



Account-Based *Everything*

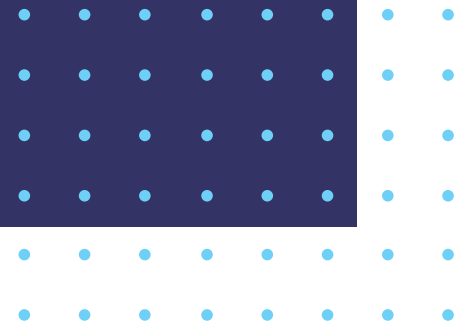
Leverage account-based marketing and direct mail to deliver hyperpersonalized, impactful campaigns that authentically connect with customers.





The Goal

- ✓ Introduce account-based marketing (ABM) features and benefits.
- ✓ Demonstrate direct mail's role in ABM strategies.
- ✓ Provide five steps to get started.

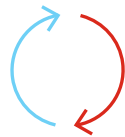


What Is ABM?

ABM is a strategic approach that incorporates a wide variety of marketing and sales ideas to focus efforts on a carefully selected list of target accounts. ABM isn't a single component of sales or marketing, but rather a strategy that integrates with every effort in both areas.



ACCOUNT TARGETING



**SALES AND MARKETING
ALIGNMENT**



**MESSAGING ACROSS
MULTIPLE CHANNELS**



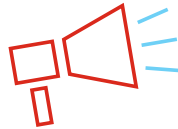
**MEASURING ACCOUNT-
LEVEL RESULTS**

What Are the Benefits of ABM?

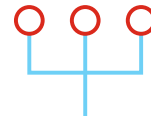
ABM multitouch programs (communicating over time) can be powerful strategies to engage with your high-value accounts by combining data, technology, content, and channels to increase the engagement rate, expand connections, communicate with the collective buying team, and significantly grow qualified pipeline for the sales organization.



**INCREASED
ENGAGEMENT RATE**



**RELEVANT ATTENTION
TO TOP ACCOUNTS**



**STRONG ACCOUNT
COVERAGE**



**IMPROVED PIPELINE AND
CONVERSION RATES**



Is ABM Right for Your Organization?

- | Purchases that involve multiple decision makers, influencers, and sponsors
- | Longer buying cycle with sales interaction—not transactional
- | Potential high lifetime value and larger return-on-investment (ROI) payoff over time
- | Internal alignment of long-range ROI reporting
- | Strong understanding of your customers and intent buying
- | Program objectives that are defined and are targeted on an account level

Five Steps to Launch Your ABM Strategy



- 01 Define the Goal
- 02 Discover and Segment Your High-Value Accounts
- 03 Develop the Story and Engagement Plan
- 04 Align and Enable Sales
- 05 Test. Learn. Iterate.



01. Define the Goal

ABM uses highly targeted campaigns to reach high-value accounts for a defined purpose. Collaboration between sales and marketing is vital to align on the goals of the program before developing the strategy, message, or assets.

Most ABM program objectives fall under one or more of the following categories:

- ✓ **PROSPECTING**
- ✓ **STRONG ACCOUNT COVERAGE**
- ✓ **PIPELINE CONVERSION AND/OR ACCELERATION (VELOCITY)**
- ✓ **UP-SELL/CROSS-SELL**

The strategies you develop moving forward must support the demarcated goal and help support sales in the most valuable way.



02. Discover and Segment Your High-Value Accounts

Get to know your audience. Whether you are targeting customers or prospects, identify the attributes that form your ideal customer profile by mining your data, including:

- ✓ **Review data:** Analyze the data of high-value customers who are exceptionally successful at using your products/services to identify trends that make them effective and the attributes they each share.
- ✓ **Fit data:** How interested are we in them? Ideal firmographics and sociographics of companies you want to target may include industry, size, location, challenges, and pain points.
- ✓ **Intent data:** How interested are they in us? Ideal actions the audience takes may include web visits, keyword searches, content consumption, paid media interactions, trade-show attendance, and past engagements.



03. Develop the Story and Engagement Plan

You have your goal and understand your audience, and now it is time to craft the story you want to share and plan the program engagement and execution framework.

The following questions will help you build your plan to deliver a relevant and personalized experience for each of your targeted accounts:

- ✓ What is the compelling story that will connect you with your audience to build long-term relationships and trust?
- ✓ What is the level of personalization you can accomplish across your messages, assets, digital content, and creative?
- ✓ What are the channels you will use to deliver your communication?
- ✓ What data is available, what will you collect, and where will it live?
- ✓ What technologies will be used to build, execute, track, and measure the program?



04. Align and Enable Sales

Unification of sales and marketing is required for successful ABM strategies and funnels. Opportunities for alignment include:

- ✓ Creating more opportunities faster by giving sales real-time prompts to reach out when accounts are the most engaged.
- ✓ Regularly updating key executives and the entire sales and marketing teams of the program's progress, and reminding them of the goals each time.
- ✓ Tracking and reporting insights in the customer-led buying process so interactions are more meaningful, relevant for buyers, and repeatable for future similar leads.
- ✓ Influencing content through data by identifying top content for sales to use in different types of interactions, and assessing the value of content so marketing can create more of what is working—preventing teams from sharing generic or irrelevant content.
- ✓ Identifying customer stages and readiness to convert.



05. Test. Learn. Iterate.

TEST BEFORE SCALING

Learn to crawl before you run. Launching an ABM pilot before introducing a full-scale ABM program is critical to help establish realistic goals, build company support, identify needed team resources, understand budget requirements, and realize engagement impact.

MEASURE AND LEARN

Account-centric metrics and reporting will give insights into how ABM strategies are impacting conversion rates, pipeline growth, and revenue. An effective approach is to compare your ABM accounts with non-ABM accounts by win rate, average deal size, velocity, account coverage, and ROI.

OPTIMIZE

Analyze what you learned post-pilot and identify areas of improvement before launching an expanded version of the program. Assess your content, personalization level, buying committee roles, engagement performance, and marketing mix.

ABM AT EVERY STAGE

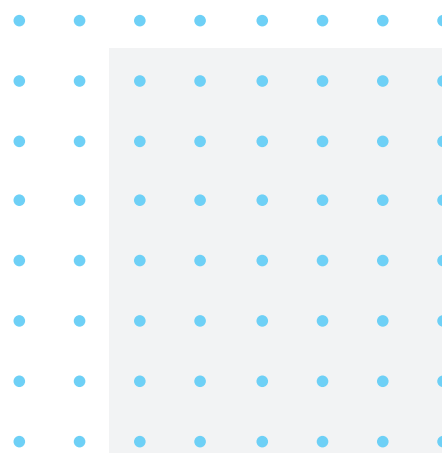
Smaller Media Budgets

- Channels:

Direct mail

Paid ads

- Minimal personalization
- Time-based activities regardless of customer behavior
- Sales and marketing alignment
- Disparate but directional data (direct mail, e-commerce)



CRAWL

ABM AT EVERY STAGE

Medium-to-Large Media Budgets

- Channels:

- Direct mail*

- Paid media and social*

- Email with landing pages*

- Human-to-human interactions*

- **80%** templated/**20%** personalized
- Personalized by company need-states (based on sales research) and not industry/title based
- Mix of manual and automated communications
- Cross-discipline alignment, including sales and marketing
- Marketing technology integrations and minimal data sources



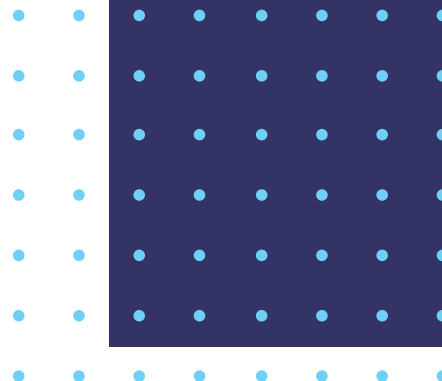
ABM AT EVERY STAGE

Budgets Reflect Learnings from Prior ABM Programs

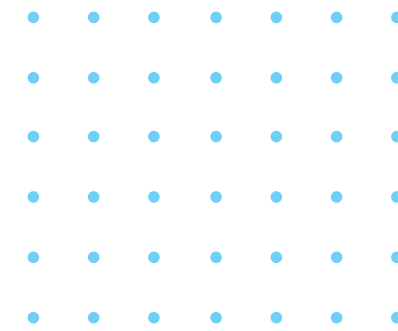
- All owned and earned channels
- 100% personalization: content, messaging, imagery, assets, website/landing pages
- Fully integrated marketing automation strategy
- Company-wide alignment (sales, marketing, customer service, operations, fulfillment, e-commerce)
- Integrated data analytics (digital, channel partners, physical locations, personnel) that optimize automation in real time



RUN



Why Is Direct Mail with ABM Effective?



UNIQUE APPROACH TO STAND OUT

B2B marketers recognize that ABM programs develop deeper relationships with high-value accounts and drive more revenue than stand-alone digital programs, requiring unique approaches like integrating direct mail to expand your reach and rise above the digital-only clutter.



RELEVANT MESSAGING ON MULTIPLE CHANNELS

ABM programs depend on multiple channels to deliver a relevant and personalized experience. Including direct mail in your ABM program provides the opportunity to link to digital conversations and offers the exceptional ability to deliver hyperfocused content through a distinctive medium.



HIGHLY PERSONALIZED EXPERIENCE

A key focus of ABM is to deliver personalized communication to your target accounts that is relevant, attention getting, and targeted. Direct mail is an important vehicle to deliver tailored, tangible messaging that gets your audience's attention and provides an experience that promotes action.

Key Takeaways

ABM is a highly **personalized** strategy that engages buying committee members and expands reach in **high-value** accounts.

Sales and marketing **alignment** is vital for ABM strategy success.

ABM requires **multiple approaches** to communicate with the target audience, including direct mail, email, paid media, and human-to-human interactions.

Direct mail is essential to any ABM program's success because of its exceptional ability to deliver hyperfocused content and rise above the clutter.

Running a **pilot program** before launching a full-scale ABM strategy provides valuable insights that are actionable at scale.



Thank You



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