

Account-Based Marketing

Strategies to improve marketing team effectiveness

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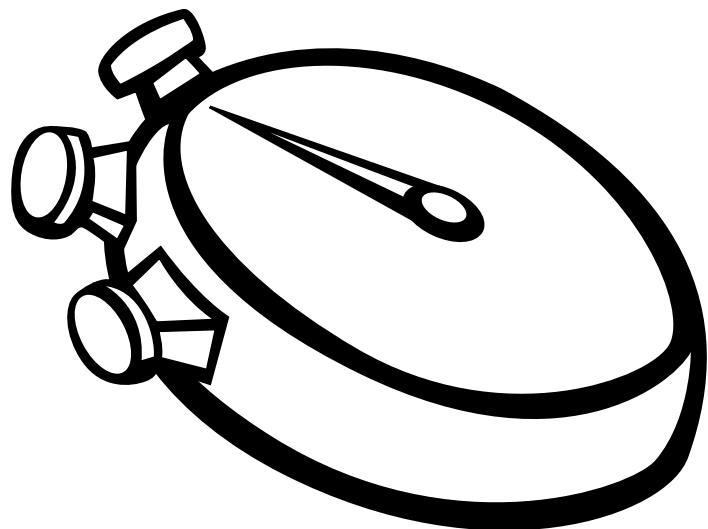


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Only a matter of time

Many marketers think they can't afford account-based marketing because it's so tailored. But as mass marketing quickly moves into more contextual marketing, the question is no longer, "How can I afford to do it?" but rather, "How can I afford not to do it?"

The challenge lies in balancing between program execution, scalability, and the degree of relevance and engagement captured in a particular touch.

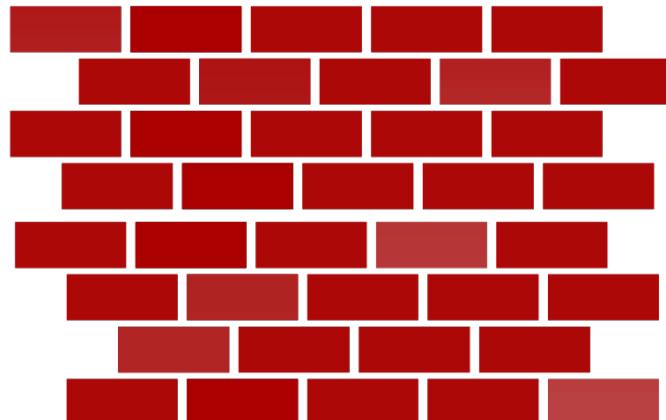


Relevant yet repeatable

Account-based marketing can provide the means to achieving a level of relevance with customers that has not been possible before, demonstrating your understanding and commitment to your customer.

But, you need to be able to scale this degree of relevance across multiple key accounts to achieve economies and accelerate ROI.

Create a strong library core of content, offers, and tools to enable account teams to easily tailor touches for their clients, reduce duplication of efforts, and provide a flexible campaign framework for future expansion.



Drive defined outcomes

The ultimate goal in account-based marketing campaigns is to drive a specific desired behavior in identified accounts. Some account-specific plays that support your company's strategic imperatives might include:



Increasing relevance and expanding your company's footprint



Building champion base and neutralizing detractors



Engaging in specific selling strategies (e.g. selling higher in the organization, blocking competitors)



Increasing utilization of your products and driving up renewal rates



Deepening relationships with legacy or acquired customers



Piloting new sales strategies (e.g. vertical selling, partnering, or selling a new offering)



Winning back lost customers

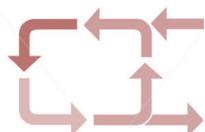
Winning tips for a successful account-based pilot program



Secure sales management endorsement and participation



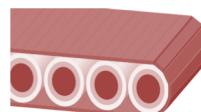
Focus on a well-defined prospect universe of known markets and prospects in centrally managed accounts



Build a process for collecting deeper customer insight from sales reports and account plans

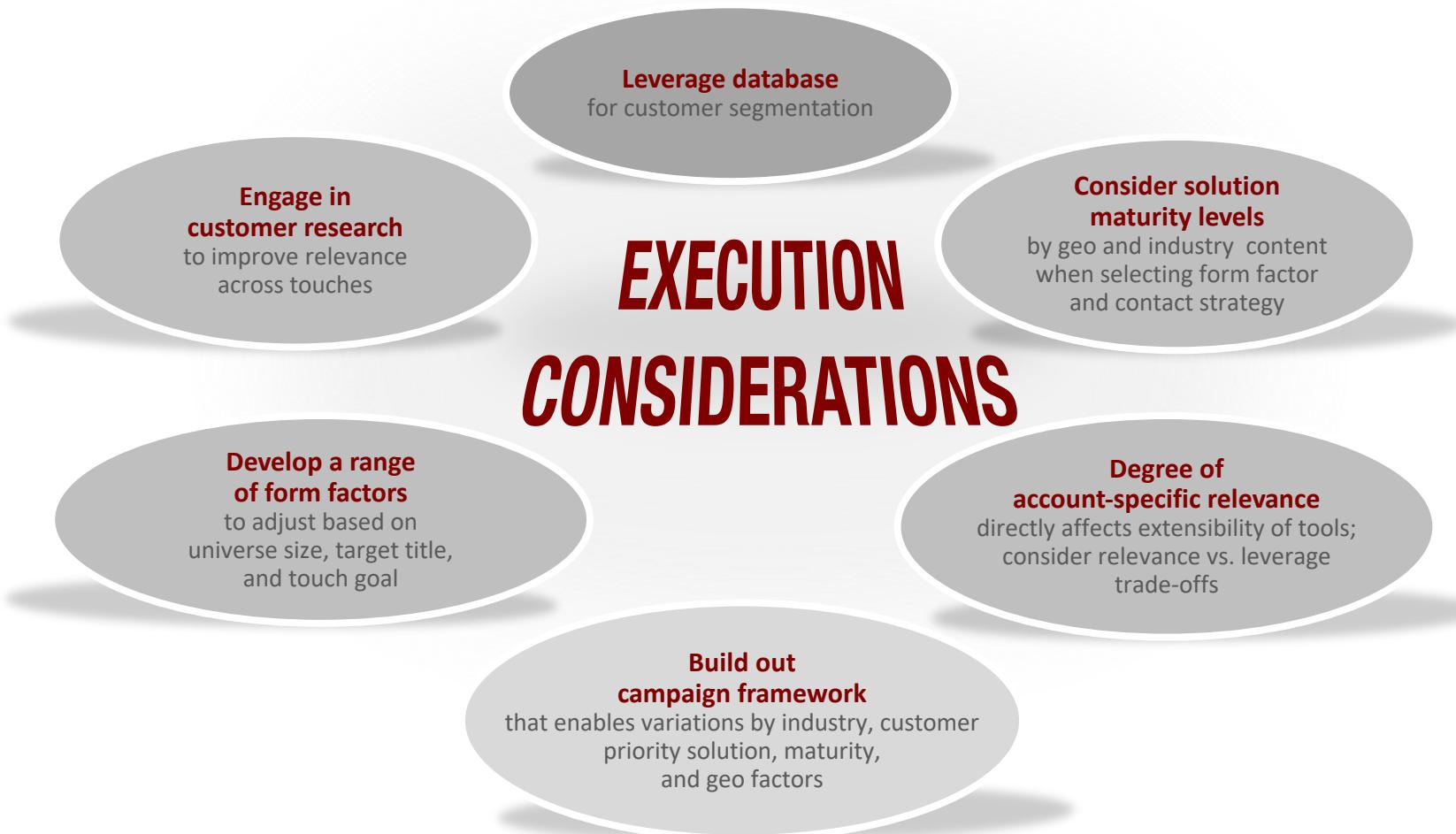


Create highly customizable market content and messages



Set in place scalable infrastructure to support more campaigns

Some things to consider



3 things you can do now

1

Get commitment from sales.

As keepers of the account, sales buy-in, participation, an availability are must-haves to pilot an account-based campaign, and marketing teams must be tightly linked with them to truly reap the benefits.

2

Determine account screening criteria.

Identify the set of criteria you will use to select and nominate accounts. Do you want to concentrate on accounts that are at risk, or conversely, accounts that have big upside.

3

Set goals for learning.

Develop a learning agenda to better focus. And hone account-based campaign. Identify skills and processes that need to be refined and set realistic expectations about how long it will take to close the gaps.

We develop contextual selling tools and content marketing programs that are considered best in class, with messaging that sharpens differentiation, playbooks that improve sales performance, and content marketing programs that deliver results. We help companies harness sales leader knowledge and apply rich insight about customer drivers and market realities in tools and programs that drive measurable change, often in less than 90 days.

If you want to equip your field, call Jenee Gatto today at 408-540-5305. Or, if you'd like to explore additional best practices, visit us at www.contextual-selling.com.

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