How Enterprises Can Circumvent Technology Roadblocks and Increase Account-Based Marketing Goals

A global 3D software provider charts new territory by utilizing innovative, full-service account-based marketing

The Challenge:

How can an enterprise with legacy technology take full advantage of ABM strategies?

A global 3D software provider faced an issue common to enterprises with proprietary or legacy technology systems: how to best leverage account-based marketing (ABM) without having to integrate ABM technology with its current technology systems?

Companies that run on aging or proprietary technology stacks or whose current websites don't easily lend themselves to running ABM campaigns can run up against integration roadblocks. Their IT departments have a different set of priorities than their sales and marketing departments. They have established policies that often don't allow for much, if any, third-party software integration. Even if the company's sales side can convince the solutions architects it's worth the effort to integrate ABM technologies, the amount of time and resources it would take are likely prohibitive.

This is the situation the company found itself in.

From a sales and marketing standpoint, however, the timing of the campaign was critical.

If the company were to successfully up its game from its current lead nurture and digital advertising program, which was successful but operating at a smaller-than-optimal scale, to a full-scale ABM campaign, it could capitalize on an opportunity to continue to increase sales despite the constraints of the pandemic. The goal of the pilot program was to quickly educate and nurture more decision-makers in a variety of industries. And ABM was the best solution.

The path forward was to engage The ABM Agency and its inventive approach to circumventing technology hurdles—building out and running a tech stack completely independent of the software provider's existing site and servers.

Key challenges

- Reach North American targeted account list (TAL) with one-to-few and one-to-one strategies
- Utilize ABM effectively despite an inflexible corporate technology framework
- Roll out the campaign within six weeks
- Maintain campaign visibility for stakeholders
- Partner with an agency that could tactically execute the strategy and provide full-service campaign management

Global 3D Software Provider

- Global top-ten software company providing product development software on a 3D platform
- 270,000+ customers across 140 countries
- More than 20,000 employees in 180 offices and 42 countries
- Nearly 1,000 partners globally

The Solution:

Stand up a dedicated tech stack and microsite to run the ABM campaigns

Understanding Account-Based Marketing and ABM Tech Stacks

Account-based marketing (ABM) is a B2B digital marketing strategy that targets a specific number of in-market decision-makers and engages them throughout the sales funnel using highly curated and personalized buying experiences.

A well-designed ABM strategy aligns your sales and marketing teams, enhances targeting, improves engagement, and delivers in-depth data and reporting capabilities.

A recent study by TOPO found that "80% of respondents say [account-based marketing] improves customer lifetime values," while "86% say it improves win rates." In addition, SiriusDecisions reports that 91% of companies using ABM increased their average deal size.

The ABM Agency's strategy was straightforward. Removing the need to integrate the marketing tech stack meant removing the barriers to a successful ABM campaign. The agency would quickly develop, launch, and run the campaign on external platforms with the global 3D software provider having complete visibility via a live, robust reporting dashboard and data visualization.

Numbers-wise, the company wanted to expand its TAL eight-fold—from 21 to 160 target companies.

The tech stack to cover all the bases and run independently included everything the software provider needed for a successful ABM campaign. Highlights include:

Microsite

- Built specifically for marketing activities, tracking, and company-match implementation
- Included web personalization in the lower stages of the funnel
- Enabled the company to send its lead nurture campaign to the microsite

Landing Pages

- Custom-built for each targeted industry and funnel stage
- Rolled out all pages for the top funnel stages at launch with lower-stage pages coming online post-launch
- Evaluated and adapted pages based on where the campaign was headed with each account
- Implemented the company's existing forms to send account information to legacy CRM.

Marketing Automation

- Streamlined and automated messaging and tasks across all channels
- Tracked and leveraged individual engagement data to deliver the most relevant content at the right time
- Used as many many existing assets as existing assets as possible with the comapnay creating additional needed assets (i.e., webinars, white papers, infographics) and The ABM Agency filling the gaps

Reporting Dashboards and Data Visualization

- Custom-built to company's view preferences, including scoring and sales funnel by industry and account
- Provided real-time data and metrics 24/7/365
- Adjusted the feed and visualization to meet company's needs as the campaign progressed

The Execution:

Stand up a dedicated tech stack and microsite to run the ABM campaigns

Your ABM tech stack is all of the technologies that play a role in developing your high-performing campaign. It includes:

- Company Match Software
- Content Management System (CMS)
- Customer Relationship Management (CRM)
- Marketing Automation
- Data Visualization

Some companies can easily integrate the tech stack but others cannot. An experienced ABM partner can develop a dedicated tech stack to run your campaign across multiple digital channels independent of your current systems.

Here are some additional insights into why more B2B companies are choosing ABM strategies to win new business:

Account-Based Marketing Services: A B2B Marketer's Guide for Large Through Enterprise-Level Execution (The ABM Agency)

Proving The Financial Contribution Of Account-Based Marketing To The Business (Stephen Diorio for Forbes)

Account-Based Marketing Isn't Going Away. Here's Why. (Vincent DeCastro for Entrepreneur)

Why Account-Based Marketing Is a No-Brainer (Neil Patel)

The software provider had chosen eight industries to target. Together, the company and The ABM Agency worked out pre-launch details such as how to best utilize the third-party intent data and send updated campaign data to stakeholders on a regular cadence using secure files.

The ABM Agency was in charge of developing the holistic campaign marketing plan across the selected digital channels—paid search, programmatic display, and content marketing. The ABM Agency also developed the personas and asset requirements for the campaign, including all landing pages, email templates, and display ads.

The ABM Agency then managed all of the channels, reporting, and integration tasks.

With the ABM campaign under control, the software provider team was free to focus on other marketing efforts and review campaign progress on the reporting dashboard whenever it wanted. The ABM Agency also provided weekly updates, monthly report recaps, and responded quickly to requests from the client for ad-hoc reports.

Launch data points:

- Time to launch: 45 days
- Number of landing pages at launch: 55
- Sets of display ads: 55
- Lead nurture emails, including all products, funnel stages, and personas: 200+

The Takeaway:

Enterprises can improve digital marketing results and increase sales using ABM campaigns run on dedicated tech stacks

It's clear from global 3D software provider's experience that enterprises can use ABM to effectively gain market share regardless of whether their existing technology systems are ABM-ready. By using the innovative approach of creating a dedicated microsite and running the ABM tech stack completely separate from its own systems, companies can execute highly targeted, highly personalized, and highly engaging campaigns and get the kind of results not possible with other types of B2B digital marketing.

Key results:

- Standing up a robust ABM full-tech stack circumvents legacy-system technology roadblocks.
- Crafting an ABM strategy using internal corporate strategy and existing creative assets aligns marketing efforts
- Launching on-time/on-budget meets corporate expectations
- Engaging the right people with the right messages at the right time across multiple channels delivers the most effective ABM results

Notable tactics:

- Leveraged third-party data and intent-based scoring, including time spent with specific assets, to identify accounts for more aggressive targeting
- Worked around issues related to IP addresses of targeted accounts who were working from home
- Identified specific organizations and job titles to aggressively market.
- Turned around new landing pages quickly and/or swapped out content elements to deliver specific assets to individual targets.
- Used gated content strategically depending on the account and funnel progression

ABM gives companies the ability to build relationships, increase sales, and drive revenue without in-person calls and trade shows. This particular campaign proved something more. It showed that leveraging an ABM tech stack that's completely separate from existing systems can be the preferred approach for enterprises with proprietary or legacy systems. It delivers more new customers faster and can be scaled for additional campaigns and markets.

Vincent DeCastro, President and Founder, The ABM Agency

The ABM Agency is a team of account-based marketing and demand generation specialists who leverage SEO, PPC, content marketing, programmatic, marketing automation, and analytics expertise to provide impactful B2B digital marketing campaigns that drive revenue for large through enterprise organizations.

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