

# ACCOUNT- BASED MARKETING: NEW INSIGHTS AND BEST PRACTICES

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# About me



- Joined Microsoft mid-September 2020
- 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

## 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.***

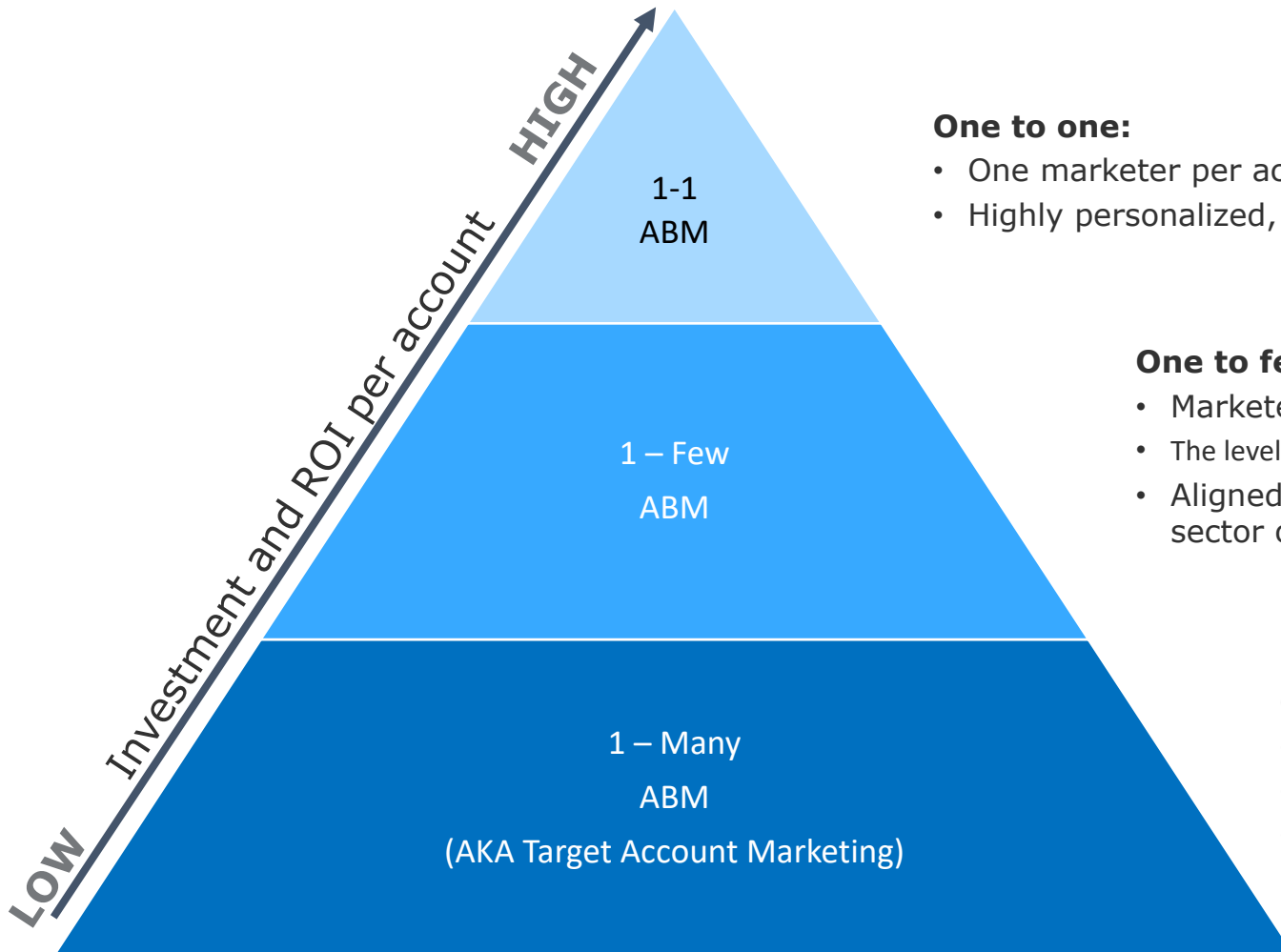
Core principles for ABM include:

**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!)**

# 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



# Personalization of ABM Assets

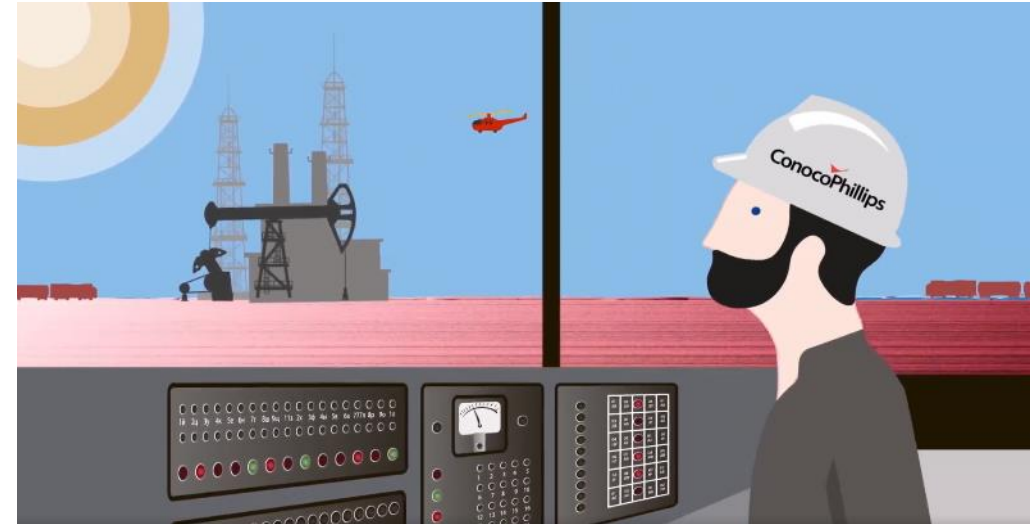
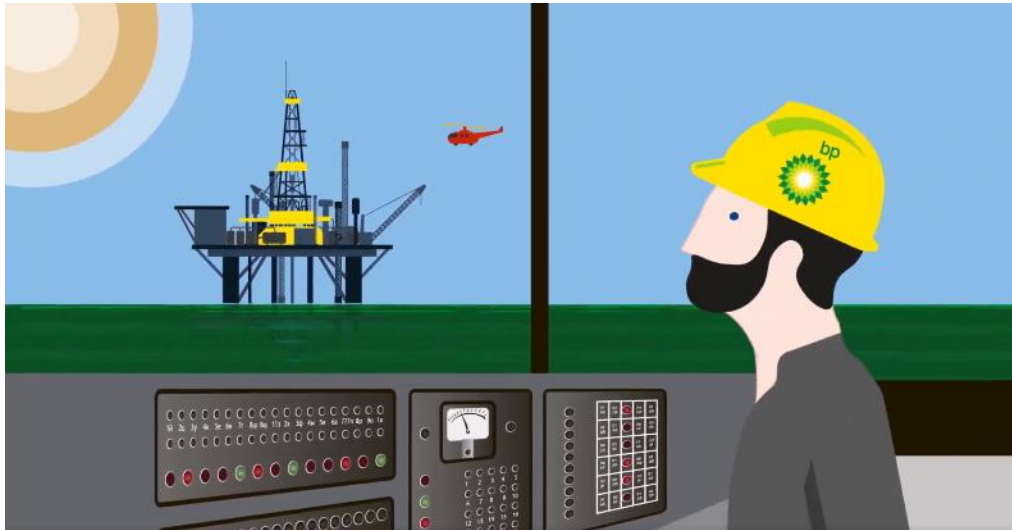


# Global ABM Program Account Coverage

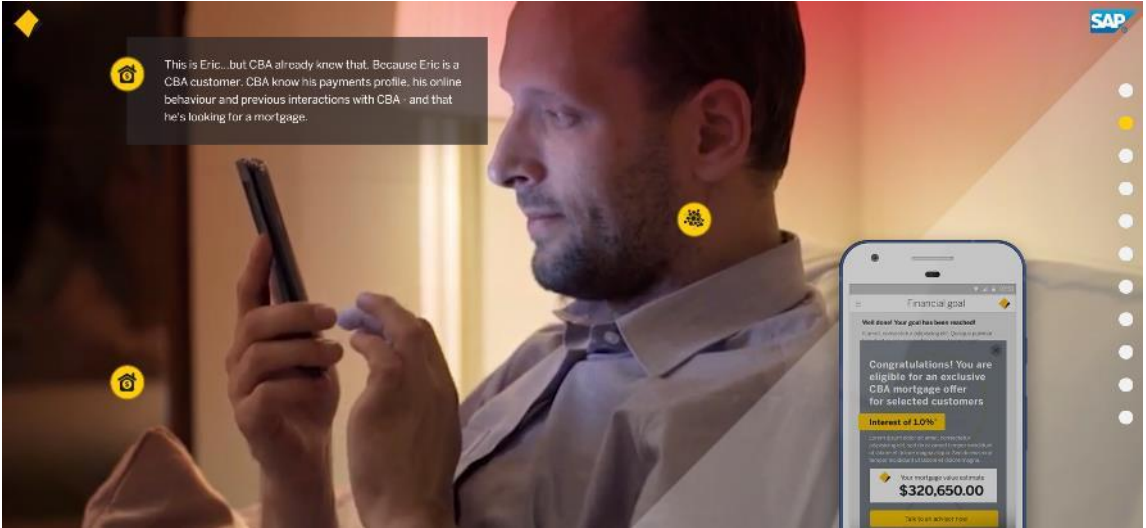
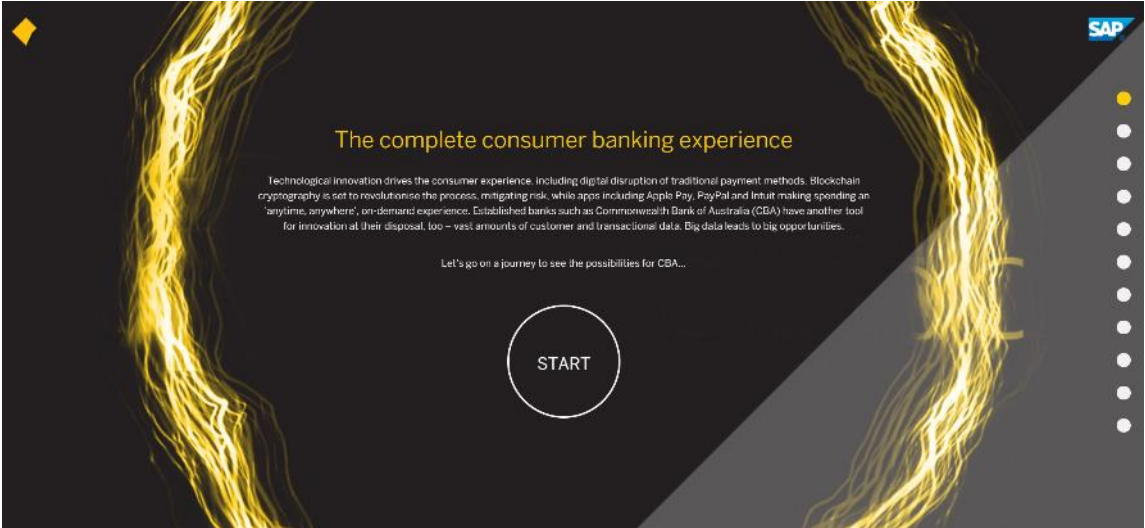
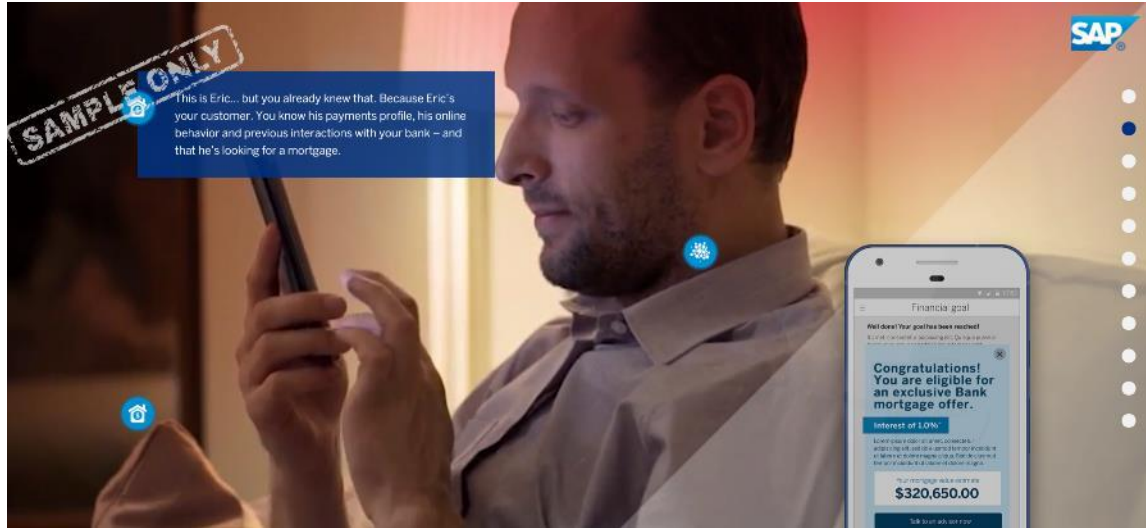
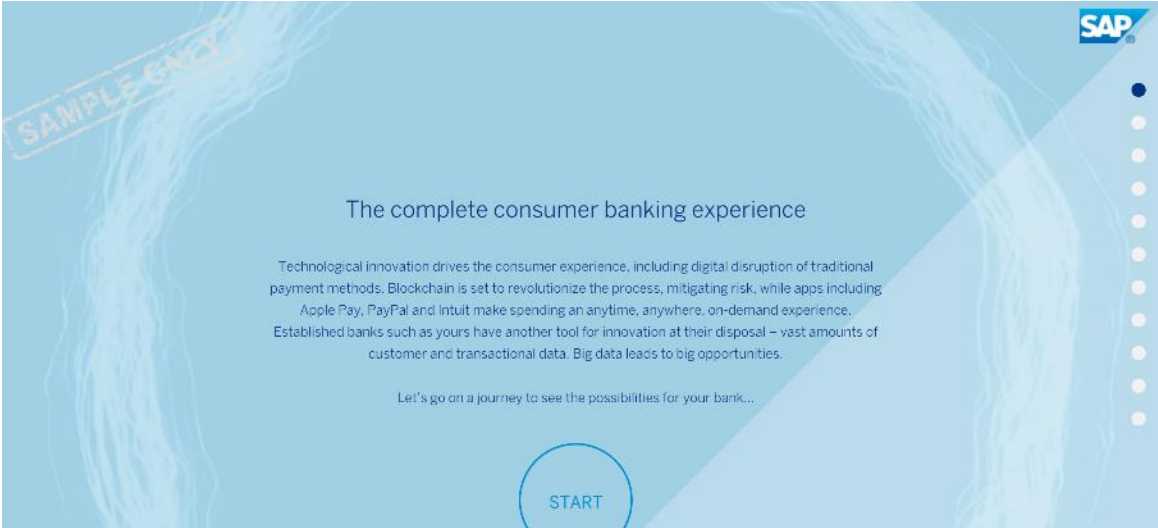
	NA	LAC	EMEA - North	EMEA - South	MEE	APJ
Industry 1 (5 Accounts)						
Industry 2 (5 Accounts)			 			
Industry 3 (6 Accounts)					 	 
Industry 4 (5 Accounts)	 		 			
Industry 5 (5 Accounts)	 					

# Creating Content That Scales

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



Interactive assets differentiated via color palette and slightly customizing the content/text for each account.





## Real-Time Demand Visibility

Quickly connecting data from point of sale, online, forecast and social channels gives you more accurate information on short and long term demand. Seamlessly feed this into R&D, manufacturing and supply processes and you can react to change almost instantly.

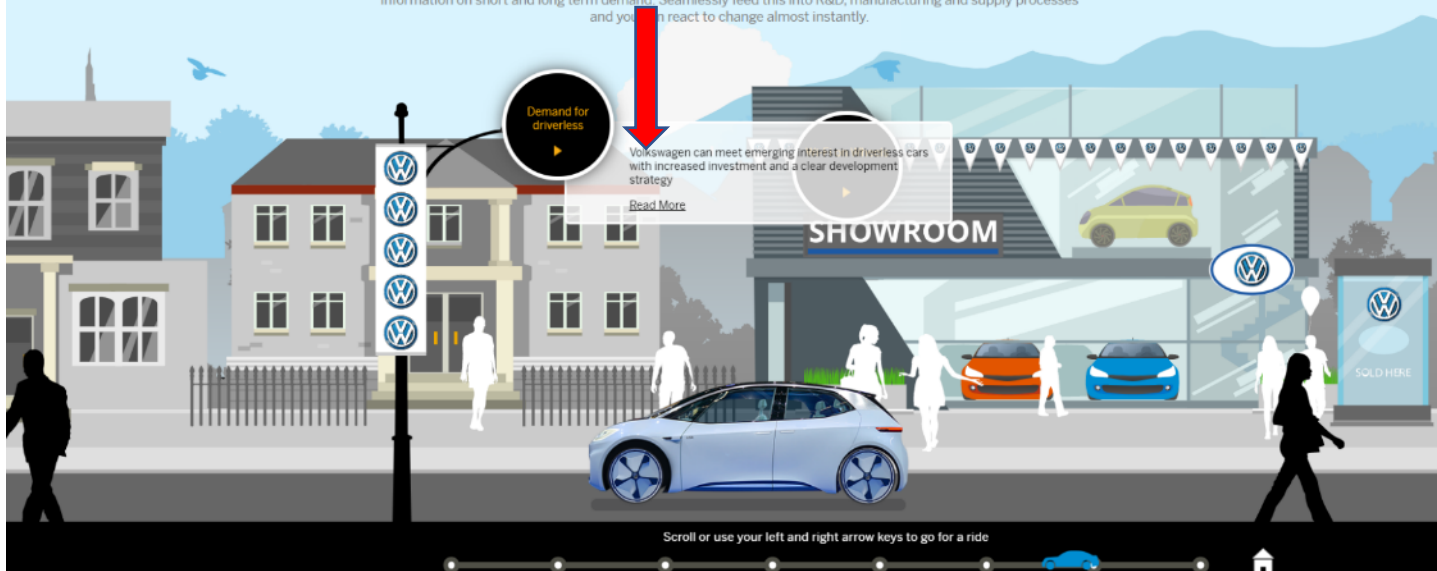
Demand for driverless

Volkswagen can meet emerging interest in driverless cars with increased investment and a clear development strategy

[Read More](#)

### SHOWROOM

Scroll or use your left and right arrow keys to go for a ride



## リアルタイムでの需要の把握

迅速に販売時点、オンライン、販売予想、ソーシャルチャンネルからのデータを結びつけることで、短期的および長期的な需要をより正確に把握することができます。研究開発、製造および供給プロセスへ、これらの情報をシームレスに提供することで、変化に対しほとんど瞬時に対応することができます。

ドライバーレスカーの需要

車載用Wi-Fi

### SHOWROOM

スクロールまたは左の矢印キーでドライブにお出かけください



## Enhanced in-store experience

In-store, Walmart can use enhanced insight to add value to the customer shopping experience, highlighting new, exciting products that are relevant to a customer's purchase history and profile. This is the future of the omni channel, omni customer experience.



## Digital Asset Management

Sensors, connectivity and analytics are now inexpensive enough to be deployed at-scale across a much larger share of a midstream company's asset base. With much of the value of simple real-time monitoring captured, leading players are positioning themselves to do predictive maintenance at scale, reducing maintenance expense and increasing mechanical availability.







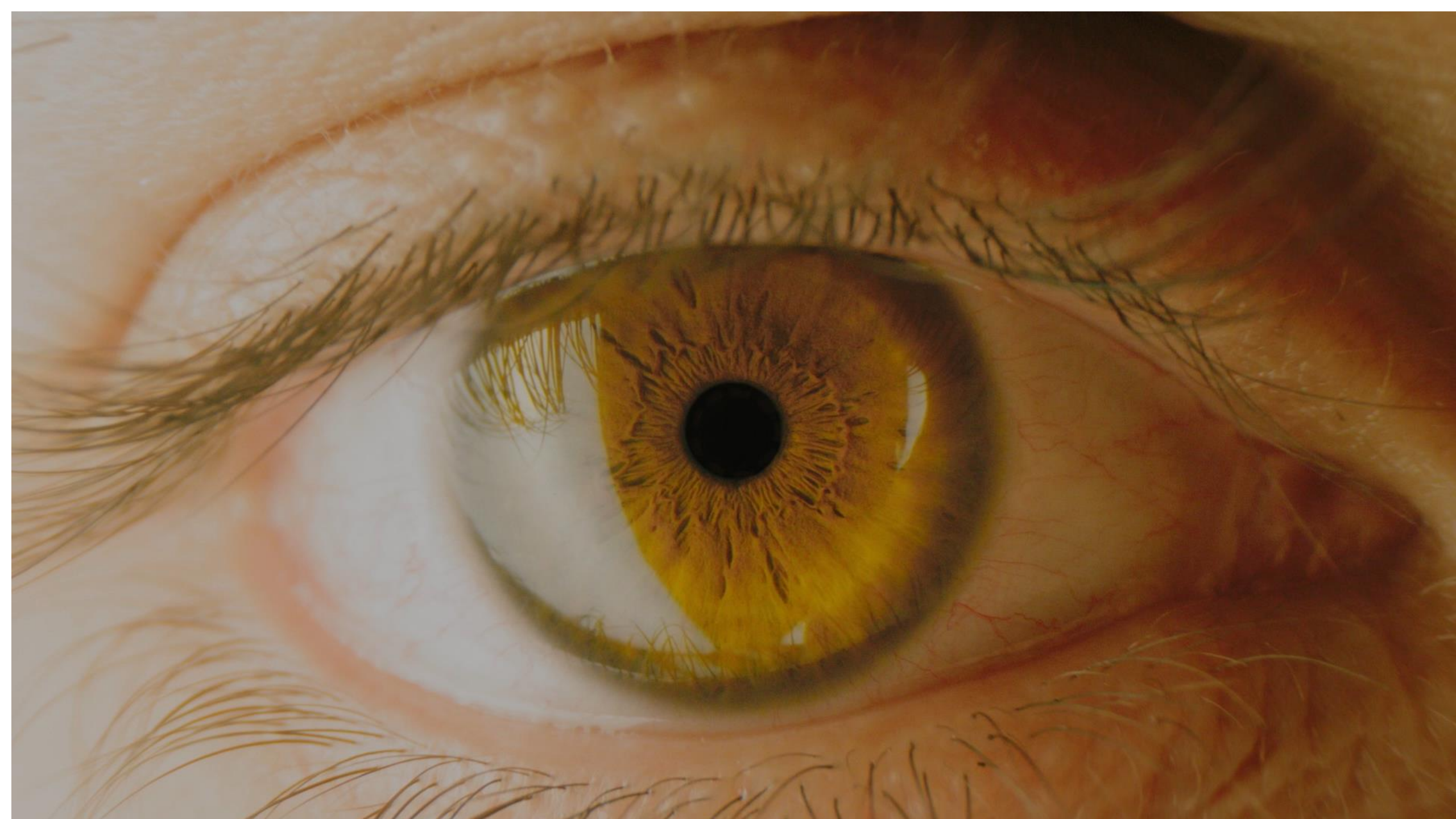
Syndication of ABM assets at scale

# ABM Asset Delivery Platform

The screenshot displays the SAP ABM Asset Delivery Platform interface. At the top, the SAP logo is on the left, and the title "ABM Asset Delivery Platform" is centered. On the right, there are icons for a shopping cart and a user profile labeled "momentum.com". 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, title, industry, description, and a "See more" button.

Asset Type	Industry	Title	Description
Interactive story	Oil and gas	The infinite loop of innovation (on-shore version)	Digital tool with a focus on business outcomes in a world of increased environmental regulations and global demand for energy. On-shore focused.
Interactive story	Automotive	Mobility of the Future	An engaging, multi-page digital tool illustrating the future of mobility (Rinspeed Snap) from three unique use case scenarios.
Interactive story	Telco	How you'll connect their world	This colourful interactive experience details the future of telecommunications companies.
Video	CPG	Delivering the desired outcome	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.
Interactive story	CPG	Top 10 reasons why consumer goods executives choose SAP marketing cloud	Involving, highly detailed asset looking at building consumer relationships and collaborative
Video	Automotive	The connected future of automotive	Animation exploring the connected future of the automotive industry and of mobility itself, through innovation enabled by collaboration.
Infographic	Telco	Look inwards (telco industry)	A fact-based infographic that lays out a strong argument for change in today's HR processes and why telco companies need to leverage new technologies.
Interactive story	Cross-industry	Adapt your business across borders	Immediate, impressive digital asset, designed as an interactive showcase of SAP Concur's global credentials for multinational companies.





# Pitfalls to avoid as you go forward at scale

- ***Losing sight of the customer!***
- Relying on one source of data for insights and direction.
- Building assets that are not scalable at the core.



# What should I do now...

- Rethink your asset development strategy with your agency to make sure that assets are built from the initial thinking to be versionable.
- Look past just the primary account to see how the asset you are developing can be used in other accounts.....while in the concept phase.
- Enlist your field marketing team to become an ABM Lite extension of your team through utilization of versioned assets for sellers in their market unit.
- If you want to pursue ABM you should check out the [ITSMA's Account Based Marketing Certification & Mentoring Program](#)
- Reach out or link to me on LinkedIn - [linkedin.com/in/dannynail/](https://www.linkedin.com/in/dannynail/)

# Thank you.

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