

ACCOUNT BASED MARKETING FRAMEWORK

Account-Based Marketing is used by B2B marketers to identify and target the accounts they value the most. ABM solutions typically include account-based data and technology to help companies attract, engage, convert and then measure progress against customers and prospects.



1

ACCOUNT SELECTION

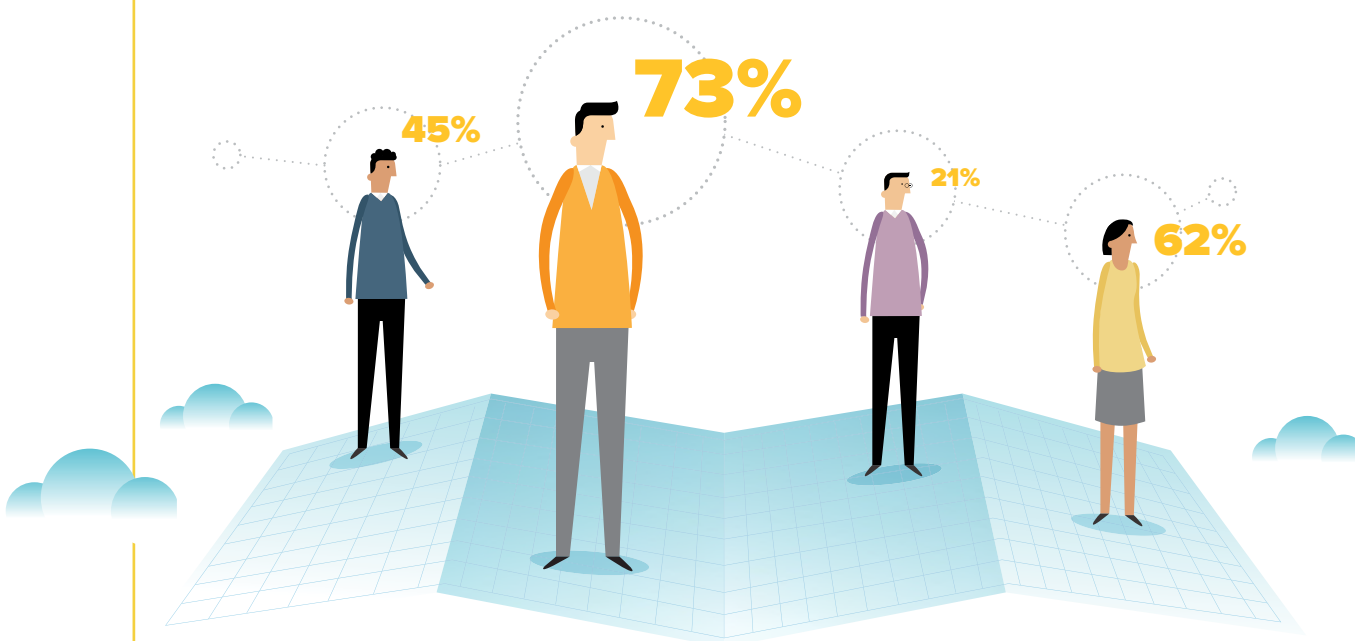
The first step to implementing Account-Based Marketing is to build your target account list — the companies with the most potential to your business, which can include customers, prospects, partners or a mix of all three.



2

ANALYSIS

- Account Analysis**
 - Industry
 - Revenue / Size
 - Existing Technology Usage
 - Needs Analysis
- Stakeholder Analysis**
 - Persona Selection
 - Persona Data Gap Analysis
 - Persona Data Acquisition
 - Existing Sales & Marketing Database
 - GetIT IntelliBase
 - ABM TOFU Campaigns



3

ABM WORKFLOW

Communication Blueprint / Touch-point Map: Summary view of promotional communications, the key CTAs and destinations for the entire plan or a subset (e.g. By Audience, By Communication Objectives etc.)

Lead Scoring: To rank prospects against a scale that represents the perceived value each lead represents to the organization. The resulting score is used to determine which leads a receiving function (e.g. sales, partners, tele-prospecting) will engage, in order of priority.



5

ACTIVATION

- Account Specific Microsite or Site Segment Development**
- Account Specific Outreach:**
 - Persona Specific e-mail Campaigns (Known Contacts)
 - LinkedIn InMail Campaign (Sales Navigator – for unknown contacts)
 - Targeted Display Advertisement
- Account Specific Nurturing**
 - Digital Content Nurturing
 - Account Specific Workshop / Breakfast briefing
- Campaign Management**
 - Project Management
 - Analytics, Reporting and Optimization

4

CONTENT & MESSAGING

Account Specific Messaging Development: Based on the needs, competitive advantage and positioning strategy and USP

Content Audit: Stock-checking of usable existing content for the specific account by mapping content with target personas, channels (selected during workflow planning) and procurement process stages.

Content Creation, Repurposing & Curation: Based on the content gaps discovered in content audit.



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