


Applying ABM Principles to Target Small and Medium Businesses (SMBs)



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B2B MARKETING
EXCHANGE

 #B2BMX

Goal for this session:
6 actionable ideas to take home

About me

15

years of marketing
experience

40%

of my career has been
focused on account
based marketing

90%

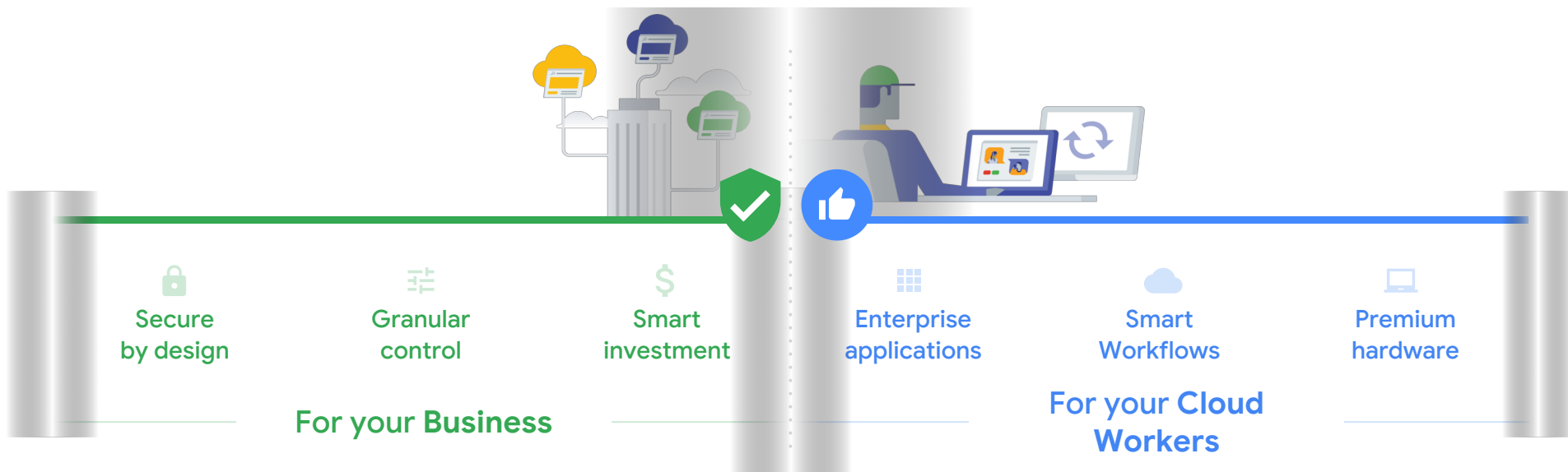
of my work experience
is from within SMBs

3

companies had a successful exit out
of the last four I've worked at

What is Chrome Enterprise?

A browser, an OS, and powerful devices built for the enterprise.



Who do we target?

Small and medium businesses (SMBs)

Average length of B2B SaaS sales cycle: 6-12 months, depending on product

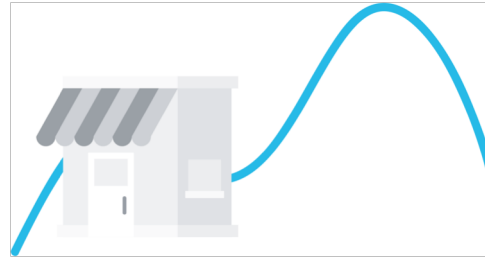
Number of decision makers per org for SMBs: 3-5 (vs. 16 for enterprise organizations)

Geo targeting: mainly English speaking

Who do we call SMBs?



SMBs are small and medium businesses employing between 1 and 1000 people



SMBs exist in wide range of verticals, but the bulk of the SMB market is represented by Construction, Hospitality & Recreation, Retail and Health Services industries

So you decided to target SMBs, huh...

US TOTAL SMB FIRM MARKET SIZE



VS. **18.5k**
firms with 500+ employees

**Not all of those 30.2 million
SMB firms are ideal clients for you!
How do you know which ones are?**

Main Challenges for Targeting SMBs

Account-based targeting capabilities are limited for SMBs

There are 30M+ SMBs in the US alone

Personalization is difficult to impossible

Cost to go after all is too high

Smaller buying committees

What we did

Goal: Understand who are our primary SMB audience segments to improve ROI

Rationale: Give us a competitive edge and focus resources on audiences more likely to choose our products

Tactics:

Phase 1: SMB market analysis and segmentation study

Phase 2: pilots with predictive scoring and intent data vendors

Phase 3: engage target segments using traditional ABM marketing tactics

Account selection = segment selection

Just like you select target enterprise accounts among large organizations, select target segments when going after small and medium businesses.

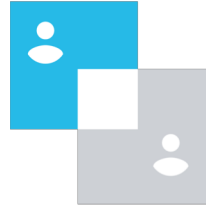
Criteria for selecting target accounts:

- Fit
- Intent
- Relationship
- Engagement

Segments vs. Personas



Segments are groups of audiences based on common criteria, such as location, company age, software usage, etc.



Personas are specific people within your target segments that are responsible for purchasing decisions

Sample segments

1

Target verticals

2

Target firm sizes

3

Target firm ages

How segmentation can be integrated

Brand

Brand story

Brand awareness campaigns

Brand strategy

Brand tracker

Campaign Strategy

Campaign messaging

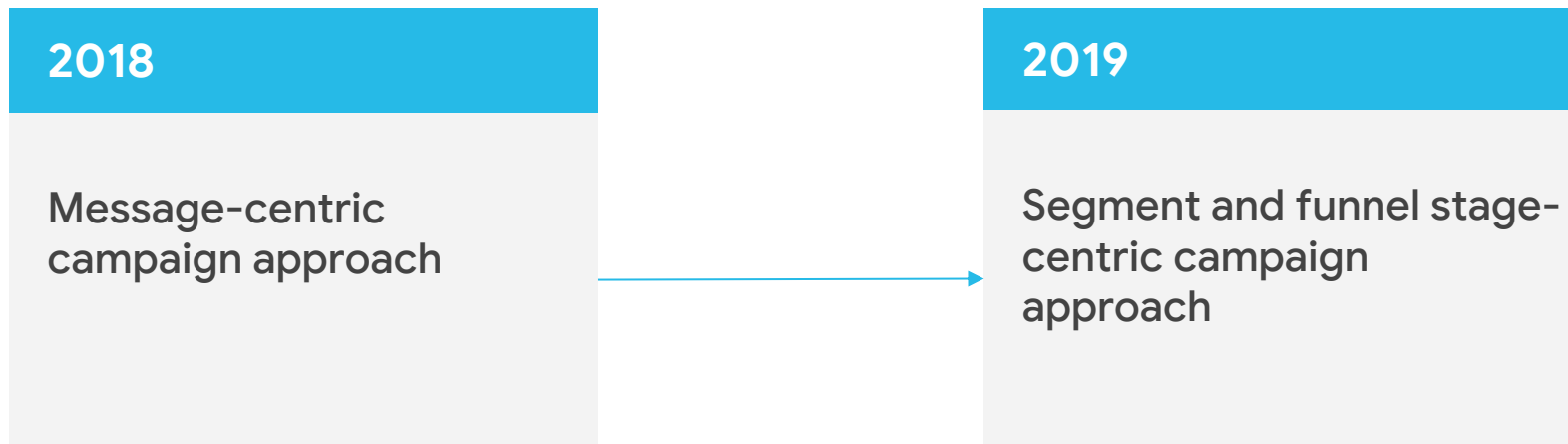
Online experience: website personalization, custom email nurture programs

Campaign targeting: display, search, paid social, DM

Verticalized events

Campaign strategy

Once we figured out our target segments, we updated our campaign strategy to a more focused, higher impact approach:



Campaign channels

Awareness Campaign

- Paid Social
- Paid Search (Google Ads Customer Match)
- Display

Evaluation Campaign

- Webinars
- Email Nurture
- Content Syndication

Consideration Campaign

- Paid Social
- Direct Mail
- Events

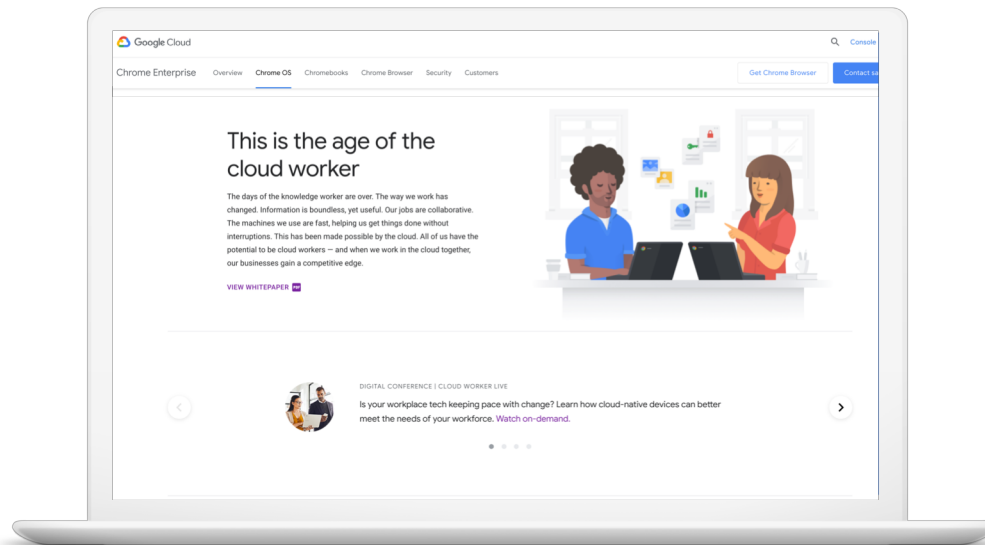
Campaign tactics

1. Build out the database
2. Gather fit and intent data for accounts in your segments
3. Update paid social and display campaign audiences
4. Update paid search targeting using Customer Match
5. Focused content syndication programs
6. Direct mail
7. Build out inside sales function
8. Partner enablement

Campaign concept: Cloud Worker



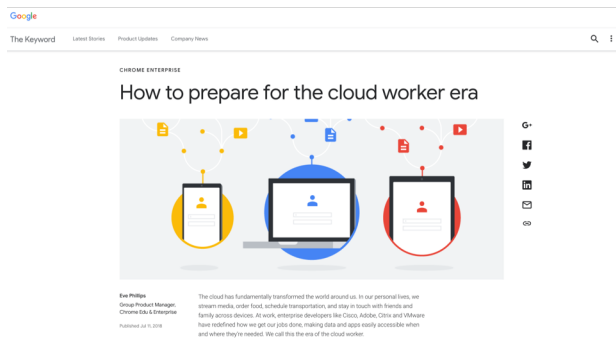
Campaign landing page



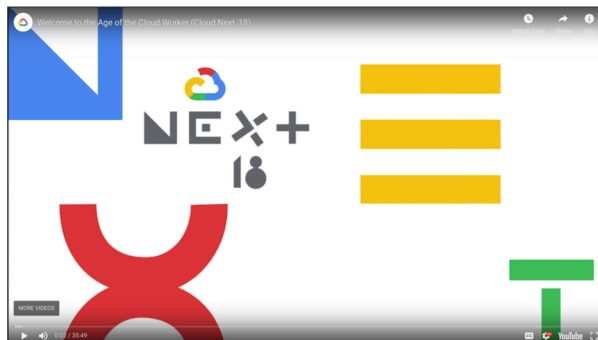
cloud.google.com/chrome-enterprise/cloudworker/

Campaign assets

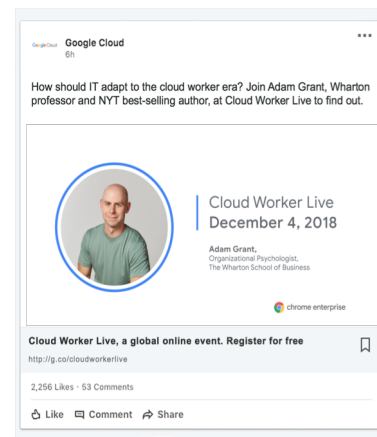
Blog post



Sessions at Google Cloud Next '18



Ads



Overall campaign results



We have reached millions of targeted buyers with top of the funnel ad impressions and through our website landing page.



Built a Cloud Worker demo experience at Google Cloud Next '18, which engaged hundreds of attendees.



Drove record number of event registrations for g.co/cloudworkerlive virtual conference.

Mindfulness pause

Tactic deep dive: Customer Match

What it is: Google Ads Customer Match lets you use your online and offline data to reach and re-engage with your customers across Search, Shopping, Gmail, and YouTube.

How it works: once you have the opted-in contact info of the decision makers and influencers in your target accounts

-1-	-2-	-3-
You upload a data file of contact information your prospects have given you.	You create or update a campaign to target your Customer Match audience — customers from your uploaded data.	When those users are signed in to their Google account, they see your ads as they use the Search Network, YouTube, and Gmail.

Case study: Hertz



Combining Google's audience solutions with automated bidding has expanded the amount of search volume we can profitably reach. This has been critically important as we continue to drive new customer acquisition.

– **Jeremy Venlet**, Director of Digital Operations and Performance at Hertz

Results:

35%

lower cost-per-acquisition

30%

increase in click-through-rate

70%

lift in conversion rate

Case study: Finish Line



Customer Match helped us engage with our best customers, improving our CTR while allowing us to do more with our marketing budget. We're now thinking of even more ways to apply Customer Match to our campaigns, as well as extending it to our other marketing efforts on Google.

– Lana Loesch, Director of Digital Finance and Paid Marketing at Finish Line

Results:

2x

increase in match rates
with LiveRamp

235%

increase in CTR for
paid search

72%

higher ROAS for
shopping campaigns



Case study: One Click Ventures



Acquiring new customers is crucial to our success, but it can be very expensive unless we keep those customers engaged with our brand. Customer Match has fulfilled that need by reminding our past customers about us right as they start their search process.

– **Chad Siovaila**, Acquisition Marketing Manager at One Click Venture

Results:

1,500%

increase in
click-through rate

410%

increase in conversion
rate

200%

increase in ROAS

Actionable takeaways

1. Enterprise named accounts = SMB named segments
2. Develop your segments first, then develop personas
3. Take the segment-centric approach
4. Build out your database of target accounts **WITHIN** your target segments
5. Find a mix of channels that works for your target audience
6. Test, test, test!

Q&A




Thank you

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