
A DEMAND GENERATION
MARKETER'S GUIDE TO
**PREDICTIVE AND
ACCOUNT-BASED
MARKETING**

INTRODUCTION

Today's B2B buyer is self educating and self-selecting. She is part of a team of decision makers—a group of employees at a company who decide whether or not to make a purchase. She is no longer just an individual buyer (a single lead), she is part of a company decision team (an account).

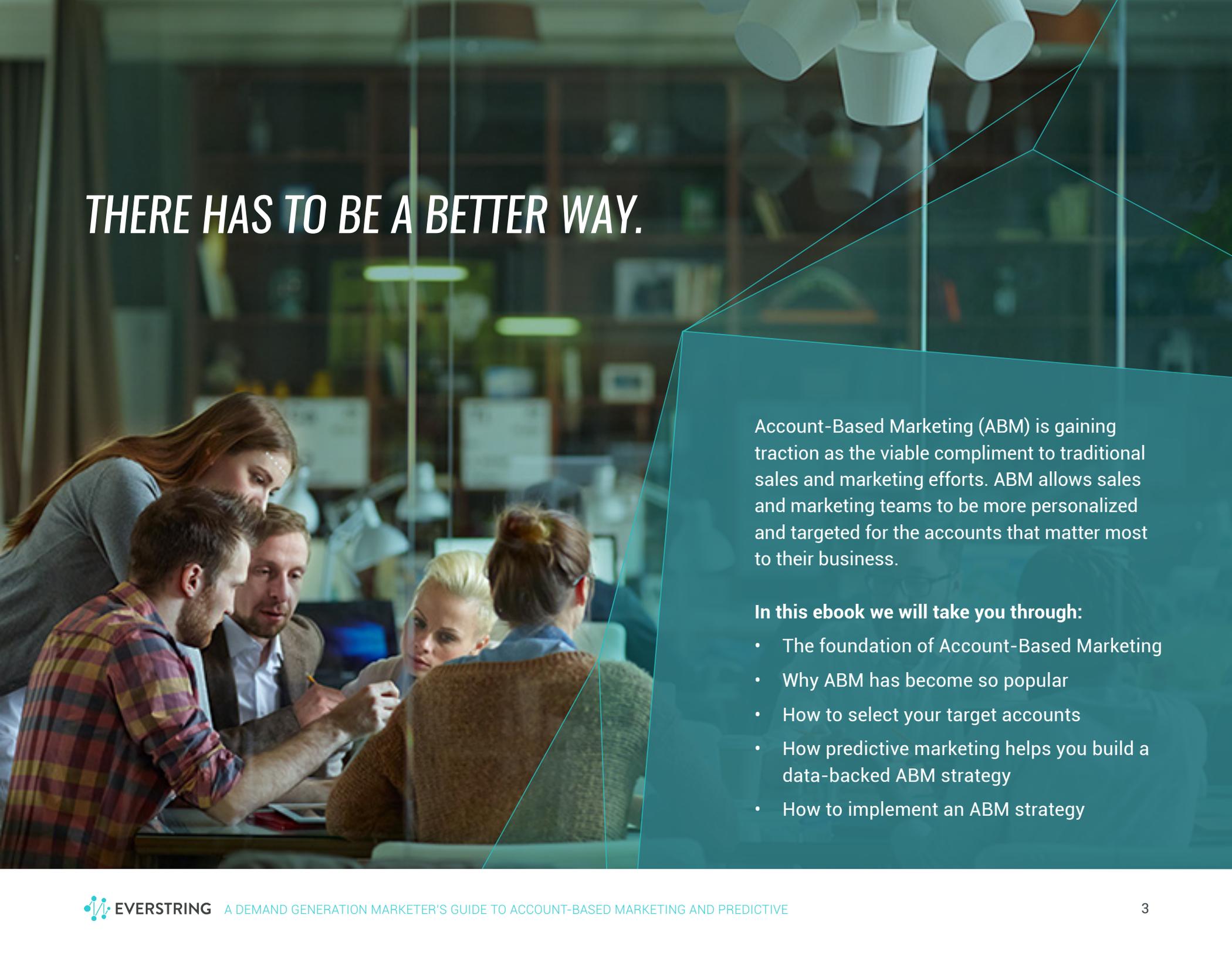
B2B marketers have spent the majority of their careers talking about leads—individual buyers. But that is beginning to change. It is absolutely important to market to the individual. However, it is just as, or in some cases even more important to market to the account. Because, as a B2B company, your sales team sells into a company, not an individual person. And as a result of this shift, marketers are beginning to speak in the same terms as their sales team—in accounts.

Sales and marketing teams have been trying to come up with a way to cater to this new buyer—the buyer that is part of a

group of decision makers at an account. The top-of-funnel, mass-communication approach—blasting messaging on every channel to see what sticks, is proving only marginal success for key accounts.

Marketers are realizing that just because a lead has engaged with your brand, doesn't necessarily mean that lead is a good fit for your product or service. A lead with high engagement may belong to a company that is a bad fit for your business, may be a student, or even may be from a competitor. And this causes sales and marketing alignment issues.





THERE HAS TO BE A BETTER WAY.

Account-Based Marketing (ABM) is gaining traction as the viable complement to traditional sales and marketing efforts. ABM allows sales and marketing teams to be more personalized and targeted for the accounts that matter most to their business.

In this ebook we will take you through:

- The foundation of Account-Based Marketing
- Why ABM has become so popular
- How to select your target accounts
- How predictive marketing helps you build a data-backed ABM strategy
- How to implement an ABM strategy

WHAT IS ACCOUNT-BASED MARKETING (ABM)?

Let's start with the definition of Account-Based Marketing. According to Jon Miller, CEO of Engagio and Co-Founder of Marketo, "ABM is a strategic approach that coordinates personalized marketing and sales efforts to open doors and deepen engagement at specific accounts".

Account-Based Marketing helps marketers make the transition from a traditional lead-based methodology to an account-based methodology. Going account-based enables marketers to uncover the true definition of a good and a bad lead by assessing company fit. In other words, ABM focuses on looking at whether or not a lead's company is a business that you can actually sell into.

In contrast to traditional demand generation efforts that emphasize a batch-and-blast approach, ABM focuses on providing more personalized engagements with the ideal target accounts—the sales whales, the Glengarry leads, you know, the big ones!

That's not to say you need to unplug your marketing efforts and start from scratch, this is a strategy that works alongside your existing demand generation process to put your best foot forward with accounts that are more likely to close.

Think of the accounts in your ABM strategy like the VIPs of your sales and marketing campaigns. They get the special treatment—personalized content, email campaigns, direct mail offerings, and more that we will get into later. But that doesn't mean you stop doing traditional demand generation! You can take a deep breath now.

WHY HAS ABM BECOME SO POPULAR?

According to SiriusDecisions, 90% of marketers recognize the value of ABM. Plus, we know that ABM has been a buzzword at every single marketing conference this year.

What's all the hype about? Let's go over some of the benefits that organizations see by putting ABM into action.

ABM Promises Significantly Higher ROI

One of the most intriguing benefits of ABM is that it promises big wins and more of them. According to Engagio, an Account-Based Marketing software, the average ABM deal is much larger than deals sourced by typical demand generation, therefore the ROI of these efforts is much higher. In fact, Altera Group found that 97% of marketers said ABM had a somewhat higher or much higher ROI than any other marketing initiatives.

This comes in contrast to returns on traditional inbound marketing flattening out. Sales and marketing teams are realizing that inbound sales and traditional outbound prospecting are not working

anymore for big name accounts. Revenue teams need a different strategy to approach these companies.

Deals Move Faster

When you are doing ABM, you're actively targeting each of the decision makers in a buying process—thus minimizing your chances of an unforeseen influencer holding up the deal you worked so hard to put in motion.

ALTERA GROUP FOUND THAT 97% OF MARKETERS SAID ABM HAD A SOMEWHAT HIGHER OR MUCH HIGHER ROI THAN ANY OTHER MARKETING INITIATIVES.



Promotes Sales and Marketing Alignment

The rise of marketing automation and the self-selecting buyer have forced marketing and sales teams to work more closely than ever before. Sales needs to depend on marketing to bring in warm leads and build relationships with today's self-educating buyers. Marketing has stepped up to the challenge and has earned the respect of executives and sales teams—but there are still major inefficiencies when sales and marketing teams go after different accounts.

ABM is a natural progression toward alignment. ABM requires that sales and marketing teams work together to target their efforts around the same accounts, thereby naturally promoting alignment around the same goals.

Zero-Waste Strategy

ABM allows sales and marketing teams to laser focus their time and resources on accounts that are most likely to drive revenue. Every single effort is targeted, thus removing any excess effort or budget on accounts that are not the right fit for your business.

THE CRITICAL PRE-STEP TO ACCOUNT-BASED MARKETING: ACCOUNT SELECTION

You can't have a successful Account-Based Marketing strategy without first selecting the accounts you want to go after!

Craig Rosenberg, Chief Analyst at TOPO, tells the story of a time when sales teams used to pull out the Fortune 5000 list or a physical piece of paper with all of a company's target accounts on it. Those days are over. Not every Fortune 5000 company is going to be a good fit for your business. Luckily for marketers, predictive marketing can help figure out which accounts are a good fit for your business. An account-based strategy can be expensive. It costs a ton of your teams' time and money. It requires research and personalization at a granular level about the account and the influencers within the account.

Okay, we get it, account selection is important. But how do we do it? So glad you asked.

Defining Your Account Personas

Remember buyer personas? Account personas are very similar. A great way to start with account selection is to sit down with your team, and/or look within the data in your predictive platform to decide which kind of accounts are in your total addressable market (TAM).

An account persona can be described as a representation of your ideal account.

Personas are developed based on demographic, firmographic (company size, industry, revenue), technographic (what products and technologies are they using), and in some cases, predictive data that shows similarity to a company's top customers. In other words, an account persona, like a traditional lead persona, is a representation of your ideal account.

Jon Miller, CEO of Engagio, says that account selection, the process of selecting your target accounts, is the most important part of the ABM process. If you get it right, you'll get the maximum return on your efforts. If you get it wrong, you run the risk of:

- Missing out on major opportunities you could have won
- Wasting your resources on trying to sell to the wrong accounts
- Aligning your divided sales and marketing teams around the wrong accounts

There are a few ways to identify your ideal accounts. You can do it manually or through predictive selection. We will go through each option in the following sections.

Manual Account Selection

The traditional way to select target accounts is through manual selection. Essentially, your sales and marketing



leaders get into a room and duke it out to determine what accounts make it on your target account list.

Bring in data from your CRM and marketing automation platform to back up your claims. Although this is all some companies do to select accounts, manual selection process is by and large a tedious

and subjective process. Team members are much more likely to depend on existing lists as a guide, or choose companies that they are familiar with or have sold to in the past. The hard part is determining where your company wants to go—who are your next generation customers?

Predictive Account Selection

In contrast, predictive marketing allows you to have a more targeted strategy than just throwing spaghetti at the wall to see what sticks. With predictive, you can have a data-backed method for selecting target accounts. And in Engagio's words, "in the real world, many factors contribute to a successful sale—and many of them will be invisible to your teams".

With predictive marketing, you can use tens of thousands of data signals to map similarities in order to determine what makes your customers a good fit for your business. There are likely many hidden data points that illustrate what makes an account look like another. Let predictive marketing map those similarities and provide you with the target accounts that look like your most successful customers and prospects.

By employing predictive marketing, you are more likely to succeed with an account-based approach to your funnel. Think of it this way, if you're off by 5 degrees when you start on a cross country trip, you will end up in a very different spot. Similarly, if you start out with the wrong accounts in your ABM strategy, you will not end up where you need to be.

ACCOUNT PERSONA WORKSHEET

Map your ideal account persona with this worksheet. The data on each of these different personas can help you create custom content, email messaging, social outreach, advertising and more. Essentially, it will give you the insight you need to do ABM!



DEMOGRAPHIC

Location?



FIRMOGRAPHIC

Company Size? Industry? Revenue?



TECHNOGRAPHIC

What technologies are they using?



GROWTH TRAJECTORY

Did they just receive funding? Are they a new or legacy company?



ORGANIZATIONAL MATURITY

How big is the team your selling into?
What kind of activities are they doing?



MARKETING MESSAGE

What message resonates the most with this type of account?

HOW PREDICTIVE MARKETING IMPACTS YOUR ACCOUNT-BASED MARKETING STRATEGY

As discussed in the previous chapter, implementing predictive marketing as part of your account selection process makes your ABM strategy more precise and focused.

In fact, there are two major facets of predictive marketing that will make a tremendous impact on your ABM strategy—predictive demand generation and predictive audiences.

Predictive Demand Generation

Predictive demand generation leverages data from a selection of your ideal companies—either top customers, opportunities, or even wish list companies—to fill your top-of-funnel with look-alike accounts. In other words, do you have good customers? Why not fill your funnel with accounts that look just like those top customers.

How is this done? In a predictive platform, like EverString, you can simply upload a small selection of companies to build a data model from. These can be fantastic customers who have become big advocates

for your business, your top opportunities for the quarter, or companies that you wish you could get into.

You simply upload your seed list, select your account filtering criteria so you can further customize your results, determine how many net-new accounts and contacts you would like to add to your CRM, and your predictive platform creates a model that provides you with net-new, look alike accounts. Your model takes into account tens of thousands of data signals to determine the critical connections between the companies on your list.

When it comes to target account selection, make sure to create your model based off of a curated account list. You might even create multiple audiences that feed into a tiered target account list.

Now, to be clear, this is not the crystal ball of marketing (we wish). These are leads that should focus your marketing efforts, making your sales and marketing investments in ABM more targeted and precise. By focusing your time and effort on a selection of companies that look like your ideal target accounts, your time-to-success with ABM will be greatly reduced.

Predictive Insights

Predictive demand generation helps you understand who to target with your ABM strategy, but what do you say to them? How do you create personalized communications that resonate?

With predictive insights, you can see and understand what unique data points make these accounts similar. In other words, what are the key attributes of your target account list that are important to you as a business? Understanding these nuanced data points helps you craft better messaging and content that resonates with these accounts.

Your predictive platform can provide you with a myriad of critical data points around demographics, firmographics, technology stack, marketing maturity, department breakdown, and more.

For example, maybe you find that 30% of the target accounts in your new market are in the financial sector, have made a hiring announcement in the last three months, and are considered high growth companies by your predictive platform. Knowing this information enables you to create messaging that resonates with this unique group of accounts. You might engage in website personalization, write customized content, create a unique direct mailer, and more, with the information you learn from your predictive marketing platform.

HOW TO USE PREDICTIVE INSIGHTS



USING PEOPLE, PROCESS, AND PREDICTIVE TO CREATE CUSTOM MESSAGING AND EXPERIENCES FOR YOUR ACCOUNT-BASED MARKETING STRATEGY

There are many traditional marketing tactics you can incorporate into your ABM strategy—you don't have to reinvent the wheel!

By leveraging traditional lead generation best practices and incorporating predictive marketing, you can bring speed, accuracy, and strength into your ABM program for quick implementation.

The best way to embark on your ABM journey is to create a tiered account program. You might have Tier 1 through Tier 3 target accounts. Each tiered level is associated with the relative importance and effort you will put into each target account plan. Remember, make sure that the number of accounts you have in each tier is commensurate with the amount of time and effort you can devote! This becomes incredibly critical when it comes to content other key marketing activities.

In this section we will show you how to:

- Create ABM content without costing a ton of your teams' time
- Create custom nurture tracks and targeted personalized messaging for your emails
- Make your website a working ABM tool
- Plan events for single accounts and groups of accounts, and work large events with an ABM approach
- Reach out to the right people on social, and run targeted ads to groups of accounts
- Use direct mail to move the needle on individual and groups of accounts

Creating Account-Based Content

Many of you will already have a content strategy in place already. Don't worry, most of your existing content will still be useful as you embark on your ABM journey. The difference is that now you can make your existing content, and the content you create going forward, relevant to your target accounts.

In this section, we will talk about when and how to create hyper-personalized ABM content, and when to create content for a group of your target accounts.

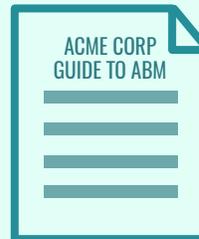
Creating One-to-One Account-Based Content

Creating highly personalized, one-to-one content should be reserved for your Tier 1 target accounts—your reach accounts or sales whales. We are talking about the large, multi-devision enterprises that you want to penetrate over time.

HERE ARE A FEW WAYS TO CREATE HYPER-PERSONALIZED CONTENT:



Pull together an account-based webinar for a large target account. Invite members from different headquarters and departments in that company to a webinar based around a problem they are trying to solve.



Create a one-of-a-kind report for a target account addressing a pain point they've expressed in their communication with your sales team.



Create an infographic featuring something meaningful to their company—maybe that's incorporating their headquarters into the infographic or using their predictive data to make the infographic unique and hyper-relevant for that account.



Creating Custom Content for Targeted Groups of Accounts

ITSMA research shows that 75% of executives will read marketing materials that are relevant to their businesses. How do you achieve relevance? Through personalization. There are many ways to achieve account-based personalization with your content without writing an entire content piece just for one company and their needs.

Use predictive marketing to decide which accounts to create targeted content for and use predictive insights to determine what topics to discuss.

Are your target accounts in a particular vertical? How many employees do they have? Do they have a specific tech stack?

Are they high growth? These are the kind of answers predictive insights can provide.

Based on these insights you can:

- **Create custom content from scratch.** Do most of your target accounts use Salesforce? Consider creating a unique asset for that group of accounts.
- **Repurpose existing content based on the data from predictive insights.** Is there a significant number of your target accounts in the healthcare industry? Change out the cover of an existing asset, as well as some of the copy, to reflect what is relevant in the industry, and you have yourself repurposed ABM content.
- **Create custom content experiences.** Website CMS', like Uberflip, offer the

opportunity to create unique experiences to house content that relates to various target accounts and industries.

- **Quick wins in personalization.** There are a few ways to make a one-time investment result in personalization for many people. For example, at EverString, we are building an automated benchmark report where people can fill out a questionnaire and automatically get a piece of content that generates for them based on their answers—it's like customized on-demand content. You can also turn to tools like Vidyard that provide personalized video at scale.

Creating Custom Nurture Tracks and Targeted Personalized Messaging for Your Emails

Email is one of your main distribution channels, and arguably the most crucial. Once you've activated an Account-Based Marketing strategy, email shouldn't just be a way to broadcast generic messages to all of your prospects. Instead, you should be sending targeted, personal messages using the content you created.

While we do recommend sending individualized emails to your target accounts as much as possible, it is simply impossible to expect that every email to every account is personalized to that degree. Although, you can certainly make it look like it! Hint: predictive can help.

Predictive can't tell you exactly what to say to solicit responses from your target accounts

(we wish), but it can help you segment your accounts and decide what messages are most relevant for those segments.

Using Predictive Audiences in Email and Nurturing

With predictive marketing, you can use a seed list of accounts to create a predictive audience to use in your email marketing. Just like a traditional segment, this group of accounts and contacts can be easily synced with your marketing automation platform so that you can deploy various marketing programs—like nurturing tracks—in a highly scalable way.

You can create as many audiences as you want with predictive. For instance, let's say you want to create a target account nurture track specifically for healthcare companies. You simply upload your seed list of healthcare companies, expand to

include net-new accounts, and create your audience. You can then push your audience directly to your marketing automation platform where you can launch your nurture stream.

But you don't need to limit audiences you nurture to industry—you can create an audience for any insight like growth trajectory, department maturity, technology stack, and more. You can then tailor your messages directly to these audiences.

WHEN A NEW INBOUND ACCOUNT MATCHES YOUR PREDICTIVE MODEL, IT WILL BE PUSHED AUTOMATICALLY TO THAT AUDIENCE—SO YOUR AUDIENCE IS ALWAYS ALIVE AND BREATHING!

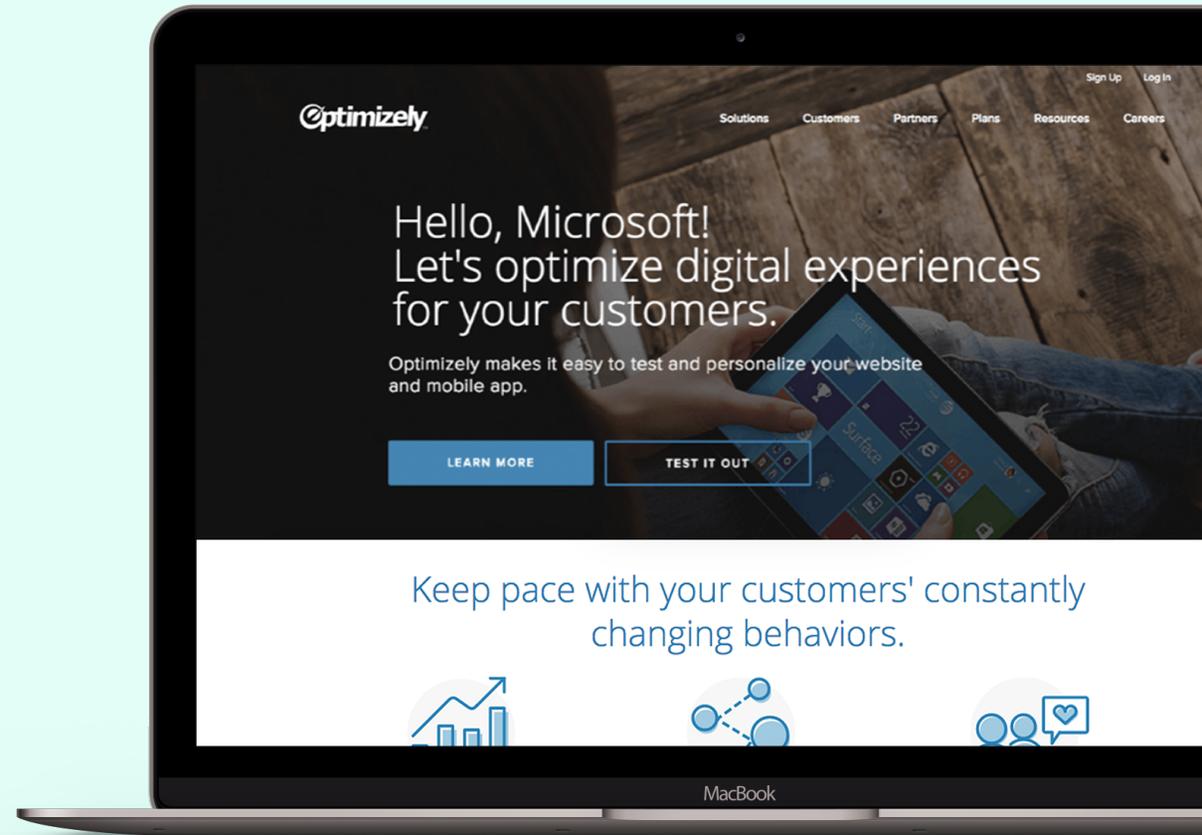
Make Your Website a Working ABM Tool

With personalization tools like Marketo's Real-Time Personalization, Optimizely, Tribilio, or Evergage, your web experience can be as personalized as your email. This kind of tool identifies the account or industry that a visitor belongs to and then adjusts the content of your website to reflect the most relevant images, case studies, and calls-to-actions (CTAs) you have for that account or industry.

You can use predictive insights to create these different experiences. If one of your audiences is made up of high growth companies, tailor your website experience based on that insight. Present that audience with case studies of high growth companies, create banner images that are relevant to high-growth, etc.

You can also download a CSV file of your audience and upload it to a web personalization tool or if your marketing automation platform is connecting to your web personalization tool you can automatically deploy campaigns.

ACCOUNT-BASED WEBSITE PERSONALIZATION IN ACTION





Plan the Right Events for Your Target Accounts

In addition to your website and email initiatives, events are another way to engage with your target accounts. These are fantastic opportunities to get that face time with your key accounts so you can build strong ongoing relationships.

When it comes to target accounts, it's important to choose the right events. With all of the cost in travel, sponsorships, exhibitions, and tickets—events add up quickly. And it's tough to know what events are worth your time.

Building off of your tiered target account lists from your predictive platform, you can plan events in key territories. You can also leverage your target account insights to determine what type of events you might want to host. For instance, for your high growth target accounts you might decide to host a thought leadership lunch and learn session featuring a speaker who can talk to building a high growth marketing or sales team. Because you are also inviting decision makers and influencers from other high growth companies, your target account attendees will have a chance to network with other like-minded companies.

Reach Out to the Right People on Social, and Run Targeted Ads to Groups of Accounts

Social media is finding its own special place within a cohesive ABM strategy. Not only can you target accounts on social platforms with ads, but you can also gather important intel that you can use for messaging, event planning, and your Sales Development Rep outreach.

Social media provides marketing and sales teams with the unique opportunity to build relationships and have one-to-one conversations with prospects. If you can target your accounts with unique ads on social, you're already a leg up on your competitors.

A few strategies we recommend for targeting your accounts on social:

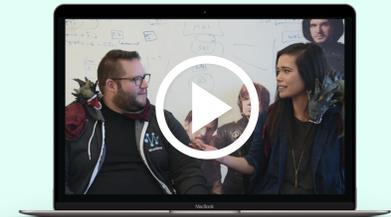
- **Listen:** Set up a private list on Twitter with the handles of your target accounts for the quarter. With this intel you can do things down the line like plan unique field events and send personalized direct mail pieces.
- **Build Relationships:** Work with your sales and marketing teams, start incorporating social media as a delivery method for sending information to prospects. Tired of cold calling? Well, it's not called 'cold

tweeting' for a reason! If a prospect has a public social media profile, then he or she is open to being social and engaging in conversations. That's what social media is for! Try reaching out with a relevant piece of content in reply to a prospect's recent Tweet or Post.

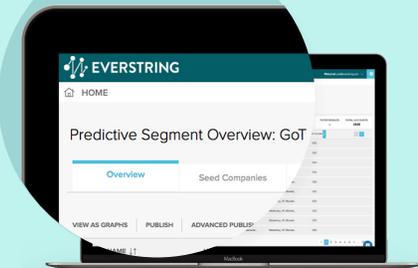
- **Hone in With Social Ads:** Use predictive segments to build out account and contact lists for targeting ads on each social channel. Most of your key accounts and contacts are on at least one of the main social platforms, making social a critical place for outreach.

We are using predictive audiences in our marketing team at EverString and it's really paying off! For instance, during Season 6 of *Game of Thrones*, we created a fun *Game of Thrones* themed campaign where we filmed a new video each week talking about the marketing lessons hidden in each episode. To promote the campaign further and find a new audience that might be interested, we created an audience in EverString using current subscribers as our seed list. EverString ran the model and created an audience to find net-new accounts that look like that seed list. We uploaded that list to social, and target the net-new accounts in the list with our *Game of Thrones* campaign!

HOW TO USE A PREDICTIVE AUDIENCE TO SEND TARGETED ADS ON SOCIAL MEDIA



Create Content



Create Audience



Deliver Targeted Ad

Use Direct Mail to Move the Needle on Individual and Groups of Accounts

Direct mail fell out of fashion as email became the primary communication vehicles for marketers. However, direct mail continues to prove its value, especially when it comes to target account marketing and moving those accounts through your funnel.

Top-of-Funnel Door Opener

For target accounts that haven't engaged with you yet, a direct mail piece is a great way to start the conversation. You can send a gift card or a tasty treat along with a

nicely printed piece of content to show the account some love. Use predictive insights to think about what content to send. Be sure to follow up with an email from your marketing team and a call from a sales rep.

Middle-of-Funnel Relationship Builder

For accounts that have had some engagement with your sales or marketing team, send a more personal direct mail piece. Listen on social media for what they are into. Are you planning an event for your target accounts? Send them a custom invite with a nice bottle of wine or something uniquely personal to the prospect.

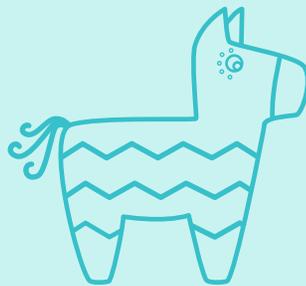
Bottom-of-Funnel Accelerator

For accounts that are on the cusp of closing, consider sending something unique and fun. For example, for national taco day we are sending our target accounts a fiesta-in-a-box with a chance to win a taco truck for the whole company! These accounts should have their own Account Executive associated with them. That AE should follow up after the direct mail piece is received.

BOTTOM-OF-FUNNEL ACCELERATOR



Product Demo



Send Fiesta-In-A-Box To Account



Account Executive Follows Up



Close The Deal

CONCLUSION

Account-Based Marketing is causing a huge splash in the marketing space and for good reason—it's working. ABM strategies result in shorter deal cycles for large accounts, promotes natural sales and marketing alignment, and it saves organizations time and money with its emphasis on 'zero waste' efficiency. ABM ensures neither your marketing team nor your sales team are wasting time on the wrong accounts.

Predictive marketing helps you be more accurate, efficient, and relevant in planning and executing your ABM strategy. Leverage the data science behind predictive for account selection and use predictive in each of your ABM tactics in order to create the right message and experience for each of your target accounts.

ABM success is right around the corner when you partner with predictive!





EVERSTRING

EVERSTRING.COM/CONTACT

650.425.3937

1850 GATEWAY DRIVE
SAN MATEO, CA 94404