

ABM for specialized media businesses

3rd October 2024

A presentation by
Helen Coetzee, Founder & CEO, MPG
<https://www.linkedin.com/in/helencoetzeempg/>

*On behalf of Renewd Partner Member
Merit Data and Technology*





Account-based marketing (ABM) is a
go-to-market strategy
targeting certain accounts
with a **synchronized, continuous**
set of marketing and
sales activities.



ABM drives higher engagement by enabling marketing and sales people to **tailor messaging according to customer needs.**

2023 vs 2022

**39% of marketers
spent more
on ABM.**

Source: Propolis Community Index from B2B Marketing

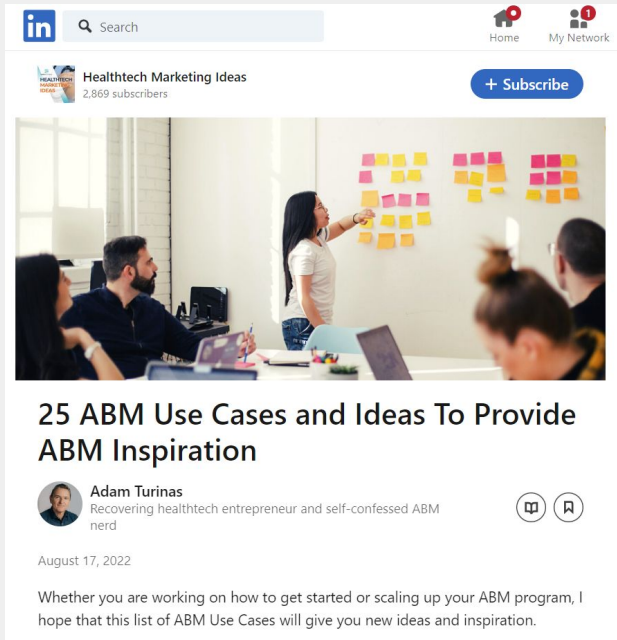
Companies using ABM:

- 28% increase in overall account engagement
- **25% rise in conversion rates from MQLs to SALs, and 17% higher conversion rates from SAL to sale**
- **23% increase in value of sales pipeline**
- 20% more MQLs
- 20% higher CTRs on digital advertising
- 18% higher email open rates
- 17% higher webinar attendance
- **13% higher average deal size**
- 13% higher web traffic from target accounts

<https://www.gartner.com/en/digital-markets/insights/account-based-marketing-trends>

To simplify:
ABM is
**highly targeted
Marketing & sales**
that is
highly relevant.

Some ABM use cases & ideas



The image shows a screenshot of a LinkedIn post. At the top, there is a search bar and navigation icons for Home and My Network. Below that is a header for 'Healthtech Marketing Ideas' with 2,869 subscribers and a '+ Subscribe' button. The main content is a video thumbnail showing a woman pointing at a whiteboard with sticky notes in a meeting. Below the video is the title '25 ABM Use Cases and Ideas To Provide ABM Inspiration' and the author's name 'Adam Turinas', who is described as a 'Recovering healthtech entrepreneur and self-confessed ABM nerd'. The post is dated August 17, 2022, and includes a short introductory paragraph.

25 ABM Use Cases and Ideas To Provide ABM Inspiration

Adam Turinas
Recovering healthtech entrepreneur and self-confessed ABM nerd

August 17, 2022

Whether you are working on how to get started or scaling up your ABM program, I hope that this list of ABM Use Cases will give you new ideas and inspiration.

<https://www.linkedin.com/pulse/25-abm-use-cases-ideas-provide-inspiration-adam-turinas/>

Why should ABM be a
strategic priority for
specialised media
businesses?

What are the KPIs that matter most when growing recurring revenue?

1. Retention rate
2. Average order value (AOV)

Your retention rate & AOV
will suffer if you attract the
'wrong' customers.

FOR EVENTS:
Who's in
the room
really matters
if you want to be the
market leader.



This isn't just a marketing tactic. It's a go-to-market strategy for the whole business.

Source: B2B Marketing

3 Types of ABM

1. One-to-one ABM
1 company = 1 market

2. One-to-few ABM
Segmentation

3. One-to-many ABM
Use tech for targeting

<https://www.informatech.com/marketing-insights/drive-demand/the-three-types-of-abm-and-how-marketers-can-deploy-them-strategically/>

AI/ML tools will present an opportunity to automate repetitive tasks, prioritise key accounts, and analyze data seamlessly in marketers' ABM framework..

Source: B2B Marketing

AI & ML tools will present an opportunity to automate repetitive tasks, prioritise key accounts, and analyze data seamlessly in marketers' ABM framework..

BE CAUTIOUS WITH AI/ML

Mostly being used in large, homogenous markets.

Risk of getting things wrong is high.

Stay grounded, focus on the fundamentals & your core strategy.

Source: B2B Marketing

'ABM' as a term may fall away.

**'Qualified buying groups' and
'team sourced pipeline'
will emerge.**

Source: B2B Marketing

3 Key ABM ingredients

1. ICP data
2. Hyper-personalisation
3. Multi-channel marketing

3 Key ABM ingredients

ICP* data

- ❑ Continually build, enhance and update profile and contact data on current and prospective customers that match your ICP.
- ❑ Organise your data to create lists of customer types for ABM & segment by profile and behaviour.

**ICP = ideal customer profile*

3 Key ABM ingredients

Hyper-personalisation

- ❑ Understand specific customer needs and defined specific value points of the relevant product/s for that specific customer.
- ❑ Use benefit focused messaging that will engage that customer.
- ❑ Create relevant customer journeys

3 Key ABM ingredients

Multi-channel marketing hosting relevant customer journeys

- Website/landing pages
- Email - outbound & autoresponders
- Events
- Referral marketing/advocacy
- PPC/paid media
- Sales
- Other

Example

1. Identified customer groups (segments)
2. Prepared lists (data)
3. Prepared benefit-led messaging
4. Optimised website
5. Sending targeted emails
6. Running targeted PPC & paid media ads
7. Preparing telesales briefs (incl. FOMO)
8. Measuring performance via live reports

Home Visit What's On Exhibit News & Insights 2024 Registration

Extract the maximum value for...

Fleet & Mobility Directors & Senior Management Procurement Finance HR

I work in Fleet or Mobility

- **Improve your confidence and competence in your job**, whether you're just starting in fleet, or pushing ahead to forge new ground to innovate ahead of the market.
- **Raise your profile**, increase your network and amplify your thought leadership in the fleet industry.
- **Visit the local authority hub** - a unique opportunity to meet the local authority transport officers making the key decisions on congestion, safety and emissions policies in your area. Share your experience, challenges and solutions to support transport decarbonisation across the UK.
- **Hear from experts** about the best holistic methods to manage your business travel to save time and money.
- **Discover total mobility solutions for transport and travel** to save your company money, improve efficiencies, reduce your impact on air quality, the environment, and improve staff safety.
- **Find fresh thinking and new ideas** to cope with business change – meet like-minded suppliers who speak your 'fleet' language.
- **Get all the knowledge you need on fleet safety** – helping you deal with on-road challenges including driver safety, well-being and accident prevention.

I am a Director or Senior Manager

- **Tackle months' worth of conversations and insights in one day**, so you can support your fleet manager/team and set your business up for success.
- **Build your fleet knowledge** by networking with manufacturers, service providers, and other businesses with company

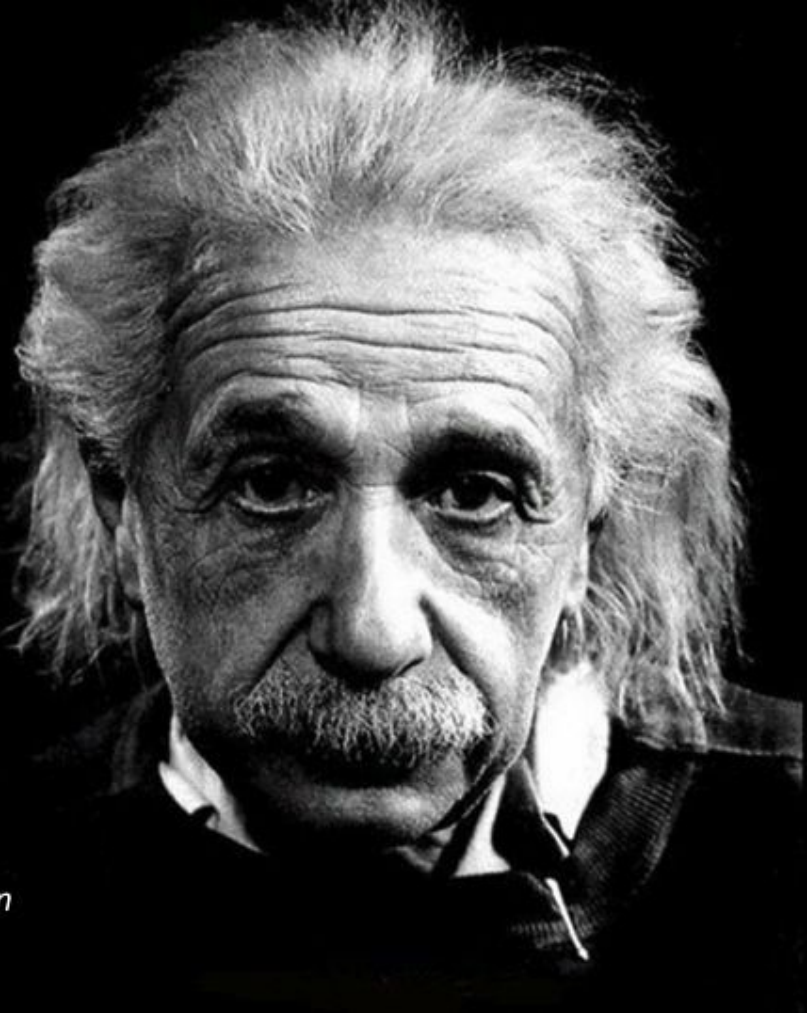
<https://www.fleetandmobilitylive.com/visitors/why-you-should-attend>

~~It can't be done.~~

*How can it be
done?*

"If I had an hour to solve a problem and my life depended on the solution, I would spend the first 55 minutes determining the proper question to ask, for once I know the proper question, I could solve the problem in less than 5 minutes."

- *Albert Einstein*



TOP 5 QUESTIONS

Q1

**Does our ABM plan
include the current
customers we want to
retain and grow?**

Q2

**Have we clearly defined
and identified the most
valuable customers?**

Q3

What is the best way to reach and engage with our ideal customers?

Q4

How should we set up our database, tech stack, messaging, processes and analytics to deliver ABM efficiently and at scale?

Q5

**How can we get
and keep all our
stakeholders
on board and aligned?**

WHAT IS YOUR ACTION PLAN?

8 Step Plan

1. Align on business strategy: where should we focus for long term growth?
2. Choose a segment/customer group to focus on. Ensure stakeholder alignment.
3. Establish (or revisit) ABM objectives. Agree on how you'll measure success.
4. Map out customer journey - from the customer perspective. Ensure stakeholder alignment.
5. Map out marketing and sales process to deliver the ideal customer journey. Ensure stakeholder alignment. Upload to your project management tool (maybe a spreadsheet).
6. Before running campaigns: create/optimize infrastructure i.e. data preparation, messaging framework, landing page, templates, automations, dashboard creation.
7. Run campaigns. Measure and adjust approach as you go along.
8. Run weekly project meetings for all key stakeholders (30 mins) - focus on progress, performance to date and priorities. Base decisions on data from dashboard and your best judgement. Agree on specific actions with owners.

MPG INSIGHTS: recommended reading

ABM: looking beyond the buzzword

<https://www.mpg.biz/blog-post/abm-looking-beyond-the-buzzword/>

Implementing ABM in your business: a 'how to' guide

<https://www.mpg.biz/blog-post/implementing-abm-in-your-business-a-how-to-guide/>

Event marketing example of **1-to-1 ABM** (1 company = 1 market)

- You have a product portfolio with a range of products for the same audience (annual conference + awards + webinar series + monthly reports + weekly email newsletter); or an event series for the same audience; or a very large scale event.
- There is potential for the right client(s) to spend £300k+ per year in sponsoring your events/content - could be existing client(s) you want to retain and upsell, or new client(s) you want to acquire.
- Recommended approach:
 - Identify 3 existing clients and 3 potential new clients that are a good match.
 - Run a campaign targeting the marketing budget holder in these companies e.g. the CMO (see example in Rob Simpson's presentation of how to do this, plus more examples here: <https://digitalradish.co.uk/inspiration/weve-struck-gold-and-silver-great-news-from-the-b2b-marketing-awards-2020/>)
 - Create a page in your marketing and sales dashboard for each of these 6 companies, monitoring engagement in your 1-to-1 ABM marketing.
 - Every time someone in one of these companies (in CRM) clicks on an email or visits your website, your relevant salesperson should get an automated notification.
- *The ultimate goal should be to maximise LTV (lifetime value), so you also need a strong retention/upsell/cross-sell strategy from the start.*

Event marketing example of **1-to-few ABM** (segmentation)

- For your flagship confex-style event in 2025, you need to grow your attendee number from 2,000 to 2,500, while also improving the quality of your attendees so that you can retain our sponsors and exhibitors, attract more spex clients and charge more for sponsorship/exhibition packages.
- To achieve the right profile of 2025 event audience, you need at least 500 (20%) Tier 1* people attending. In 2024, there were 200 Tier 1 attendees (10% of your audience).
(Tier 1 = your most important attendees)
- For the 2025 event, your ABM will focus on Tier 1 attendees - so you will:
 - Clean and update existing Tier 1 contact records on your database with a thorough data research process via Merit (or a company/process that is very similar to what Merit does).
 - Add more Tier 1 people to your database, so you have a total of 20,000 Tier 1 people on your database (assuming a 2% conversion rate from # relevant record on the database to attendees).
 - Create a landing page or section on your website with messaging specifically relevant to Tier 1 attendees i.e. highlighting the specific features and benefits most relevant to them and clearly articulating the value just for them.
 - Run campaigns (email, PPC/Paid media) targeting Tier 1 people, with messaging specifically relevant to Tier 1 people and pushing them to a landing page with Tier 1 people.
 - Get a telesales team to start calling Tier 1s four weeks ahead of the event: those registered to get them to attend, those not registered by engaged to get then to register and attend. Make sure telesales reps have a guide/brief to work off that explains clearly what the features, benefits and value are for Tier 1 people. Also provide email templates they can use when following up after calls - including well written copy focusing on benefits and value specific to Tier 1 people.
 - Create a page in your marketing and sales dashboard monitoring engagement specifically from Tier 1 people.
- Very important: also keep marketing to the non Tier 1 people, using a 1-to-many approach. It is important they also get a good amount of marketing so they convert to visitors. You will need non-Tier 1 people also attending the event.

Event marketing example of **1-to-many ABM** (use tech for targeting)

- The event is an established annual conference and you're targeting 400 C-Suite delegates from a specific sector globally. This event runs in London every year. This event had 350 attendees in 2024 and you're targeting 14% YOY growth in 2025 - while maintaining a high quality audience.
- Your key objective with ABM is to bring the booking pattern of C-Suite attendees forward, so that the doubling point for this group is at 8 weeks rather than at 4 weeks (doubling point is when you have half your attendees registered). Bringing your booking pattern forward will help attract more C-Suite (using FOMO in marketing) and sell more high value sponsorship packages ahead of the event.
- In order to achieve this goal you will:
 - For the past 5 years' delegates: clean and update every C-Suite record via data research (e.g. via Merit). Once this research has been completed, determine the 'gap' in your database. Assuming a 1% conversion rate, you need a total of 40,000 relevant records on your database. Researching your past delegates has given you 2,000 relevant records. Assuming you already have 8,000 more relevant, up to date records on your database - you now have 10,000. So your gap is 30,000.
 - Determine (or validate) the market size of the C-Suite audience globally. You determine there are 60,000 C-Suite people in the UK and US so it is viable to add another 30,000 records to your database compliantly via data research.
 - Create a multi-channel campaign that focuses on the specific benefits of attending this event for the C-Suite audience. Start this campaign four weeks earlier than last year, making sure your database of 40,000 people is ready ahead of the campaign launch.
 - Get a telesales agent to call past delegates and the most engaged C-Suite audience members (those who drop off the booking form, or complete the register your interest form or download a key piece of event info e.g. post-show report from last year, or agenda, or speaker list, or attendee breakdown).
 - Create a page in your marketing and sales dashboard monitoring engagement and bookings specifically from this group of C-Suite target customers.