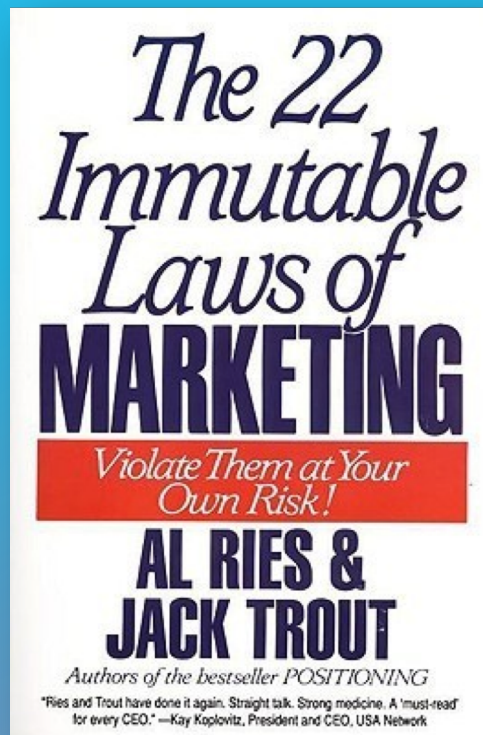
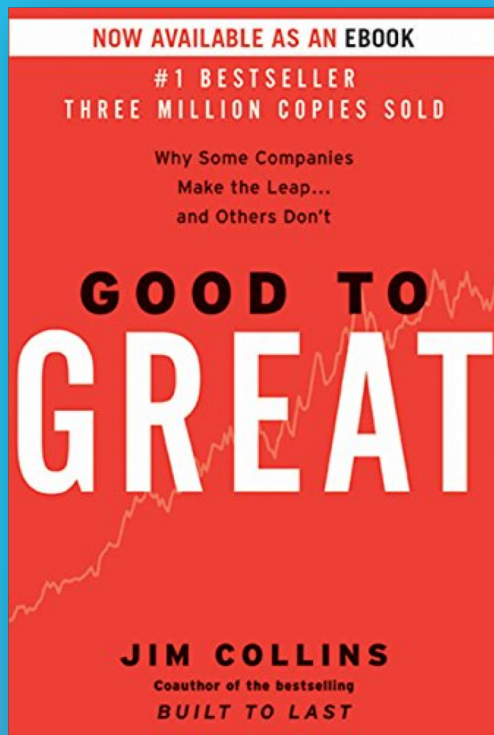


ABM 2.0: How To Take Your Marketing From Good To Great

Sangram Vajre

GOOD TO **GREAT** MARKETING

SANGRAM VAJRE



What is greatness?

GREATNESS



Greatness is not a function of circumstance. Greatness, it turns out, is largely a matter of conscious choice.

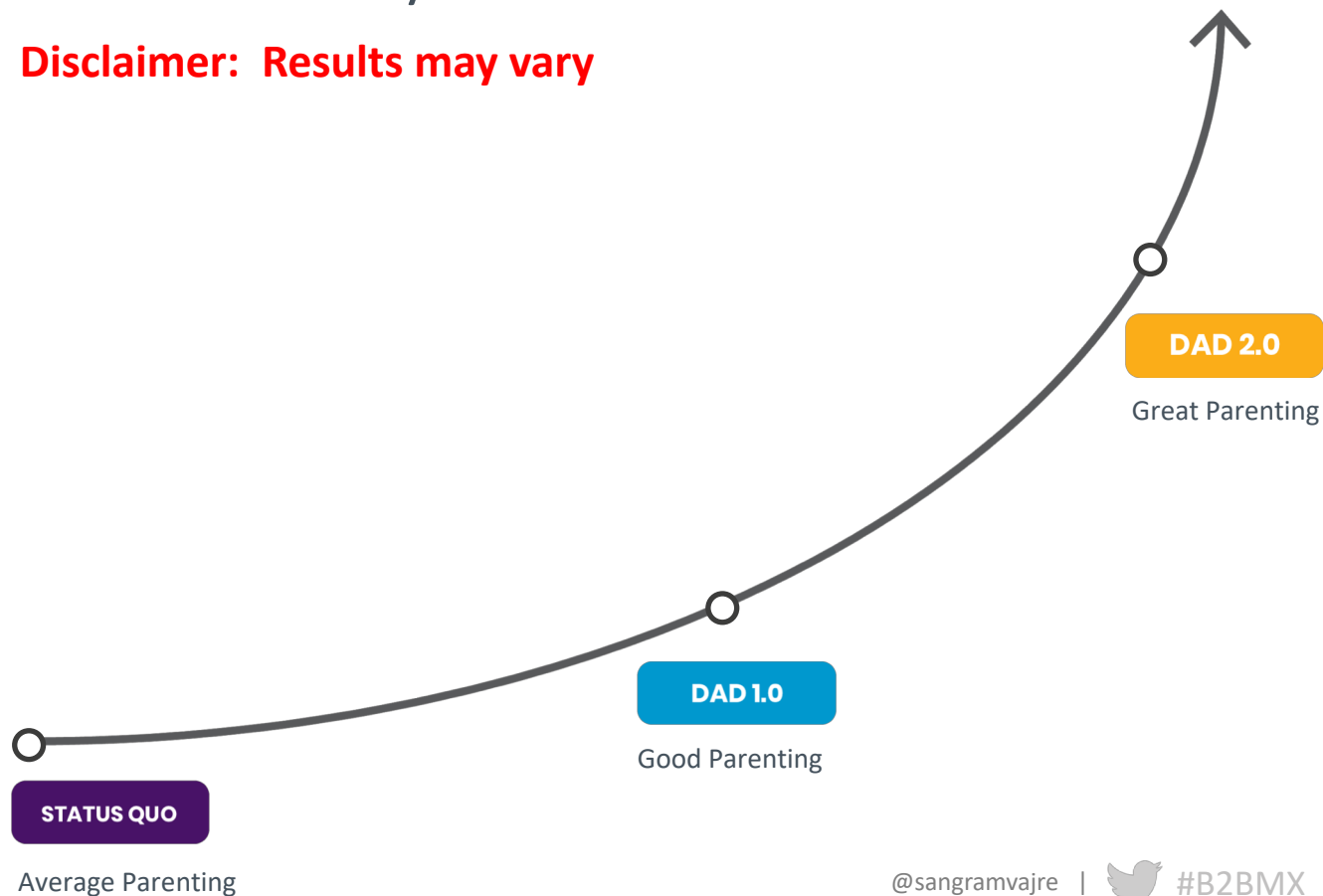
– Jim Collins

GOOD TO **GREAT** PARENTING



Parent Maturity Curve

Disclaimer: Results may vary



GOOD TO **GREAT** PARENTING



STATUS QUO

Average Parenting

► Watch TV

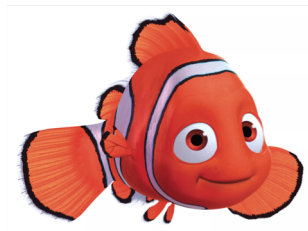
Feed

Play

DAD 1.0

Good Parenting

Watch Finding Nemo



DAD 2.0

Great Parenting

Watch the entire Rocky series



GOOD TO **GREAT** PARENTING



STATUS QUO

Average Parenting

Watch TV

► **Feed**

Play

DAD 1.0

Good Parenting

Feed Healthy Snacks



DAD 2.0

Great Parenting

Feed EPIC proportions of pancakes!



GOOD TO GREAT PARENTING



STATUS QUO

Average Parenting

Watch TV

Feed

▶ Play

DAD 1.0

Good Parenting

Play XBOX games



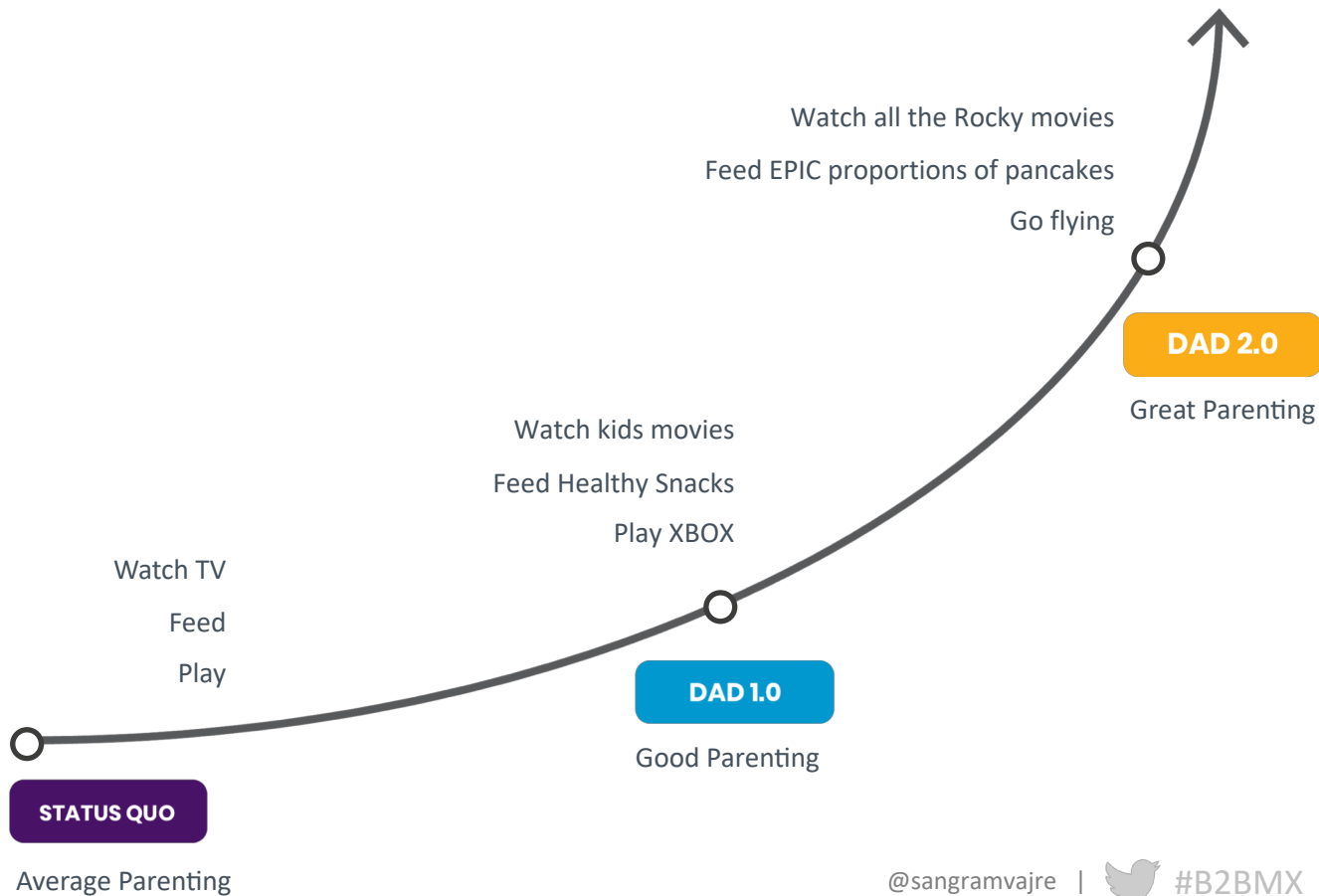
DAD 2.0

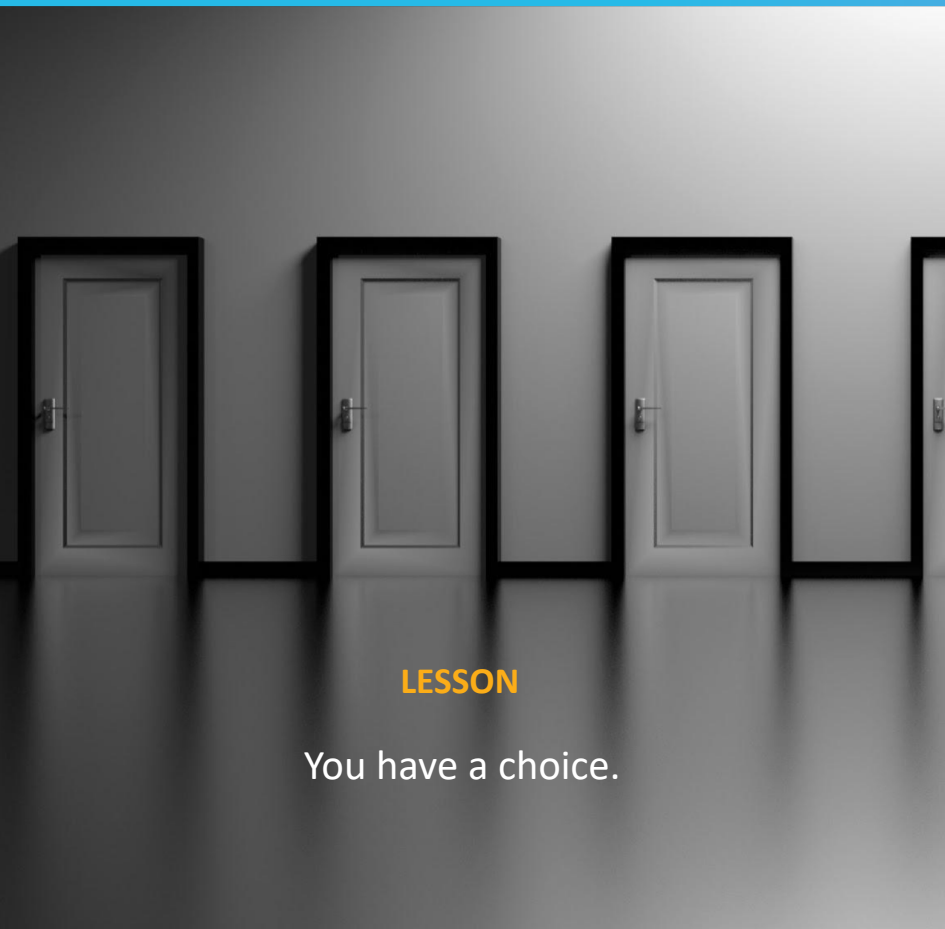
Great Parenting

Go flying



GOOD TO **GREAT** PARENTING





LESSON

You have a choice.



IMMUTABLE LAW

If you focus on what matters to you,
it gets better.



What matters to you?

The **TEAM** Framework

Simple, Powerful, Connected Capabilities that Drive Account-Based Success



TARGET

Combine & connect all your data in one place to easily create and manage target account lists

*Marketing/Sales Alignment | Reporting Clarity
| New Account Identification (via engagement & intent)*



ENGAGE

Get earlier, deeper penetration into target buying centers with best-in-class account-based advertising & multi-channel program management

Display & LinkedIn | Offline Campaigns | Email



MEASURE

Super-simple reporting so you know how your account-based programs are driving revenue

*Account Graph Lead-to-Account Mapping
| Account-Level ROI | ABM Scorecard*



ACTIVATE

Help sales open more ops, faster, by giving them realtime prompts to reach out when accounts are most engaged

Customized Engagement Triggers | Native to SFDC

TEAM

*Drive authentic long-term
relationships with
companies that
will love you*

GOOD TO GREAT MARKETING

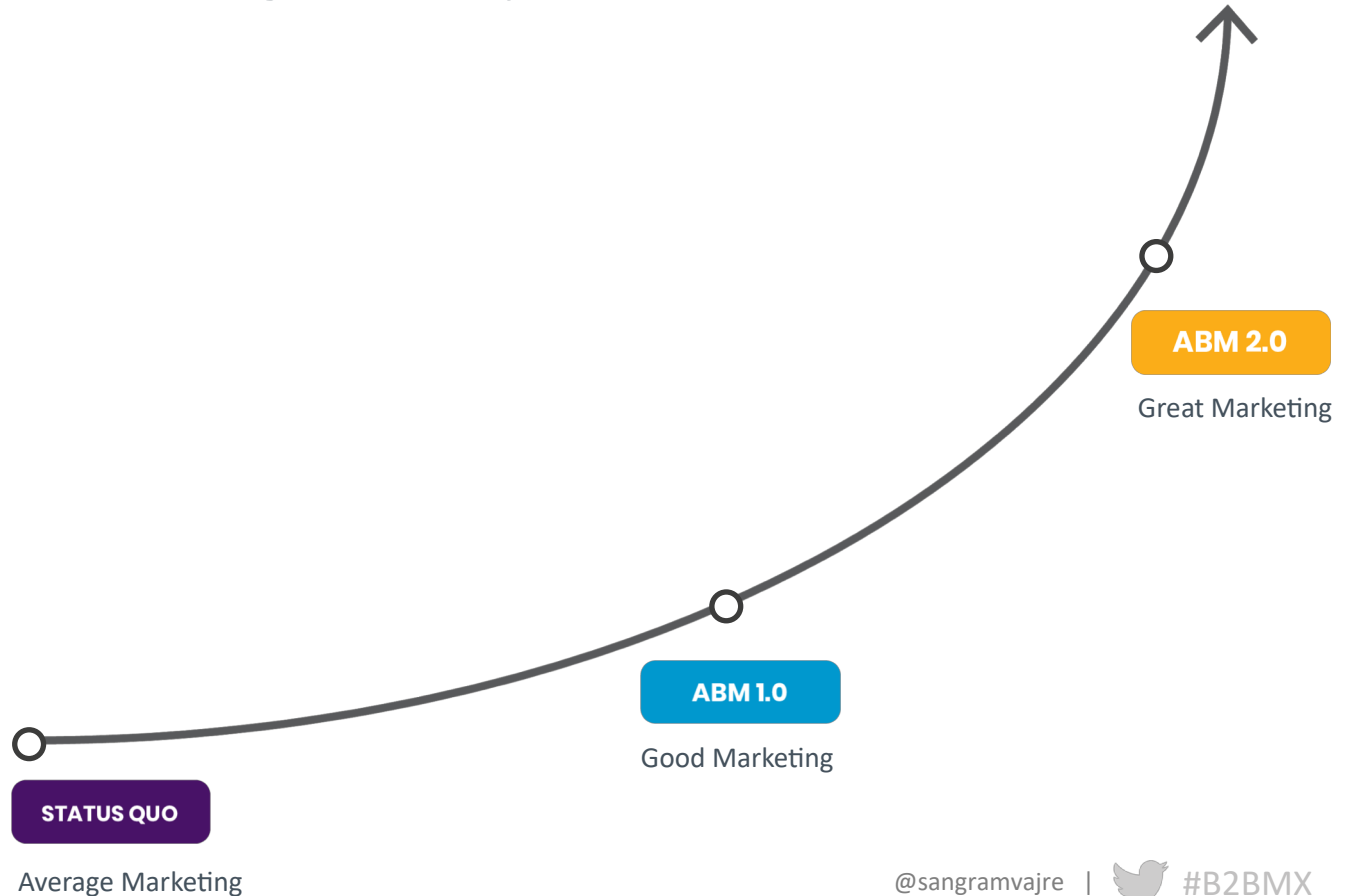
TARGET

ENGAGE

ACTIVATE

MEASURE

Marketing Maturity Curve



TARGET



Bad decisions made with good intentions, are still bad decisions.

– Jim Collins



LESSON

No customer ever got **upset**
because you focused
on their needs.

IMMUTABLE LAW

Whatever you focus on,
gets better.

GOOD TO GREAT MARKETING

TARGET

ENGAGE

ACTIVATE

MEASURE

STATUS QUO

Where you've been

Disconnected

25,000
leads at Masergy

ABM 1.0

Where you might be

Static: "Top 100 accounts"



10%
Sales Cycle
Reduction

~7X
Opportunity
Creation

50%
Higher
pipeline

ABM 2.0

Where you are going

Dynamic: "Always On"

5x more
engagement from
targeted accounts

70% to 90%
NPS score
skyrocketed with
upserving

ENGAGE



Mediocrity results first and foremost from management failure, not technological failure.

– Jim Collins



LESSON

No customer ever got **upset** because they didn't receive your random newsletter.

IMMUTABLE LAW

How you engage, is what **gets better.**



GOOD TO GREAT MARKETING

TARGET

ENGAGE

ACTIVATE

MEASURE

STATUS QUO

Where you've been

Quantity

Traffic: "All" traffic is equal.

- Events
- Website
- Webinars
- Emails

70% of the traffic from non-target accounts.

ABM 1.0

Where you might be

Quality

Traffic: Website traffic is down by 15% but now 70% is from the "right" target accounts.

Tools: 22 technologies

ABM 2.0

Where you are going

Experiential

Tools: Went from 22 to 6 tools to do ABM at scale.

Cost of customer acquisition: A 60% drop



ACTIVATE



Great vision without great people is irrelevant.

– Jim Collins



LESSON

No sales person ever got **upset** when a marketer engaged their top accounts.

IMMUTABLE LAW

When you share real-time insights with sales on their deals, your relationship **gets better**.



GOOD TO GREAT MARKETING

TARGET

ENGAGE

ACTIVATE

MEASURE



STATUS QUO

Where you've been

Reactive



YOU'VE GOT
MAIL

ABM 1.0

Where you might be

Proactive

Accounts: 250

Team Structure: 4 FTE's
dedicated to ABM

ABM 2.0

Where you are going

Prioritized

Win rate: 95% win-rate from
target account strategy

Sales a customer: 2X annually
survey for satisfaction.



MEASURE



You can accomplish anything in life, provided that you do not mind who gets the credit.

– Jim Collins



LESSON

No CEO or CFO got **upset** when marketing reported on business outcomes.

IMMUTABLE LAW

What you measure is what **gets better**.



GOOD TO GREAT MARKETING

TARGET

ENGAGE

ACTIVATE

MEASURE



STATUS QUO

Where you've been

Funnel

Measure everything:
Inbound / Outbound

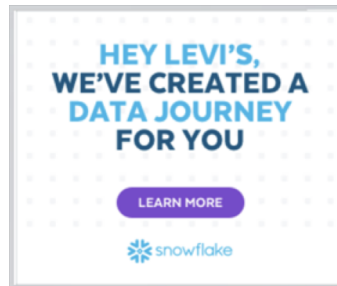
ABM 1.0

Where you might be

Double Funnel

ABM at scale: Over 500
concurrent ABM 1:1 campaigns

Metrics: Time on site, Velocity,
Penetration



ABM 2.0

Where you are going

One Scorecard

*"Now Marketing can
forecast **how many reps
are needed** in which
territory and can also
predict **win-rate** with
engagement insights."*

—Daniel Day



Terminus **TEAM** TECH STACK

TARGET

Firmographic Data



Behavioral & Intent Data



Contact Data



Predictive Modeling



ENGAGE

Engagement Triggers



Account-Based Ads



Personalization



Direct Mail



Email Marketing



Events, Chat, Other



ACTIVATE

Sales Intelligence



Sales Engagement



MEASURE

Lead-Based Funnel Measurement



Account-Based Funnel Measurement



Foundations



GOOD TO GREAT MARKETING

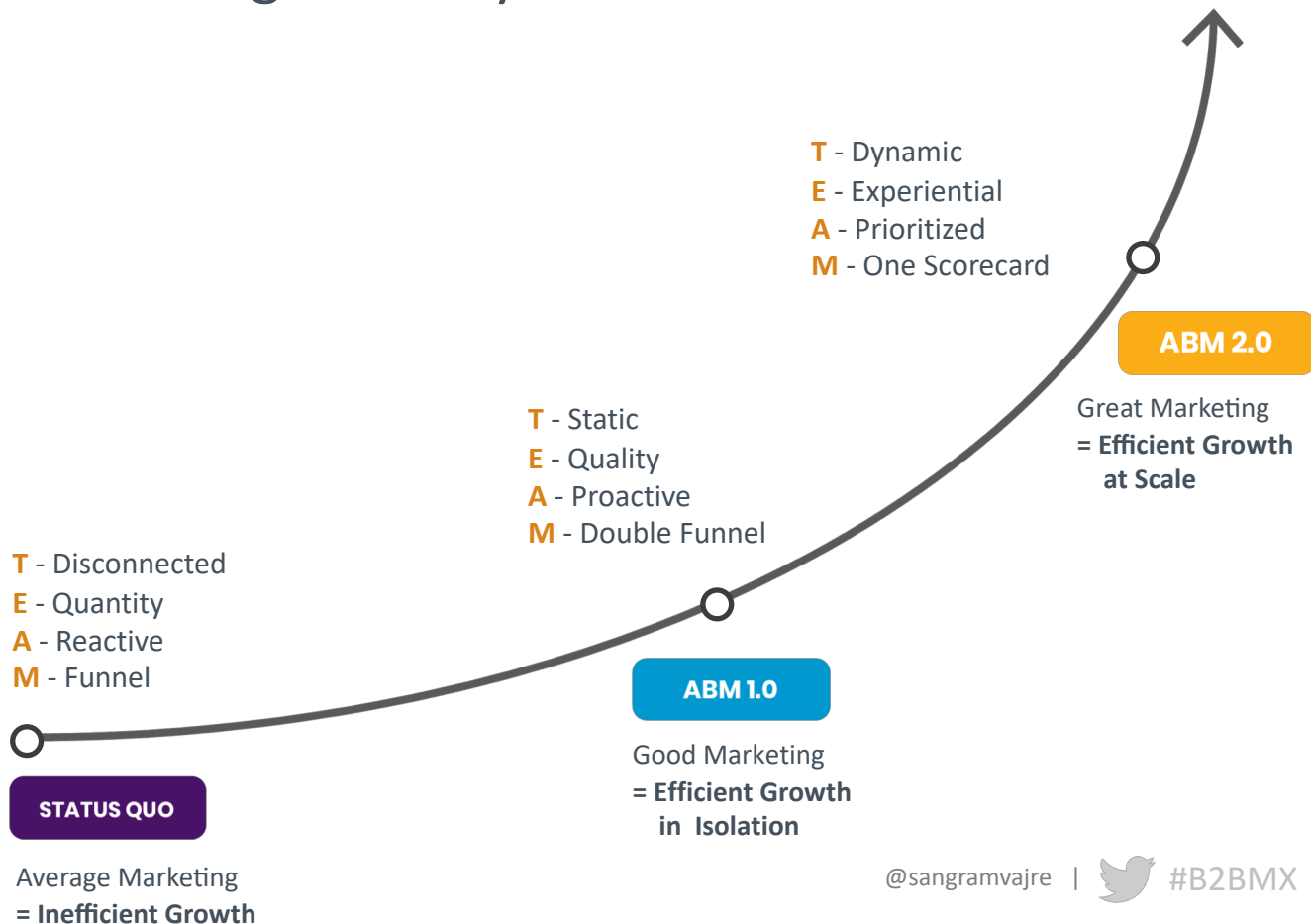
TARGET

ENGAGE

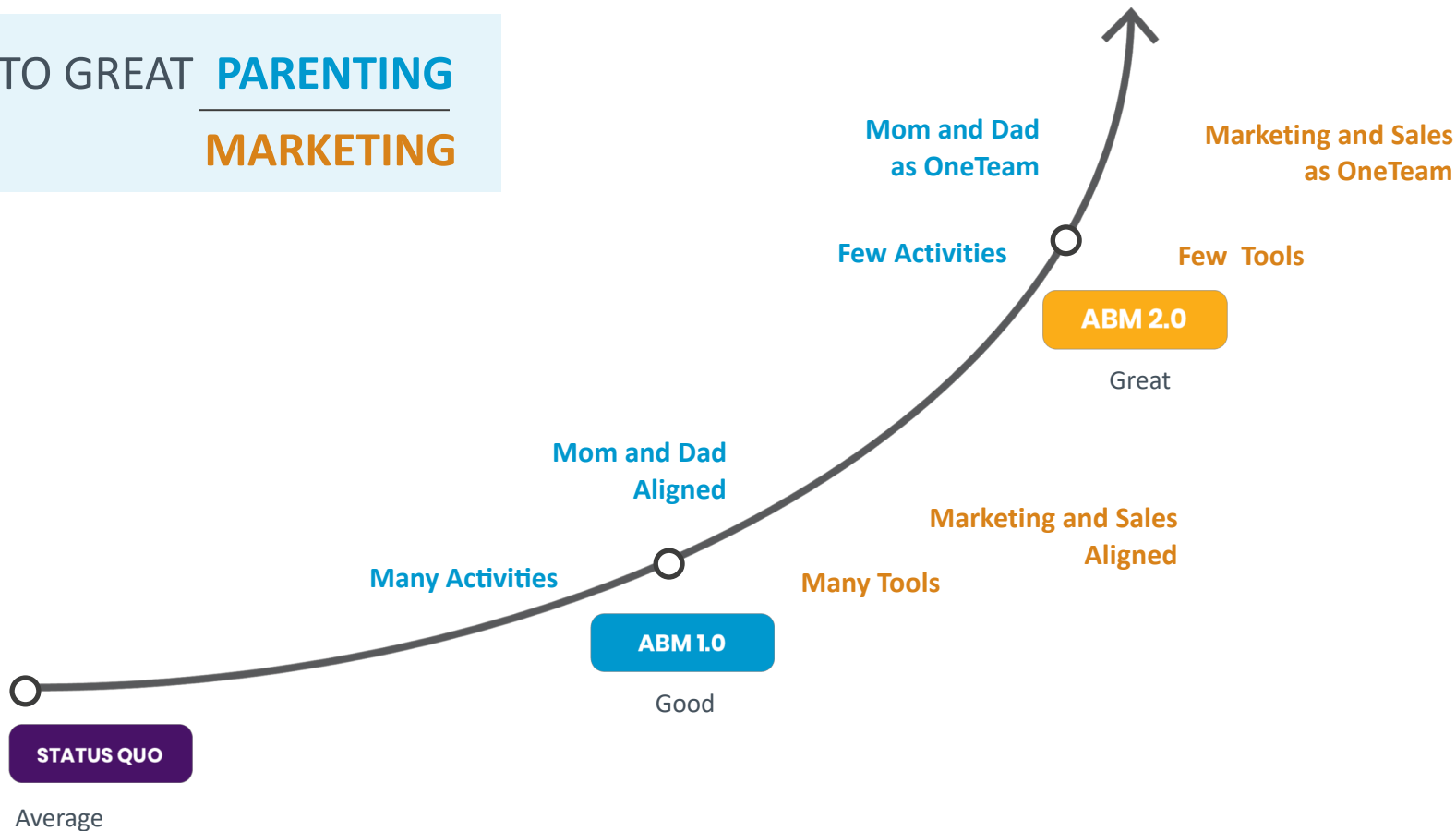
ACTIVATE

MEASURE

Marketing Maturity Curve



GOOD TO GREAT **PARENTING** **MARKETING**



So, what matters to you?

“ *Good is the enemy of Great.*
– Jim Collins



LISTEN

to the Daily

#FlipMyFunnel Podcast



WATCH

first-ever

ABM course



LinkedIn Learning

WITH **Lynda.com**® CONTENT

My cell: **404 944 8665**



THANK YOU!