



THE ACCOUNT BASED MARKETING: 2021 PLAYBOOK

Part 6: What's next in ABM?

How the Program is Structured

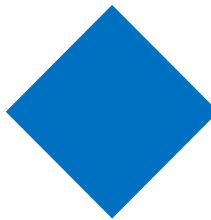
Webinars



TODAY

Healthlaunchpad Workshops (Free)

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



April 14th

Today's Learning Objectives

- What's the state of ABM in healthcare technology
- What can healthcare technology marketers learn from other industries
- What future trends should ABM marketers consider
- What new technologies and tools are coming



“By 2025, B2B demand generation efforts will focus predominantly on accounts, not leads.”

FORRESTER®

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

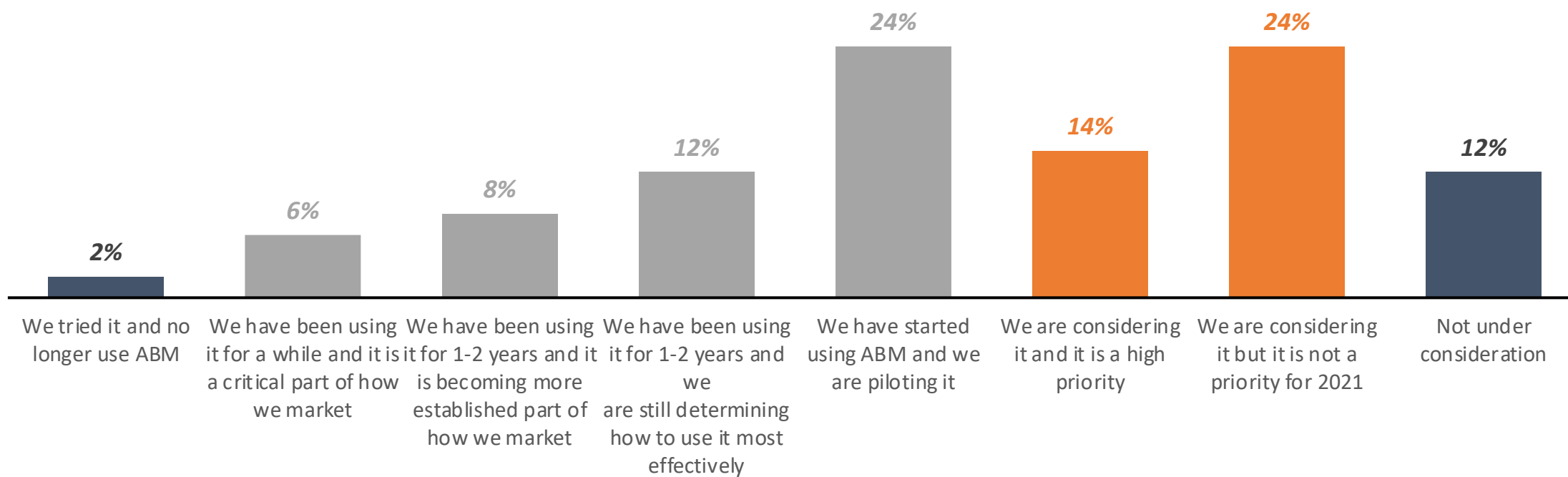
What's the State of ABM

Poll #1

Account Based Marketing is lifting off as a tool used by healthcare technology marketers

49% *currently using or piloting ABM*

38% *considering ABM*



But Healthcare Technology Marketers Lag B2B Marketers in ABM Adoption

ITSMA ABM Adoption Model

	Exploring	Experimenting	Expanding	Embedded
	Planning strategy	Piloting and measuring	Increasing account coverage	Driving strategic growth
Healthcare Technology Marketers	38%	24%	20%	6%
B2B Marketers*	29%	38%	20%	13%

Healthcare Technology Marketers and 1-2 years behind other industries

- Base: Total Respondents: n=51 *ITSMA ABM 2020 Benchmark Study n=286

What Do Experienced ABM'er Look Like?

- Blended model 1:1/1:Few/1:Many
- Have a sophisticated martech stack
 - Have invested in ABM technology
- Seeing improvements in
 - Customer brand perception, awareness, and knowledge
 - Pipeline growth
 - Coverage: number of relationships/ new relationships across accounts
 - Revenue growth

ITSMA ABM 2020 Benchmark Study n=286

More Positive ABM Results



59%

"significant
increase in per-
account
pipeline"



57%

"significant
increase in per-
account
revenue"



37%

"Highest ROI
of any marketing
approach"



69%

"significant
increase in
cross-sell,
upsell"

Source: Forrester and 6Sense n=120

5 priorities of ABM Experts

The logo for the International Trade Show for Medical and Allied Products (ITSMA) is displayed within a vertical rectangle. The rectangle is divided into two horizontal sections: an orange top section and a dark red bottom section. The letters "ITSMA" are written in white, sans-serif, uppercase font, centered within the orange section.

ITSMA

1. Accelerate agile
2. Deepen account insight
3. Strengthen sales collaboration
4. Build a blended strategy
5. Invest in metrics

1. Accelerate agile

- The most effective ABM programs in 2020 were much more likely to:
 - Change and introduce new tactics
 - Shift account priorities with their coverage models
 - And use ABM to enter new markets and sell to new types of buyers
- With uncertainty being the only certainty for 2021, this type of agility in program focus and approach will become even more important

2. Deepen account insight

- Account insight is a core principle of ABM
- Most ABM programs invest in data and analytics to support account selection and campaigns
- The pace of change and the scope of uncertainty puts an even stronger premium on deep insight
- The most effective ABM programs invest more than others in insight of all types, including:
 - Direct account insight
 - Intent, engagement
 - Predictive analytics

3. Strengthen sales collaboration

- Sales collaboration is a hallmark of any ABM program but it's a constant challenge
- The disruptions of 2020 put tremendous pressure on the marketing-sales relationship
- The most effective programs are notable for their closer working relationship with sales
- Even the most effective programs have work to do

4. Build a blended strategy

- All three types of ABM can be effective in achieving business and marketing goals.
- One type is not more effective than another.
- The most effective ABM programs are much more likely to use a blended strategy with at least two types of ABM to balance breadth and depth of coverage across different groups of priority accounts.
- Looking ahead, the most effective programs are also more likely to strengthen a blended approach compared with all other programs.

5. Invest in metrics

- Metrics has always been a top challenge for ABM
- ABM practitioners will continue to struggle for resources absent more effective approaches to demonstrate business impact
- The most effective programs are significantly more likely to measure ROI than other programs
- Top metrics generally focus on Revenue and Relationships (engagement); leaders should also consider the third R, Reputation

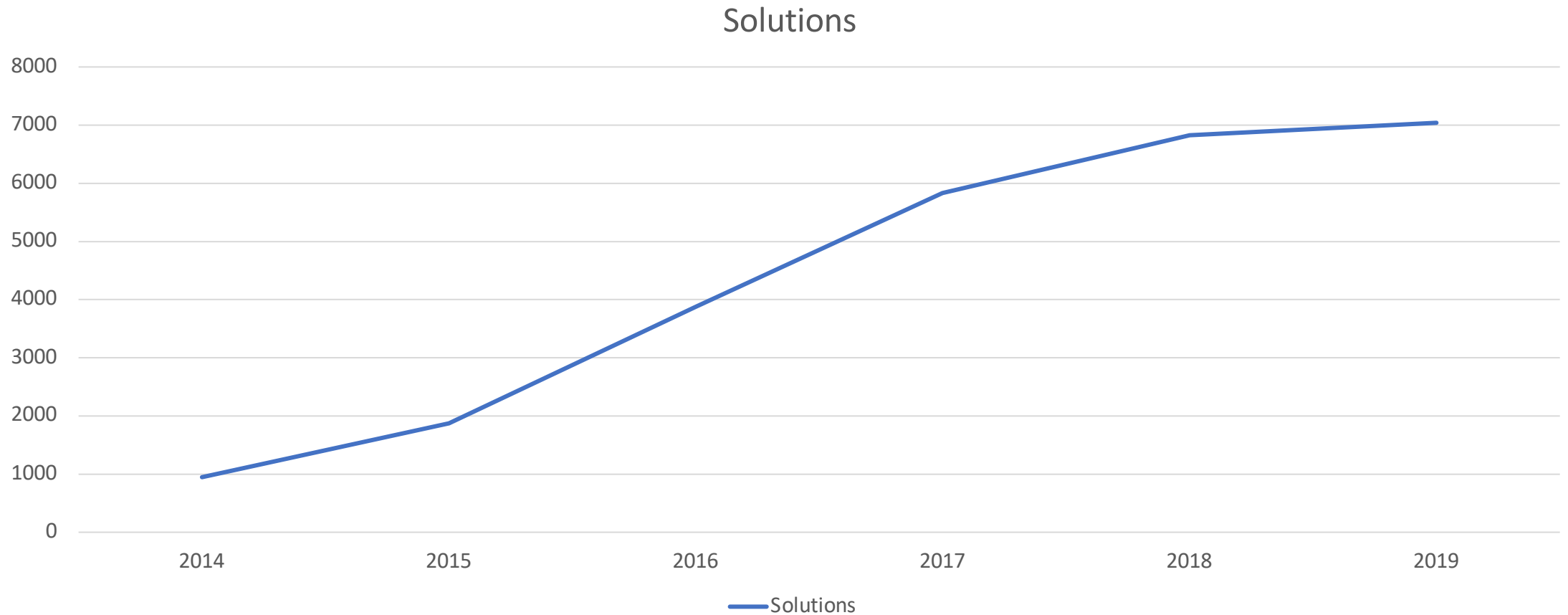
"Can you implement ABM without investing in technology?"



**There is no avoiding a big
investment in your tech stack**

The Ever-evolving Martech and ABM Landscape

MarTech Solution Growth



Source: Chiefmartec - Scott Brinker



Source: Chiefmartec - Scott Brinker

ABM Leaders

Leaders: 6sense, Terminus, Demandbase, MRP, and Jabmo

Breadth Of Capabilities, Channels, Analytics, And Vision Are Key Differentiators

Comprehensive platforms with

- Multiple native engagement channels
- Deep analytics for targeting orchestration, and reporting
- A vision to help organizations make ABM and sales the center of gravity for all customer experience and engagement



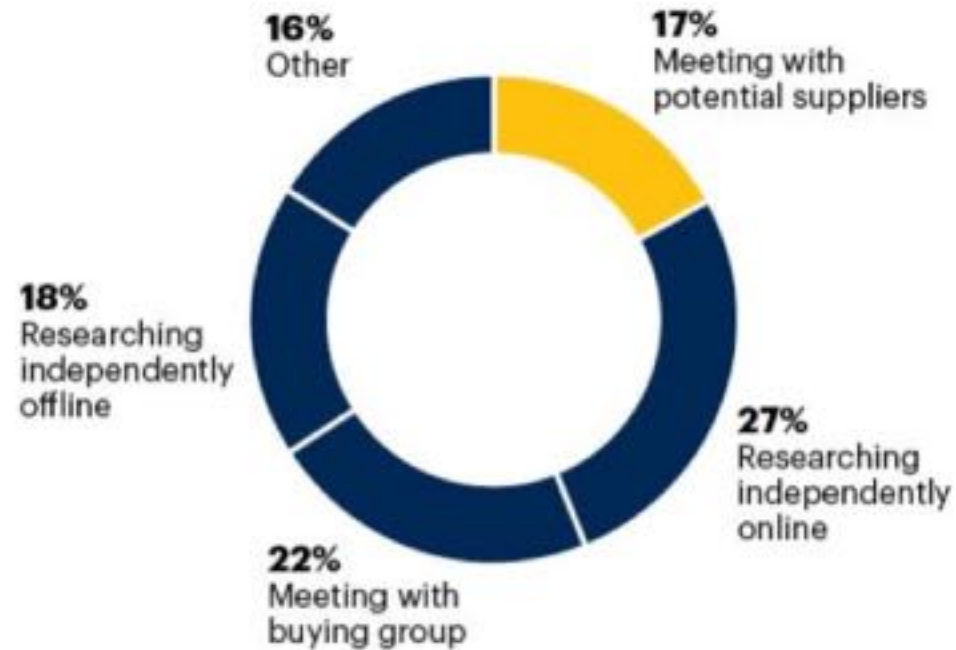
Source: Forrester

The ABM Nirvana?



- An ongoing dialogue through the buyer journey
- Reaching the whole buyer collective
- Information and experience is driven by their behavior
- Leads the customers to a bigger deal faster with less effort

Distribution of buying groups' time by key buying activities



gartner.com/SmarterWithGartner

n = 750 B2B buyers
Source: 2017 Gartner Digital B2B Buyer Survey
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Gartner

B2B Marketing —————> ABM



Jon Miller, Chief Marketing and Product Officer
Demandbase

“Getting poked by
a spear doesn’t
feel very good.”

Jon Miller, Chief Marketing and Product Officer
Demandbase

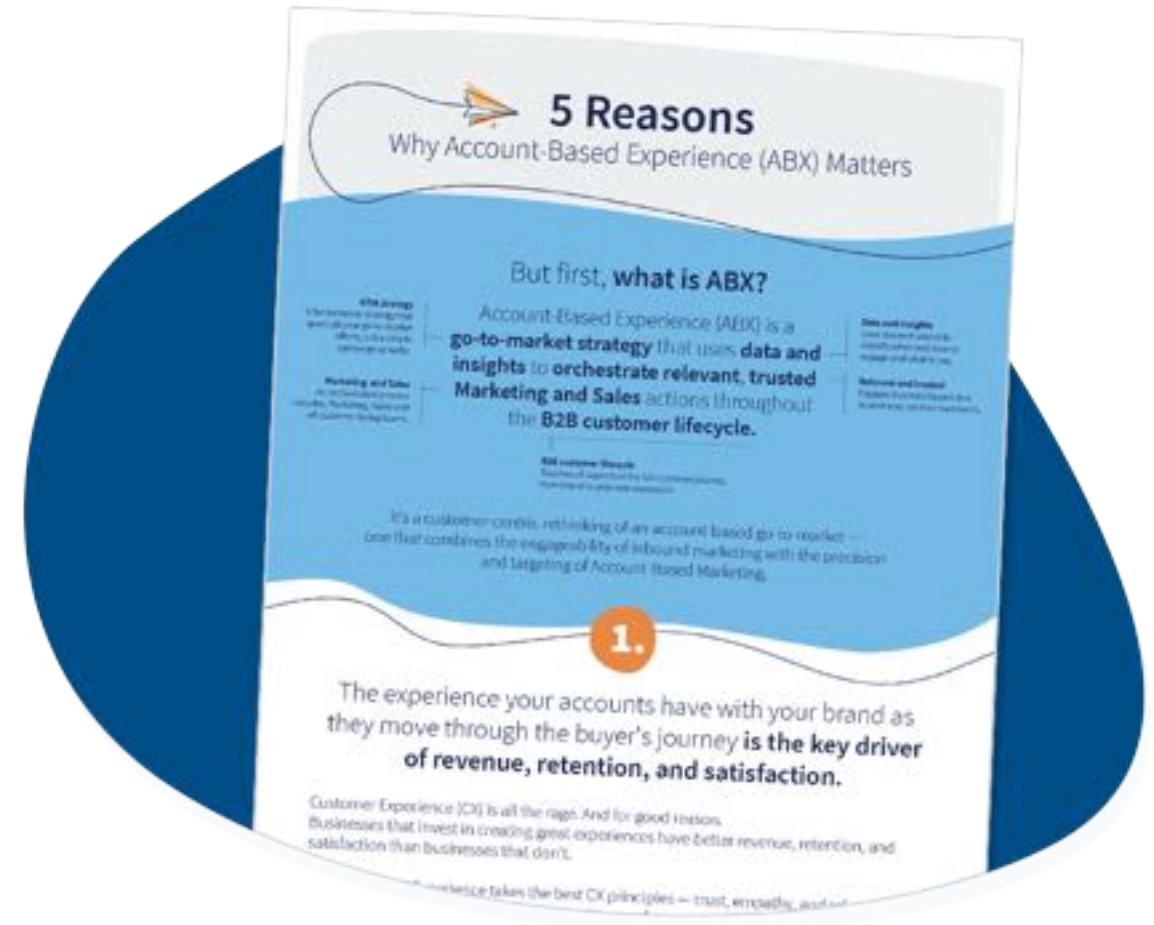
ABX



Account-Based Experience (ABX or ABE) Defined

Account-Based Experience (ABX) is a go-to-market strategy that uses data and insights to orchestrate relevant, trusted Marketing and Sales actions throughout the B2B customer lifecycle.

Source:
Demandbase



Account-Based Experience (ABX) = The Best of ABM + CX

Traditional ABM

Interruption-based
Marketing only
Primarily pipeline

It's All About The...

- Being more customer-centric
 - Put customer at center
 - Let their behavior drive the experience
 - Use data insights to deliver messages and content on their own terms and when they want
- Trust and empathy and relevance are key
- The lead is less relevant
 - Accounts are composed of multiple stakeholders
 - Shift to account engagement



ABX is Very Hard

1. A fundamental strategy that spans all your go-to-market efforts; not a simple campaign or tactic
2. Uses research and AI to know when and how to engage, and what to say, to create a relevant experience
3. An orchestrated process across Marketing, Sales Development, Sales, and Customer Success
4. Touches all aspects of the full customer journey including brand, pipeline, opportunities, and post-sale retention/expansion

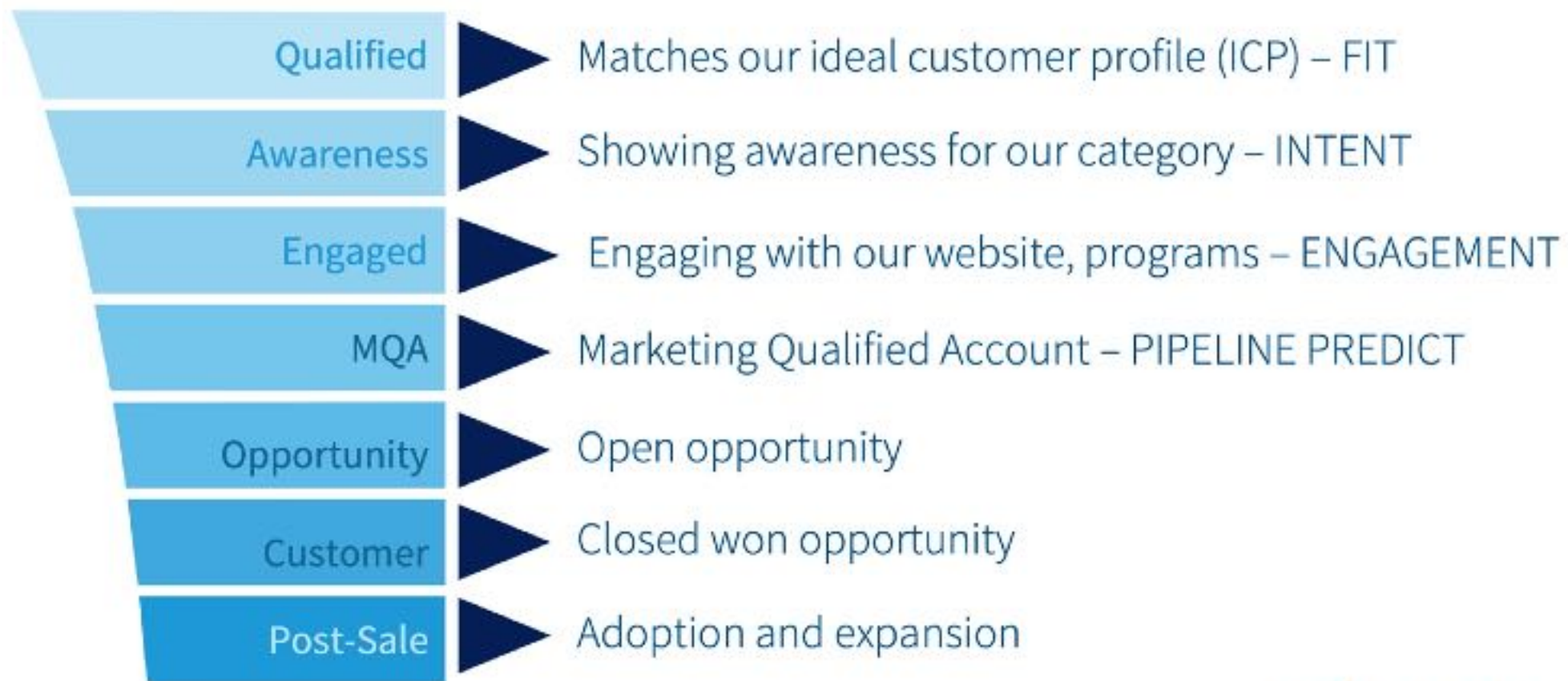
MQL



MQA

Marketing Qualified Accounts (MQAs) are the subset of your qualified customer targets that are showing the signs of being in-market and ready for Sales outreach.

The ABX Account Journey



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Ebook

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

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Global Financial Organization Brings in Space for their Digital Workplace Initiative

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The Connected Workplace for Financial Services

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The Power of the ServiceNow Platform

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








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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,


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What is the Connected Workplace?

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


[READ MORE >](#)



Make Maintenance Management Easier




Warehouse Management in the Connected Workplace



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

Find out why so many
clients are moving
off of Company x

[Learn More](#)



The Difference? One Platform To Manage It All



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

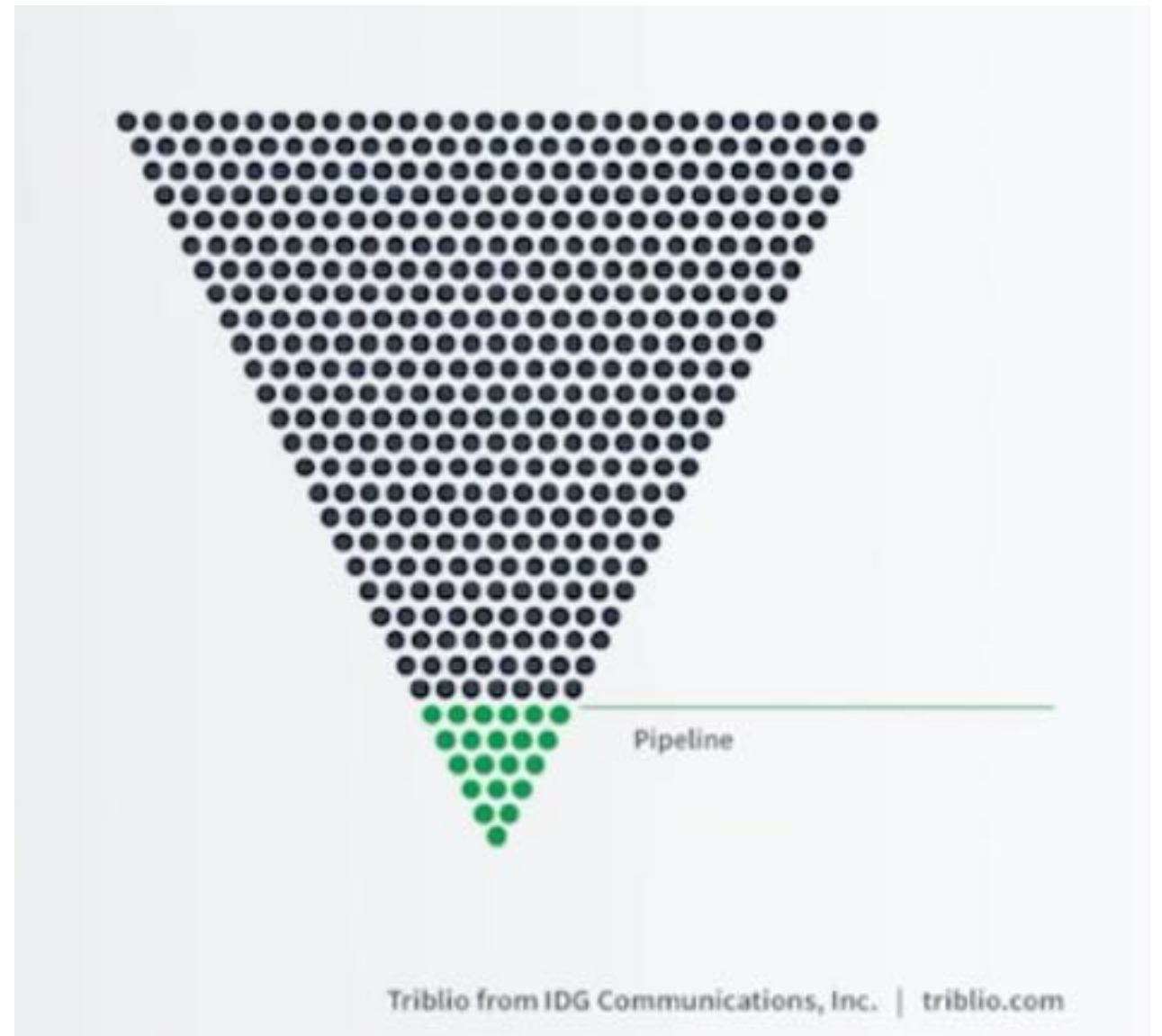
Critical Factors in Delivering ABX

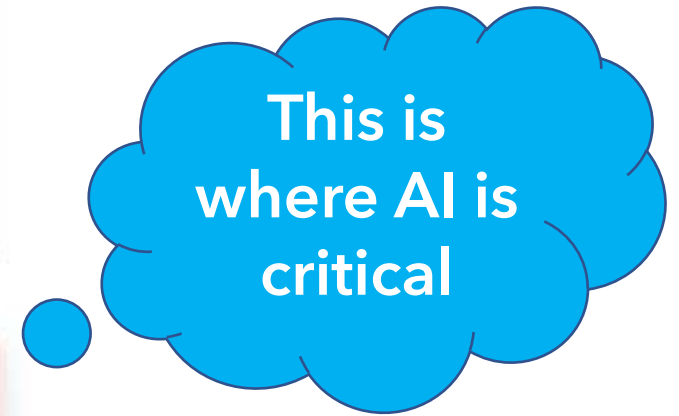
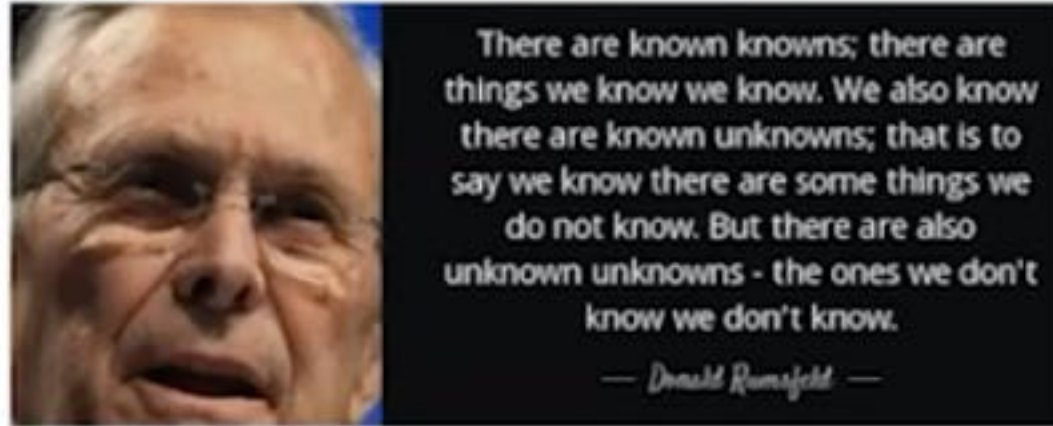
- ✓Next level Intent-based insight
- ✓Orchestration and personalization
- ✓Multi-channel marketing functionality
- ✓Data management and CDP capabilities
- ✓AI is critical

Poll #2

AI + Intent is a Powerful Combination

The Goal of Intent Data is to Reveal the Hidden (or Dark) Funnel





Where we are today with intent data



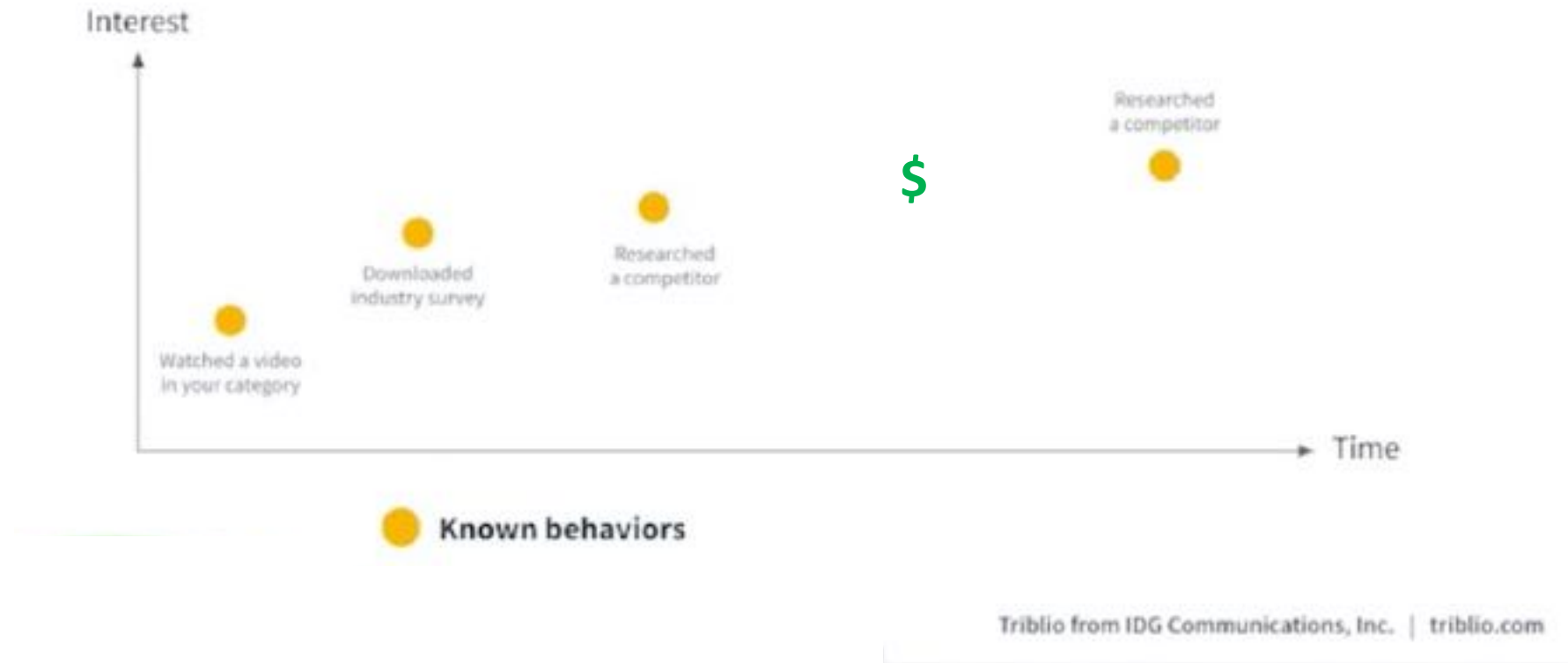
Triblio from IDG Communications, Inc. | triblio.com

What Can We Expect from Intent Data in the Future

- Better intelligence, real-time
- Help in discovering new signals we have not considered
- Help in discovering new and changing buyer behaviors
- AI and Machine Learning make that possible



What Signals Are We Missing



The Next Generation of Intent Data Will Discover Signals We Are Missing



Triblio from IDG Communications, Inc. | triblio.com

Focus on Data Privacy Will Lead to Improved Quality

Bidstream	DMP	Data Cooperatives	Publishers
Stackadpt	BlueKai	Bombora	G2, IDC, HIMSS
Death of Cookies and GDPR is making this problematic	Pixel-trackers More for B2C	Already GDPR and CCPA-compliant Account focused	Sources of trust

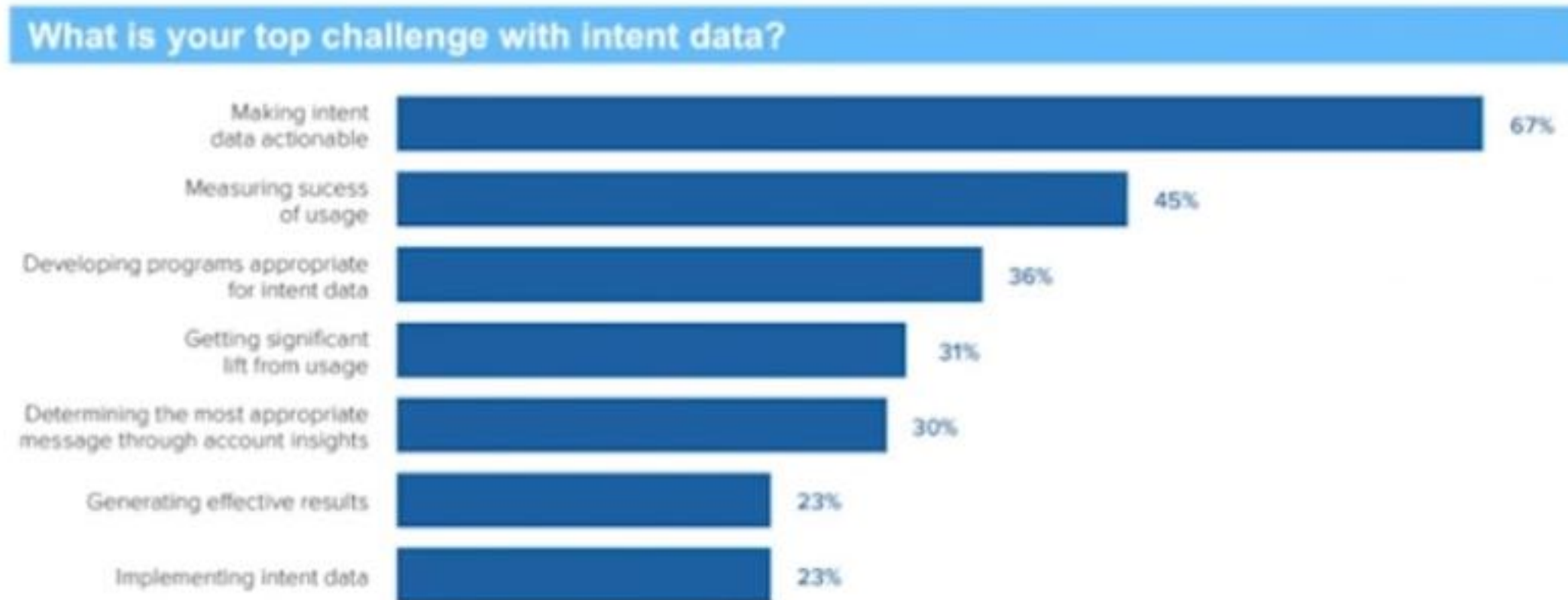


Focus on Data Privacy and quality on data

The Biggest Problem with Intent Data?



Intent Data is Not Well Understood



Source: Triblio

What We Envision

This is REALLY hard!



It takes Orchestration

Triblio from IDG Communications, Inc. | triblio.com

Being a Master at Orchestration Could be a Strategic Advantage

Mastery Takes...

Skills in customer insight

Being customer driven

Highly detailed planning

Being responsive

Ability to personalize the experience based on behavior and customer knowledge

And a lot of content

You will Need to Orchestrate More Tactics and Variables

If This....	...Then That
ICP accounts not yet engaging with your website and campaigns	Advertise to build awareness and attract them to your website
Target account that's aware but not in-market	Send a personalized or fun gift to build brand affinity
Key executive downloads content or registers for a webinar	Offer a meeting with your subject matter expert or prompt the AE to reach out for a personalized demo
Qualified accounts in territory for upcoming roadshow	Orchestrate direct mail and human outreach
New Marketing Qualified Account (qualified and in-market)	Reach out to multiple personas at the account
Valuable accounts that aren't responding over other channels	Use high value offers to engage with top decision makers
Lower-level contact from key account attends an online demo	Invite C-level exec to meet with one of your top executives
Open opportunity	Advertise to account to drive validation and consensus
Stuck or lost opportunities that show intent or engagement from key personas, but don't have any recent sales touch	Alert the account executive to take action and/or bring in new voices and channels to get the conversation going again
Existing customers that start showing intent or engagement in products they don't yet own	Reach out to the new buying center using your team and your existing contacts at the customer
Customer showing intent for competitor keywords	Alert the CSM and account manager





Coming to a Screen Near You

ABM vs MAS

Could ABM Platforms Subsume Marketing Automation Platforms?

- Over the next few years ABM platforms will add more capabilities
 - Marketing automation, e.g. email, social media marketing, natively
 - And better customer data management capabilities
- B2B marketers will start to question they MAS and CDP platforms as well as ABM platforms
- In defense, MAS (e.g. Hubspot and Marketo) are raising their ABM game

An aerial photograph of a winding asphalt road that snakes through rolling green hills. The road has white dashed lines and a solid white edge line. The hills are covered in lush green grass, and the overall scene is bathed in a warm, golden light, suggesting late afternoon or early morning. The road curves from the bottom right towards the top left, then loops back towards the bottom right.

Mastering ABM is a Long Journey

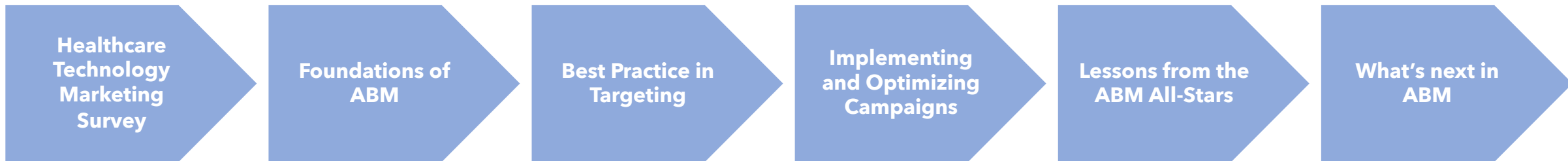
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Be Patient
Be Deliberate
Be Systematic

- No one was an expert at digital marketing overnight
- Mastering ABM will take several years but it could be your competitive advantage
- Keep learning

Taking Your First Step

Webinars



Healthlaunchpad Workshops (Free)

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



April 14th

ABM Kickstart Workshop

- 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
- Output is a simple 30/60/90-day plan
- Design an experiment
- A little bit of preparatory work required

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



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Search for Adam Turinas on
LinkedIn