

Account-Based Marketing 101 with Marketo Engage

What is ABM?

At Adobe, we recognize account-based marketing (ABM) as a strategy, not a technology. **It is a customer-centric approach that requires sales and marketing teams to work together on best-fit account opportunities. ABM engages buying groups inside strategic accounts with relevant, personalized account-based experience (ABX), helping generate more revenue faster and easier than before.** This approach requires sales and marketing to collaboratively create one or many sets of strategic account lists, that are often comprised of larger accounts that will result in larger deal sizes and longer sale cycles. Both teams will pursue the accounts together as one team throughout the entire buying journey for both new and existing customers opportunities.



Demand Generation

Approach:

- High volume lead acquisition
- Educate, build awareness, nurture at scale
- Score & qualify leads -> hand-off to sale

Key Benefits:

- Building pipeline/opportunity
- Large market reach/penetration
- Leads will engage when ready



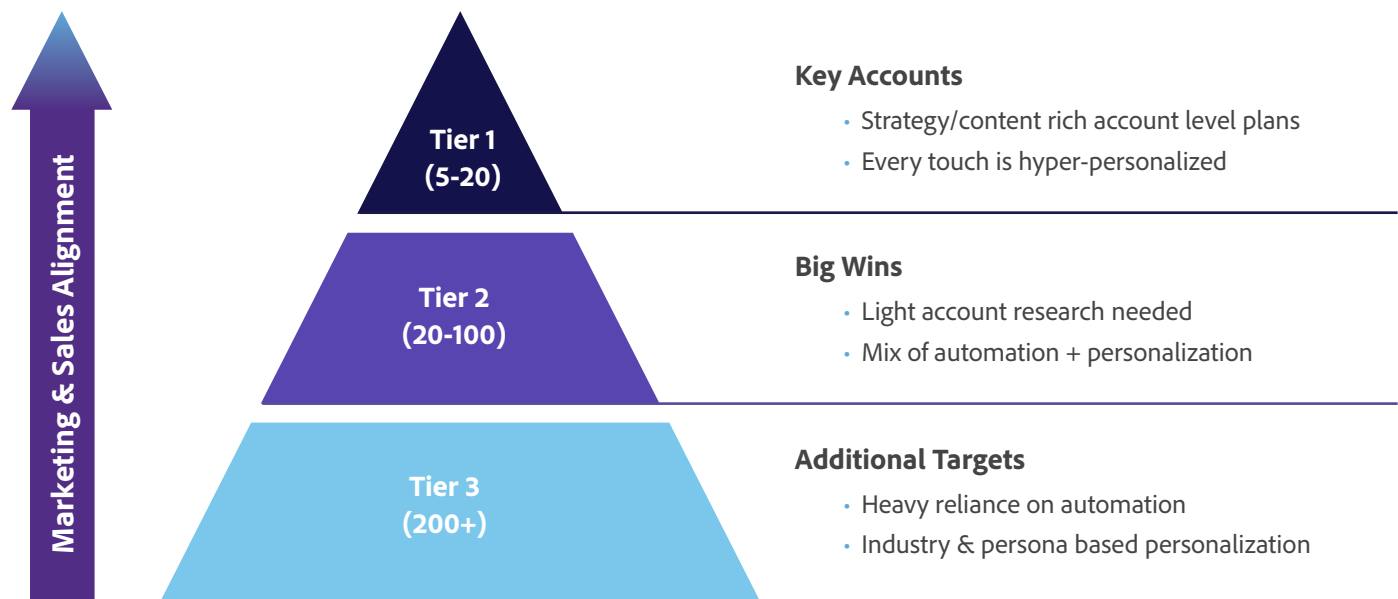
Account Based Marketing

Approach:

- Focused. Identify upfront who to target
- Highly personalized campaigns aimed to align with sales efforts

Key Benefits:

- Coordinated customer experience with sales
- Faster sales velocity
- Higher deal value and ROI



What is ABX?

ABX stands for Account-Based Experiences. We feel that ABX is the outcome of what successful ABM was always meant to be. While ABM represents the marketing portion of account-level customer experience and engagement, **ABX is the outcome of combined sales and marketing efforts. ABX is a coordinated and ongoing customer experience that focuses on the lifetime value of a specific account and adds up to a larger, holistic, and long-term customer relationship.**

When you bring together the power of ABM and customer experience management (CXM) and put people and experiences at the center of B2B marketing strategies, you create what we are calling ABX. With ABX, you have an entirely new way of thinking about how to identify, reach, and deliver engaging experiences to specific buying groups within target accounts. When experience is at the center of your ABM strategy, it forces sales and marketing teams to come together, break down notions of buyer

stage ownership and focus on a holistic and longer-term customer relationship and lifetime value instead of random acts from sales and marketing teams that create interactions that focus on short-term gain.

What is the main objective of ABM?

The main objective of ABM is to discover, influence and incentivize an entire buying group within a target account toward a specific goal, such as nurturing them toward an initial purchase, cross-sell or upsell, renewal of contract, or advocacy.

What are the benefits?

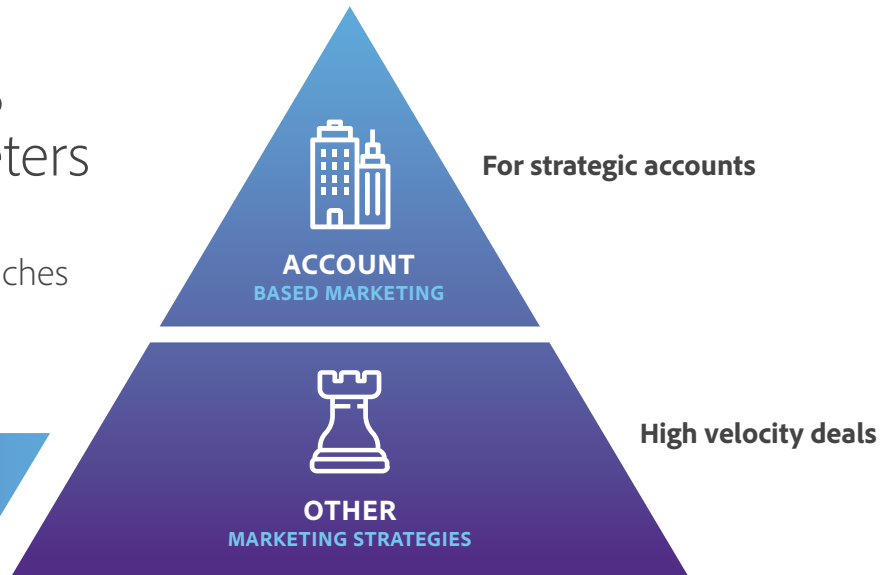
Account-based marketing has many benefits. Implementing an ABM strategy in addition to your lead-based marketing efforts will help you:

- Improve sales and marketing ROI
- Drive attributed revenue
- Generate more conversions and qualified leads
- Improve sales and marketing collaboration

96% of B2B marketers

say that ABM as a strategy will coexist alongside their other marketing approaches

Add elements of ABM at your own pace



How will an ABM strategy help me?

Marketers are always looking for new ways to drive revenue for their organizations. Traditionally, B2B marketing teams have largely subscribed to a lead-based inbound marketing model. This includes driving awareness and engaging the largest number of potential individual leads through content marketing and other digital marketing techniques, then nurturing those leads and guiding them down the funnel toward sales.

The problem that has been overlooked is that all of this is done without an account strategy in mind. As marketers have become proficient in digital marketing at scale and analytics capabilities have improved, it's become clear that not all generated leads are the best fit. As a result, marketers are wasting time, budget, and resources on the wrong opportunities, or opportunities that don't align with the efforts and strategy of the sales team. This has created the need for more targeted techniques and technologies.

The goal of ABM is not to eliminate lead-based efforts, but rather to find the right mix of lead- and account-based strategies that fit best with your organization and maximize

results. In fact, 97% of marketers achieved a higher ROI by incorporating ABM than with any other marketing initiative, according to Alterra Group.

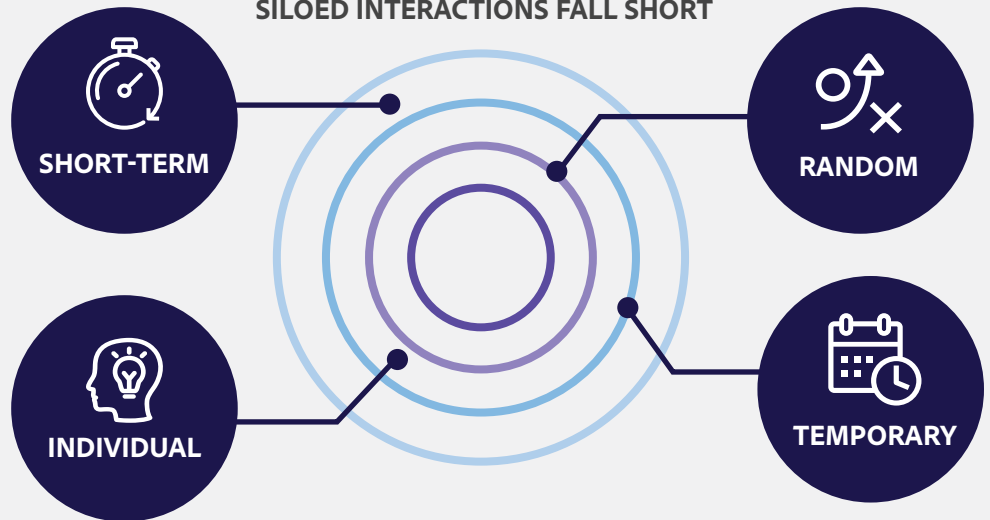
What ABM challenges will Marketo Engage help me avoid?

ABM is becoming mainstream, but it is a strategy that is still difficult for marketers to master and scale. Too often, ABM programs are channel-based or point-in-time campaigns and interactions that focus too much on short-term gain instead of long-term lifetime value. These interactions are often a result of random acts from the sales and marketing teams that leave gaps in the customer experience. In terms of scaling ABM, most ABM point solutions lack the automation engine to continue the account-based experiences necessary to truly win business. ABM strategies also require deeper collaboration between marketing and sales teams to plan and execute. By putting people and experiences at the center of their ABM strategy, marketers can create ABX that focus on long-term lifetime value instead of random, disconnected interactions that focus on short-term gain.

MISCONCEPTIONS AND PITFALLS

- Unable to unlock the full potential of ABM
- We need another point solution “ABM hub”
- CRM is the source of truth
- Waiting for account lists from sales is collaboration
- Be complacent with your current resources and skills
- Individualized campaigns means we’re doing ABM

SILOED INTERACTIONS FALL SHORT



Interactions don't maximize ABM and revenue

In terms of risk, B2B brands were initially hesitant of ABM because marketers were concerned with going all-in on one approach when it came to their marketing strategy, so we encourage brands to add elements of ABM at their own pace. Brands need to consider their state of readiness, type of business, and their own risk profile for a more targeted strategy to determine which elements of ABM to add to their strategy and when to add it.

What are the main ABM capabilities that I need to succeed at scale?

Marketo Engage offers all the [capabilities](#) and services necessary to create account-based experiences that maximize the full potential of ABM and your revenue goals:

Capabilities:



Account Insights & Profiling: Collaborate on a shared strategy with sales and identify the right target accounts together using data and AI



Contact Discovery: Attract new and known contacts across paid media and identify key personas within target accounts



Cross-channel Engagement: Automate personalized account-based experiences with intelligent account nurturing



Sales & Marketing Coordination: Pursue accounts in lockstep with sales with full visibility into sales and marketing activity



Measurement & Attribution: Measure account engagement and the combined impact of sales and marketing activity



Plug & Play Integrations: Access to 30+ turn-key ABM specific integrations that help you extend your strategy and capabilities from your ABM hub into other tools as you build out your tech stack

Services:

Ensure the quickest time-to-value for ABM by getting help developing your ABM strategy and learning best practices for product usage and setup.

What do I use ABM for, specifically?



Improve collaboration with sales:

Close more opportunities faster for any of your existing shared go-to-market strategies



Acquire new logos:

Close opportunities with net new/known target accounts by selling new/core products to first-time buyers inside your existing vertical or market



Cross-sell/upsell existing buyer accounts:

Close opportunities with existing buyer accounts by selling new/additional products to existing/new buying groups



Break into a new market/vertical:

Close opportunities with net new/known target accounts by selling new/core products to first-time buyers inside a new market or vertical

[Learn more at **marketo.com/solutions/account-based-marketing**](https://marketo.com/solutions/account-based-marketing)