

CUSTOMERXCON 2023

ABM for CM: Building Custom(er) Marketing

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Customer Marketing and Email Marketing



Who Am I?



Marie Elliott

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B2B SaaS Customer Marketer

Remote work advocate

Soccer player and coach

Why waste time say lot word when GIF do trick?



Topics

ABM
Background

Strategy of ABM
for CM

Use Cases

Dos and Don'ts

Tips for ABM
Lite (sans tech)

Open Discussion
/ Advice from
the Room

The Set Up

Strategy– WHY ABM, WHY these tactics, WHY this segment / these accounts

Get Buy In – If their leadership isn't on board with the effort, the accounts/ sales team won't be

Metrics – Get everyone on the same page for what is being measured for success (Pro-Tip: ABM vs non-ABM targeted metrics)

Room for pivot – Outline “levers that can be pulled”, results that mean a pivot is needed, and give authority to do it

Who is ABM CM *for*?

ICP - Mid Market or Enterprise Accounts



Financial Opportunity Within Account



Accounts With Room to Grow/ Scalability

Why ABM for CM might fail...



Companies with no clear lead routing



Lack of visibility and engagement into customer accounts



Sales / Accounts Team / Marketing not aligned



ABM takes time to show \$\$\$

Workshops with Account Team

Account Overview What does the company do?	ABM Budget	Opportunities Key products/services we could sell into this account? Expansion or Upsell/ Cross Sell	Core Value Props
Account Details # of Employees – Annual Revenue – Industry – Geography – Key Competitors – Buying Committee/ Key Influencers –	Revenue Forecast		Engagement Plan
Aprimo Details Products Purchased – Teams/ Users – Key Competitors – Who we work with in Industry – Use Cases for Current Products –	Strategic Messaging What is the key strategic & industry message to address?	Pain & Challenges	Next Steps
Situation, News, Scoops	Goals & Priorities		



“ABM Lite”

What accounts do you know better than YOUR OWN CUSTOMERS?

How to run ABM efforts without the ABM tools

- Leverage your CRM – Segmentations, account leading indicators and triggers, account mapping
- Account Knowledge – Target conversations to gather needed details
- LinkedIn Searching – Titles, Departments, engaged users
- Community – Space for non-customers, identify key influencers and equip them with content

ABM for CM – In Action



CUSTOMER RETENTION



CROSS SELL & UP-SELL



WEBINARS, SURPRISE AND
DELIGHT, CUSTOMER EDUCATION
NURTURES

Group
Discussion –
15 minutes

Who has tried ABM and
found challenges?

Who has found success? –
What built that success?

Creative Examples of ABM
for CM Plays

Thank you!



How can we build Custom(er)
Marketing?

Account knowledge and selection

Buy-in from Sales / CX / Ops / Marketing

Measure, Measure, Measure

Customize and personalize strategies and
campaign content

Magic

