



INDUSTRIAL ACCOUNT BASED MARKETING GUIDE

Doing things differently
is difficult and demands
commitment to detail.



STARTING YOUR ACCOUNT BASED MARKETING JOURNEY

In this guide, we'll help you lay the foundation for designing a superior industrial account based marketing program involving the following key areas:

- **The importance Customer Experience**
- **What is Account Based Marketing (ABM)**
- **Set your ABM strategy**
- **Follow our template for success**

THE IMPORTANCE OF CUSTOMER EXPERIENCE

With so much content directed to so many industrial buyers through diverse mediums – and so much of it so bad – it's no wonder audiences are becoming immune to the same old messaging. But doing things differently is difficult and demands commitment and hard work.

That's the reason why customer experience is so important. Customer experience encompasses emotions, thoughts and behavioural responses that are triggered by a brand's identity, message, packaging, communications, people, products, services and environment. The objective of the experience is to create a lasting and meaningful relationship between the brand and the customer. Customer experience is closely related to 'brand promise' - the statement of what customers can expect when dealing with your industrial company.

Ensuring you articulate your brand promise into your program messaging is the first step to gaining attention. To get their interest and action is the next step. This requires something different - a disruptive idea or an innovation, product or service that's going to upset the status quo. This will set your program on fire in markets that are set in their ways and resistant to change. So why not break with tradition and encourage your audience and customers to pay attention to your new ideas with your next industrial marketing program.

WHAT IS ACCOUNT BASED MARKETING

We think of Account Based Marketing (ABM) as a strategy and opportunity to focus on an account to increase share and value. ABM is about marketing to individual accounts rather than on mass to an audience. The fact is, sales has always sold to accounts. With ABM, industrial marketing is embracing that same approach.

While definitions may vary, one thing is clear - ABM is where marketing and sales can align around quality over quantity when it comes to opportunities and leads. It's incredible how quickly ABM has developed from something hidden in the dark corners of the industry to what it is now – a common part of the industrial marketing mix.

“

Instead of focusing on the competition, focus on the customer.

”

- Scott Cook

TYPES OF ACCOUNT BASED MARKETING

Account-based marketing comes in three main types:

1. One-to-one

Selects a small pool of top tier accounts, typically five to 10. This very targeted approach is a great place to start as it is the most manageable of the three and is highly scalable.

2. One-to-few

One-to-few applies ABM to a larger selection of accounts, often selected in segments according to their common features/attributes – this can also be their scale, challenges, or their relationship to you.

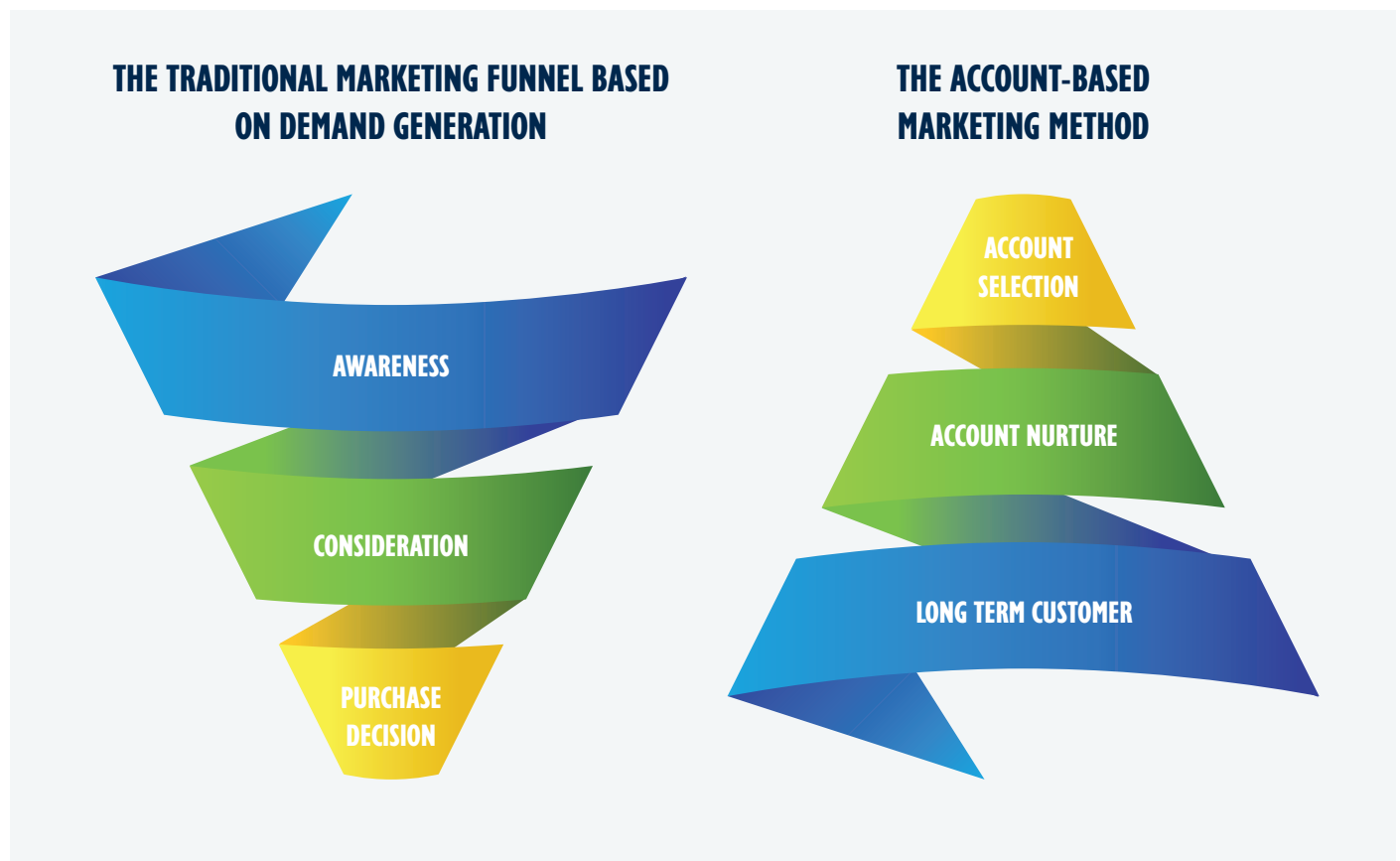
3. One-to-many

This is currently the least popular form of ABM and the type that has most in common with programs and lead generation. It applies personalisation to a wide pool of accounts and prospects (mass).

FLIPPING THE FUNNEL

ABM doesn't just 'flip the funnel', it flips the sales and marketing agenda. It's no longer about exploring opportunities and generating leads, but about nurturing accounts.

With ABM, industrial marketers are moving away from the mass marketing approach to taking a more targeted, systematic method, one account at a time. It's no longer about how great your products or services are, but about responding to your customer's challenges.



SET YOUR ABM STRATEGY

Breaking into a competitive industrial market is difficult enough, let alone when relationships are long-standing. No matter how sophisticated we get, the fundamentals of marketing stay the same. Get the message right. Deliver it to the right people, at the right time. Understanding what your audience think, how they buy, what they believe and what they value will allow you to craft a marketing program will gain their attention in a meaningful and personal way. That meaning comes from being able to articulate a clear brand promise, to land your 'why'.

'Why' is the spark to your brand – it ensures everything and everyone in your business is pulling in the same direction. Letting your audience know about it is key to getting them to understand your story and then buying into your call to action or offering.

Industrial marketers who focus on brand purpose are those who inspire, rather than manipulate. They make customers so engaged with their business that they become uninterested in their rivals. And, having bought into the brand rather than a product, they are more prepared to pay a premium.

With that in mind, you then need to think about your objectives for your ABM strategy. Some key questions to ask:

- Why are you running this ABM program?
- What will success look like?
- Do you need to gather specific customer feedback in the planning process?
- Are you planning to promote a new product or service?
- Are you aligned with sales?
- Do you know the accounts you will target and further examine?
- Who are your key stakeholders and sponsors?

The answer to any one of these questions will form your ABM strategic approach, the tactics you will employ, your medium selection and ultimately your messaging.



GET CREATIVE WITH YOUR ABM APPROACH, CHANNELS AND TACTICS

The real beauty of ABM is that there is so much room for creativity and human connection. ABM speaks up for the customer, it champions their objectives and challenges, and pushes lazy marketing aside. It supports a new era of customer-led marketing and while doing so, calls for innovative and creative ways to show customers that you're listening to understand.

As mentioned earlier a disruptive idea that will upset the status quo will set your ABM program on fire in markets that are set in their ways and resistant to change - to encourage your audience to pay attention to your messaging.

We use the following techniques to achieve this for our clients:

- **Storyboarding** - a visual story to explore the problem at hand as a narrative, your team will be able to see how ideas interact and connect to form a solution.
- **Mind Mapping** - write down the task or problem you are trying to solve in the middle of our idea sheet, then expand on this problem by surrounding it with terms that better describe what you need.
- **Questioning Assumptions** - this exercise forces us to challenge these and put everything on the table.
- **Forced Connections** - this exercise involves bringing together ideas that serve very different needs or interests to form a new concept.
- **Secret Brainstorming** - simply write down a few rough ideas for solving the particular problem on a piece of paper. Each piece of paper is then passed on to someone else, who reads it silently and adds their own ideas to the page. This process is repeated until everyone has had a chance to add to each original piece of paper. The notes can then be gathered, ready for discussion.

Depending on your preferred approach to ABM, your channels and tactics will vary. For example, in a one-to-many approach, you are focusing on a larger number of accounts. In this scenario, your efforts and budget are probably best spent on online activities with greater personalisation vs. multiple costly in-person events.

Here are some examples of the ABM channels and tactics that we have employed:

ONE-TO-ONE Tactics: 57% online, 43% offline	ONE-TO-FEW Tactics: 68% online, 32% offline	ONE-TO-MANY Tactics: 81% online, 19% offline
<ul style="list-style-type: none"> • Account specific customer content and thought leadership • Executive-to-executive relationship programs • In-person events • Direct mail • Paid social media • Email marketing/e-newsletters 	<ul style="list-style-type: none"> • In-person events • Email marketing/e-newsletters • Account-specific (custom/ bespoke) content and thought leadership • Paid social media • Executive-to-executive relationship programs • Reverse IP/targeted digital ads/ retargeting 	<ul style="list-style-type: none"> • Email marketing/e-newsletters • Account-specific (custom/ bespoke) content and thought leadership • Paid social media • Reverse IP/targeted digital ads/ retargeting • Webinars and virtual events • In-person events

9 STEPS TO AN EFFECTIVE ABM PROGRAM

1

Position ABM as a Strategic Initiative

To succeed at ABM, your strategy will need to answer the following key questions:

- Which companies and individuals are we pursuing?
- What are the desired outcomes with each account?
- What can marketing and sales do to achieve those objectives?
- Who is responsible for what?
- How will marketing and sales be measured on their activities and impact?

2

Resource for Success

Ensuring the right people are in front of the right customers will be the key to success, along with a creative and tailored ABM program.

3

Agree on Objectives

Set aligned sales and marketing objectives. Ensure there is a partnership and real ownership to execute the ABM program with little to no obstacles.

4

Identify Target Accounts

Focus on a select number of accounts. Considering the needs of your company and the strategic initiative in place.

5

Identify Stakeholders that Influence Buying Decisions

Getting a firm grasp on each person's role and responsibilities is critical to effectively engaging them. You will need to ensure all key stakeholders are identified.

6

Craft Content for your ABM Channels

Time to put all the insights and feedback provided to work by developing compelling, engaging content that delivers value to each person on the account while also addressing the key strategic initiative. Decide on your channels and tactics (refer to the ABM approach diagram).

7

Align with the Sales Team

When sales is handling interactions with key stakeholders/contact of the account(s), it's critical that they are equipped with the right tools and content to deepen relationships and win the sale. To that end, package up all the insights and information you can about each account.

8

Execute your ABM Program

Whatever marketing tools and channels you use, be sure to work closely with sales to ensure a coordinated approach and consistent message across each account. Then execute.

9

Test and Measure

None of the above points made will work without testing and measuring. Creating a robust timeline is essential but you also have to be ready for flexibility should your strategy need to change or move direction. Tweaks and fine-tuning will need to take place throughout the ABM program and while the launch may be your "big moment" the work doesn't stop there.

You need to continually test, develop and tailor your program to suit the needs of your audience. The money and time invested in your ABM program will mean you cannot afford failure. More than that, a failed program won't necessarily be forgotten and can impact negatively on future success. Taking your time and measuring every step of the way will be essential for success. We recommend using the template provided to craft a winning ABM program.

INDUSTRIAL MARKETING ABM PROGRAM DESIGN TEMPLATE

1

ABM Objectives

- What do you want your ABM program to achieve?
- Have you discussed and brainstormed with sales?
- While the overall purpose is to land new accounts or expand business with existing ones, marketing and sales need to define the key objectives that align to business strategy. These may include:
 - » Identifying a higher number of individuals within each account
 - » Securing a greater number of senior-level appointments/meetings
 - » Driving faster sales cycle time
 - » Promoting higher customer loyalty
 - » Closing a higher percentage of business within existing accounts

2

Strategic Intent

- Set out your strategy based on KPIs and metrics – what will success look like and how will you measure it?
- Think about the measures: account revenue targets, engagement levels, share growth, margin improvement.

3

Channels and Tactics

- This is when you'll need to be thinking about the tactics and channels mediums you will utilise, depending on the ABM approach you take.
- Refer to the ABM approach diagram for more information.

INDUSTRIAL MARKETING CONTENT STRATEGY TEMPLATE

4

Communications – Be Creative and Disruptive

- What are your key brand messages?
- What are your new ideas / innovations / new offerings?
- Is there a call to action for the account?
- What makes the ABM program different / memorable?

5

Resources and Measurement

- How will you onboard your salesforce?
- How will you measure and report on success against your strategic and tactical objectives?
- What will your reporting dashboard look like and which particular metrics will be your critical KPIs?

SPECIALIST MARKETING FOR INDUSTRIALS

Industrial Ideas is a B2B marketing consulting agency. We exist to help industrial companies plan, design, execute, and measure marketing programs that produce real, bottom-line results. Our team works hard to become an extension of your business, to help you get the most out of your marketing efforts.

OUR CLIENTS INCLUDE

BLUESCOPE

TOYOTA TSUSHO

TOLL GROUP

CMTF

A&L WINDOWS

PREMIER CRANES

SCHÜTZ AUSTRALIA

DRASOL

ENIRGI

GENIS STEEL

ADVANCED FUEL TANKS

CLUTCH

MITSUI

WHAT WE DO

Industrial Ideas offers a range of marketing services to assist our clients to:

- **innovate and achieve business transformation**
- **activate and build brands**
- **increase sales force capability and effectiveness**
- **generate sales leads and acquire new customers**
- **increase share of wallet from existing customers**
- **improve customer experience and build on customer loyalty**

Our solutions range from ongoing marketing retainer support to tailored lead generation programs, industrial research studies, brand development campaigns and hard-hitting marketing communications.



OUR CORE MARKETING SERVICES

Market, Competitor and Customer Research

Quantitative and Qualitative Research Studies

Survey Design and Methodology

Focus Group Facilitation

One on One Interviews

Competitor / Industry Reviews

Market Share Analysis

State of Market Reports

Marketing Strategy and Planning

Go-To-Market Strategies and Marketing Plans

Strategic Support and Sales Development Coaching

Tailored Marketing Content Plans

Value Proposition Work Development and Delivery System Work

Customer Experience Execution Strategies

Sales Enablement

Brand and Campaign Development

Brand Development, Identity and Style Guides

Lead Generation Campaigns and EDM Communications

Telemarketing, Graphic Design, Photography, Video Production, Copywriting and Content work

Industrial Case Studies, Brochures, Data Sheets, Product Catalogues, Web Development, Trade Shows Industry Events, Print Advertising, Advertorial Support

“ the cost of being wrong is less than the cost of doing nothing ”

- Seth Godin

MARKETING SOLUTIONS FOR EVERY INDUSTRIAL SECTOR

MANUFACTURING AND TRANSPORT

Quality products and services got you this far, but now your clients demand more. They're online information gathering and researching for substitute offerings and alternate solutions. They're using social media channels such as LinkedIn to connect with different industry buyers, suppliers, leaders and influencers. They're looking online for marketing content that can help solve their key challenges. The rules have changed but the industrial marketing game remains the same – increase share of wallet by proving you're the market leader and reputable source.

CONSTRUCTION AND FABRICATION

You need to provide your clients with the technical information they need, when they need it, and where they go to look for it: search engines, industrial directories, social media, and email. That means improving your web presence, social game and creating content that demonstrates your capability. Industrial Ideas will help you transform from a commodity player to a customer driven brand. This will re-position your company to increase profitable market share.

MINING AND ENERGY

Certification and Reputation are the tickets to the game. Building customer trust is the key to success in the Mining and Energy industries. That means improving your communications, such as your capability statements, quality assurance documentation, project case studies, technical product library, to deliver content that demonstrates your value proposition built on assurance and credibility. Industrial Ideas will help you increase awareness to engage with your key clients and prospects serving the Mining and Energy industries in Australia.

OUR CORE CAPABILITIES

INDUSTRY EXPERIENCE

Led by Peter Zafiris, with over 20 years experience in industrial sales and marketing. Peter personally manages all client projects to develop winning marketing solutions to deliver the desired results.

MARKETING SUPPORT TEAM

Surrounded by a talented team of researchers, graphic designers, photographers, videographers, telemarketers and copywriters – Industrial Ideas can help you improve your bottom line with our distinct approach to marketing.

TAILORED APPROACH

We listen to understand... And then we do things differently to get our clients the return on investment they deserve.

OUR CORE VALUES

Our marketing services are guided by a simple set of behaviours: transparency, agility and accountability, along with a solutions-driven approach to all the work we undertake.

INNOVATIVE SOLUTIONS

We aim to deliver solutions that create change, provide profitable growth and attract new business to the most powerful of industrial brands. That's what we stand for as a marketing consulting agency dedicated to industrials.



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