

# Account-based marketing: How to turn your first ABM steps into strides

Planning to embark on ABM but not sure whether you're ready?  
Thinking about adopting ABM but don't have the know-how?  
Aiming to launch an ABM pilot but not sure where to start?

Start here.

 B2B Marketing

Insight · Development · Training · Events

“The support and guidance provided by the  
B2B Marketing ABM Head-Start team is so valuable”

Charlotte Woods, principal – client services at Lane Clark & Peacock

“Partnering with B2B Marketing has delivered real and  
growing expertise, energy and confidence within the team”

Catherine Howard, VP of marketing at Atos



## ABM is transforming B2B marketing

The premise is straightforward: align and focus your sales and marketing efforts on a distinct group of your most wanted accounts.

And the B2B brands getting this right are achieving outstanding results\*:

84%

of marketers find ABM provides significant benefits for retaining and expanding existing client relationships

97%

say it delivers a higher ROI than other marketing methods

60%

of those who implemented an ABM initiative for at least a year attribute higher revenue to it

## Your ABM challenge

ABM can be a hugely effective sales and marketing strategy for your business.

Agencies and tech vendors can help. But for your ABM strategy to work, it's crucial to have your in-house ABM stakeholders, process, direction and team skills absolutely nailed – right from the start.

**That's where the B2B Marketing ABM Head-Start programme comes in.**

We've assembled a world-class team of highly experienced ABM experts to design and deliver this tailored team-enablement programme.

ABM Head-Start is all about empowering you and your team to establish a rock-solid basis for long term benefit from ABM.

\*Source: Altera Group

# What our ABM Head-Start programme will do for your business

Whatever stage you're at with ABM, by the end of your six-month Head-Start programme your team will be fully equipped and empowered to:

- › **Define the right ABM strategy for your business**

Every organisation deploys ABM differently. You'll learn which approach is best for your business.

- › **Secure long-term stakeholder buy-in**

Your marketing team alone can't succeed at ABM. You'll learn how to win full buy-in from your stakeholders, and set realistic expectations.

- › **Create and lock-in sales and marketing alignment**

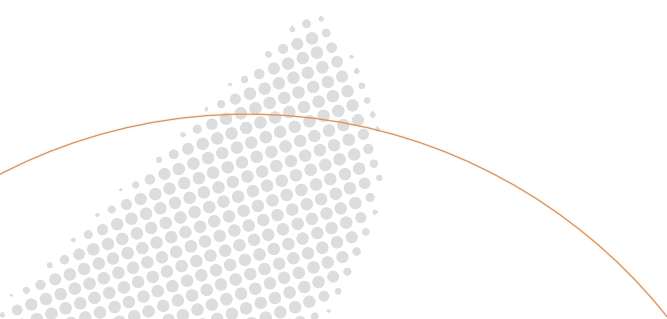
ABM is a sales and marketing collaboration. You'll learn how to align your team and tactics, win the hearts, minds and respect of your sales team, and harness the power of collaborative working.

- › **Mitigate risk**

You'll learn how to identify and manage the hurdles of ABM, before they become barriers.

- › **Embed best practice**

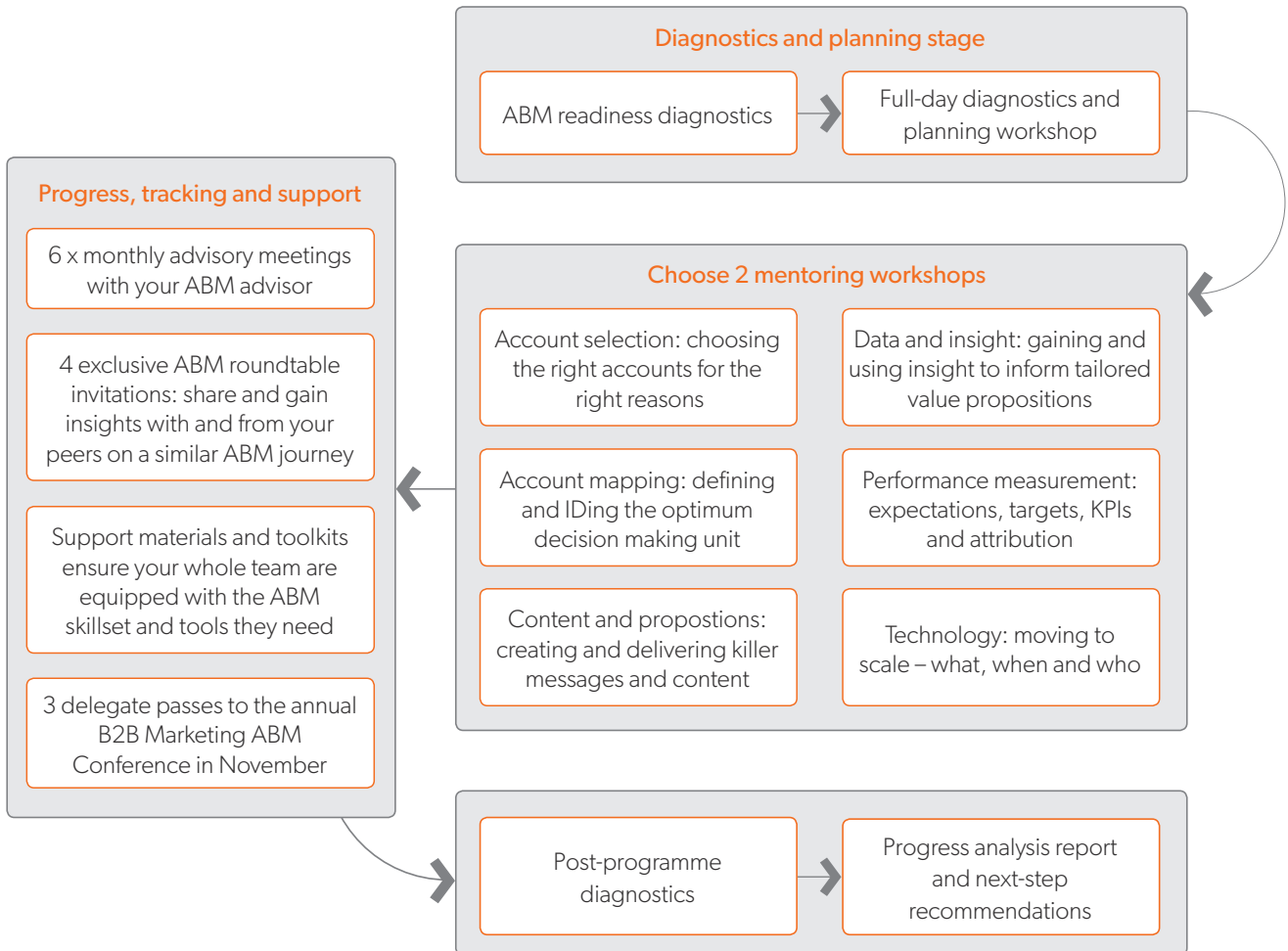
ABM requires a specific skill set, tool set and approach. We'll up-skill your team so you can build, deliver, replicate and scale successful ABM over the long term.



# What is the B2B Marketing Head-Start programme, and how does it work?

The programme is a unique, tailored mix of diagnostics, in-company mentoring workshops, plus advisory and peer-to-peer support, to empower you, your team and your business to succeed with ABM.

## The programme at a glance



## Key deliverables

### 1. Full-day planning workshop

Led by our chief ABM advisor – Andy Bacon – and tailored around your specific business needs, the planning workshop will:

#### › Deliver a detailed diagnostic and ABM readiness plan

The initial diagnostic, scoping and programme planning workshop provides a unique and crucial opportunity to:

- Assess current key ABM competencies compared to future aspirations.
- Define the most appropriate ABM approach for your business.
- Set and manage stakeholder expectations.
- Map your ABM Head-Start workshops and timelines.
- Define your ABM plan for the next 6 months, to pilot stage.

#### › Review your current sales and marketing alignment structure

We ensure every element of your tailored Head-Start programme incorporates sales, marketing and stakeholder alignment, so your ABM has mutual trust, collaboration and cross-team commitment, baked in.

To find out more or book a free ABM consultation [call us on 020 7014 4920](tel:02070144920)

## 2. Your choice of two of six best practice team mentoring workshops

### Workshop I: Account selection

- › Choosing the right accounts for the right reasons.

### Workshop II: Account mapping

- › Defining the optimum decision-making unit.

### Workshop III: Data and insight

- › Gaining and using insight to inform a tailored value proposition.

### Workshop IV: Content and propositions

- › Creating and delivering personalised ABM messages and content.

### Workshop V: Measurement

- › Expectations, targets, KPIs and attribution.

### Workshop VI: Technology

- › What, when, how and who.

### Workshop VII: Performance measurement

- › Expectations, targets, KPIs and attribution.



### 3. Progress tracking and support

The ABM Head-Start programme includes crucial monthly advisory meetings with your ABM advisor, to:

- › Offer advice on best practice for certain accounts
- › Track the progress of your ABM programme to date
- › Provide support on any hurdles you may be facing.

### 4. Valuable networking opportunities with peers on the same journey:

- › **Exclusive ABM roundtable invitations**

Another unique element of our Head-Start programme is the chance to take part in quarterly ABM roundtable sessions and gain insights from other marketers on their ABM journey.

- › **3 tickets to the annual B2B Marketing ABM Conference on 5 November in London**

An unmissable opportunity to be inspired by and learn from industry leaders who are already achieving ABM success.

To find out more or book a free ABM consultation [call us on 020 7014 4920](tel:02070144920)



## 5. Support materials and tool kits

All your team members will have access to a hub of ABM Head-Start support materials and tools to aid them throughout the six month journey.

## 6. Post-programme diagnostics

We'll review your progress over the six month programme, and ensure measurements are in place to enable you to implement and scale your ABM efforts.

## 7. Progress analysis report and recommendations

At the end of the six month programme you'll receive a full progress report from our Senior ABM lead.

We'll analyse and identify your achievements during the initial six month journey and provide practical recommendations on next steps to take your ABM programme forward to even greater success.

## Our market-leading training credentials

We've delivered bespoke in-company B2B training to major B2B brands, from Dell and Sky to Atos, PWC and Nisbets.

We've taken more than 50 brands through ABM training, from Thomson Reuters and Deloitte to 3M and Telefonica, and we've guided top, high growth-driven brands including Lane Clark and Peacock, RBI and Aon through the ABM Head-Start programme.

Some of the B2B brands we've guided through their ABM journey



“Our partnership with B2B Marketing has made a tangible difference to our marketing team. It's helped us change the game”

Paul De Ath, head of field marketing at Access Group



## Meet our lead advisor

Our ABM Head-Start advisory team is led by Andy Bacon. Andy is a hugely experienced consultant in the strategy and development of account-based marketing.

A successful entrepreneur and B2B marketing agency founder, Andy specialises in helping businesses mitigate the risk of ABM failure.

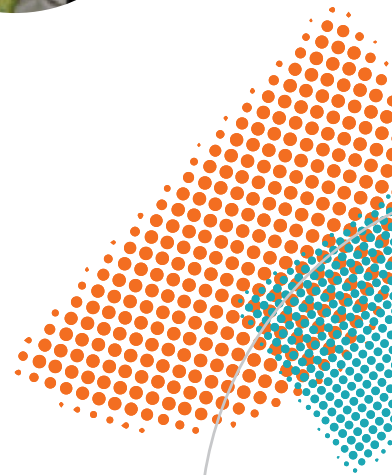
He has supported many global brands, including Citrix Systems, Juniper Networks, Kingston Technology, Seagate and NVIDIA across EMEA, overseeing and delivering successful enterprise and channel programmes.

In 2016, Andy's ABM work for a client was cited as 'ABM EMEA programme of the year' by technology analysts Sirius Decisions.



*"It's a huge benefit that the Head-Start programme is tailored to fit not only your business objectives, but the unique culture and challenges in your business"*

**Shane Redding, founder of Think Direct**



## Schedule your free ABM consultation

Our lead adviser Andy Bacon, alongside our ABM account success team, are happy to provide a free of charge ABM consultation with your sales and marketing stakeholders.

The consultation isn't a sales pitch. But it's a valuable opportunity for you to talk over and explore with our experts where your business and team currently are in terms of ABM readiness and how ABM could work for you.

If you'd like to schedule a free consultation with our ABM advisers, either at your own offices or with us in central London, then these are your next steps:

Call us on **+44 (0)20 7014 4920**

Or fire us the contact form at **[b2bmarketing.abmhub.net](https://b2bmarketing.abmhub.net)**

The annual B2B Marketing ABM Competency Model provides an industry-standard means for marketers to understand where they are on their journey to ABM success, and what the overall trajectory is likely to look like.

Find the model at **[b2bmarketing.net/abmjourney](https://b2bmarketing.net/abmjourney)**



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