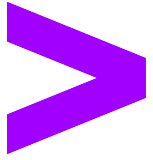




Orchestrating account-based experiences

How to drive ABX success



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01.

Current marketing challenges

2021 reimaged: marketing disrupted

The global pandemic has presented a new list of challenges to business in these unprecedented times.

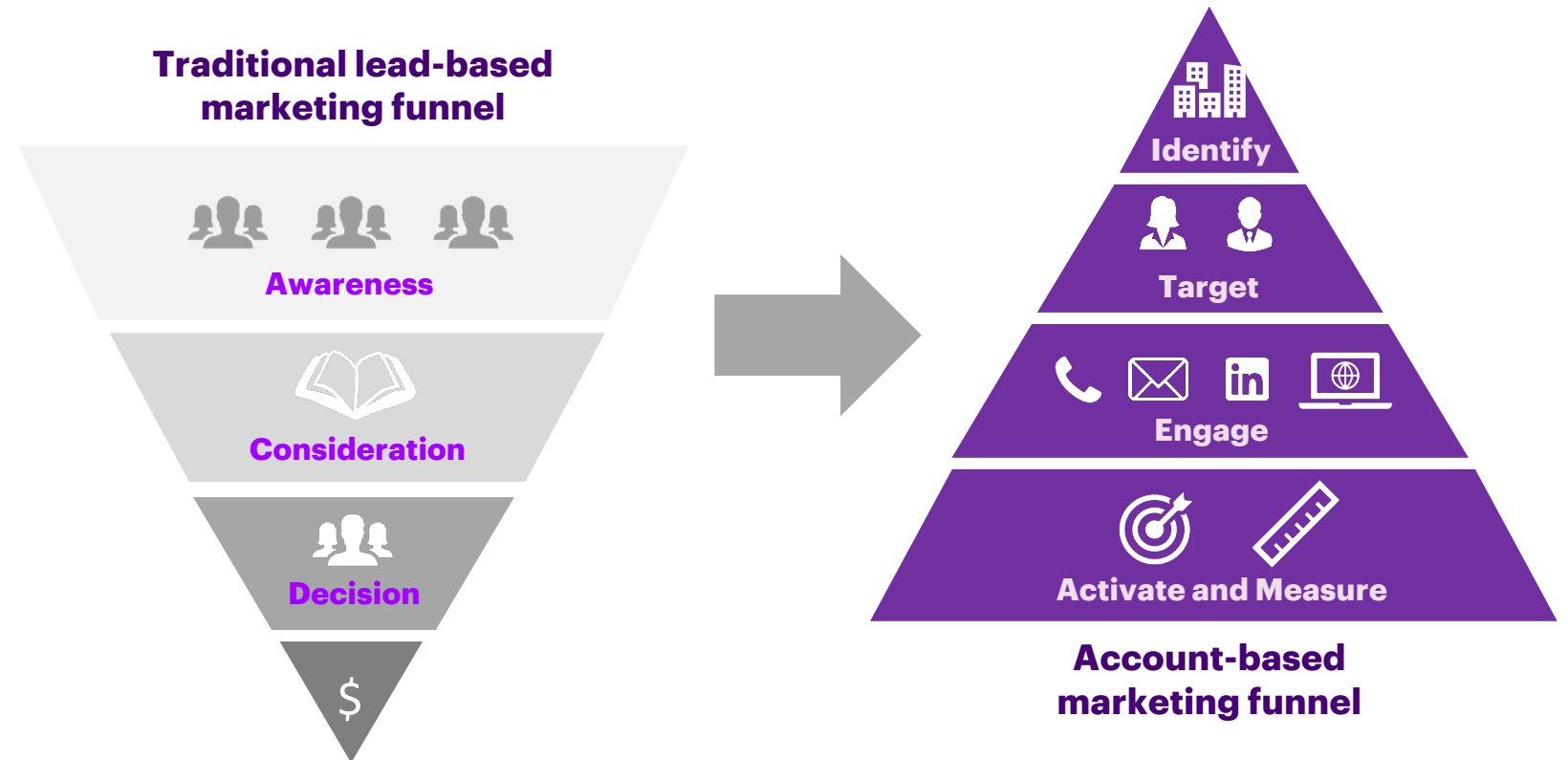
1. What are the new marketing tactics we can use to adapt to the “next normal”?
2. How can B2B Marketing businesses remain resilient during the pandemic?



Shifting mindset to intent data and micro-targeting

Gone are the in-person meetings, tradeshows, industry conferences and roundtable discussions. B2B businesses no longer have the challenges of bridging offline to online for marketing attribution. The ever-increasing focus on online footprint has caused an **acceleration in digital B2B shift** and ABM (Account-based Marketing) is at the heart of it now.

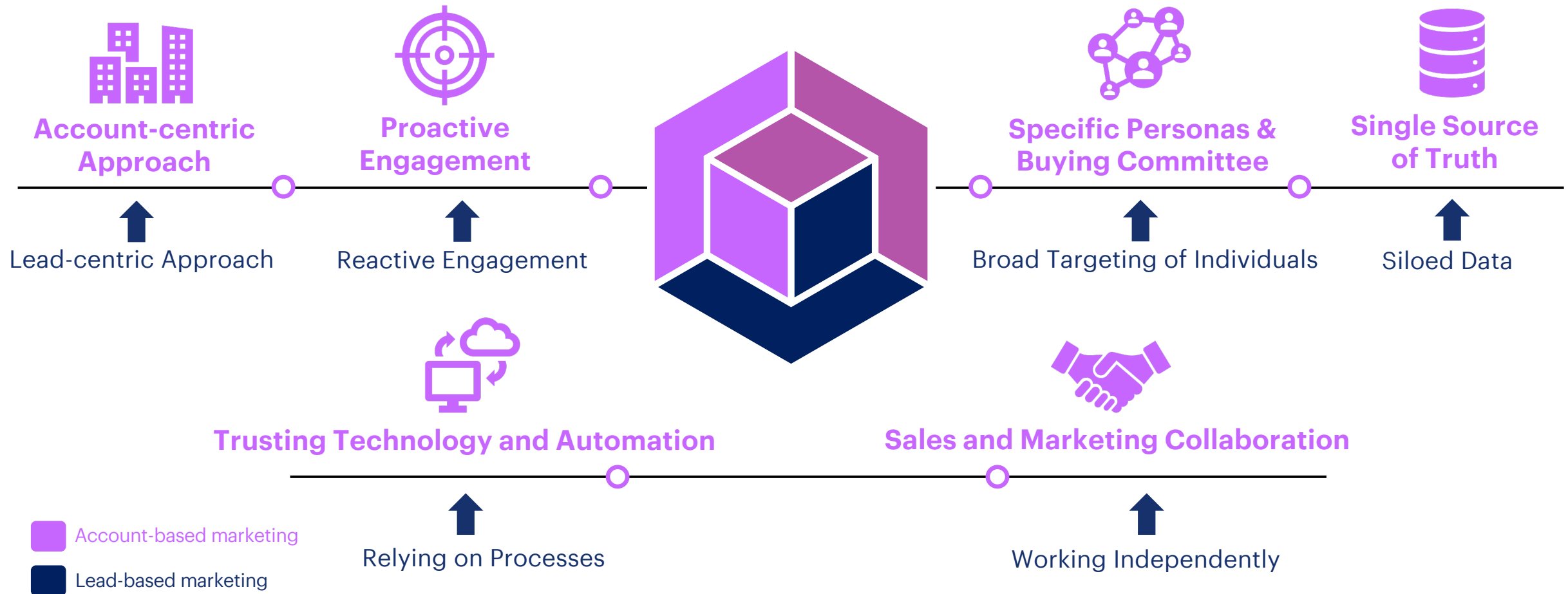
Account-based Marketing has turned the traditional Marketing funnel from casting a wide net of broad targeting to **targeting with precision** through selected groups of individuals. It's all about getting back to the basics and connecting the dots with an account perspective.



02.

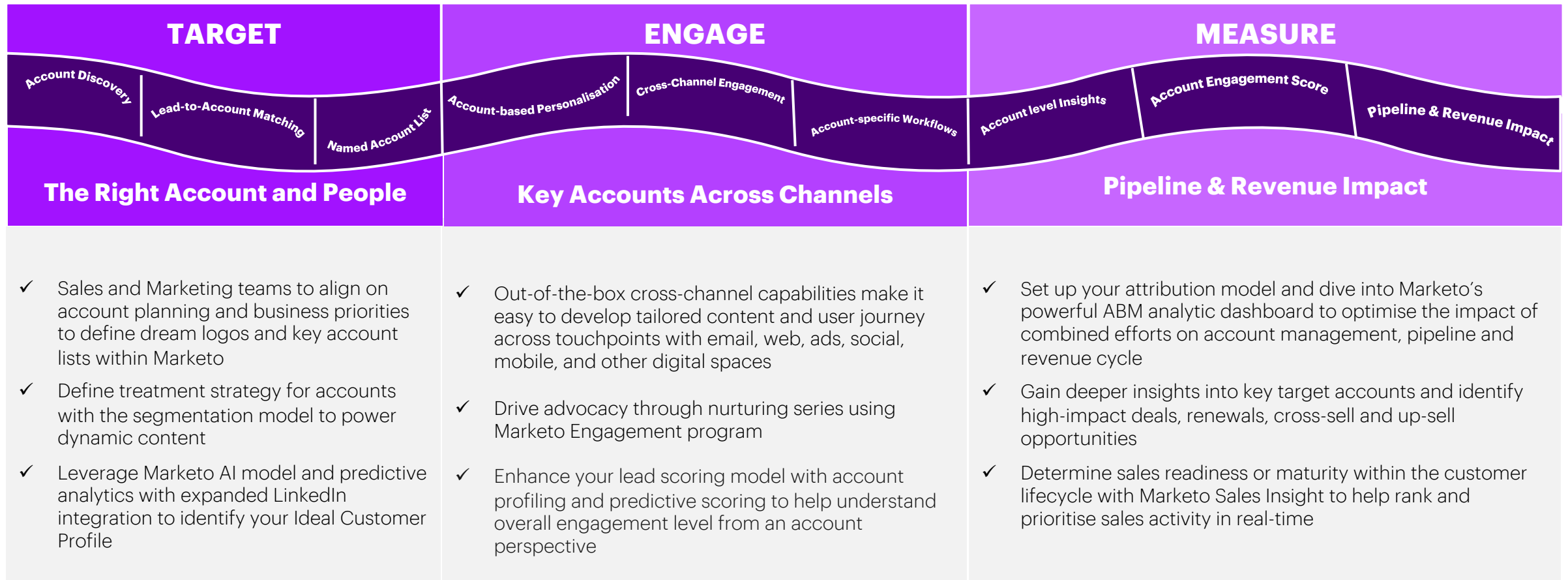
Introduction to ABM

ABM is the strategic approach for **key account targeting** driven by account sales strategy



How **Marketo Engage** can drive your ABM funnel

Do more with fewer tools, to save time managing siloed technology and data.



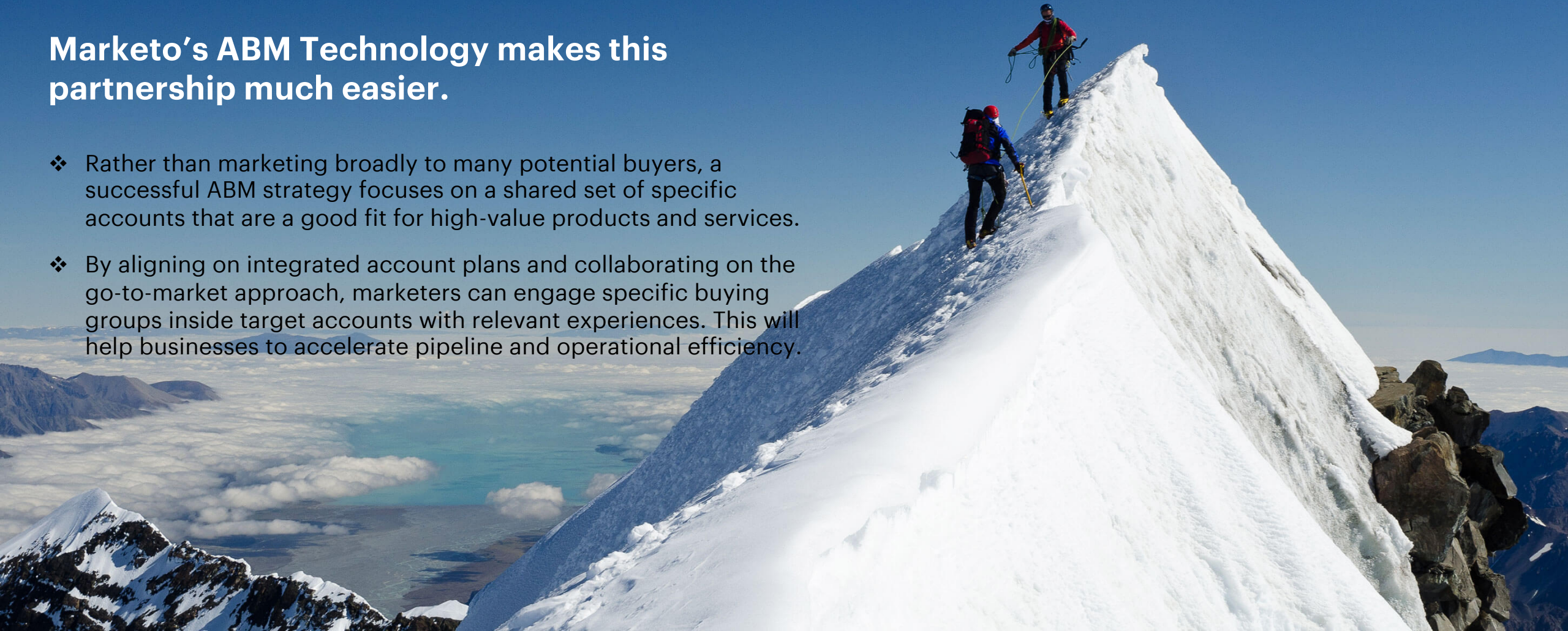
03.

Key considerations for your ABM strategy

Sales & Marketing need to partner together as '1 revenue team'

Marketo's ABM Technology makes this partnership much easier.

- ❖ Rather than marketing broadly to many potential buyers, a successful ABM strategy focuses on a shared set of specific accounts that are a good fit for high-value products and services.
- ❖ By aligning on integrated account plans and collaborating on the go-to-market approach, marketers can engage specific buying groups inside target accounts with relevant experiences. This will help businesses to accelerate pipeline and operational efficiency.



Accenture ABM methodology: The 4 Rs

Creating seamless account-based experiences for your customers.

Recognise

Understand the different personas in your account buying groups, including demographics, firmographics, and geography.

Relevant

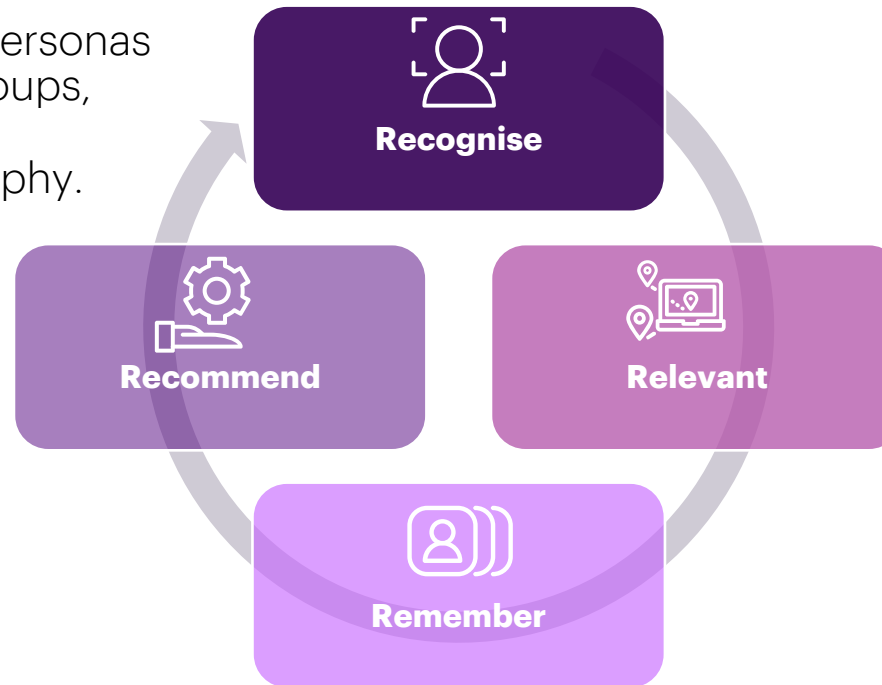
Deliver personalised content that is unique, relevant, and timely for each persona's stage in the buying journey.

Recommend

Leverage data and AI to recommend related offerings based on behavioural and account level intent signals.

Remember

Track and share key behavioural activities to understand your implicit and explicit interest.



04.

Accenture methodology



How we help other customers **launch** their ABM Experiences

Through an iterative 3-phased approach.

Phase 1: account planning

Identify key stakeholders, confirm business goals, align on target accounts and personas

Phase 2: content development

Map personalised content to different personas and stages of buyer journey across all channels

Phase 3: build-measure-learn

Leverage Marketo ABM technology to create automated personalised experiences.

Phase 1: account planning

Objective: Sales and Marketing are aligned on the targeted account list and set of personas with clearly identified campaign objectives and what does success look like to both teams.

Our offerings:

1

Strategic sales planning

- ❖ Identify focus opportunities for upsell and cross-sell across your portfolio with product and solution offerings based on data-driven insights

2

Mobilisation

- ❖ Agree on target accounts, build use cases to get buy-ins from key players such as Client Partner, Account Owners, Delivery Team

3

Selection profiling

- ❖ Align on Buying Groups and build dynamic personas for personalisation on Executives, Decision Makers, Influencers and Implementers

4

Establish KPI framework

- ❖ Set KPIs and SLAs owned by both Sales and Marketing teams across program success and opportunity influence based on lead qualification velocity and deal acceleration rate



Phase 2: content development

Objective: Improve your end-to-end customer experience with personalised journey for the different personas across the buying committee during a Sales cycle.

Our offerings:

1

Content audit

- Conduct a content audit for gap analysis to look at repurposing existing materials and developing relevant collaterals to support your content strategy

2

Asset development

- Dedicate budget and resources to create meaningful content for defined personas to drive higher conversion rate

3

Customer journey mapping

- Map relevant content to the different stages of buyer journey for each persona to build a powerful story

4

Digital activation

- Determine touchpoints throughout the journey and build integrated channel strategy for activation



Phase 3: build-measure-learn

Objective: Deploy your ABM experiences with Marketo program automation. Activate feedback loop between Sales and Marketing on early results for a test and learn cycle to fine-tune your ABM strategy.

Our offerings:

1 Program build

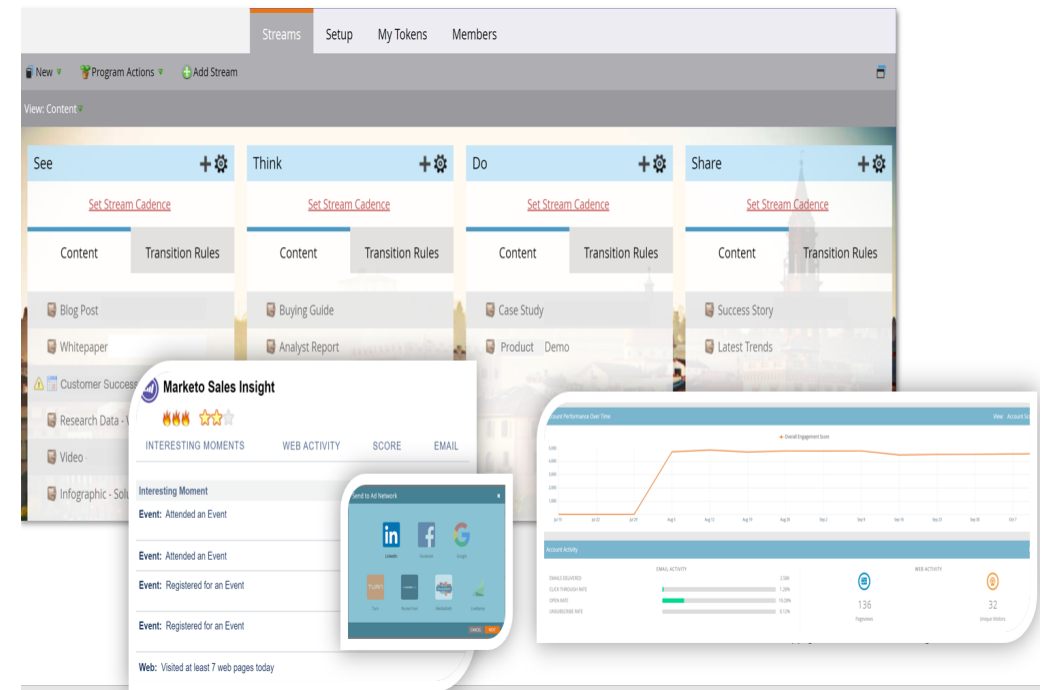
Build robust Marketo nurture programs with content streams to send personalised content to the right people at the right time

2 Campaign management

Create triggered campaigns to display relevant ad content across LinkedIn, Facebook, AdWords for online retargeting

3 Test & learn

Ensure 2-way visibility of customer insights is available and monitored (Marketo Sales Insights dashboard, operational reports, pipeline meetings) for continuous program improvements



Achieve excellence with Accenture Accelerator

Go-to-Market Strategy:

As one of the largest digital agencies in the world, Accenture has extensive industry expertise designing blueprints to deliver unique value proposition.

Content Marketing Hub:

Lead with creative content to solve your customer's pain points with solution offering to maximize value.

Customer 360:

Our systematic approach in managing data standardisation across platforms to achieve single source of the truth, ensure your contact management is using a common dataset.

Integrated Operating Model:

Build Sales and Marketing alignment through integrated account planning process framework to establish a feedback loop and implement continuous program improvements.

Our best-in-class Marketo toolkit delivers hyper-relevant account-based experiences at speed and scale



Unlock your business potential with a winning ABM strategy

Deliver business outcomes, not vanity metrics

ABM accelerates growth by improving customer lifetime value (80%), improving win rates (86%), and delivers higher ROI (76%)

Data-driven ICPs and persona

Organisations with a strong Ideal Customer Profile (ICP) can gain deeper insights to enhance customer experience and achieve 68% higher account win rates.

Maximise pipeline efficiency

For every five accounts targeted, account-based organisations create a new sales opportunity, driving operational excellence.



For more information: **about us**

1.

About our Marketo practice

Accenture is an Adobe Platinum Solution Partner with EMEA specialisation in Marketo Engage. Accenture has Marketo delivery centres worldwide with 300+ Marketo Engage certifications and 3,800+ Adobe professionals offering a range of services including design blueprint, implementation, marketing operations and training certifications. Accenture is on the Marketo's Senior Leadership Alliance Council to meet on a regular basis with Marketo leadership and help determine and establish product roadmap and strategic direction.

2.

About Accenture Interactive

Accenture Interactive helps the world's leading brands transform their customer experiences across the entire customer journey. Through our connected offerings in design, marketing, content and commerce, we create new ways to win in today's experience-led economy. Accenture Interactive was ranked the world's largest and fastest-growing digital agency in the latest Ad Age Agency Report. To learn more follow us @accentureactive and visit www.accentureinteractive.com

3.

The Accenture Adobe Business Group

For over a decade, Accenture has delivered award-winning customer experiences powered by Adobe. Recognized as Adobe's most decorated partner, with specialisations in Adobe Analytics, Adobe Experience Manager, Adobe Campaign and Marketo Engage, we work with Adobe to design, build, and run transformative customer experiences that exceed our clients' objectives.



PLATINUM

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SPECIALIZED Marketo Engage

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Thank you