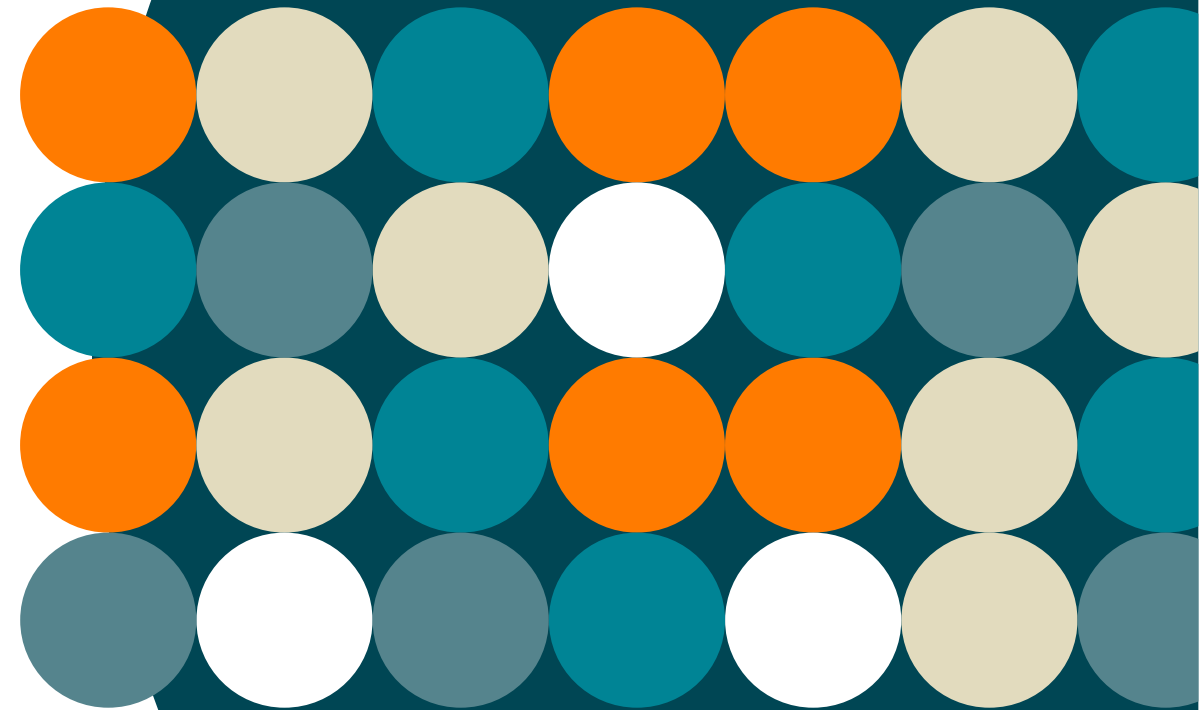Rethink ABM

Scaling content for effective account engagement

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Demand for ABM exceeds resources...

Top challenges for ABM-ers

#1

#2

Keeping up with the demand from the sales team requesting ABM for their accounts

Getting adequate budget to support programs and resources

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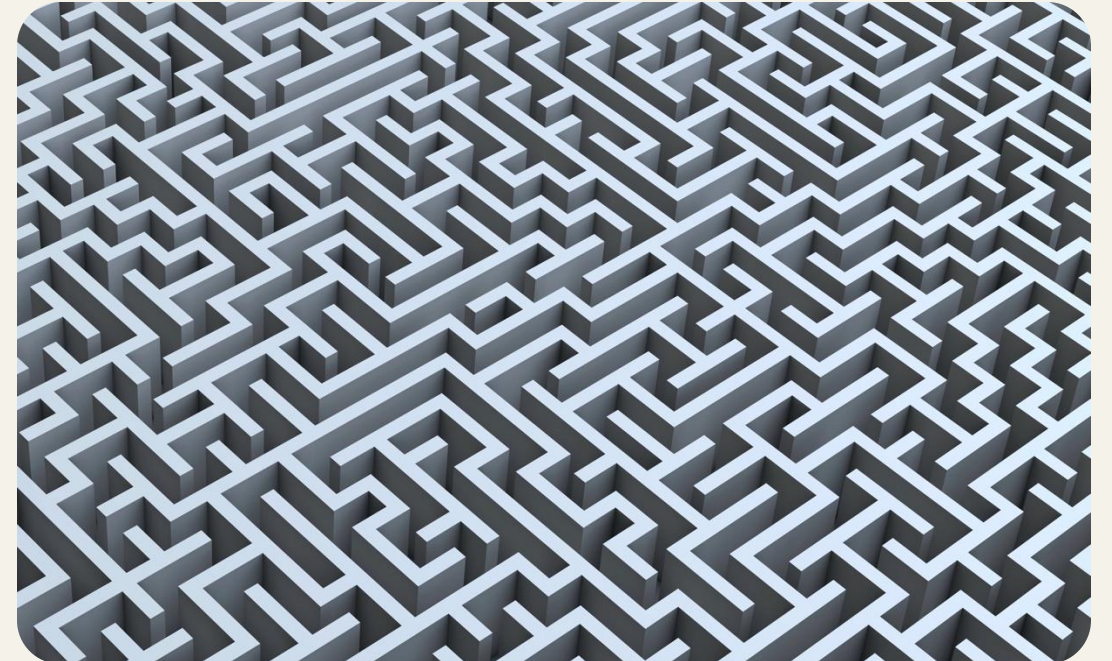# We need to put our best foot forward earlier than ever...

71%

of winning providers emerge before the shortlist stage of the buying process

RETHINK ABM

Two guiding policies

1. Focus on providing tailored, relevant information as early as possible…

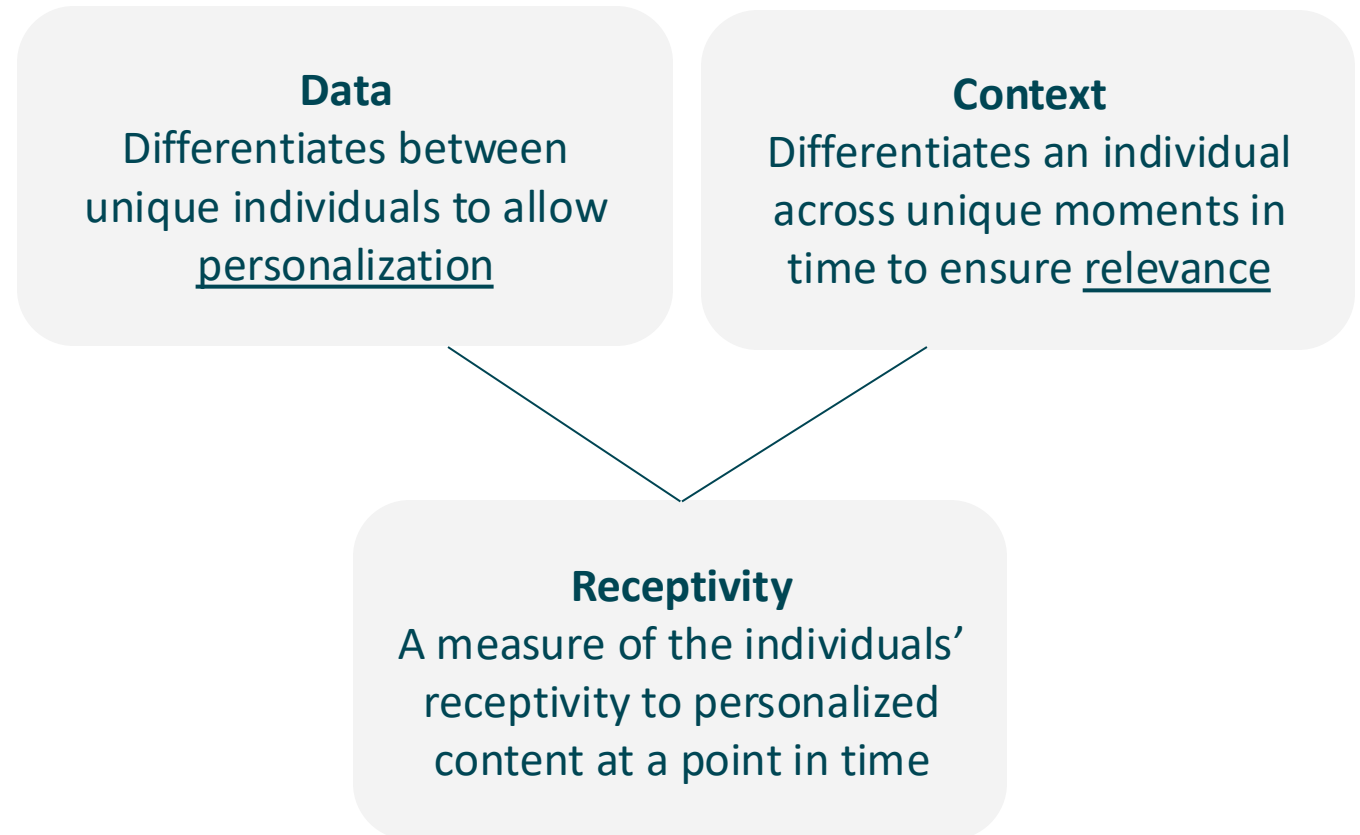2. Work out how to do this at a larger scale to cover every stage of the buying process

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Data + Context = Receptivity

An example from Amazon…

"How do we drive customer receptivity?"

1. Know the customer
2. Understand what they want
3. Anticipate their needs
4. Provide solutions
5. Data transparency
6. Authenticity
7. Acceptance
8. (Expectation)

Data
Differentiates between unique individuals to allow <u>personalization</u>

Context
Differentiates an individual across unique moments in time to ensure <u>relevance</u>

Receptivity
A measure of the individuals' receptivity to personalized content at a point in time

RETHINK ABM

ABM 'leaders' are data-driven and can better harness content personalization

■ Leaders ■ Laggards

39% 25% 37% 26%

We fully leverage our customer data platform and account intelligence

We fully leverage content personalization

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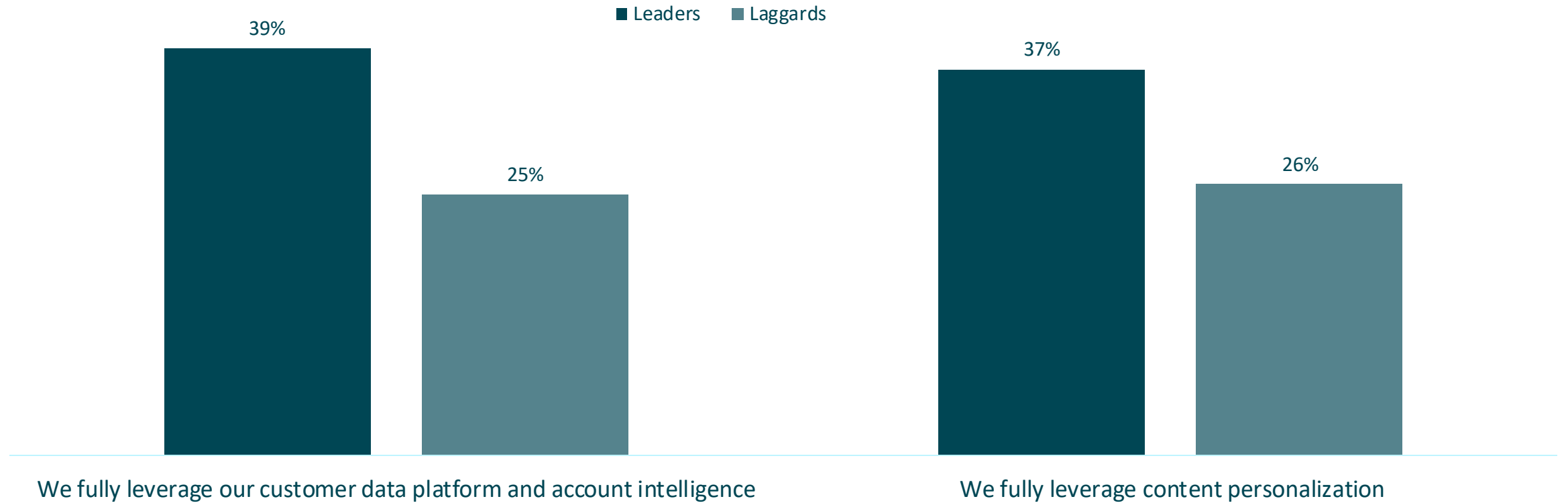
Intent data is underutilized

24%

of marketers are "fully leveraging" first- and third-party intent data for ABM

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The marketing challenge

Generate demand from Greenfield (net-new) accounts

Be more efficient – reach buyers who are ready to engage

Increase funnel conversion rates + won/booked rates

Scale the approach once proven

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Example of an at-scale approach at AWS
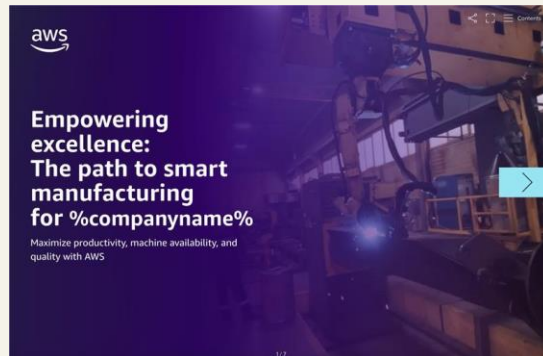
50 accounts per industry x 6 industries

Account selection

- Segmentation (firmographic)
- Intent (3p) & engagement (1p) data
- Account prioritization (Sales)

Initial content push

Turtl®

aws

Empowering excellence: The path to smart manufacturing for %companyname%

Maximize productivity, machine availability, and quality with AWS

3 x CTAs

Individualized content hub

- Industry campaign content
- Curated by persona, topics, portion of buyers' journey
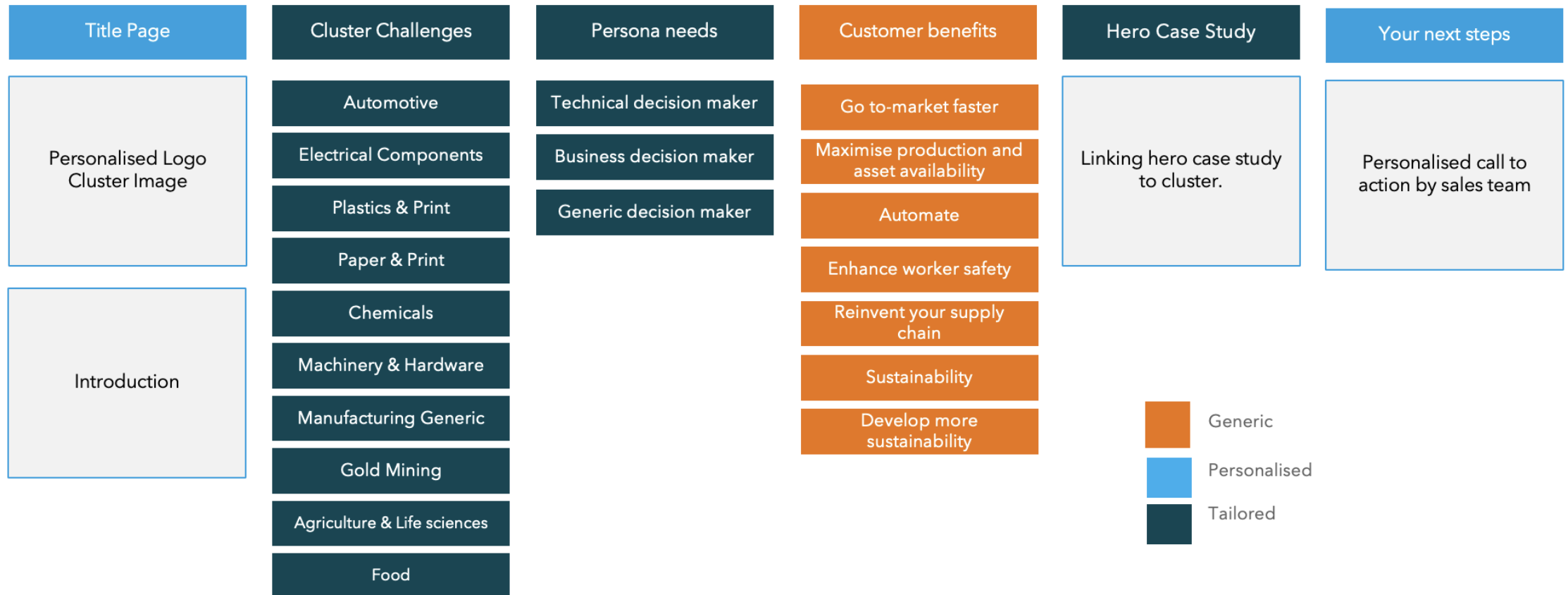- Refresh based on customer behavior

BDR outreach

- BDR Training
- Intent & engagement data
- 12 touches over 2 weeks
- BDR feedback/ lessons

Drilling down: initial outreach content

Title Page	Cluster Challenges	Persona needs	Customer benefits	Hero Case Study	Your next steps
Personalised Logo Cluster Image	Automotive	Technical decision maker	Go to-market faster	Linking hero case study to cluster.	Personalised call to action by sales team
	Electrical Components	Business decision maker	Maximise production and asset availability		
	Plastics & Print	Generic decision maker	Automate		
	Paper & Print		Enhance worker safety		
Introduction	Chemicals		Reinvent your supply chain		
	Machinery & Hardware		Sustainability		
	Manufacturing Generic		Develop more sustainability		
	Gold Mining				
	Agriculture & Life sciences				
	Food				

Generic

Personalised

Tailored

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Modular content to grow Apple's Enterprise Business

Background:

Apple's CEO Tim Cook, has allocated resources to the Enterprise Business Unit to drive growth in new B2B markets.

The Enterprise team has identified 200 potential strategic accounts across four key sectors: Media, Engineering, Education, and Automotive.

Their goal is to generate opportunities for large-scale hardware (e.g., MacBook) sales with these accounts.

To support this effort, the Enterprise marketing team is proposing the development of modular content and is seeking your assistance in bringing this initiative to life.

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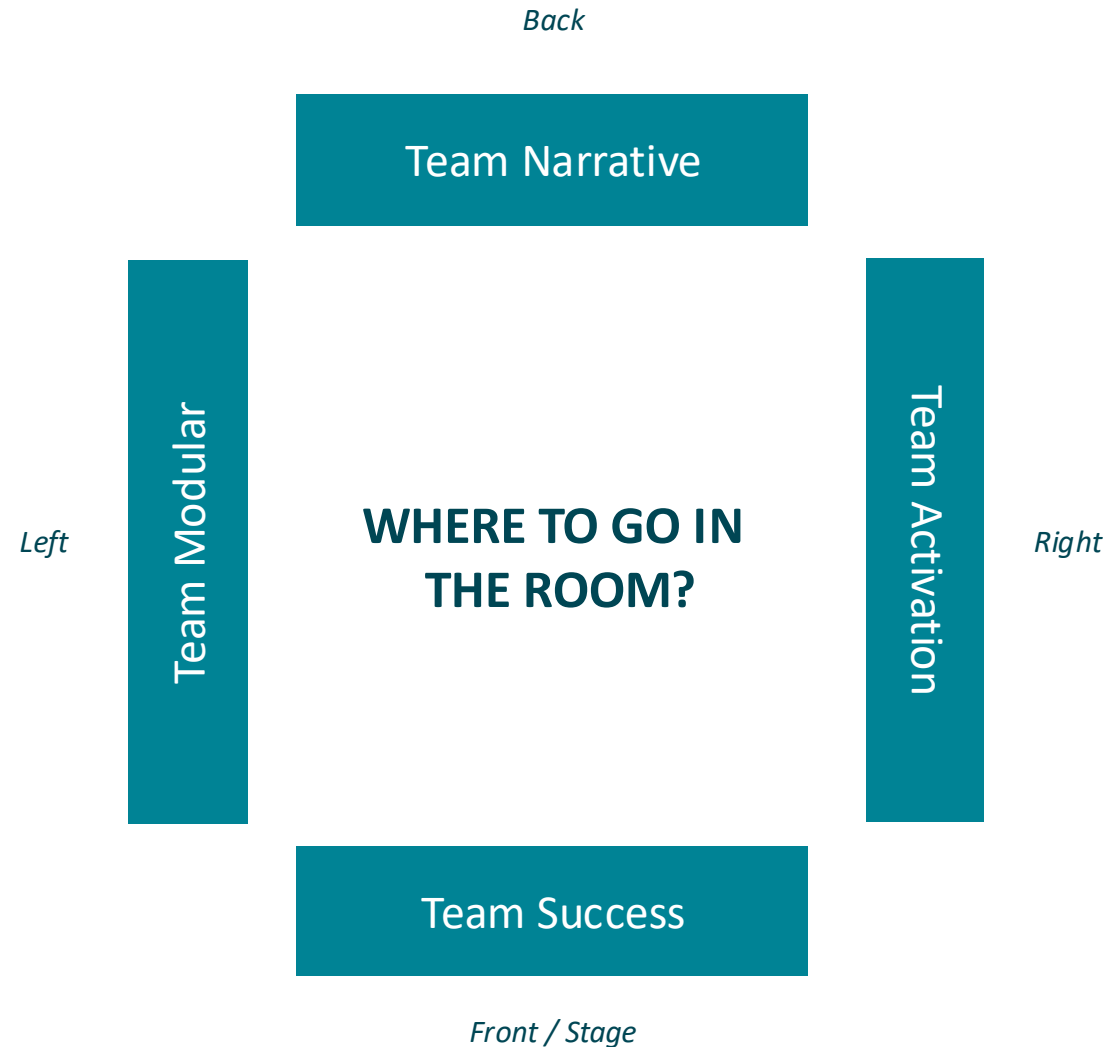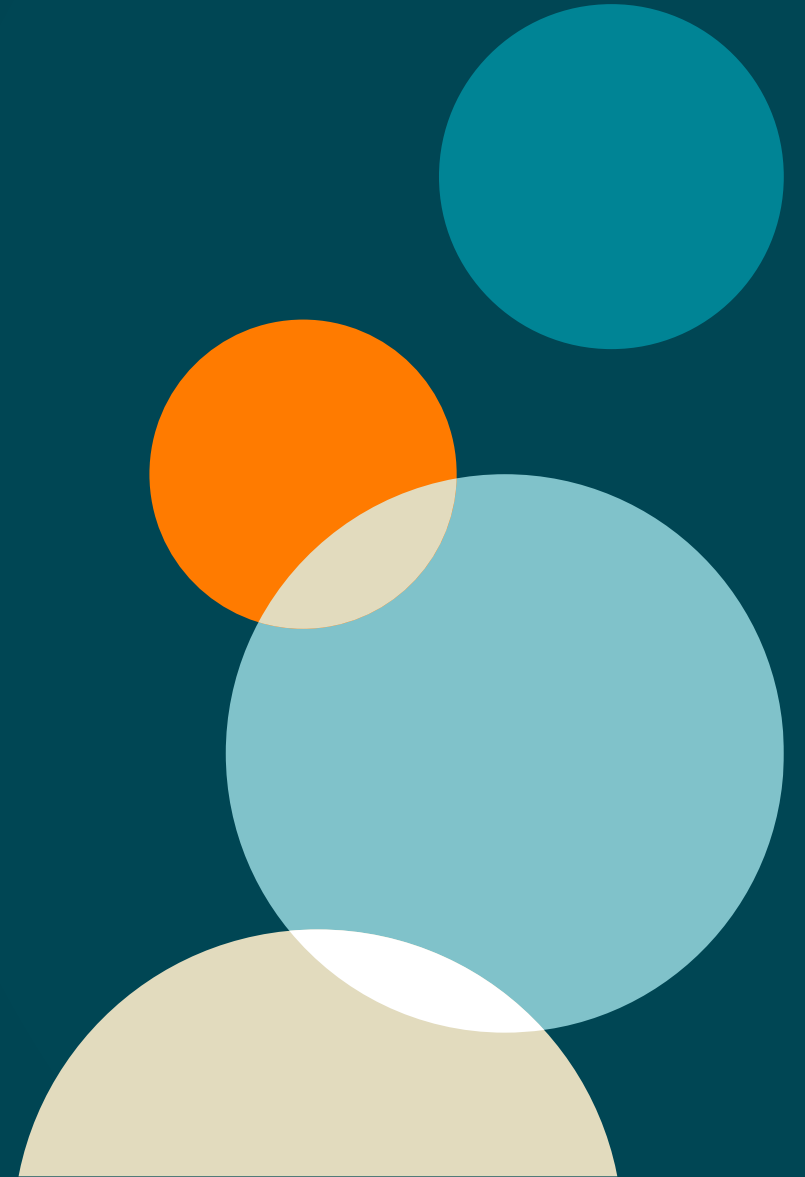
Breakout time!

You will have 15 minutes to break into four teams. In these teams you will discuss your proposed solution to your area:

- **Team Narrative**: What narrative, insight or point of view will we use to drive our content?

- **Team Modular**: What modular sections do we need to consider to help make this relevant to our audience? (e.g. use case / sector / persona)

- **Team Activation**: What technology or tools will we use to activate our content with these accounts across sales & marketing?

- **Team Success**: How will we measure the success of our program? (Using the 3 Rs across sales & marketing)

You will present your teams discussion as a 2-minute wrap up at the end.

Back

Team Narrative

Team Modular

Left

WHERE TO GO IN THE ROOM?

Team Activation

Right

Team Success

Front / Stage

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Let's share….

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Thank you
for joining!

Contact Nick.Mason@Turtl.co