


ABM Got You Stuck?

ABM Expressway breaks down the biggest challenges with advice from our experts.



800+ B2B MARKETERS believe finding reliable data on who to target is Quite + Extremely Challenging

LinkedIn  SAYS:

43% believe finding reliable data on who to target is Quite + Extremely Challenging

ABM EXPRESSWAY SAYS:

Use TAM to align sales and marketing activity

Knowing your TAM is a critical first step to ABM success. It's not a one-and-done project. Account data changes often so it's an ongoing initiative that evolves as your business grows. Reevaluate your ICP and target accounts annually. - J.S.

When sales "feels lucky" proceed with caution

Going with the sales teams' gut check on target accounts can really cost you. Everyone wants to work with Fortune 500 companies, but they don't always want to work with you. Be realistic in account selection. Also, this is where things like intent and well-researched, data-backed ICPs are game-changers. - L.A.

Imperfect dynamic scoring models are better than static

None of us have truly perfected ABM scoring models because they must be custom tailored. But picking one and sticking to it forever is a huge disservice to your program. Companies that use 3rd party data to iterate on scoring models are seeing real success. - L.A.

Measurement without strategy won't work

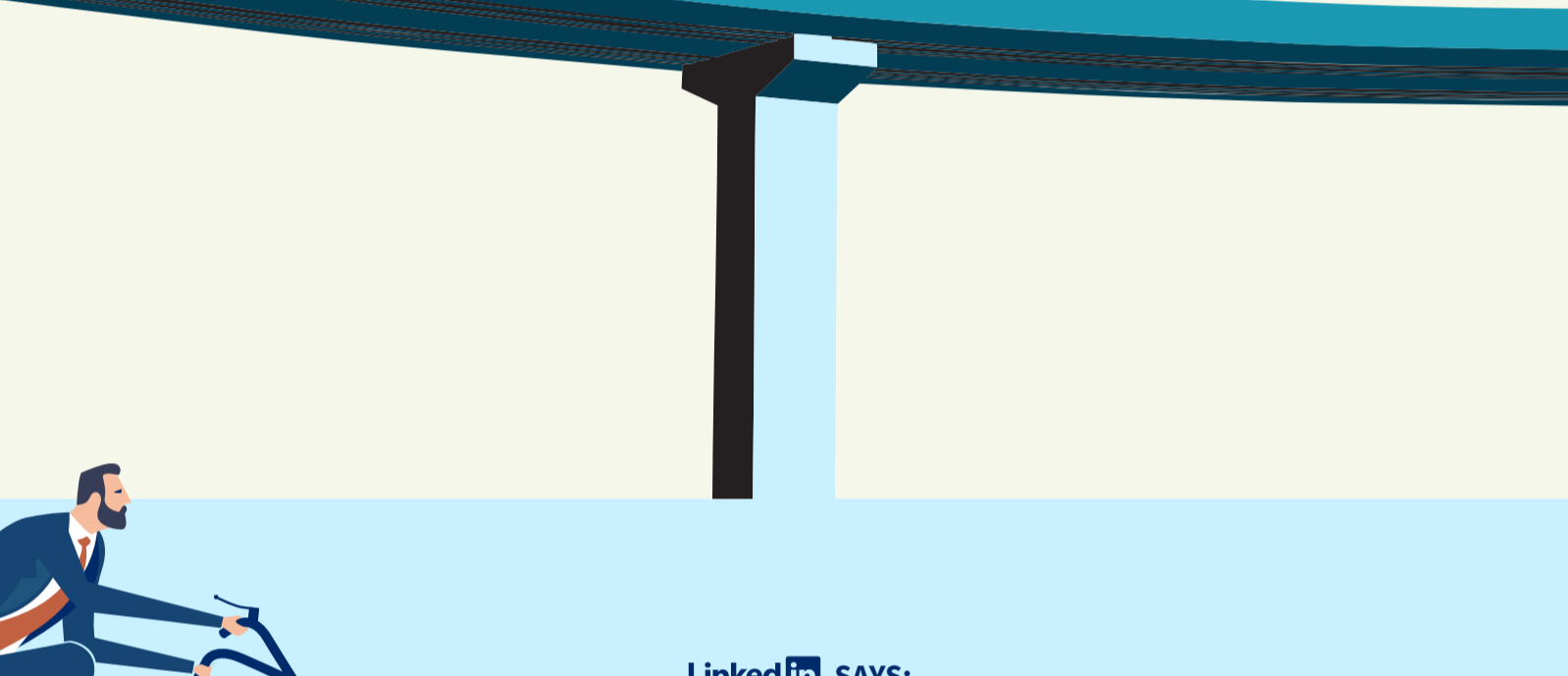
You must get internal buy in for changing what you track against! For lead-driven companies, this can be painful. Getting an organization to accept that lead volume might drop is a major uphill battle. We've seen this with our own clients when optimizing to lead quality. - E.A.


MQL and SQLs must align

Do your lead scoring processes meet? Have your sales team made updates to what they consider a sales qualified lead? Has marketing? With a newly defined lead scoring process, do the accounts on your ABM list still qualify? You have to constantly readjust your target account fit because data becomes outdated fast. - J.K.

Final Word:

Don't skip on data cleansing. Data is the key to informed growth. If it's bad, you'll make bad decisions, marketing will target the wrong leads and sales will waste time.



LinkedIn  SAYS:

42% believe content personalization at scale is Quite + Extremely Challenging

ABM EXPRESSWAY SAYS:

Get your story straight

Don't skip on data cleansing. Data is the key to informed growth. If it's bad, you'll make bad decisions, marketing will target the wrong leads and sales will waste time. - D.S.

Build creative that speaks to your personas needs

Instructive, thought-provoking content gets noticed because it helps customers solve problems and see new opportunities. Your going to need to get creative with messaging and make sure your CTAs move buyers along to the next stage of the journey. - D.S.

Emotionally-led marketing drives decision-making in B2B

Research shows the emotional connection between B2B businesses and customers are actually far stronger than B2C businesses studies. Makes sense, right? Your job may be on the line. That's emotional stuff. (CEB's Marketing Leadership Council and Google) - J.S.

Answer the question, "What's in it for me?"

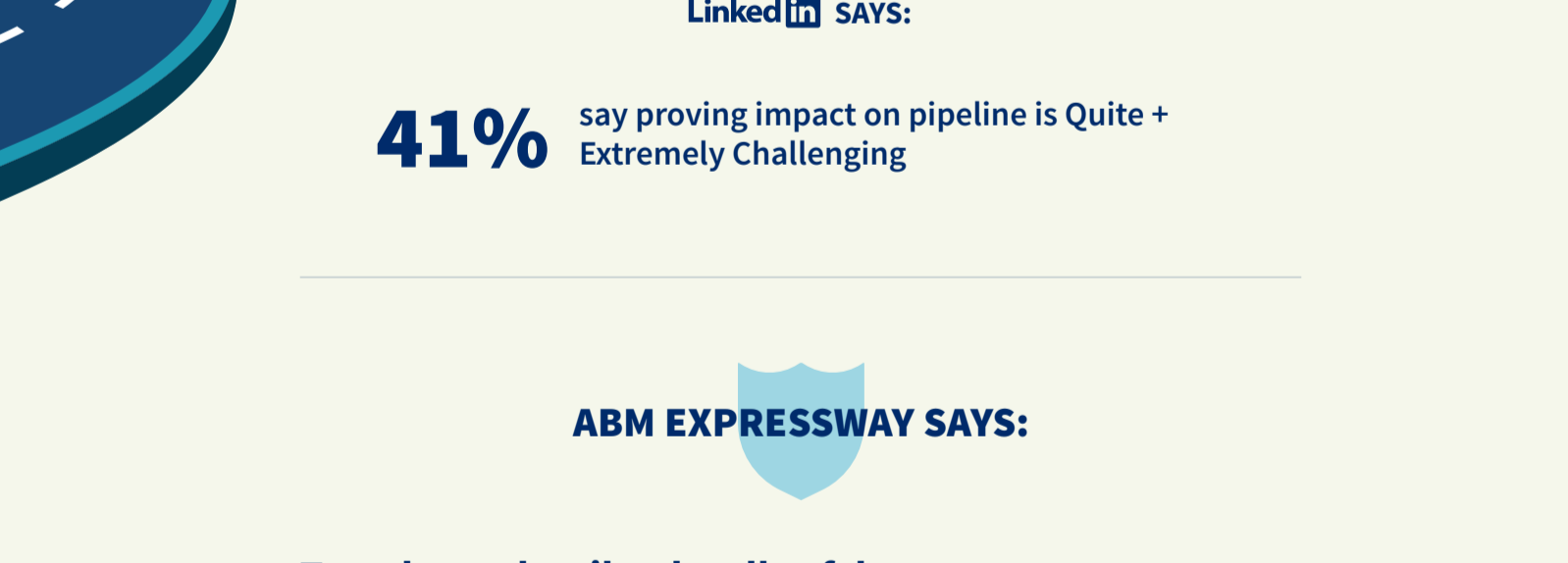
B2B purchasers are almost 50% more likely to buy a product or service when they see personal value (i.e. opportunity for career advancement or confidence and pride in their choice). - D.S.

When you get a bite- start reeling.

Once people are engaged, then they are more willing to talk to you. Be ready to mobilize all the traditional outbound marketing tools and practices, from emails to targeted offers to follow-up calls. -J.R.

Final Word:

Instead of talking about your product or service, you must use personalization and emotion. Most B2b marketers have no idea how to be relevant in the moment. Turning product facts into stories is the key. The brain releases dopamine when it experiences an emotionally-charged event, like a



LinkedIn  SAYS:

41% say proving impact on pipeline is Quite + Extremely Challenging

ABM EXPRESSWAY SAYS:

Tear down the siloed walls of data

Imagine if your sales team is working off one scored account list in Salesforce and your marketing team is serving ads to another audience in their account-based platform. That's a killer. Make sure you have the right integrations in place with CRM and marketing automation so both teams work in harmony. - C.J.

Track engagement metrics through to sale

Engagement is the most fundamental ABM metric since it answers the question: Do the right people from the right accounts spend time with our company? Multi-touch attribution will help you understand how each interaction contributes to the sale.- G.S.

Start with sales to decide which metrics show revenue impact

You need to look at what sales cares about, so that the organization can align. Sales need to hit their numbers for the quarter, your reporting will help them assess whether they will hit their goals.- J.S.

Keeping working with sales to define lead quantity and quality

B2B Marketers are very typically focused lead generation, so they care more about quantity. Sales wants lead conversion, so they care more about quality. You need to find the sweet spot over time with real campaign data. - J.S.

Create Service Level Agreements (SLAs). They work.

Make sure that the objectives of sales and marketing are aligned. If it requires alignment meetings every week to avoid confusion, do it. Plan out your customer journey, buying funnels, and Service-Level Agreements (SLAs) between the teams, so collaboration becomes official business. - J.K.

Align and show impact to grow your career

Don't skip on data cleansing. Data is the key to informed growth. If it's bad, you'll make bad decisions, marketing will target the wrong leads and sales will waste time. - T.K.

Final Word:

Some organizations have gone as far as to change the reporting structure for certain team members – we've heard speakers at the ABM Leadership Alliance who now have BDRs report into marketing, with the same goals. That's the career-power that comes from great pipeline management.

ABM got you stuck?

Take ABM Expressway to launch targeted B2B campaigns faster.

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