

The Evolution of ABM Marketing

Engaging B2B buyers in the modern market

VLG

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Overview

Waiting by the phone for a potential sales call is so last century, and attracting B2B buyers requires cutting through the noise with campaigns that grab eyeballs, and in turn, dollars.

Account-based marketing may be a modern buzzword, but it's not a new concept. While it requires a substantial financial and resource investment, the payoff is long-term and goes a long way in increasing revenue, boosting customer loyalty, and closing bigger deals.

What you'll learn:

- The three levels of account-based marketing
- How to leverage data to drive results
- Types of content that resonate
- How to get started with ABM



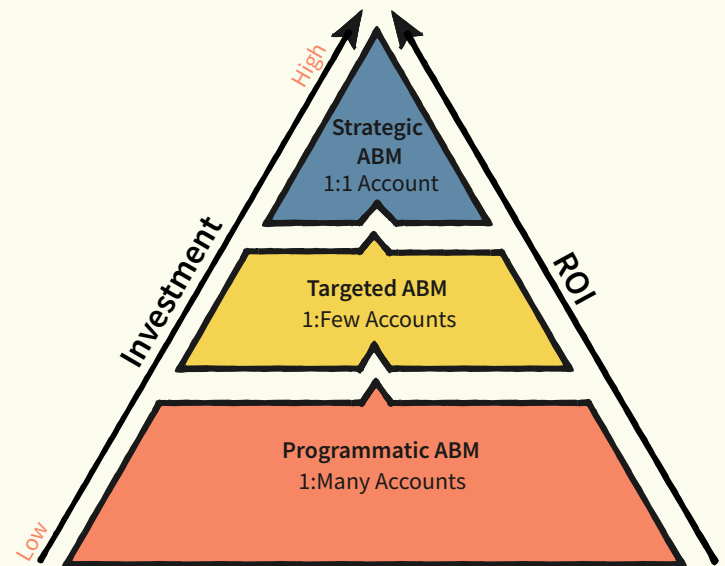
What is account-based marketing?

The account-based B2B marketing strategy is simple: Treat individual accounts as though they are the market to drive your entire life-cycle revenue chain. ABM campaigns are split into three levels based on investment and the number of targets.

- ▶ **Strategic ABM** campaigns are highly personalized, relationship-focused, and engagement should be spread across the entire buyer's journey.
- ▶ **Targeted ABM** campaigns concentrate on new and existing accounts with similar pain points and initiatives.
- ▶ **Programmatic ABM** is lead-focused and ideal for cold leads. Also known as 1:Many, these campaigns can and should target thousands of relevant new accounts.

By leveraging data and intelligence from the sales team, businesses hyperfocus marketing efforts on the accounts most likely to buy. One study's findings show that the most successful campaigns employ more than one of these strategies, with **20% of the highest yielding programs¹** using all three.

Different Levels of ABM



91% of companies using ABM reported an increase in average deal size.²



208% increase in revenue witnessed by companies using ABM.³



ABM delivers a 50% reduction in sales time wasted on unproductive prospecting.⁴

Types of ABM Messaging

Because of the targeted nature of ABM, marketers leverage multiple forms of account-specific content that are relevant, engaging, and memorable. ABM campaigns include a combination of digital, social, and direct mail marketing channels.



Email



Direct Mail



Paid Media



Tutorials



Blogs



ebook



Infographics



Whitepaper



Video



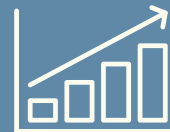
Case studies



Webinar



Competitive analysis



Quarterly reports



Thought leadership



Newsletters



Landing pages

Strategic ABM

While strategic campaigns are more expensive, time-consuming, and resource-intensive than other ABM strategies, their long-term benefits outweigh the investment. Also known as 1:Few campaigns, strategic ABM identifies individual, high-value targets and treats them as a market of one.

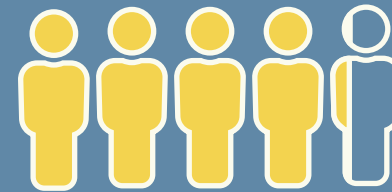
ABM campaigns leverage the three “R’s” of marketing to measure success:

- ▶ Reputation
- ▶ Relationships
- ▶ Revenue

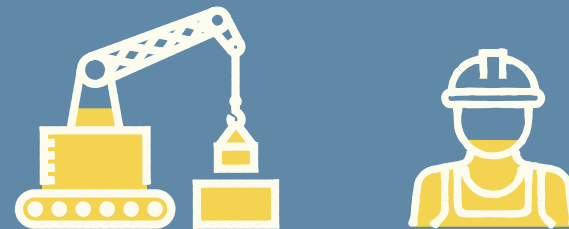
Whether the goal is to increase engagement, improve relationships, or shorten the sales cycle, a successful 1:Few campaign hyper-focused on the account’s unique initiatives and pain points and hits them with relevant, highly personalized content at every touchpoint.



Mail open rates can **reach up to 90%**, while **email averages at 23%**.⁶



82% of B2B marketers said ABM greatly improves sales and marketing alignment.⁷



61% of marketers tailor content to specific industries, while **55% customize content** to engage accounts in specific roles.⁸

Targeted ABM

Like strategic campaigns, targeted ABM carefully segments a collection of accounts that present a significant enough opportunity to warrant more resources than the typical deal, but not large enough to justify a 1:Few approach. Also known as targeted ABM, these campaigns are less personalized but still allow lightly targeted messaging for customer personas and profiles.

The most successful 1:Few campaigns require seamless coordination between sales and marketing teams to deliver the consistent experiences customers demand. By aligning goals, budget, and buy-ins, businesses see more engagement, higher retention rates, and fewer sales time wasted on unproductive prospecting.



56% of marketers actively target **99 or fewer ABM accounts**.⁹



82% of B2B marketers said ABM greatly improves sales and marketing alignment.¹⁰



42% of marketers agree **personalized content increases engagement** and forms long-term engagement.¹¹

Programmatic ABM

Not all businesses have the resources required for strategic ABM and targeted ABM — but every business can benefit from this person-centric marketing tactic. Even the smallest touches make a difference — just by including personalized subject lines, emails are more than **26% more likely to be opened**.¹²

Programmatic campaigns, also known as one-to-many, are scalable and ideal for reaching hundreds or even thousands of accounts. Recent tech breakthroughs have made it easier for smaller teams to reach a large group of target accounts efficiently and effectively.

In today's world, the right marketing technology is a necessity. One-to-many ABM campaigns target lists of accounts that share common traits and challenges using reverse-IP recognition, social listening technology, and automation. While it generally doesn't have as high a return as its fellow ABM tactics, programmatic ABM results in better win rates, larger deal sizes, and ongoing revenue growth from current customers.



71% of ABM marketers are already using marketing automation.¹³



Personalized emails drive **six times as many transactions** compared to non-personalized emails.¹⁴



Email automation is **one of the top three tactics** employed by marketers to improve performance.¹⁵

Find the right strategy for your business

In the B2B world, competition is fierce, and targets are looking for personalized, engaging interactions with brands — and generic content just isn't enough. Before kicking off an ABM campaign, take the time to really get to know your target's pain points and deepen your account insight to build better client relationships.

Ask yourself:

What is my buying persona?

Where are prospects dropping in the sales funnel?

What is my value proposition?

What are my KPIs, and how will I measure them?

Start by aligning your marketing and sales team, defining your strategy, and identifying buying signals. ABM campaigns work because they align both on goals, budget, and buy-ins to deliver the consistent experiences customers demand. Marketers report an increase of 67% in closed deals when they sync sales and marketing teams.

Then select your channels, define your message, and begin sales outreach. Execution is crucial, but not the last of an ABM campaign. It's essential to leverage technology and intelligence to A/B test, evaluate success, and optimize strategies as necessary. When done right, **account-based marketing can generate 20% more qualified sales leads.** ¹⁶

Get with the experts

VLG Marketing helps businesses of all sizes meet their ABM goals, **improve customer lifetime values**, increase engagement, and prevent list decay.¹⁷ Reach out today to learn how VLG can help enhance your business with creative, effective, and unique campaigns so that your organization can enjoy the benefits of a successful ABM initiative.

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