

WELCOME!

THIS SESSION IS BEING RECORDED

FIRESIDE CHAT & AMA

How to Fast-Track Your Path to ABM Maturity



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Stop Random Acts of Marketing

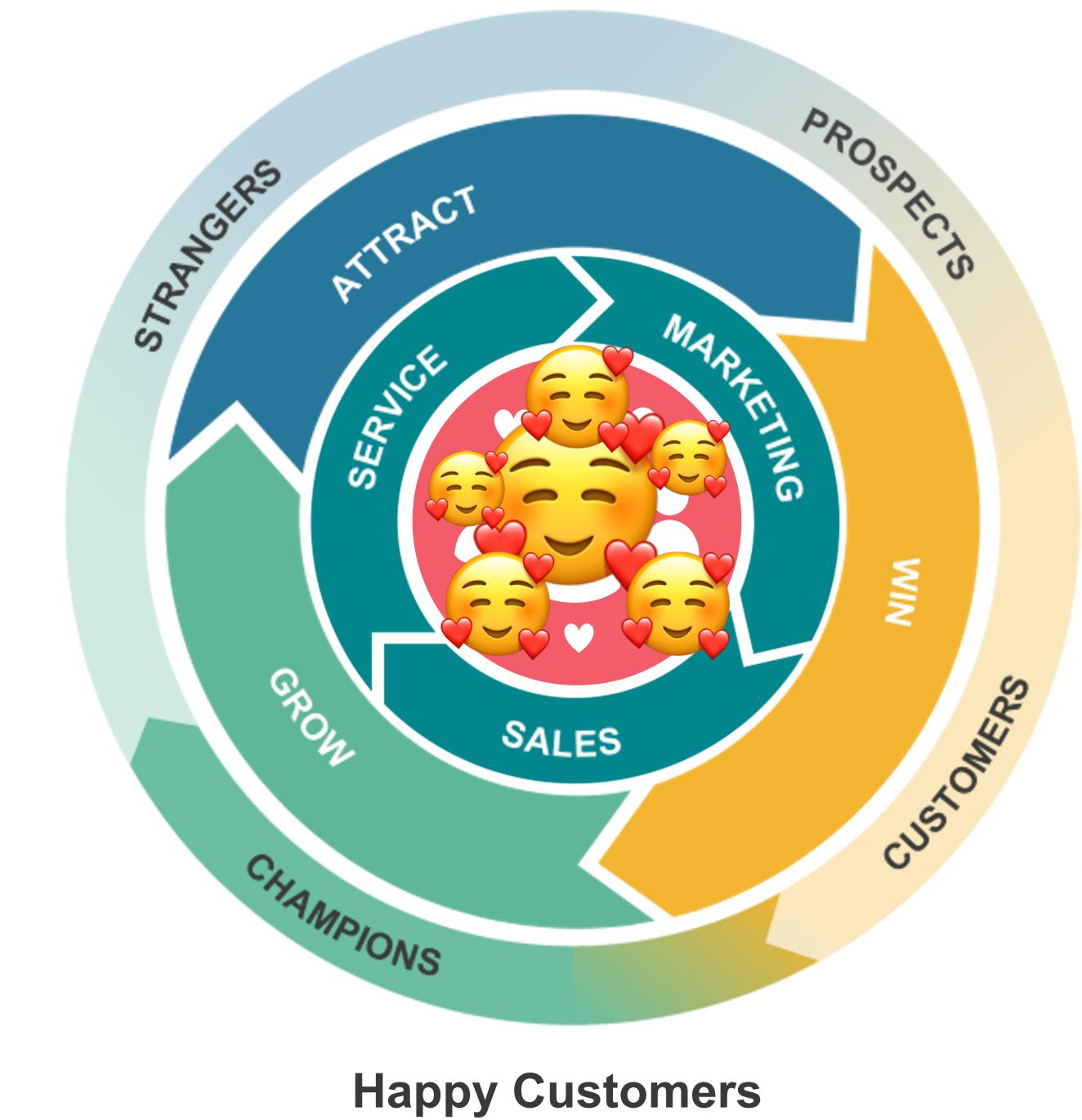
From:

Processing Leads



To:

Customer Centric Approach



Getting Started

BUILD BACKWARDS:

Revenue Plan

Quarterly Pipeline goal

Marketing =

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

*example only

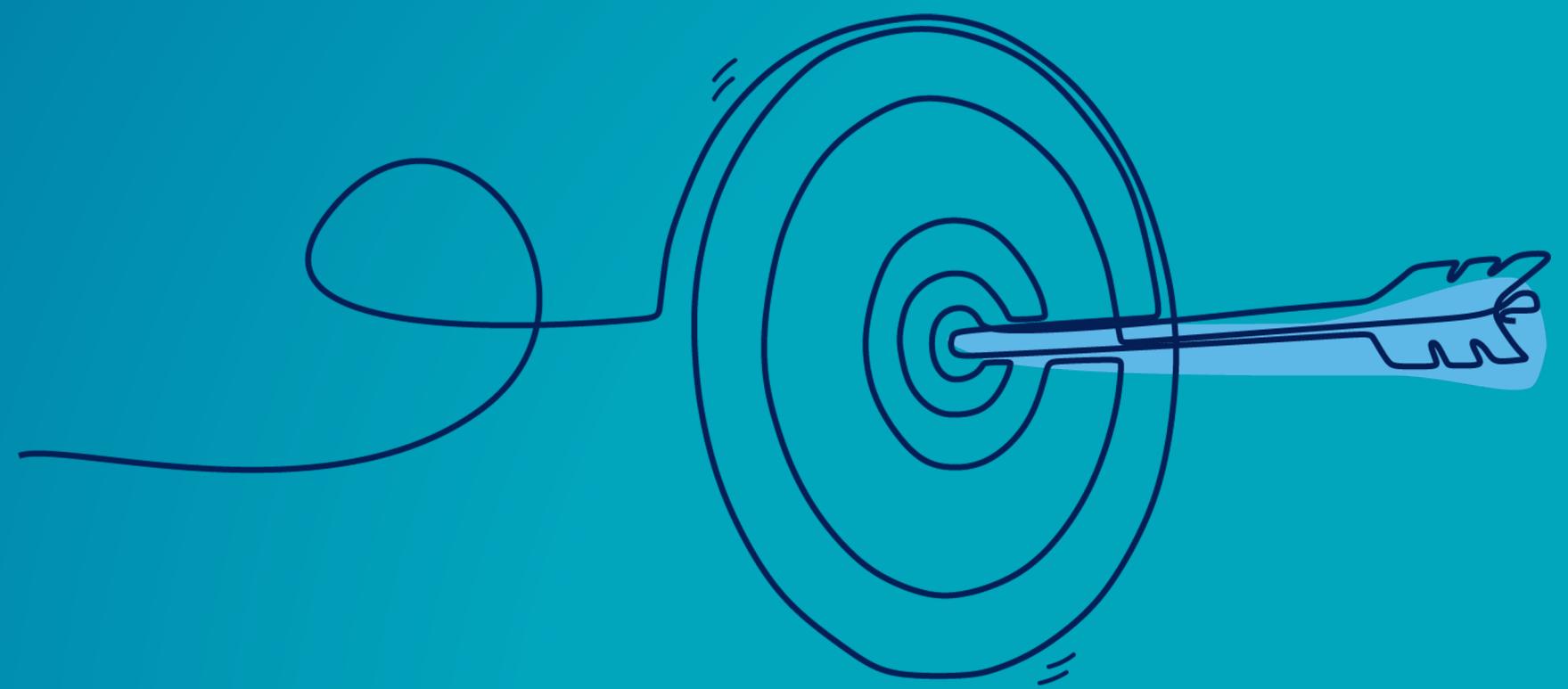
Use intent data to align with sales:



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.

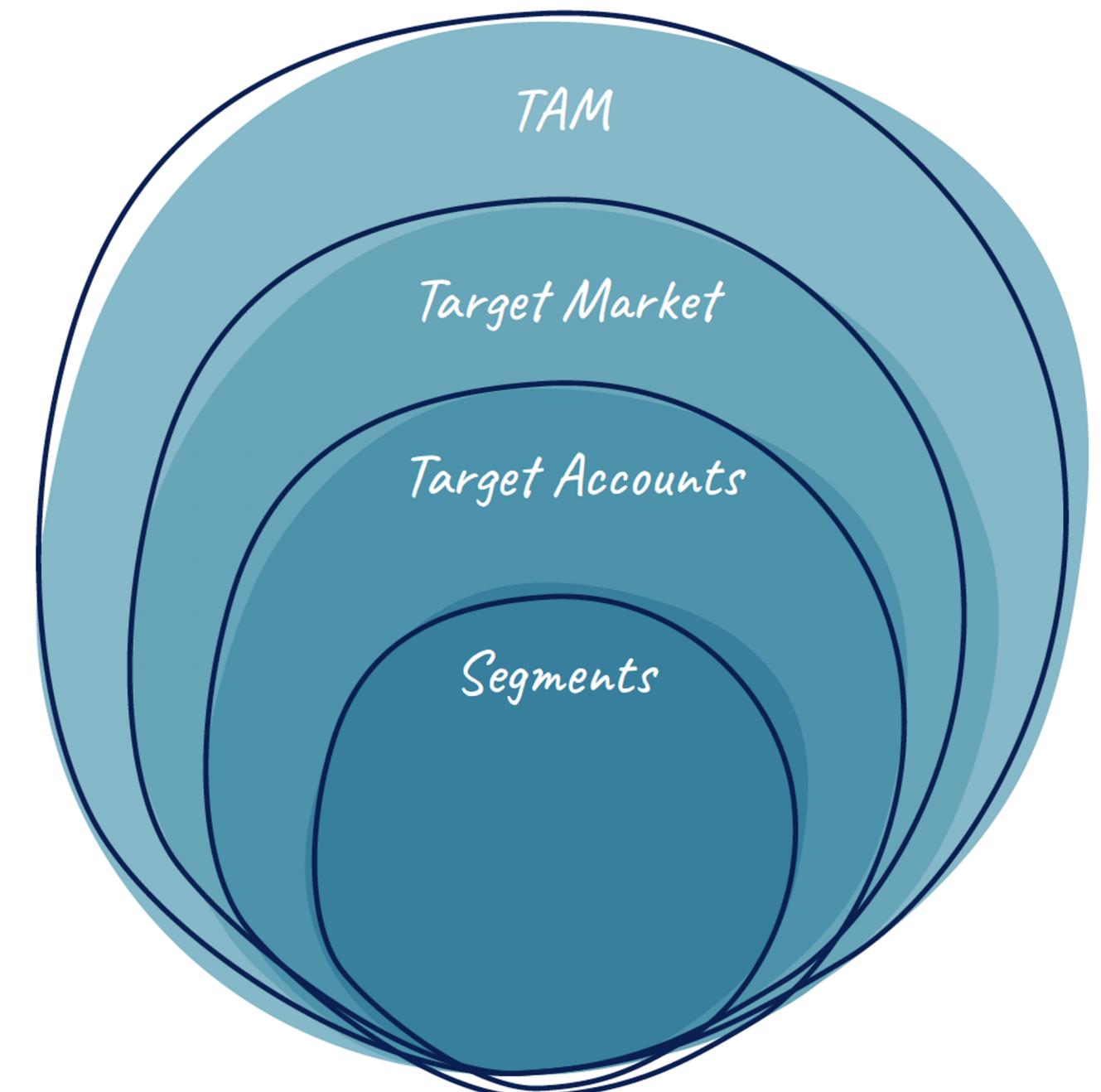
Find



► 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.

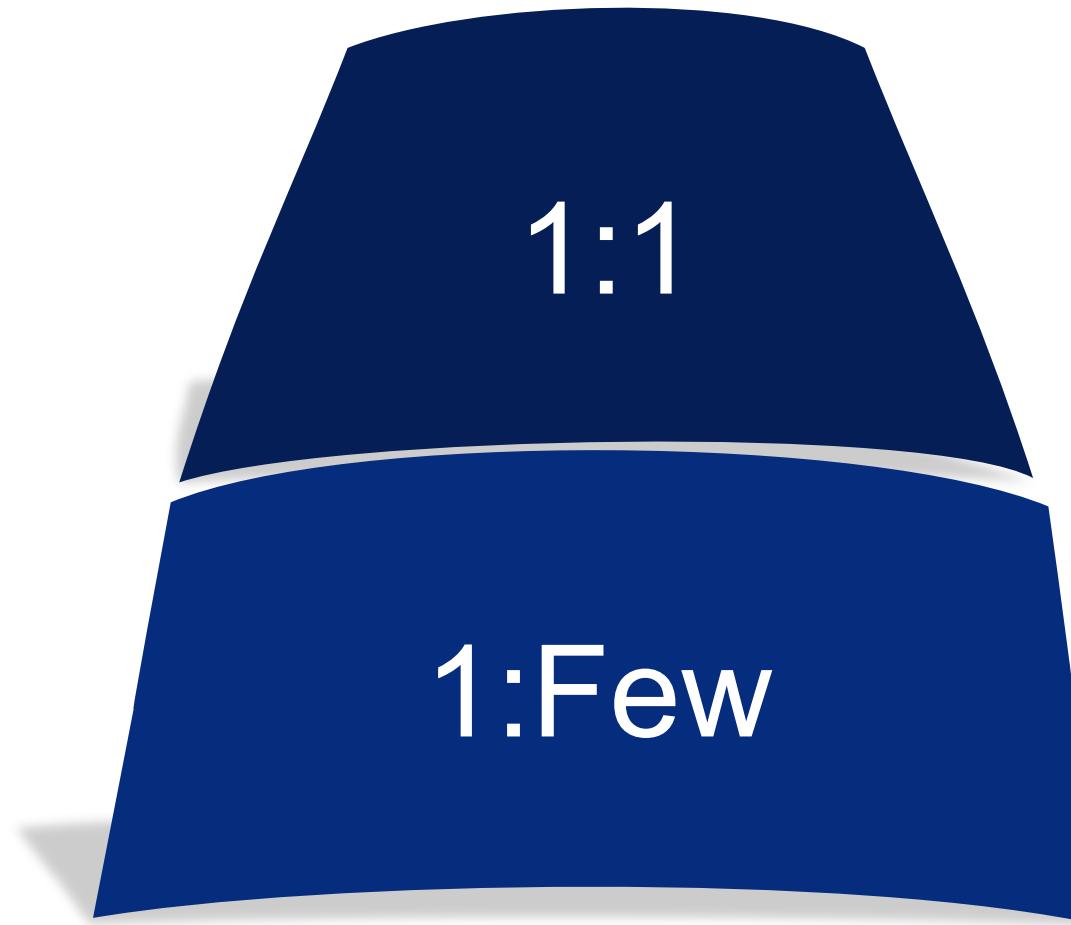




1:1

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

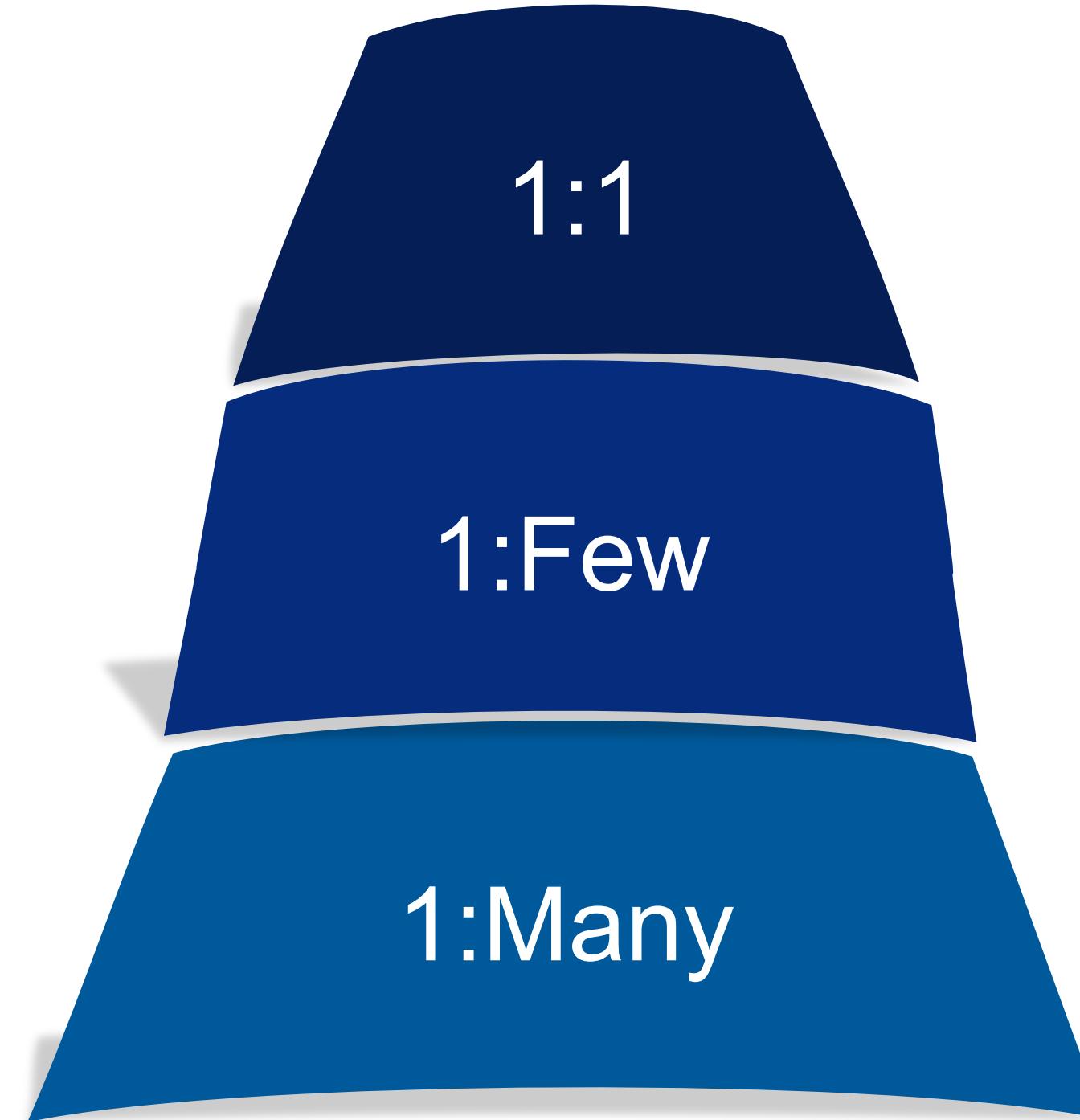
- Deep dive account research
- Highly-customized programs for each account
- Investment per account: \$36,000 - \$50,000
- 84% accounts are current customers, 16% new



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

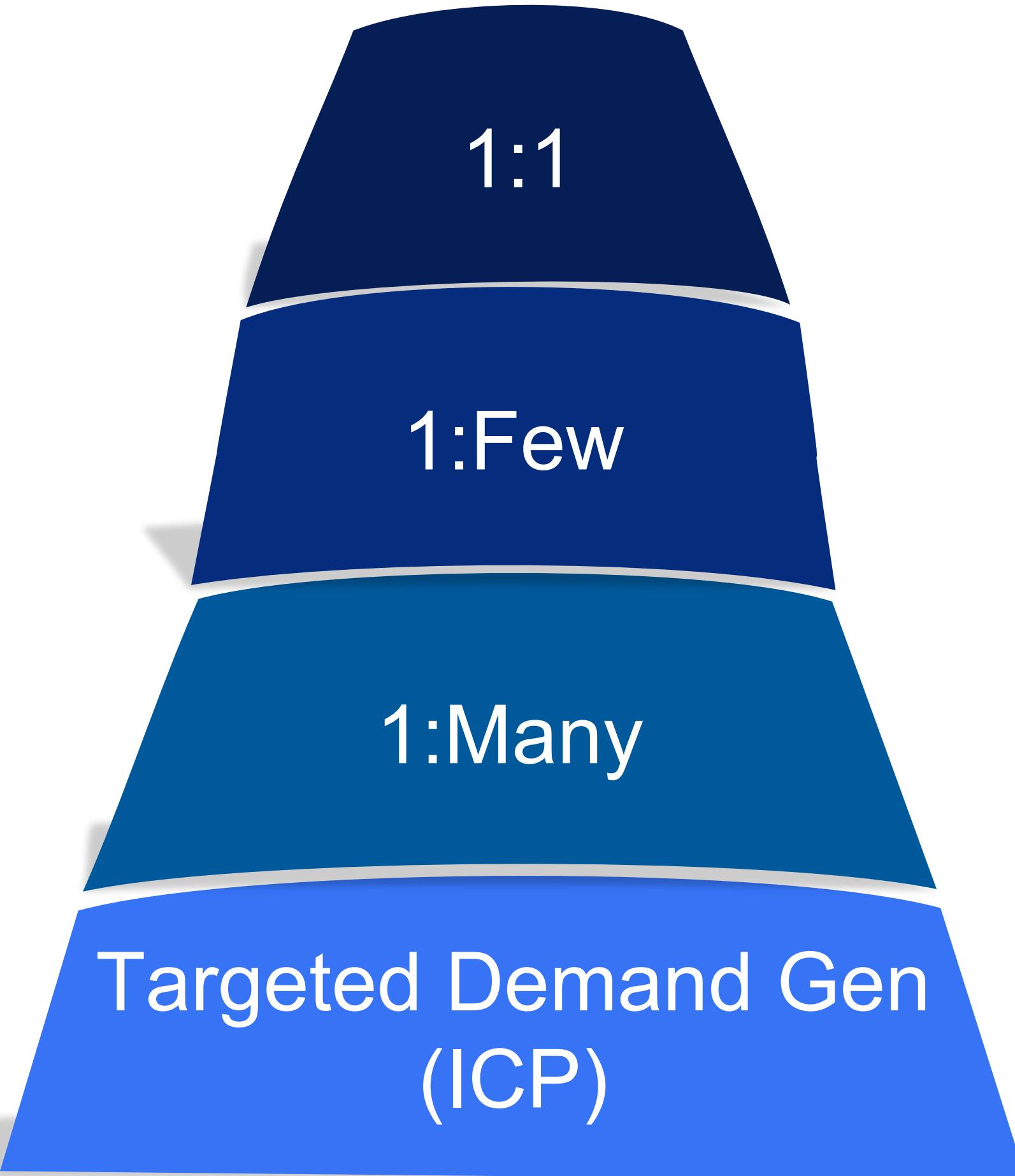
“Dozens” – median 50, mean 177
\$250K – \$2M

- 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

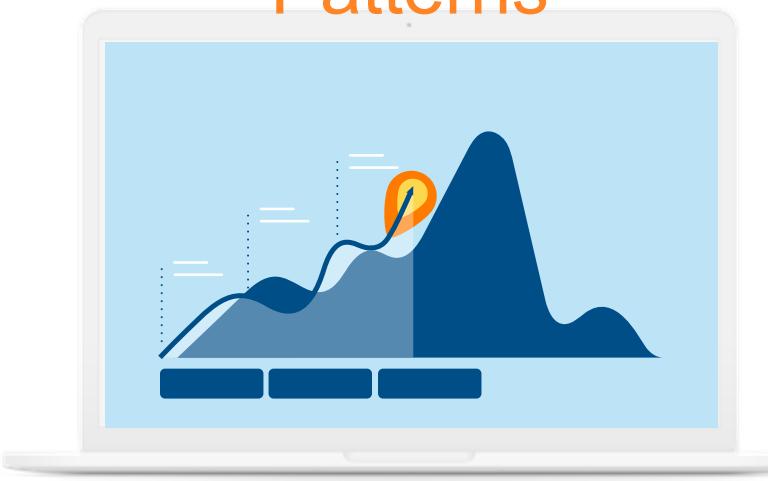
“Thousands”
<\$50K

Entitlements
determine how
many accounts
you can
manage by tier

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

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

AI + Big Data
Finds and
Scores Buying
Patterns



Fit Accounts in your ICP
Intent Interest in your products and/or competitors
Relationship Context and history with the account
Engagement Time spent with your company

Pipeline Predict
Qualified accounts showing behaviors that predict buying activity

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

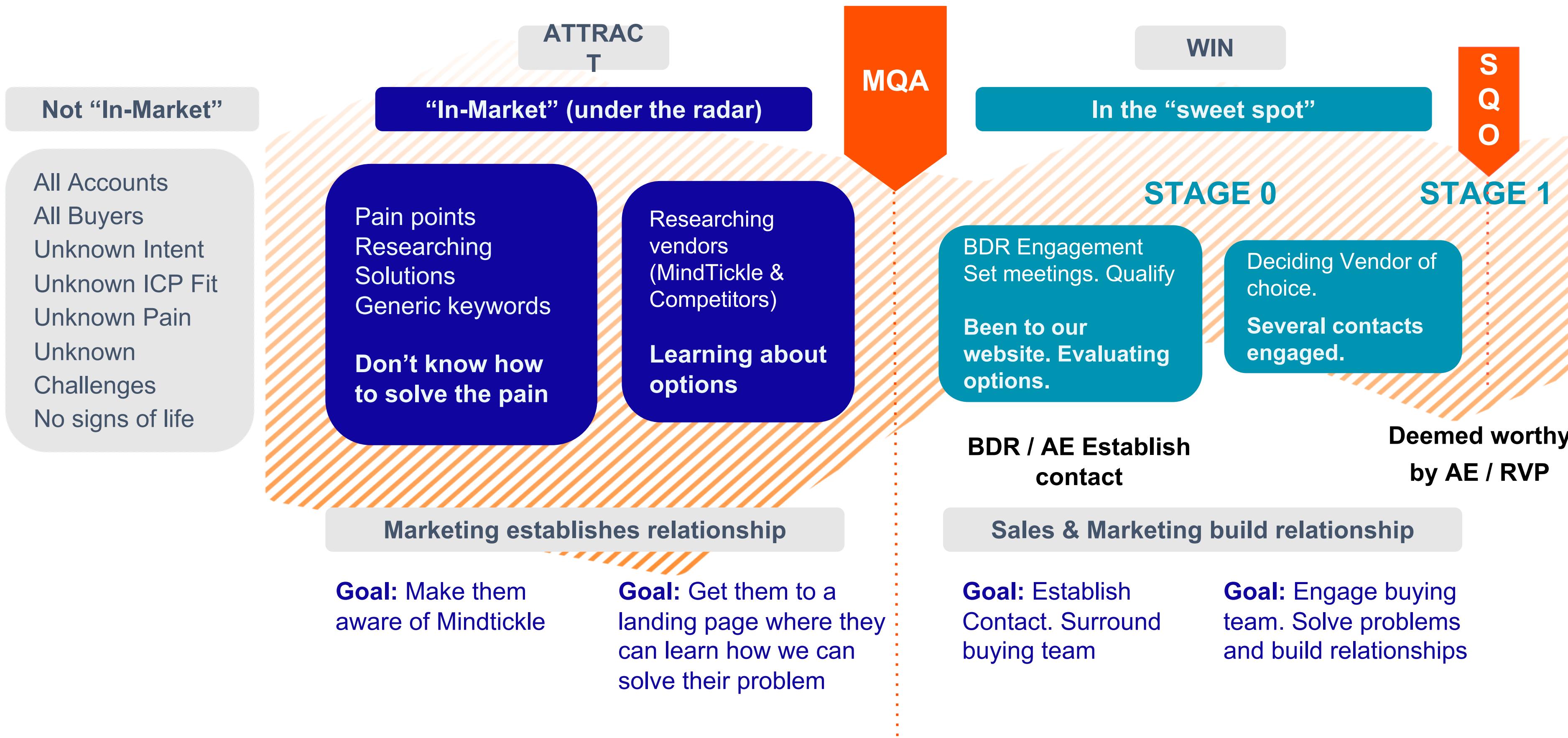
Account	MAP	Employees	Fit	Intent	Relationship	Engagement	Total	Sales Pick
Bluth Company	Eloqua	5K - 10K		90	Medium	20	257	94
Initech	Pardot	1K - 5K		80	High	5	215	87
Pritchett Closets	Pardot	250 - 500		75	High	6	216	86
Acme Inc	Marketo	1K - 5K		85	Low	15	146	66
Gringotts Bank	Marketo	10K+		75	Medium	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
Segmented									
Competitor Displacement									
Finserv									
Pharma									
Triggered									
Competitive Intent									
MQA Stage									
New Executive									

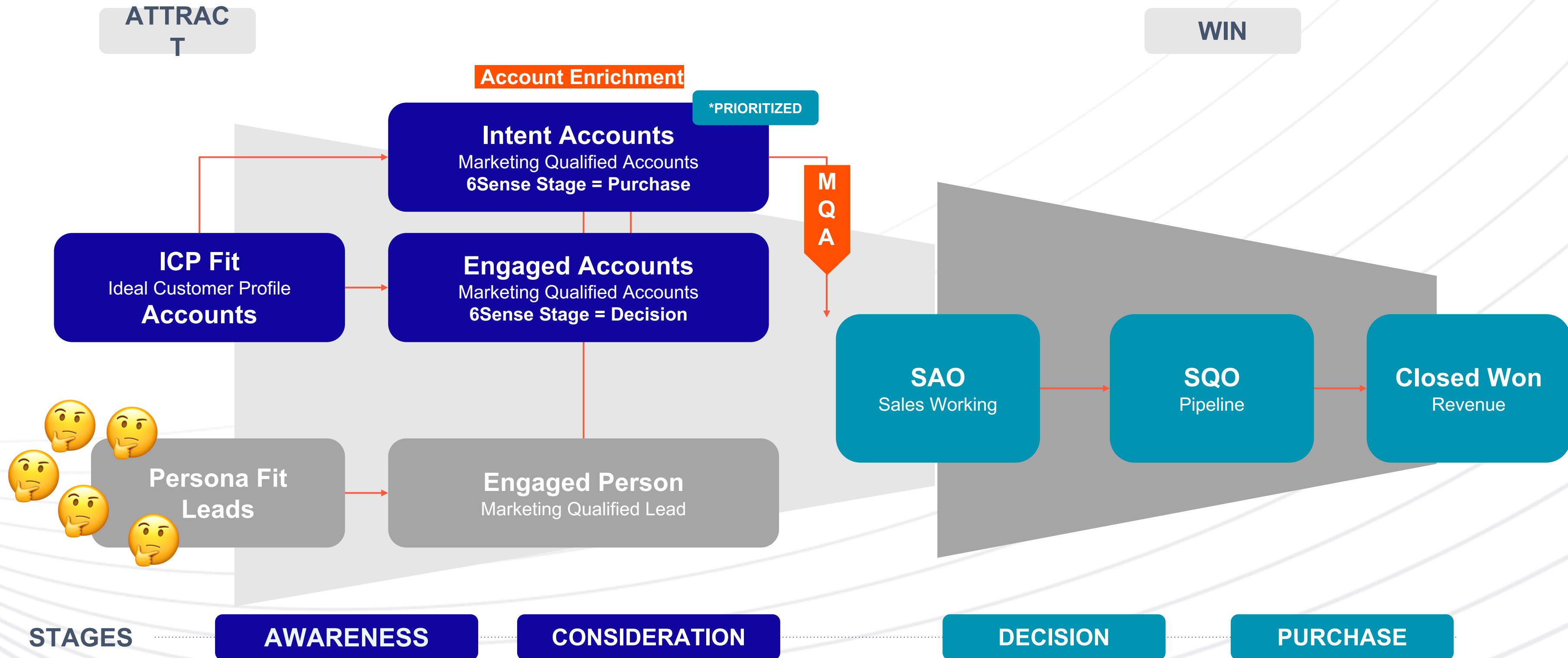
Engage



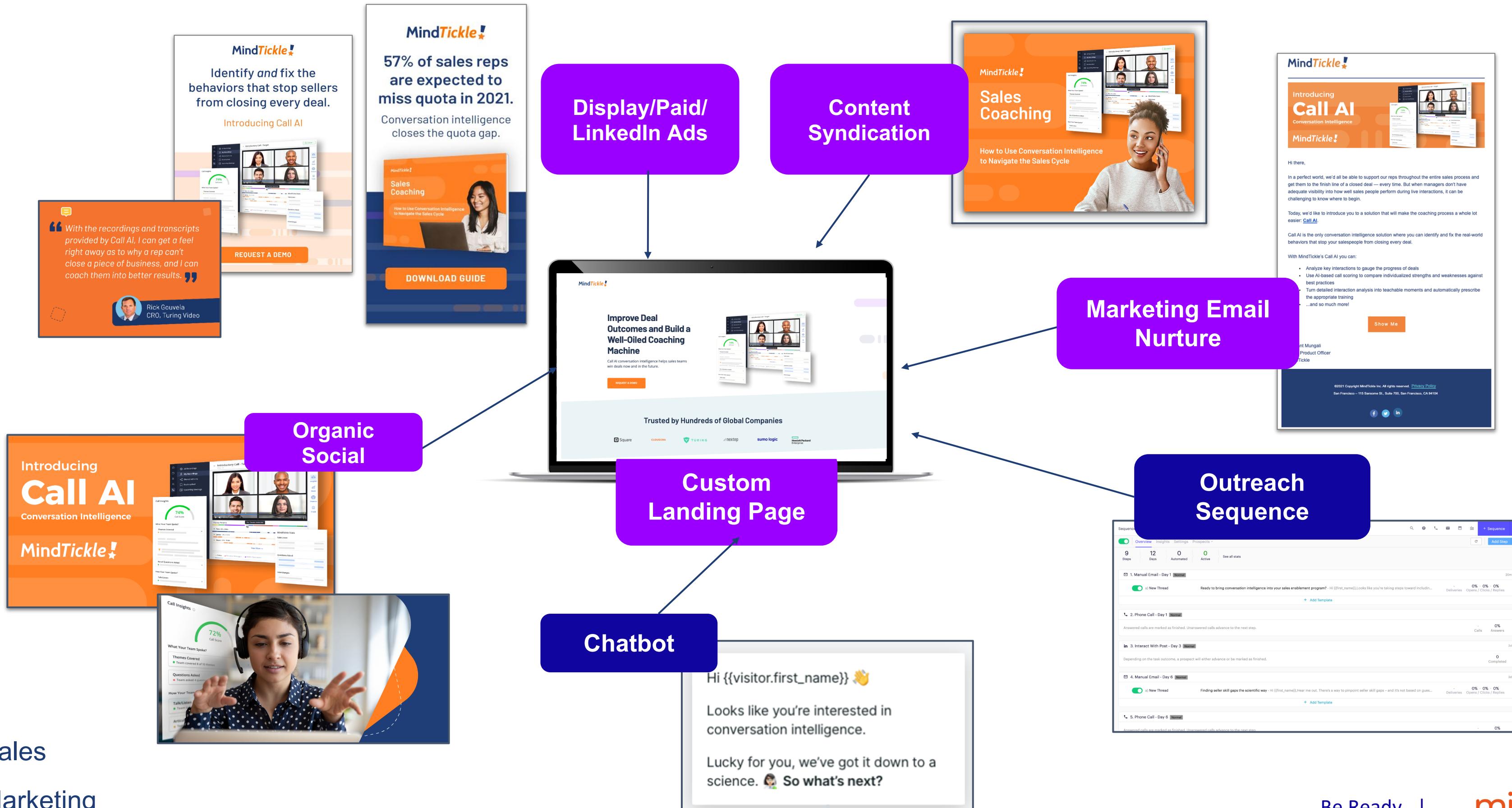
Understanding the Stages



Under the hood of the Revenue Rocket



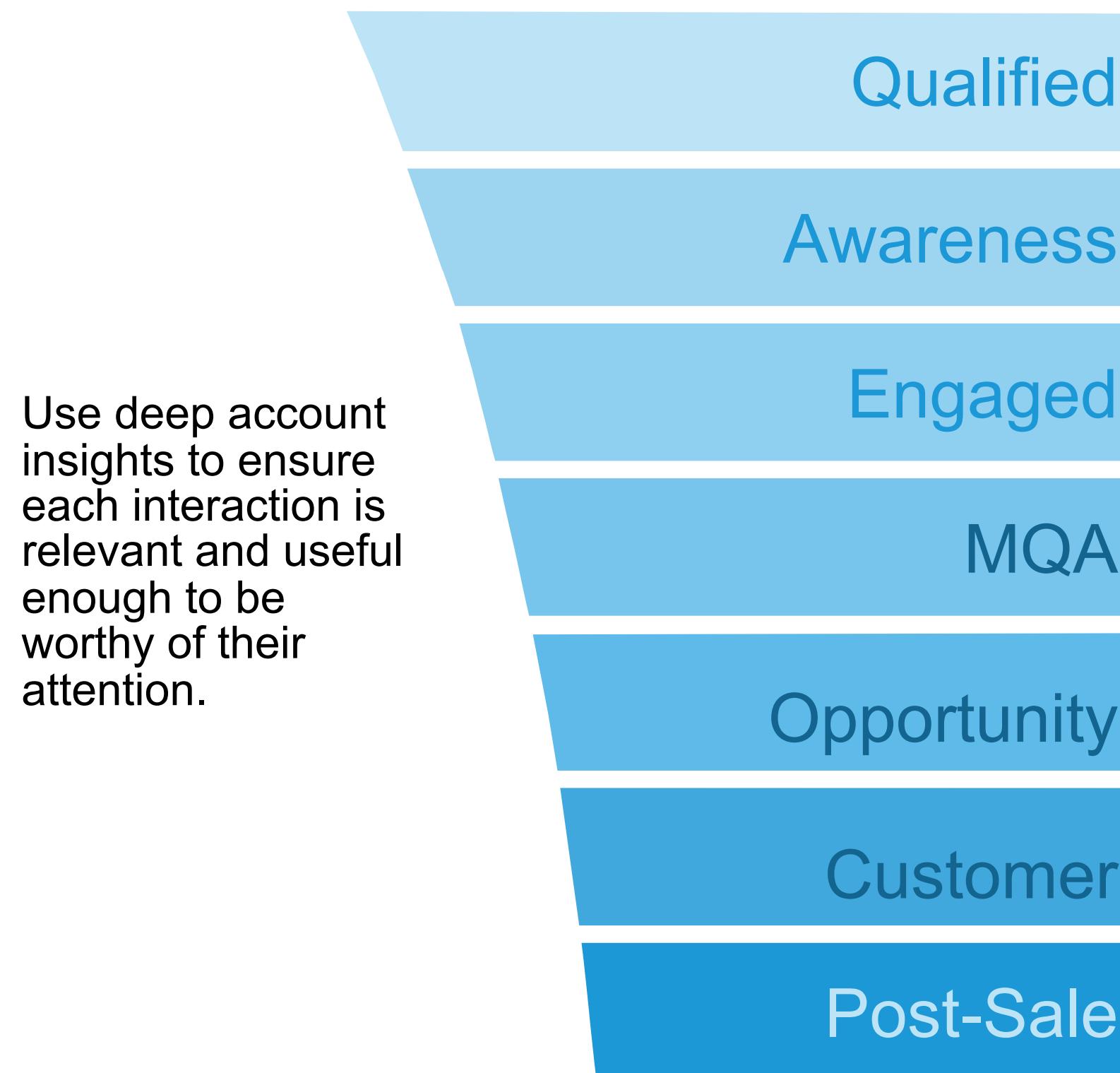
Multi-Channel Campaign Experience



► Account journey



► Align interactions to the buyer's journey



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.

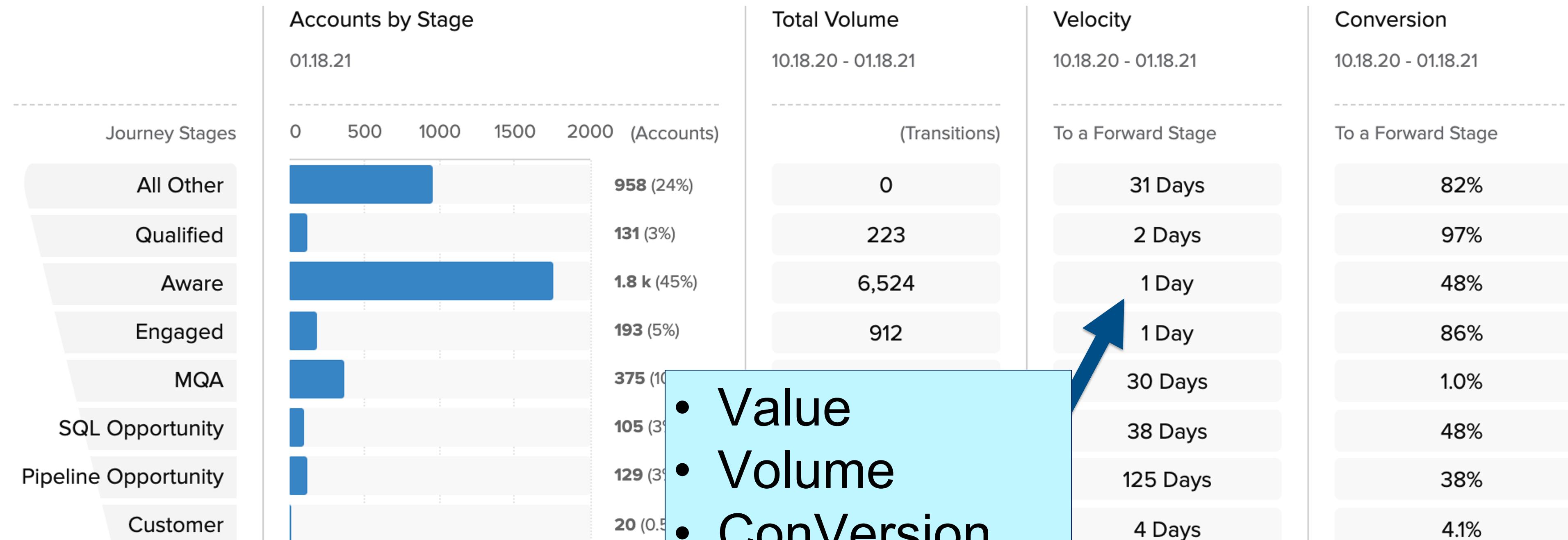
ABX Stand Ups

The Secret Weapon for GTM Alignment



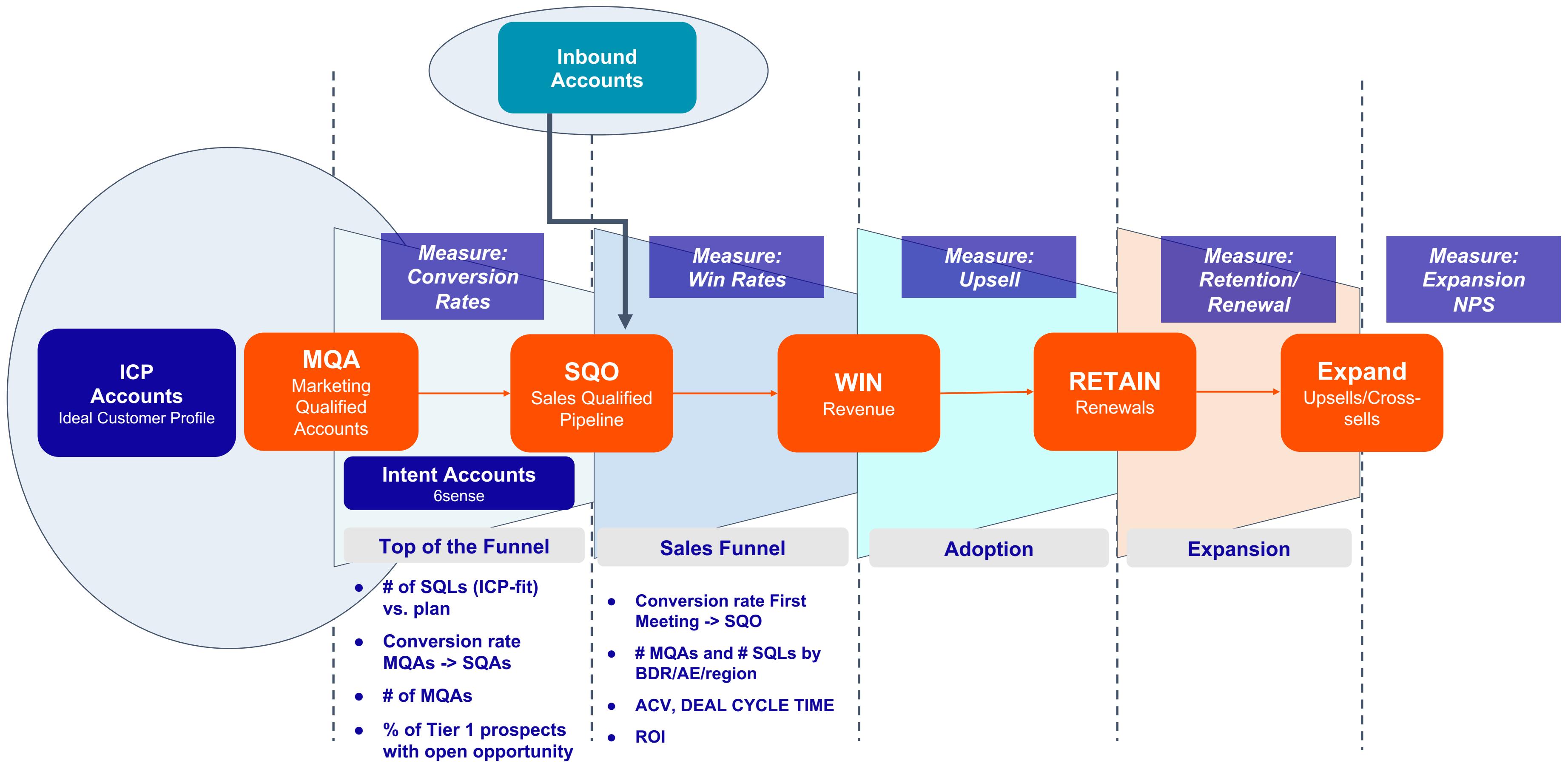
Measure





- 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