

ABM Today and Tomorrow

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PUBLIC

About me



- 16 Years at SAP
- Developed the “award winning” Global ABM Program
 - SAP Marketer of the Year
 - ITSMA Diamond Award
 - SiriusDecisions Program of the Year
 - Multiple ANA B2 Awards of Excellence
 - Demand Gen Report B2B Innovator Award
- Currently focused on ABM for North America and LAC

What is Account Based Marketing (ITSMA*)

Account-Based Marketing (ABM) is a strategic approach to designing and executing highly-targeted, personalized marketing programs and initiatives to drive business growth and impact with specific, named accounts.

Core principles for ABM include:

Strategic focus on improving business reputation, relationships, and revenue (if it's just about lead gen, it's not ABM!)

Tight partnership and integration with sales (if there isn't active, ongoing collaboration throughout the lifecycle, it isn't ABM!)

Tailored and personalized programs and campaigns based on deep customer insight (if customers get the same experience and inside-out messaging, it's not ABM!)

*From ITSMA Research Report "Moving to ABM Maturity: 2019 ABM Benchmark Study"

Three levels of ABM



One to one:

- One marketer per account
- Highly personalized, highly customized account marketing

One to few:

- Marketer manages multiple accounts (usually between 10-50 or so)
- The level of personalization and customization will be slightly reduced from the 1-1 (80/20)
- Aligned to account strategies of accounts within the program as well as sector or line of business

One to Many:

- The marketer manages campaigns instead of accounts,
- Campaigns target between 100 - 1000+ target accounts
- Campaigns are typically digital and are based on various intent signals. Content may be personalized by name and usually is at least at industry or LOB level

How have things changed since Q1 2020

- Shift to live online events that are more interactive and collaborative.
- Digital transformation has continued to move forward...but...high touch is as important if not more important than ever.
- Offerings are becoming more “bite-sized” and more easily consumable which is also allowing decisions to be made more quickly.
- Content and the focus on the customer is still foundational.

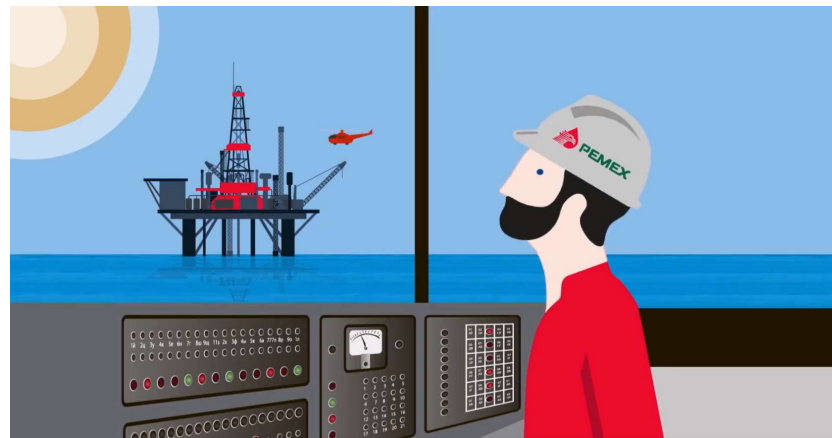
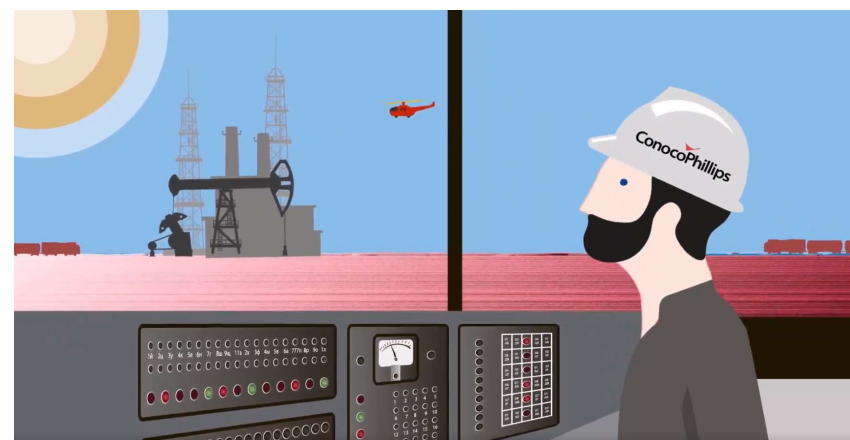
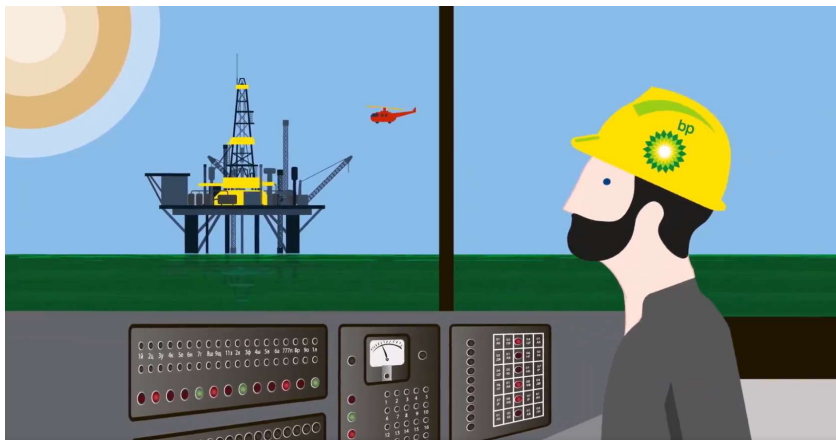


The Future of ABM



Creating Content That Scales

Videos differentiated graphically and via the voice over language and scripts customized for each account.



ABM Asset Delivery Platform

The screenshot displays the ABM Asset Delivery Platform interface. At the top, there is a blue header with the SAP logo on the left, the title "ABM Asset Delivery Platform" in the center, and a shopping cart icon and "momentum.com" logo on the right. Below the header is a search bar and three filter buttons: "All topics", "All industries", and "All types".

The main content area is a grid of eight asset cards, each with a thumbnail image, a title, a brief description, and a "See more" button. The cards are organized as follows:

- Card 1 (Oil and gas):** Interactive story. Title: "The infinite loop of innovation (on-shore version)". Description: "Digital tool with a focus on business outcomes in a world of increased environmental regulations and global demand for energy. On-shore focused." Button: "See more".
- Card 2 (Automotive):** Interactive story. Title: "Mobility of the Future". Description: "An engaging, multi-page digital tool illustrating the future of mobility (Rinspeed Snap) from three unique use case scenarios." Button: "See more".
- Card 3 (Telco):** Interactive story. Title: "How you'll connect their world". Description: "This colourful interactive experience details the future of telecommunications companies." Button: "See more".
- Card 4 (CPG):** Video. Title: "Delivering the desired outcome". Description: "Short video on how customers' focus has shifted from a purely consumer product to consumer 'experience' – and how delivering the desired outcome is enabled by digitalization." Button: "See more".
- Card 5 (CPG):** Interactive story. Title: "Top 10 Reasons why consumer goods executives choose SAP marketing cloud".
- Card 6 (Automotive):** Video. Title: "The connected future of automotive". Description: "Animation exploring the connected future of the".
- Card 7 (Telco):** Infographic. Title: "Look inwards (telco industry)". Description: "A fact-based infographic that lays out a strong argument for change".
- Card 8 (Manufacturing):** Interactive story. Title: "Top 10 reasons why manufacturers choose SAP marketing cloud". Description: "Involving, highly detailed asset".

Martech – Sample Stack

Attract



Engage



Analyze



- AI & ML enhancing the sophistication of the use of Data
- Consolidation of companies creating stronger offerings
- Additional Features

Account Based Everything

- It's all semantics –
 - ABM – Account Based Marketing
 - ABE – Account Based Engagement
 - ABE – Account Based Everything
 - ABXXXX
- In reality...it's all account based as long as the focus is on the customer.

Pitfalls to avoid as you go forward

- Setting the wrong expectations – ABM is a different animal
 - Executives need to understand and buy in to the ABM timeframe and allow the appropriate program runway for it to be successful
 - It is imperative that Sales understands their role and exactly what part they will play in order to realize the benefits of ABM
- Resourcing incorrectly (budget, people and time)
- Implementing your program or martech stack without a clear strategy
- Relying on one source of data for insights and direction
- ***Losing sight of the customer!***



What should I do now...

- If you want to pursue ABM you should check out the ITSMA Account Based Marketing Certification Program
- Insure that your ABM strategy is as bullet-proof as you can
- Start digging deeper with Martech vendors for both your Target Account Marketing and ABM
 - Make sure you understand exactly what you are buying and why
 - If you are a global organization pay particular attention to who can and who can't address all the markets you are in
- Reach out or link to me on LinkedIn - [linkedin.com/in/dannynail/](https://www.linkedin.com/in/dannynail/)

Thank you.

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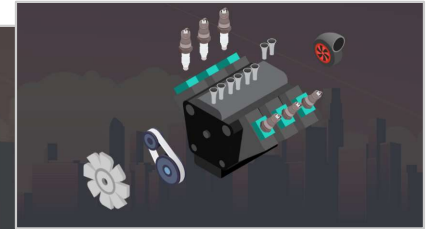
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THE BEST RUN 

ABM Asset Examples



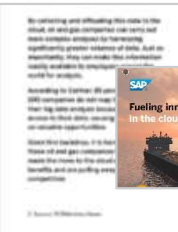
video



inter-active



e-book



info-graphic

