

BMC | Gold Winner

Enabling Sales to Accelerate Growth

The BMC marketing team launched an innovative “One-to-One” and “One-to-Few” Account-Based Marketing (ABM) program to enable the BMC Sales team to accelerate growth and support the business in the financial services sector.

With multiple key accounts already within this sector, it was determined that honing in on opportunities higher up the strategic food chain would drive the growth desired. To harvest these opportunities, however, Marketing needed to provide deeper insights, industry-first sales enablement tools, and laser-sharp focused messaging so Sales could communicate the BMC proposition to new decision makers.

The team first identified 29 financial services organizations as offering significant, previously untapped, opportunities. The specific opportunity arising from these accounts was quantified following a thorough, deep dive analysis into the revenue targets, as well as the named stakeholders to reach in order to meet those targets. The accounts were further segmented to identify where BMC needed to break into new audiences and which account teams internally would most likely work with marketing in the ABM program.

With ABM specialist Agent3, the team went to work. First, they conducted deep account mapping to arm the Sales team with the correct, contextualized messaging and the right contacts to prospect to. Then, they positioned BMC as a thought leader by arming Sales with social selling content and week-to-week industry insights. Finally, they were able to use insight to build out contextualized training and talk tracks for effective prospecting outreach. To further support the Sales team, Marketing and Agent3 delivered additional insight, such as the competitive landscape, sentiment analysis, brand benchmarking, stakeholder mapping, and deep-dive account profiling.

To increase engagement into key accounts, the team focused on:

- **Driving closer sales and marketing alignment** through workshops and plan development. The field marketing team, the Sales team, Agent3, and a financial services sector expert assessed progress with key accounts to date, what a successful ABM program might look like, an in-depth look at target accounts, how BMC might support those accounts, and the production of an engagement strategy framework for each target account. Three industry macro themes were then mapped against the “Why BMC?” question and a fully-fledged value proposition was developed.
- **Key account insights.** The teams created industry and account level research dossiers to understand the challenges and opportunities for each target account, then conducted in-depth workshops with sales representatives and subject matter experts to understand

problems and opportunities specific to BMC propositions. The team also developed insights into key stakeholders.

- **Executing “customer-first” marketing**, with a focus on delivering timely and ongoing insights to Sales, at both an account and industry level. Content was developed that was solution, rather than product, focused.
- **Pipeline conversion.** Sales enablement became the big focus of the One-to-One campaign to empower Sales to have those conversations with target accounts and driving leads and sales enablement. In addition, BMC Business Development representatives were trained in ABM talk tracks and message proposition, and there was an emphasis on executive to executive outreach.

The biggest challenge was integrating the value and methodology of ABM in the account approach versus more traditional demand generation approaches. A great solution to this challenge was the development of innovative sales tools, such as SoSell, a new, intent-driven social selling app empowering Sales executives to start engaging with target accounts immediately due to the relevant, insight-based content it delivered. The Spotlights newsletter also provided the Sales team with industry insight on a regular basis with which to drive dialogue and remain informed. PointDrive is a tool that enables Sales to package, share and track specific and relevant customer content.

These tools represented a new way of doing business by demonstrating that BMC was listening to customer challenges and offering relevant solutions. In terms of perceptions, Sales became known as thought leaders for those accounts.

The campaigns are measured in three phases: short-, medium- and long-term success: Short-term success focused on marketing outputs; Medium-term success looked at relationship outcomes; Long-term success was measured in commercial impacts.

Overall, the program was successful in achieving its priorities, which were categorized in terms of 3 Rs: Reputation, Relationships, and Revenue. The One-to-Few and One-to-One programs both saw significant bookings of new business and velocity of business through the pipeline, as well as an increase in executive level contacts, social media engagement, and industry headlines, and cultivating relationships deeper in the organization.