy of their attention.



Early in the journey, focus on building your **brand on a foundation of trust**.

Move from emotion to logic with **thought leadership and education**.

Find when accounts are **in-market and actually interested in hearing from you** — but before they raise their hand on your website.

**Focus on validation** and engaging the entire buying committee.

Enhance the **post-sale experience** with adoption best practices and finding expansion opportunities.

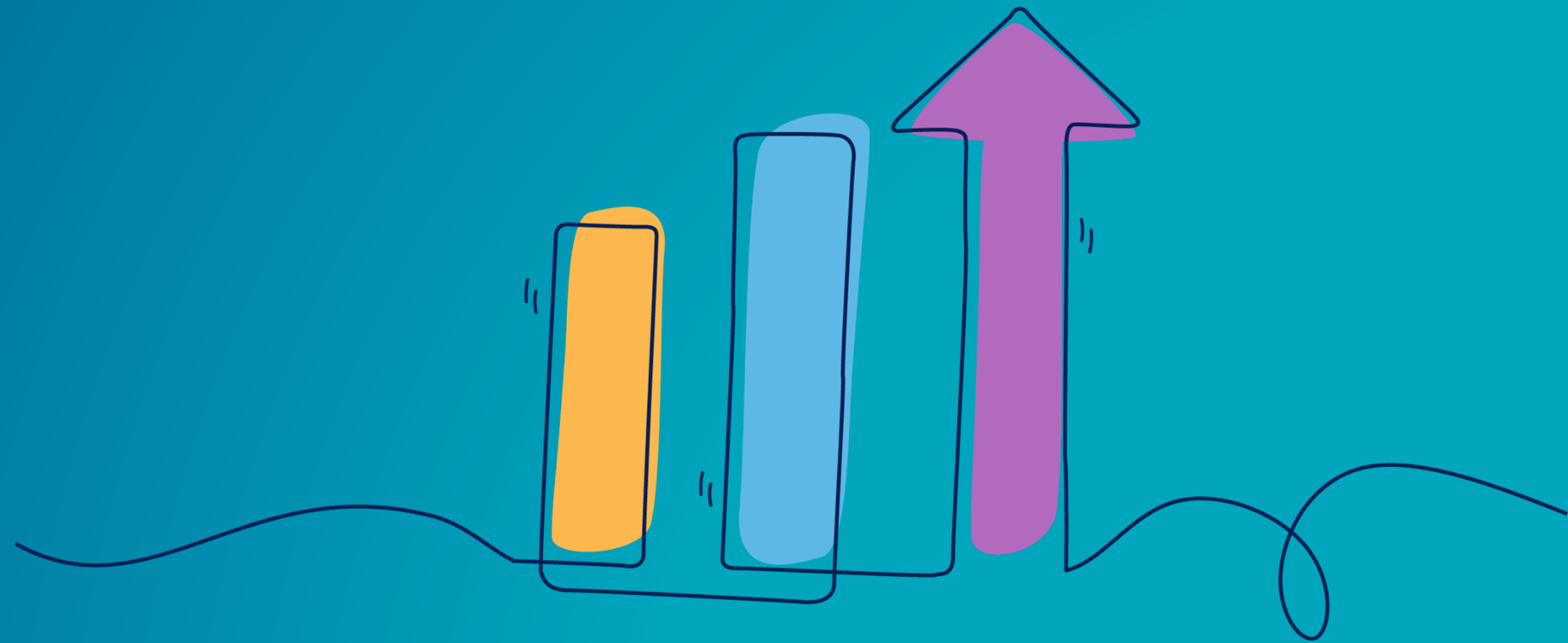
# ABX Stand Ups

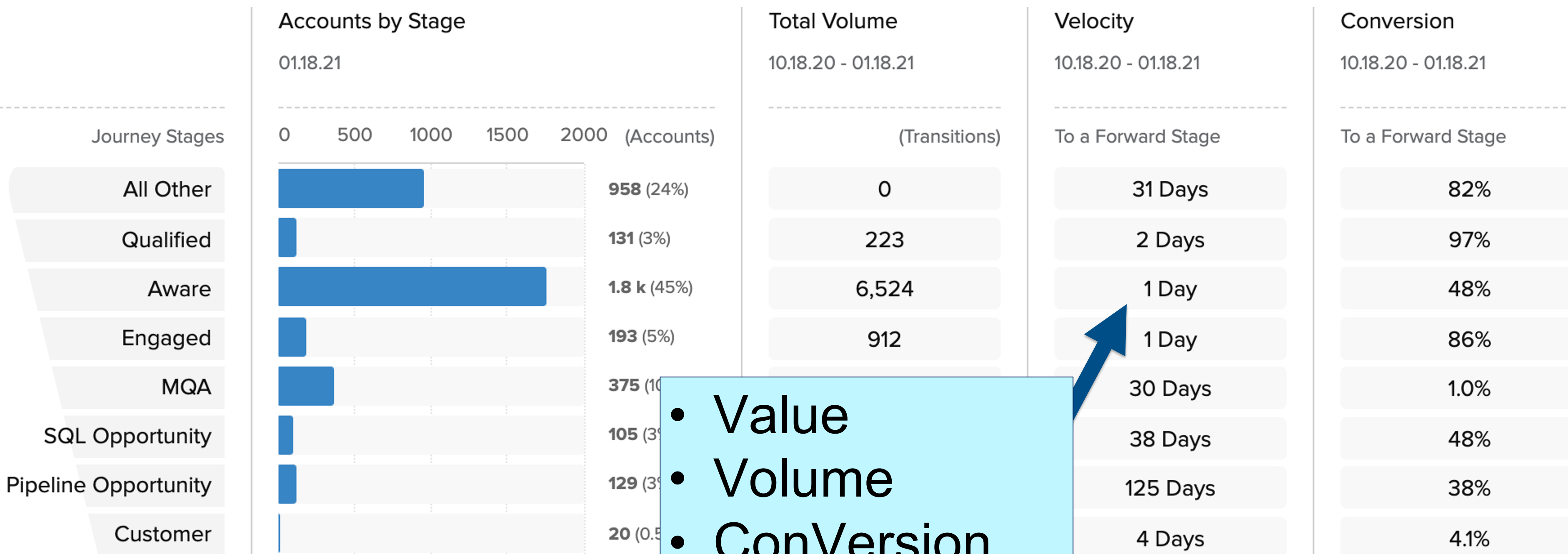
## The Secret Weapon for GTM Alignment





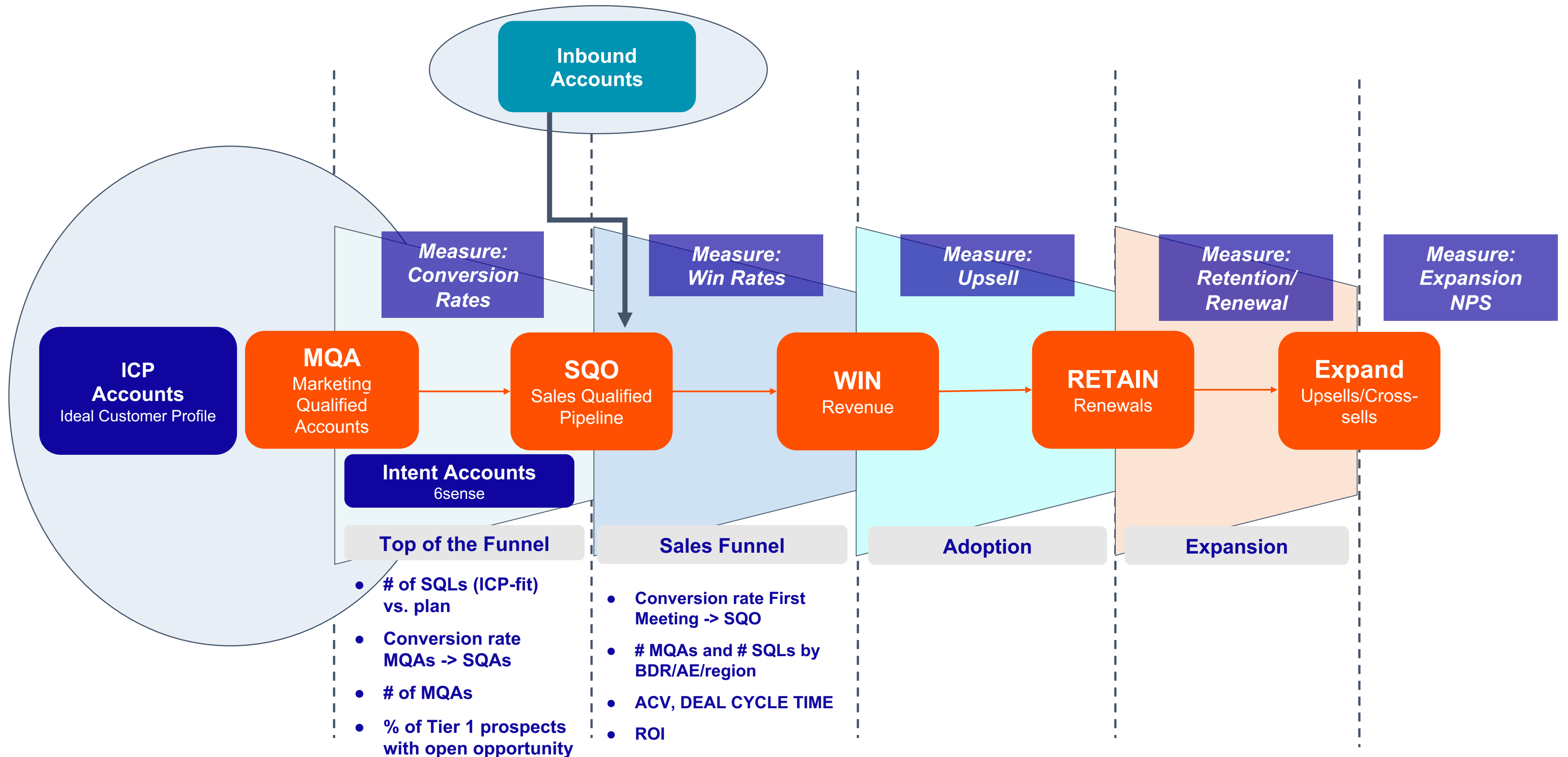
# Measure





- Value
- Volume
- ConVersion
- Velocity

# Align on measurement





ASK ME ANYTHING



**JOIN US TUESDAY, SEPTEMBER 14**

FIRESIDE CHAT & AMA

# **Building an Iconic B2B Brand – the Gong Case Study**

*FEATURING*

Udi Ledergor  
CMO of Gong