



THE ACCOUNT BASED MARKETING: 2021 PLAYBOOK

Part 4: Implementing and Optimizing Campaigns

Today's Presenter



- Adam Turinas, CEO and Founder **health**launchpad
- "Healthtech Sales & Marketing Guy"
- 20+ years in marketing
- Then founded, grew and eventually sold Uniphy Health





healthlaunchpad

ABM for Healthcare

Strategy
Insight and Targeting
Optimization

Market Entry

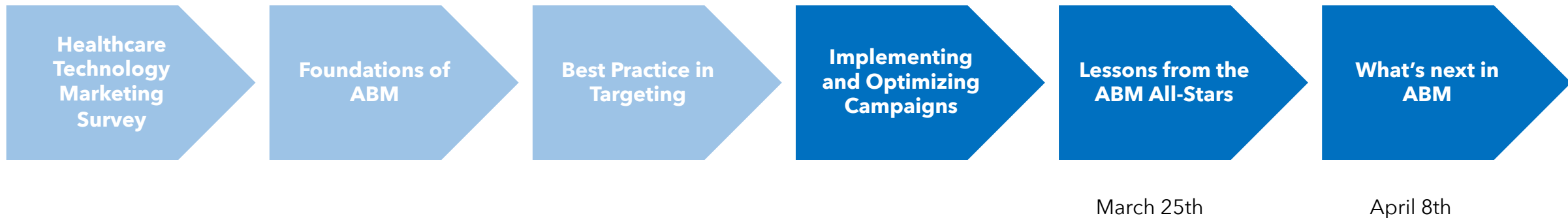
Validation
Go-to-market Planning
Marketing

Marketing Programs

Content & Social
Digital Marketing
Webinars

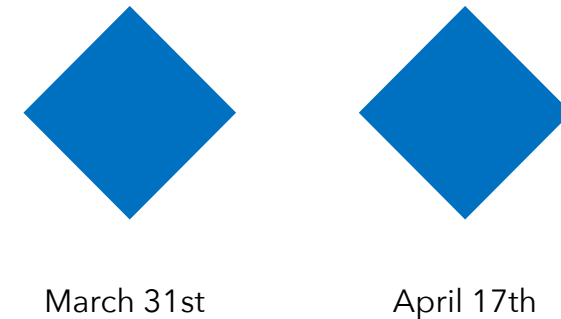
How the Program is Structured

Webinars

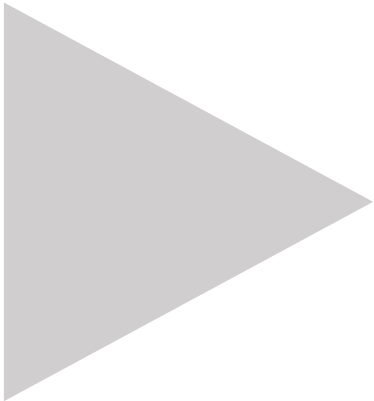


Healthlaunchpad Workshops (Free)

- Putting theory into action
- Hands-on session
- Interactive and social



Today's Learning Objectives

- How to get started without spending \$100,000+
 - How to plan your first ABM campaign
 - How to inject ABM into your current programs
 - How to develop an ABM roadmap
- 
- Examples
 - New Ideas
 - Best practice
 - Actions you can take immediately

Modern ABM is About...

1. A strategic focus on improving revenue, reputation, and relationships with best-fit accounts
2. Tight partnership and integration with sales
3. Tailored and personalized programs and campaigns based on deep customer insight

Three Flavors of ABM

1:1 Strategic ABM

~50 accounts

Deep account research
Highly tailored marketing
Focus on relationship
development

1:Few Segment ABM

50-200 Accounts

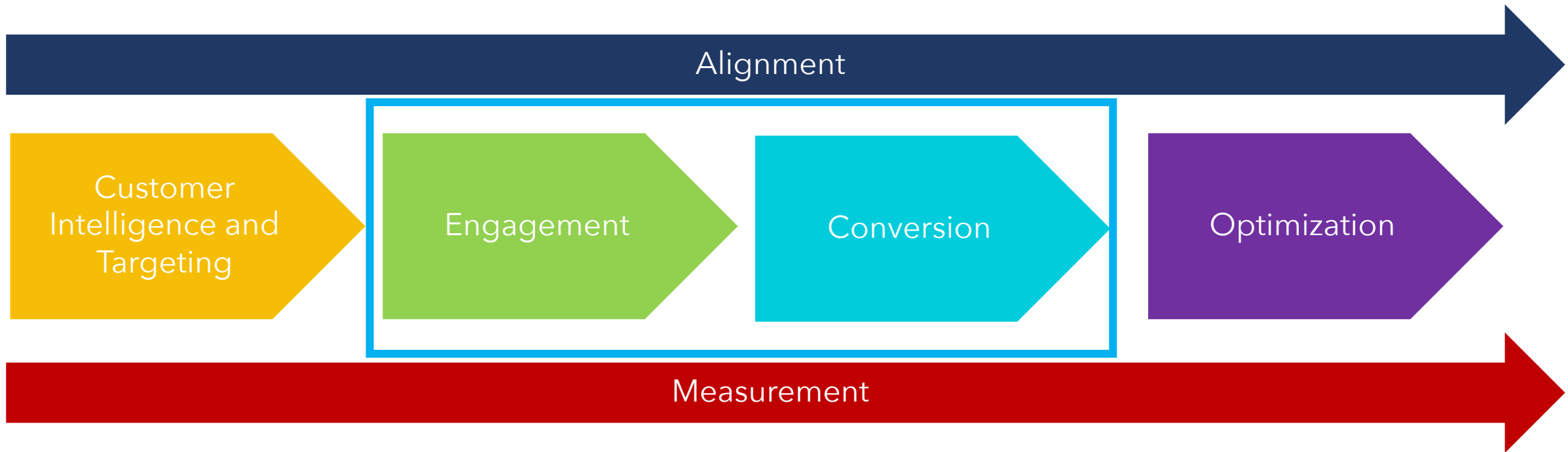
Organize accounts into
clusters
Marketing tailored to
clusters

1:Many ABM At Scale

>200 Accounts

Use of Intent data to
identify in-market accounts
Digitally-driven
personalized experiences

ABM Process



Three levels of tech stack investment

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Nuvolo's Approach to ABM



- Nuvolo is a global SaaS firm with a platform for enterprise asset management
- They help healthcare systems manage, support, protect and maintain connected devices
- Customers include Kaiser Permanente, the Mayo Clinic, Parkland Health
- Have used Terminus for ~1 year

Nuvolo's Approach to ABM

1:1

5-10 major accounts per quarter

Highly targeted experiences, custom content and branded web sites

1:Few

10s of accounts

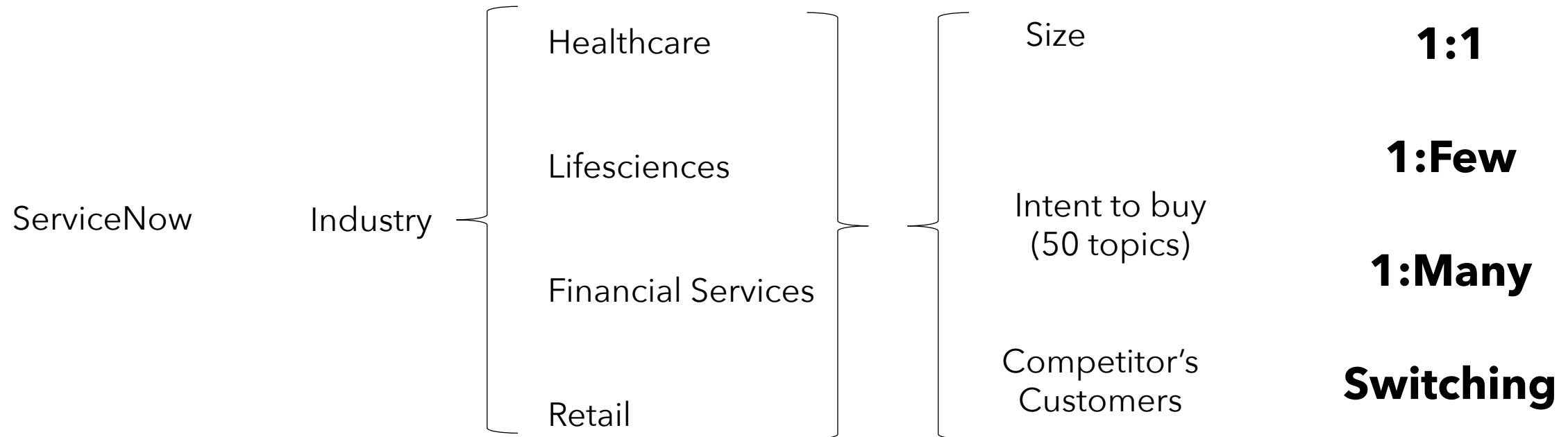
Targeting based on keyword interest, e.g. facilities management

1:Many

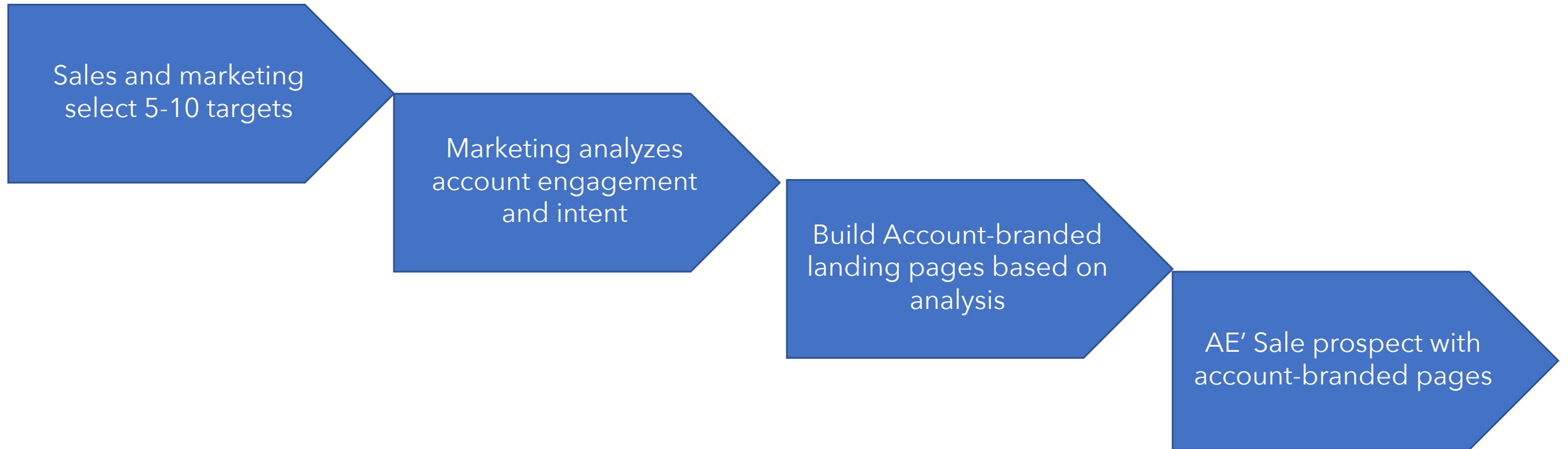
100s of targeted accounts

Intent-based experiences to identify and engage "in-market" prospects

Nuvolo: Data Segmentation Approach



1:1 Account-Customized Experiences



1:1 ABM Example

 **Huntington** +  **nuvolo**

Deliver an Exceptional Experience to Your Customers & Employees

We know how much pride is conveyed in your professional brand. Maintain that pride and make informed data-driven decisions with a modern facilities management program.

[WATCH A DEMO](#) [CONTACT US](#)

The diagram on the right consists of a central circle showing a meeting, surrounded by several smaller circles containing icons: a person, a floor plan, a person at a desk, a person on a phone, a person in a lab coat, and a person in a hard hat. These are connected by a dotted line.

Ebook

Nuvolo's Connected Workplace, built on ServiceNow, helps IT teams create modern workflows with their facilities management colleagues.

[DOWNLOAD NOW!](#)



1:1 Curated Content



Global Financial Organization Brings In Space for their Digital Workplace Initiative

[Read Now](#)



The Connected Workplace for Financial Services

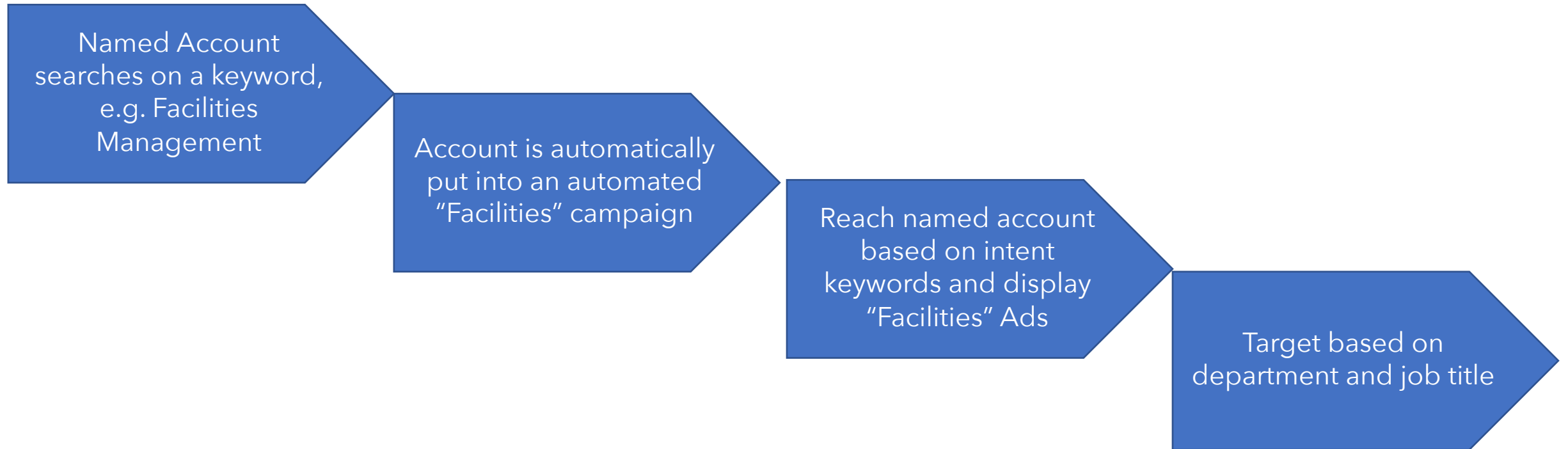
[Read Now](#)



The Power of the ServiceNow Platform

[Read Now](#)

1: Few Dynamic Targeting Based on Intent




Manage your workplace,
assets, and space from
one system of engagement




EXPLORE HOW





BlogVideo LibraryWATCH A DEMO




SUCCESS STORY

Global Financial Organization Brings In Nuvolo Space for their Digital Initiative

Like most large financial companies, they manage a lot of employee movement; because of this,

[READ MORE »](#)




VIDEO

What is the Connected Workplace?


The Connected Workplace is all employees, physical locations, assets, and business services, all aspects

[READ MORE »](#)




SOLUTION OVERVIEW

Make Maintenance Management Easier



SOLUTION OVERVIEW

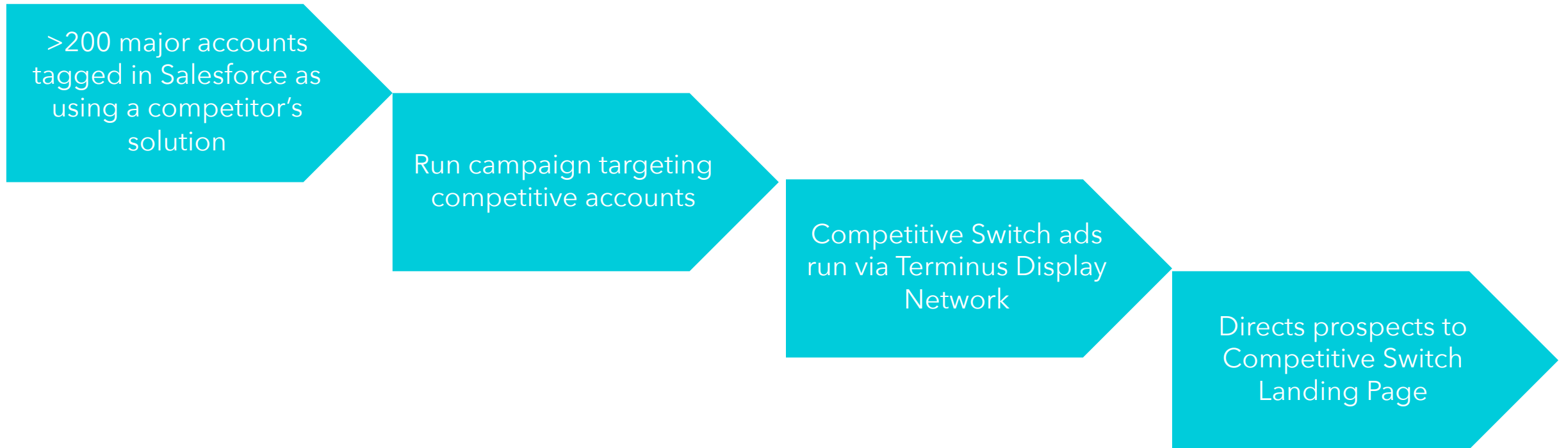
Warehouse Management in the Connected Workplace



BLOG

The Ins-and-Outs of Finding the Best Space Management

1:Many Competitive Switching



1:Many Competitive Switching

Find out why so many clients are moving off of

Company X



Find out why so many clients are moving off of

Company x

[Learn More](#)



Is Your **Company X** Software Helping You Advance Your HTM Vision?

When it comes to your CMMS you need a long-term partner, not a software vendor. Learn how we can help you manage all aspects of the hospital now, and in the future.

[LEARN WHY NUVOLO MAKES SENSE](#)



30 healthcare systems have made the move off
Company x onto Nuvolo since 2018

The Difference? One Platform To Manage It All



More on What our Clients are Saying

A Children's Hospital with over 30,000 medical devices and 7,500 employees were able to modernize their planned and corrective maintenance for their medical fleet. These changes have resulted in clinical engineer productivity and increased service management efficiency since go live.

[READ THEIR STORY](#)

Still Not Convinced You Need To Make the Switch?

FEATURE	NUVOLO	Company x
Ownership Changes Since Founding	0	1
Number of CMMS Applications to Focus On	1	4
Solutions	Fully-Integrated Suite	19 Disparate Applications
Mobile OS Support	iOS, Android	Browser Only
Native Mobile App	Yes (iOS, Android)	Not Available

How ABM Helps With Conversion

- Real-time alerts about “in-market” opportunities
- Flag most actively engaged opportunities
- Creates “warmer” leads for SDRs
- Identify stalled or un-engaged targets

Help Sales Team Prioritize

Report: Accounts
All Visiting Accounts This Week

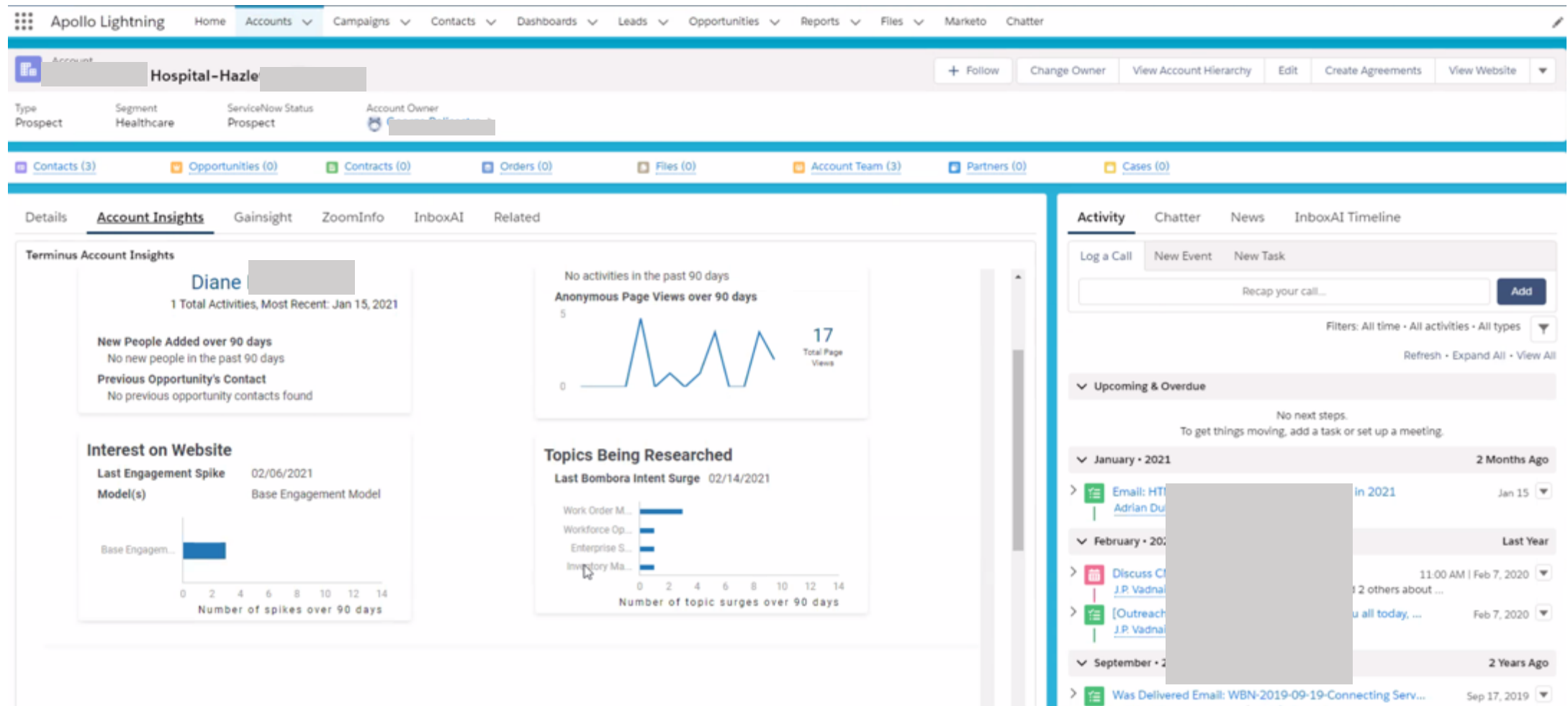
Total Records
352

Account Owner	Account Name	People on Site (30 Day Snapshot)	Web Visits (30 Day Snapshot)	Web Visit Date Updated	Spike Heat
		3	4	3/4/2021	🔥🔥
Subtotal					
		7	7	3/4/2021	🔥🔥🔥
	United States	7	7	3/4/2021	🔥🔥🔥
	Army	7	7	3/4/2021	🔥🔥🔥
	US	7	7	3/4/2021	🔥🔥🔥
	Business Services Division	1	1	3/4/2021	🔥🔥🔥
	US Navy	1	1	3/4/2021	🔥🔥🔥
	US Army Co	7	7	3/4/2021	🔥🔥🔥
Subtotal					
	University of	2	3	3/4/2021	🔥🔥🔥
		1	1	3/4/2021	🔥🔥🔥
		2	2	3/4/2021	🔥🔥🔥
	Common	5	9	3/4/2021	🔥🔥🔥
	Pennsylvania	1	1	3/4/2021	🔥🔥🔥
	Dartmouth College	2	3	3/4/2021	🔥🔥🔥
	The Unive	1	1	3/3/2021	🔥🔥🔥
	University	1	1	3/3/2021	🔥🔥🔥

Row Counts Detail Rows Subtotals Grand Total

Operations Requests My Open Opps My Top Accounts Notes

Provide Sales with Better Information



Proactive  **Reactive**

Optimizing: Reacting in Real-time

Topics Being Researched

Last Bombora Intent Surge 01/24/2021



Sales and Marketing can mobilize on this insight

What It Takes To Do This

- A deliberate strategy
- Dedicated ABM expert expert
- Campaign Manager
- Terminus license
- Integration with Salesforce and Hubspot
- Display campaign budget
- More creative assets
- And a lot of work

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*no new tech

Lower-cost alternatives to High-end ABM Software

- Can help you determine which accounts are evaluating you
- Help you take action
- Can be automated
- Personalize online experience
- Optimize real time
- A baby step to Intent-based marketing

leadfeeder

visitortrack

HubSpot

VWO

Optimizely

bombora

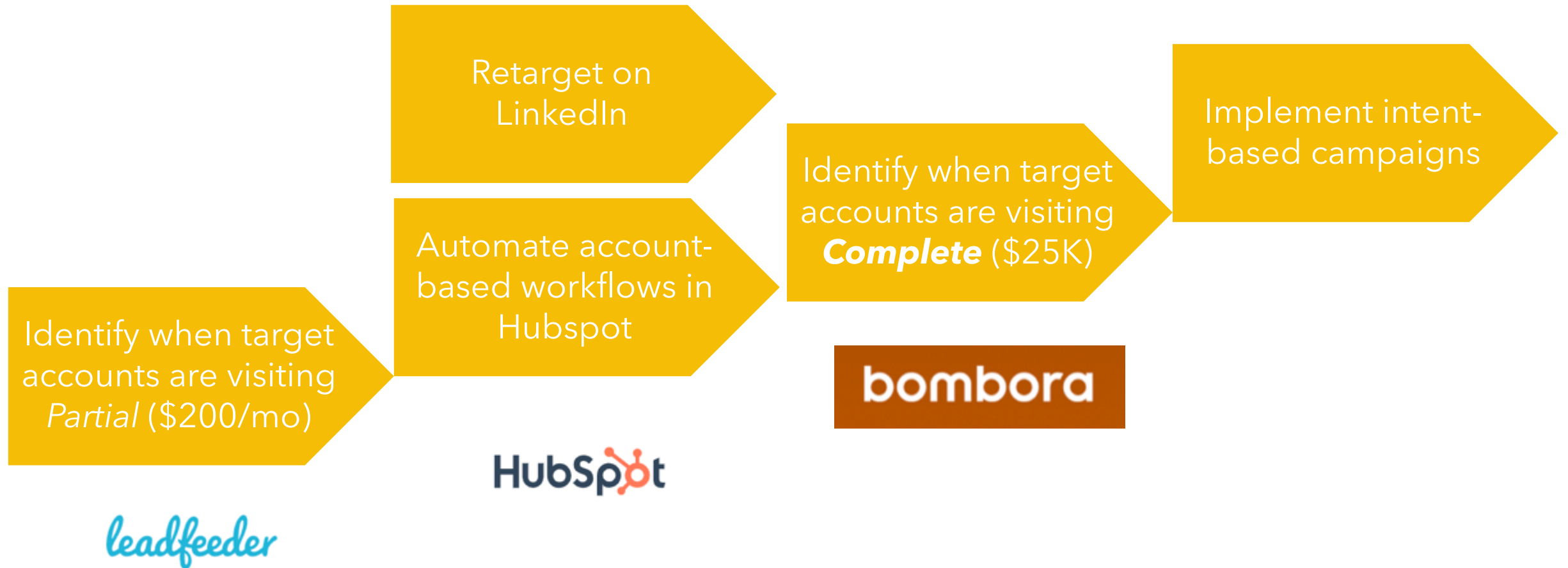
Live Situation

- High growth healthtech company gets 3K unique visits to its web site each month
- Majority are new visitors

Questions:

- How can we tell which accounts are visiting?
- How can we move towards intent-based ABM?
- How can we automate the process?

Stepped Budget Approach



Your trial ends in 3 days

Buy now

?

Adam Turinas

Feeds

+ Create custom feed

BASIC

All leads

New leads

Top leads

HUBSPOT

CUSTOM

All leads

Last 30 days (Feb 18, 2021 - Mar 01, 2021)

Companies 111

People 44

Quality

SSM Health Care

4d ago

1

WellStar Health System

3d ago

1

GeoStar

5d ago

La Clinica del Pueblo

3d ago

1

Hospital Sisters Health System

6d ago

Insights

TOTAL LEADS

111

AVERAGE LEADS PER DAY

9

TOP COUNTRIES

United States of America

84%

United Kingdom

4%

India

4%

TOP INDUSTRIES

Hospital & Health Care

43%

Information Technology And Services

8%

Medical Practice

5%

Show more





Notifications

EMAIL SUBSCRIBERS

0

AUTOMATIONS

0

Time		Location 	Source	Pages	Length
18 Feb 2021 12:41 pm	#1	 Spokane, WA	google	4	16m 34s
Q google / or					
↳ http://v		health.com/pricing/ 2x			12m 34s
↳ http://v		health.com/health-systems/			03m 45s
↳ http://v		health.com/category/case-studies/			00m 15s
↳ http://v		health.com/pricing/			Exit page
+ 18 Feb 2021 10:47 am	#1	 Spokane, WA	google	3	04m 36s

Show all visits




BE

Bertram

Simple Hubspot Integration

- Alert AE when an account is surging with Note in account
- Set-up automated email campaigns targeting individuals at each surging account
- Determine what content accounts are engaging with

Integrating Bombora - Next Step Up



Contacts ▾

Conversations ▾


Marketing ▾


Sales ▾


Service ▾


Automation ▾


Reports ▾









 jmgtestacct1 ▾

Companies

Search for a company

Actions ▾

Import

Create company

All companies

My companies

All saved filters >



















Accounts with Bombora Intent

919 companies Options ▾

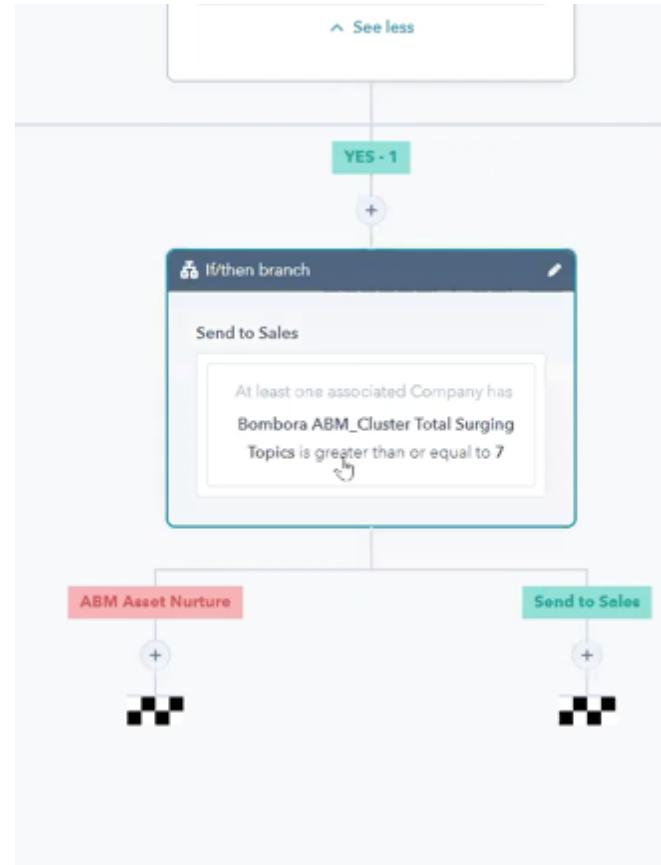
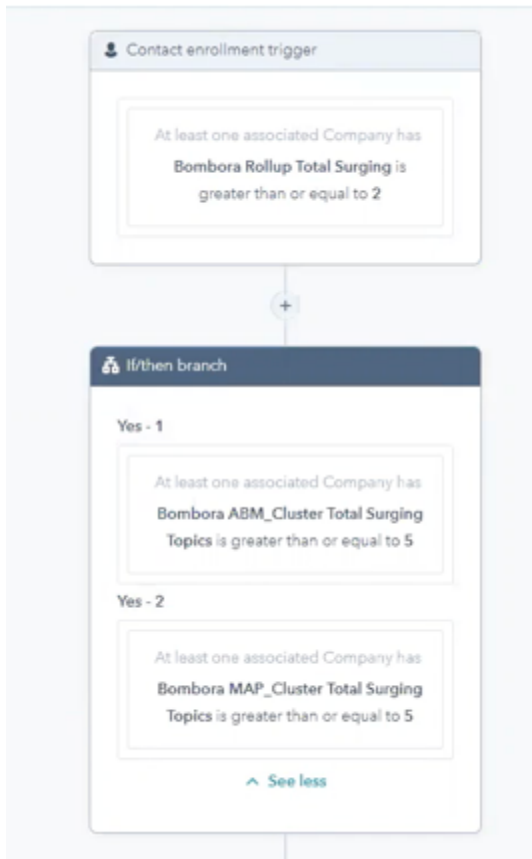
Bombora Rollup Total Surging is greater than X or equal to 3

+ Add filter

UpdateReset

<input type="checkbox"/>	NAME ▾	WEBSITE URL ▾	BOMBORA ROLLUP TOTAL SURGING ▾	BOMBORA ROLLUP AVERAGE SCORE ▾	BOMBORA MAP_CLUSTER TOTAL SUR...	BOMBOR
<input type="checkbox"/>	 k12	k12.com 	22	66	11	
<input type="checkbox"/>	 gates	gates.com 	21	70	10	
<input type="checkbox"/>	 Pitney Bowes Inc.	pb.com 	21	67	10	
<input type="checkbox"/>	 providence	providence.org 	21	69	8	
<input type="checkbox"/>	 ualberta	ualberta.ca 	21	70	13	
<input type="checkbox"/>	 Citizens Bank	citizensbank.com 	20	68	11	
<input type="checkbox"/>	 Marketo	marketo.com 	20	70	9	
<input type="checkbox"/>	 mit	mit.edu 	20	67	11	
<input type="checkbox"/>	 navy	navy.mil 	20	66	11	

Create Automated Campaigns



And run intent-based campaigns through Bombora's integration with various DSP's

Using Bombora to Run ABM Campaigns

Estimate Audience Count End Date 6/7/2021 Generate Segment

- Account-Based Marketing
- Demographics, Firmographics, and Geographics
- B2B Interest
- Install Data
- B2C Interest
- Manufacturing Data
- Audience Reach

Party Selection First Party Third Party And Or

Select First Party to only include your First Party Audience in the segment.

Filter Conditions "Show me user profiles in finance and located in Japan" versus "Show me user profiles in finance or located in Japan."

bombora Company Surge Analytics Audience Solutions Measurement Integrations

Digital Audiences

- Data Exchange
- Adobe
- Xandr (AppNexus)
- BlueKai
- Eyeota
- LiveRamp
- Lotame
- Test Only
- MediaMathDirect
- Taboola
- theTradeDesk

audience On External ID

End Date 6/7/2021 Generate Segment


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ABM Via LinkedIn



 **Cross Screen Media**
572 followers
Promoted

Need To Reach The Right Patients Across TV and Digital Video? Discover How In Our Latest White Paper.



3 Ways Healthcare Marketers Are Winning With Cross-Screen Advertising

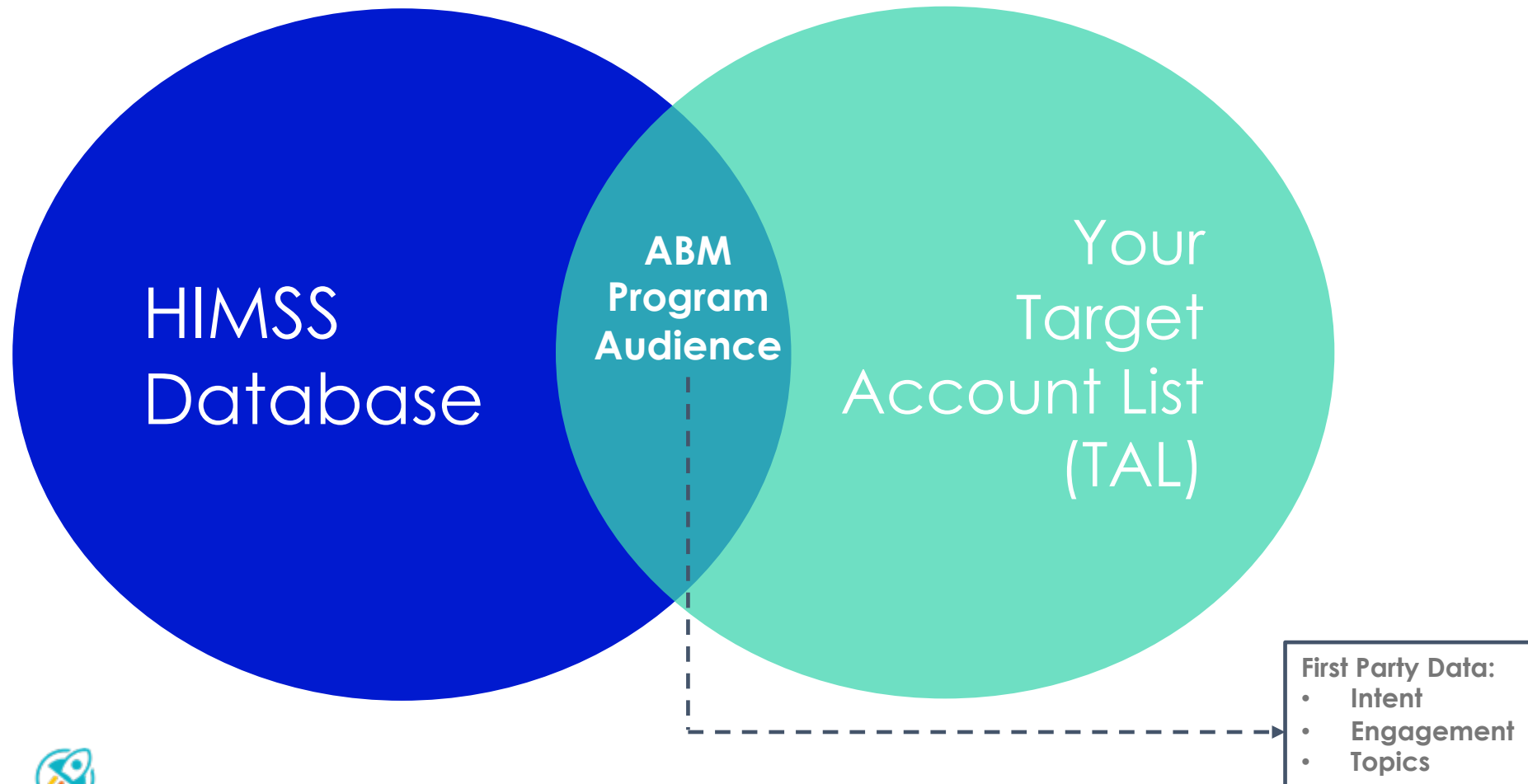
[DOWNLOAD](#)

Download The White Paper
crossscreen.media

[Download](#)

- Upload list of named accounts
- Target by department and job functions

Campaign-based Approach via HIMSS



ABM Insights Dashboard

Data Collection, Reporting and Analysis



ABM Insights Dashboards include:

- Engagement by Account
- Engagement by Persona
- Engagement by Channel (social, display ads, email, web visits)

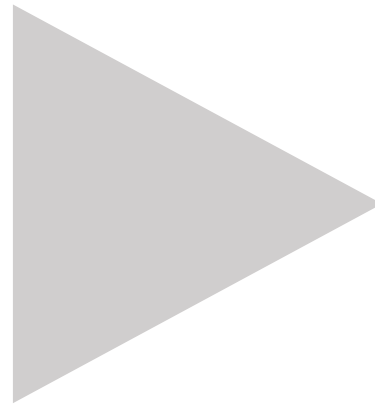


Providing your marketing and sales teams with actionable insights

- Create your marketing plan based on account engagement
- Prioritize follow up efforts on hot accounts
- Accelerate sales enablement for accounts with a high number of engaged personas

1: 1 Account Analysis - Improve Sales Effective

- Organizational priorities
- Market dynamics
- Stakeholder Map
 - System
 - Facilities
 - Hierarchy
- Press
- Social Media

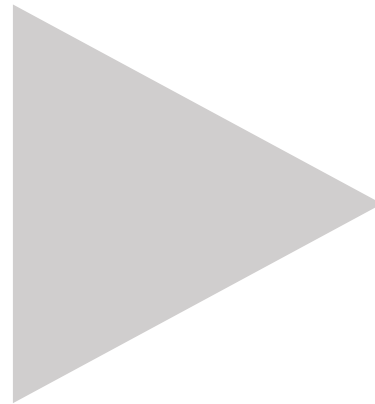


- Prioritization and scoring
- Who to target
- How to message

1:1 Customer Insight Research: Current Customers and Warm Prospects

1:1 Interviews

- Current and future needs
- How is your organization viewed
- What does your firm need to do to be successful
- How can you be of greatest value to them
- What are the obstacles
- Who are supporters and detractors



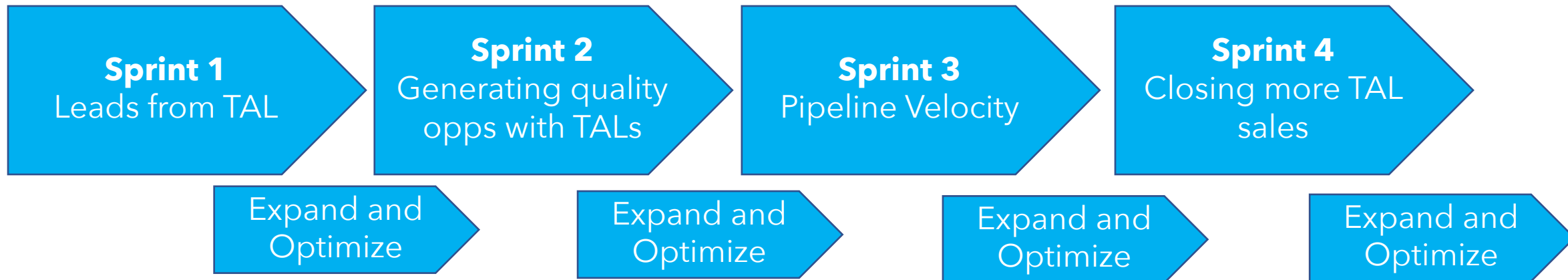
- How to win business
- How to accelerate deal flow

Developing Your Roadmap

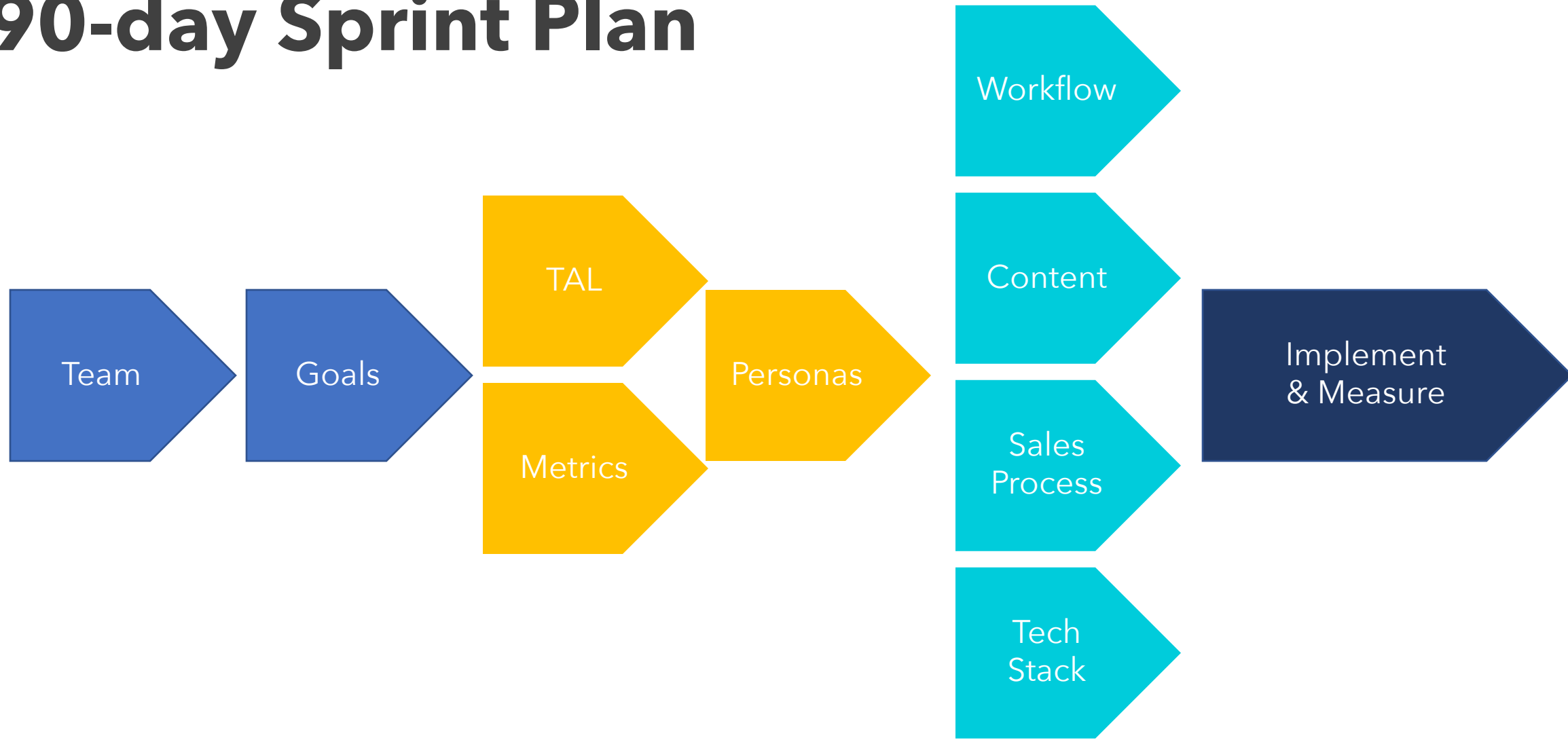
Approach to Long-term Planning

- A series 90-day cycles
- Divide your sales cycles into 90-day sprints

12-Month Sales Cycle 4x90-Day Sprints



90-day Sprint Plan



90-Day Goal

Specific	To close 5 deals this year, we will need to grow pipeline of opportunities by 25% by end of Q2
Measurable	100 MQLs 25 Qualified Opportunities TAL engagement 100%
Attainable and Realistic	This is achievable if we focus our marketing on in-market prospects
Timebound	90-day

90-day ABM Pilot Framework



healthlaunchpad

90-day ABM Pilot Design

Complete highlighted elements now and the rest later

Goal (from Exercise #1)
Who will be involved in this project? Sales: Marketing: Other: Executive sponsor:
Which flavor ABM will you focus on? 1:1 <u>1:Few</u> 1Many
How many accounts do you want to engage in this experiment?
What data and insights are critical for you to gain for this pilot to be successful?
Which persona will you target? What are you trying to achieve with this persona?




healthlaunchpad

What assets do you have to hand to achieve this? Content: Data: Events: Is there anything new you know you will need?
What technology do you have now that you can implement this with? <u>Web analytics? CRM? Email analytics?</u> What else?
Is there anything else that is a must have that will require additional budget? Why is this critical?
How will you measure success?

Persona Example

Director of Telehealth Healthcare System



John Davies VP Telehealth Product 3-hospital system

Responsibilities

- Responsible for telehealth across system
- Building out telehealth applications for behavioral health
- Works with colleagues who work with other service lines
- Evaluating tools
- Been using zoom but it's challenging
- Wants to make it easy to get patients onboarded

Role in Buying Process

- Champions
 - Find, evaluate and recommend to leadership
- Influencers:
 - Clinical team members
 - Care coordinators
 - Therapists
- Budget Owner
 - Not sure

Solution

- Are you use easy to use?
- How do you integrate into workflows?
- How do you handle handoffs?
- How do you manage groups?
- What type of reporting do you provide?

Integration

- How do you integrate into EMRs?
- We are building out our own product, how would you support them?
- Do you integrate with hardware? E.g. COWs.
- Can you help us consolidate applications?
- What kind of support do you offer?

Strategy

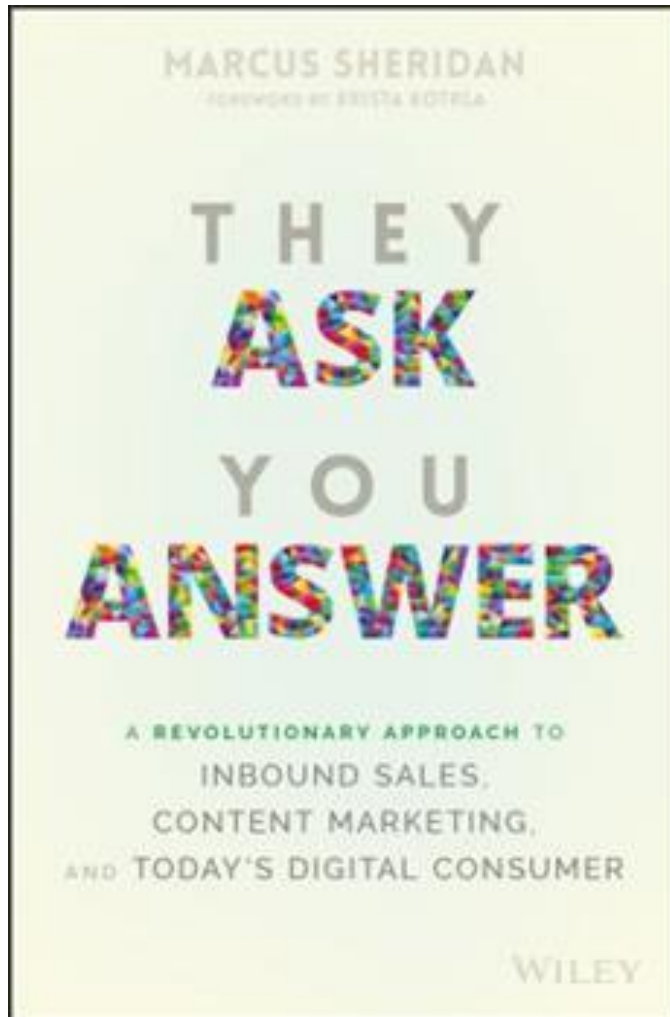
- We are facing reduction in video visits, loss of revenue due to COVID, how will this help?
- Can we grow/scale our uses?
- How do we expand this?
- Do you white label? Can we brand it for ourselves?
- How has this helped customers improve patient experience?

Pricing and Purchasing

- Can we get a demo account?
- How do you charge for this?
- How do fees ramp up?

Company

- How do you define virtual care?
- How long have you guys been around? Where have you been?
- Is this too good to be true?
- Who are your customers?
- Are you in Cerner app Store /Epic Orchard? If not why?



"How To" on Inbound Marketing

Content strategy is driven
by your customers'
questions

Possible Metrics

Target account
list
engagement

Pipeline (%
accounted for
by TAL)

#of TALs
engaging on
web site

TAL Conversion
rate

Influence as an
alternative to
attribution

Customer
retention and
upsell

Cost per
opportunity

Checklist

- Team ✓
- Flavor ABM ✓
- Number of accounts ✓
- Personas ✓
- Engagement Objective ✓
- Needed and available assets ✓
- Needed and available technology ✓
- Measurement Plan ✓
- Budget ✓

GO!

ABM Kickstart Workshop

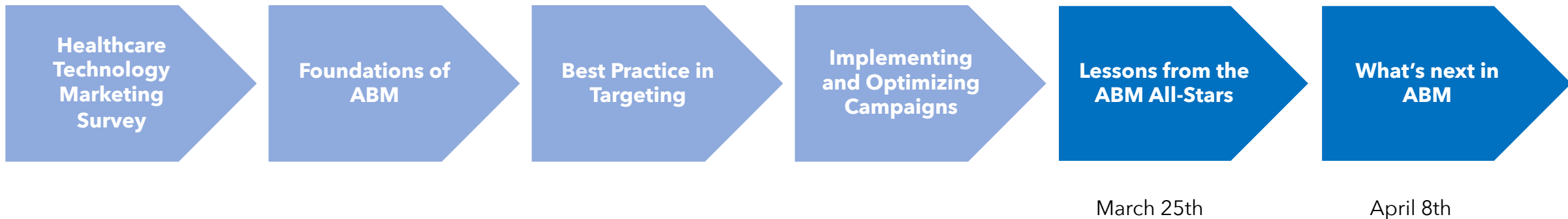
Plan a 90-Day Sprint

- 2-Hour free group workshop for marketers starting their ABM journey
- Begin to apply the concepts of ABM to your business
- Structured exercises in small groups
- Design an experiment
- Tools and process to develop your 90-day plan
- A little bit of preparatory work required

<https://healthlaunchpad.com/abm-kickstart-workshop/>

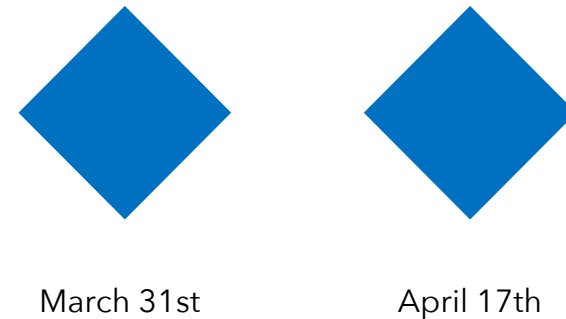
What's Next?

Webinars



Healthlaunchpad Workshops (Free)

- Putting theory into action
- Hands-on session
- Interactive and social



ABM All-Stars Panel

March 25th 5pm EST



Melinda Dropka-MacDonald
Marketing Program Manager
Asia-Pacific
InterSystems

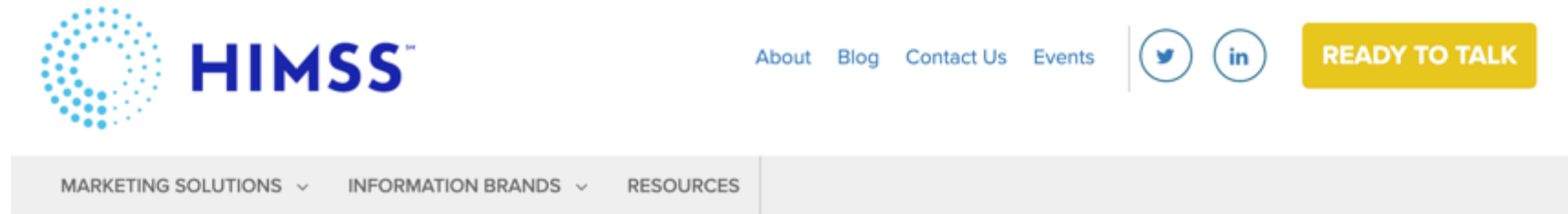


Ben Person
VP Global Marketing
Nuvolo



Christine Slocumb
President,
Clarity Quest Marketing

How to Access Previous Webinars



ACCOUNT BASED MARKETING: 2021 PLAYBOOK

Plan, Build, Execute and Measure Your Marketing Success

For the past decade the promise of connected care design and delivery has been the driving force for healthcare IT marketers. Over the last year the need for fully integrated care technology became mission critical for payers, providers and patients.

2021 presents a host of unknown variables — B2B marketers will continue to evolve as marketing strategies and investment will be fueled by digital content, audience access and connectivity to new demand and lead generation platforms.

Staying ahead of the curve and creating a well-balanced, always on marketing plan will require a continued focus on digitally overcoming a sales process void of face-to-face networking, live pitches, and handshakes.

Together, HIMSS Media and [Healthlaunchpad](#) are working to provide insights and translate intelligence into education for healthcare marketers and their teams.

How to Reach Me



<https://healthlaunchpad.com/>

adam@healthlaunchpad.com

Search for Adam Turinas on
LinkedIn

Q&A