

ENVY

THE CYBERSECURITY MARKETER'S **GUIDE TO ABM**

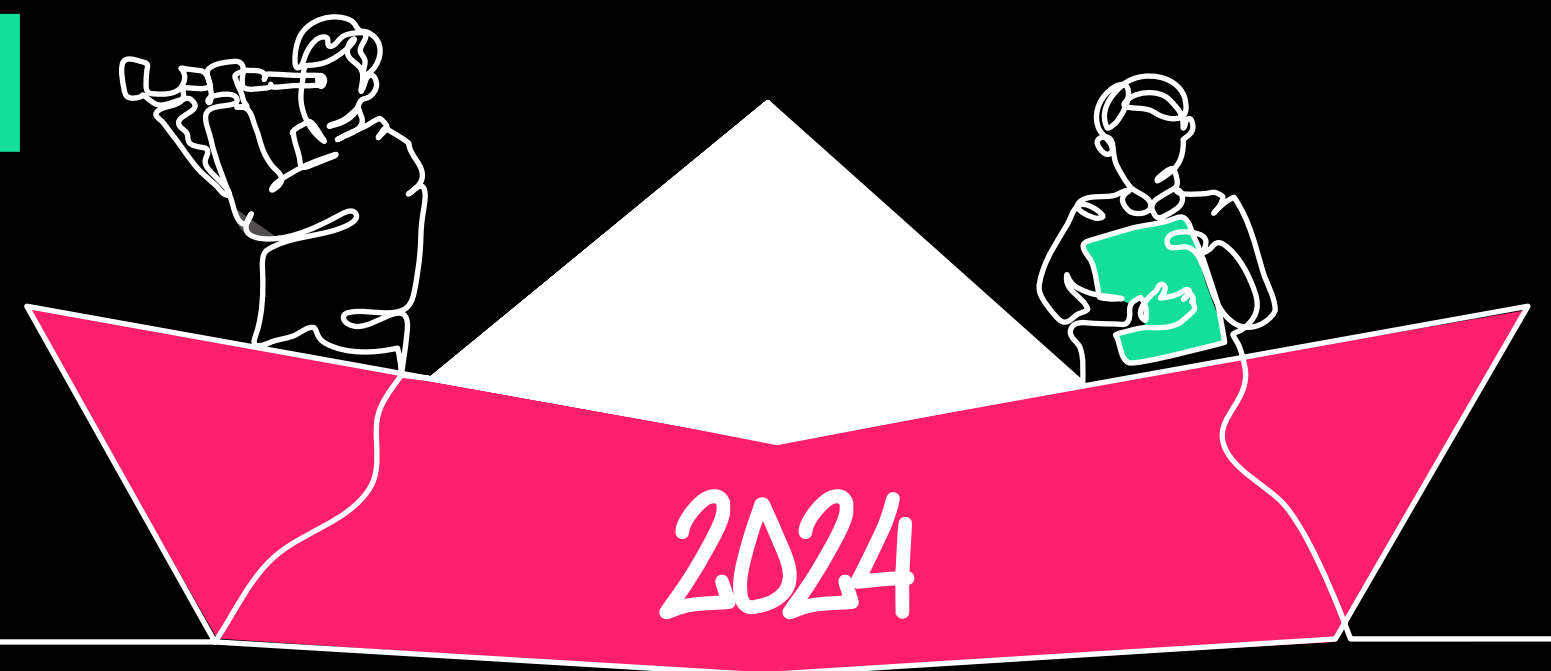


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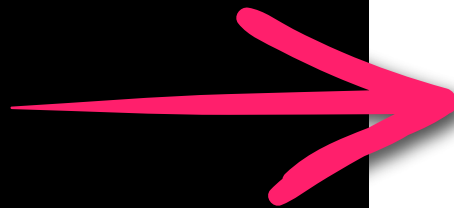
Creating an ABM Campaign in
HubSpot

ENVY

WHAT IS ABM?



TARGETED ABM APPROACH



Account Based Marketing (ABM) is a strategic approach to business marketing that focuses on gaining traction in specific target accounts within a market. It relies on highly personalized campaigns in order to spark interest within those accounts, generate engagement and then leads, SQLs, Opportunities.... You get the point.

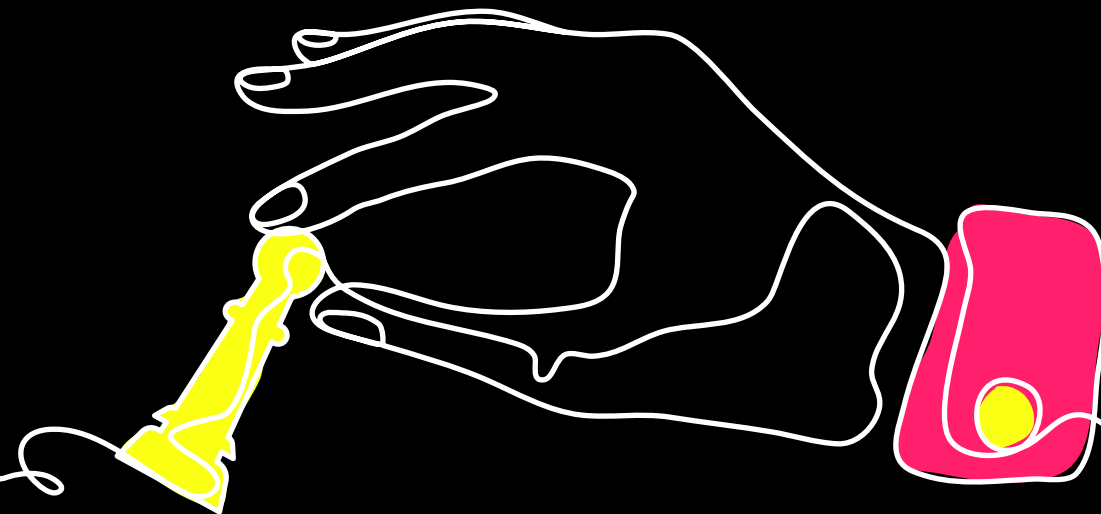
In short, it's nothing new. This is what B2B marketers have been (or should have been) doing for years. And Envy can show you how to make it work in your company.

As a result, **marketing** gets to focus and measure success on **generating awareness and engagement** on those specific accounts.

Sales focus and measure their success in **opportunities and deals closed** with those specific accounts.

Every other MQL/SQL or deal closed becomes a “nice to have”.

A GAME CHANGER FOR B2B CYBERSECURITY COMPANIES



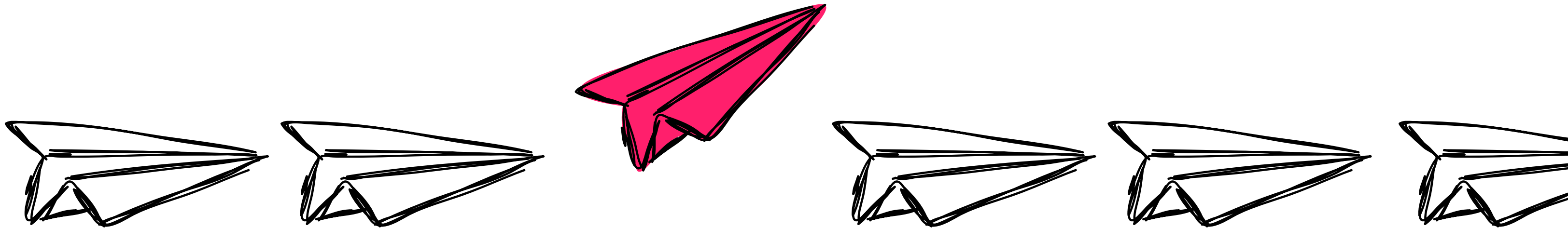
WHY ABM IS A GAME CHANGER FOR B2B CYBERSECURITY COMPANIES

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ABM solves issues that have emerged with the increased use of automation tools.

Firstly, many CRMs have become junkyards for leads, with no organizational structure and endless old contacts who have moved on from their original contact company.

Secondly, while traditional online and offline lead generation techniques are fantastic for generating large quantities of top-of-the-funnel and largely unqualified leads, the process of ABM drives companies to qualify and then decide which of the companies they aim to progress further down the funnel.



By using targeted, more strategic ABM, marketers can solve several ongoing challenges that fall under the Sales<>Marketing<>C-level Alignment umbrella:



Challenge

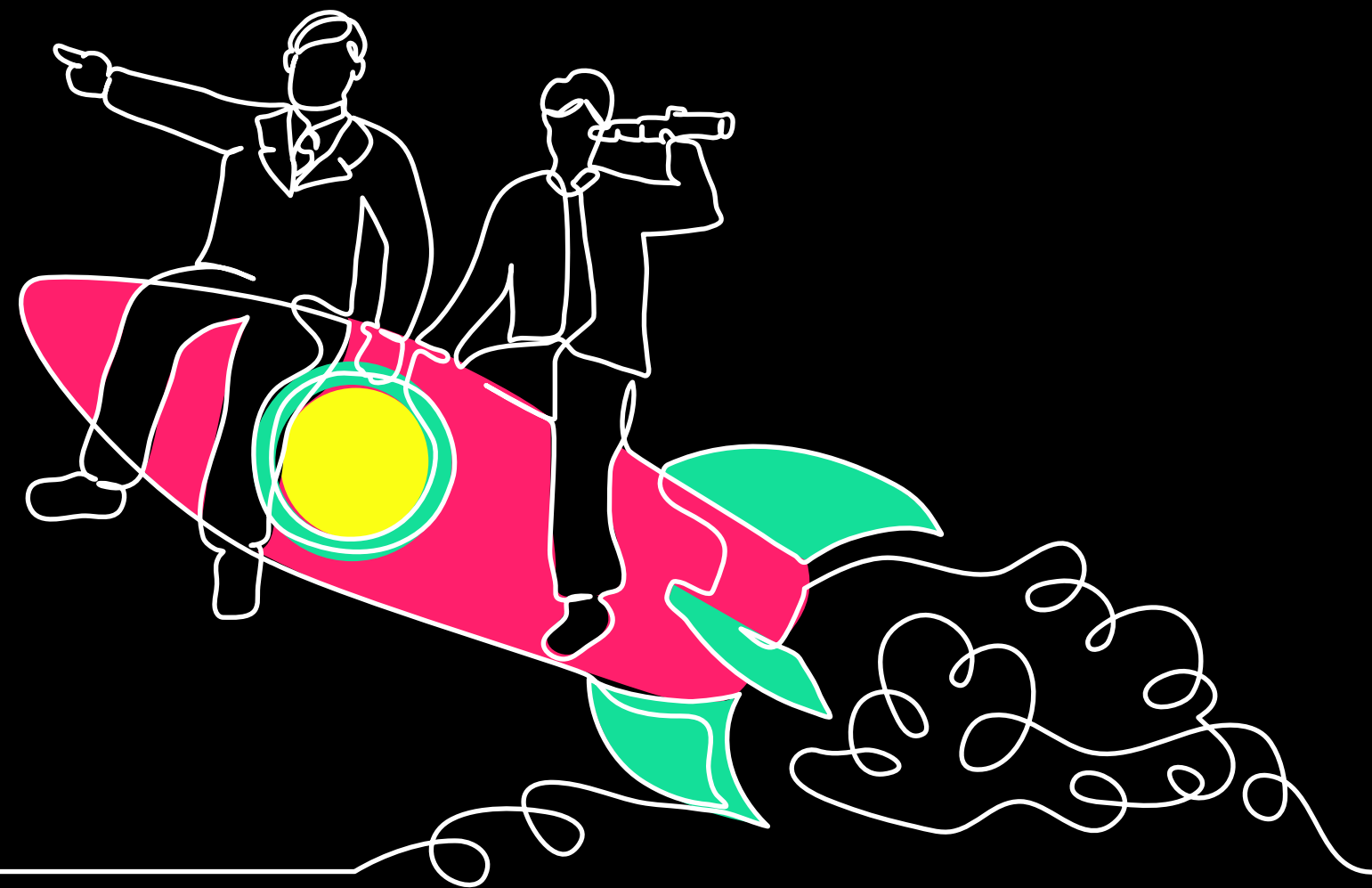
1. Marketing defined target accounts aren't worked on by sales
2. Marketing unaware of what sales consider a target account
3. Target accounts receive generic outreach
4. Poor feedback loop from sales on the quality of leads

Solution

1. Shared list of agreed target accounts developed together
2. Personalised outreach and messaging
3. Strong collaboration and closed loop reporting before and after outreach
4. Unified KPIs and reporting

In short, ABM minimizes the time and effort spent on irrelevant accounts. In addition, as businesses are starting to realize the potential of personalized campaigns, ABM is quickly becoming the go-to strategy for B2B cybersecurity companies aiming to improve their marketing, sales and C-level alignment.

THE BENEFITS OF ABM FOR CYBERSECURITY MARKETERS



THE BENEFITS OF ABM FOR CYBERSECURITY MARKETERS

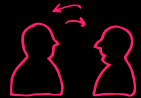


ABM is a wonderful methodology but it does not replace good wider target audience marketing. Your marketing efforts will be split between ABM and broader top of the funnel activities.

ABM benefits include:



Even More Results Oriented: Thanks to improved alignment of marketing and sales teams, organizations can expect a greater ROI.



Personalized Content: By personalizing and adjusting the messages and channels to particular accounts, the B2B marketing campaign will be more effective. That is to say, targeted cybersecurity prospects are more likely to engage with content that is fine-tuned to them, their business, and their stage in the buyer journey.



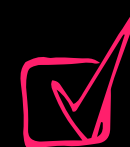
Improved Sales<>Marketing<>C-level Alignment: ABM campaigns enhance the connection between sales, marketing and C-level teams. Common goals are created, which should eliminate the agonizing ping pong debates of MQL/SQL statuses between the teams.



Greater Efficiency: Due to the fact that ABM involves extensive planning, marketers and sales teams can target their efforts at specific individuals within an account, thereby minimizing the investment on less relevant leads.

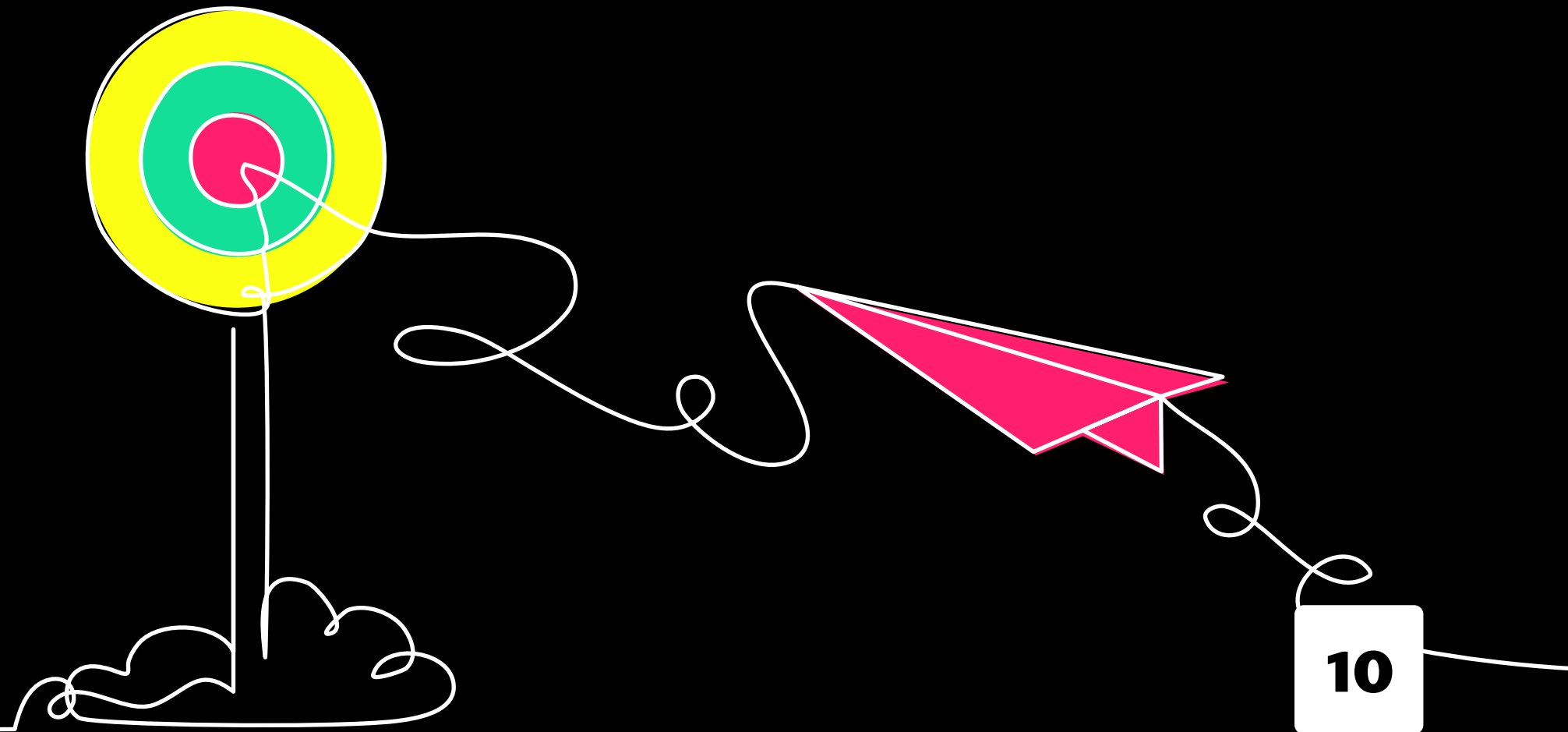


Lead and Customer Experience: ABM caters to specific accounts and specific individuals. As a result, lead and customer experience is vastly improved.



Increased Agility: The nature of ABM campaigns enables organizations to quickly and efficiently adjust to fit the changing environment and markets.

ABM OBJECTIVES AND RESULTS



OBJECTIVES

Increase touchpoints with decision makers and influencers

Increase number of sales meetings

Focus Sales & Marketing efforts on best-fit companies

Smart/highly targeted use of marketing budget

RESULTS

Higher sales velocity and shorter sales cycle

More deals in pipeline

Increased lead to win conversion

Maximizing LTV/CAC

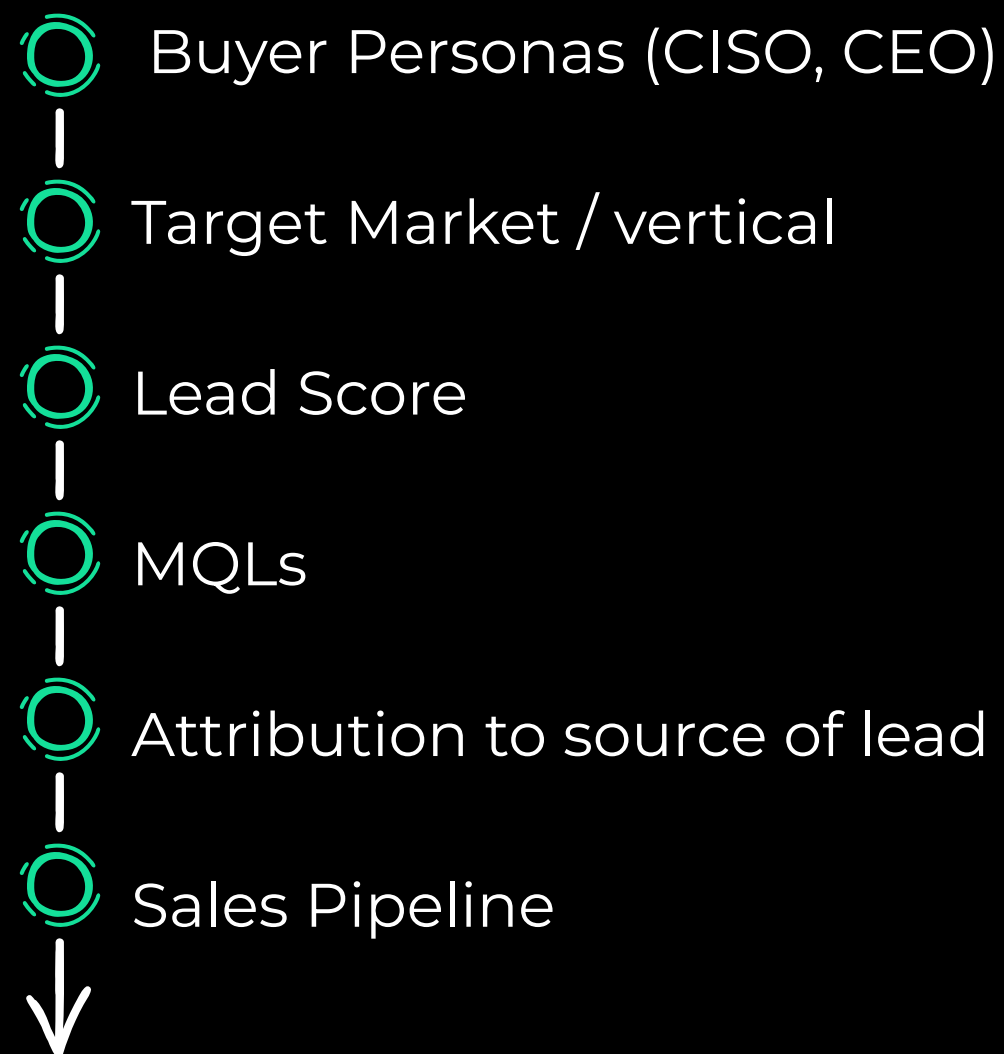
IS ABM RIGHT FOR YOUR ORGANIZATION?



LEAD GENERATION VS. ABM

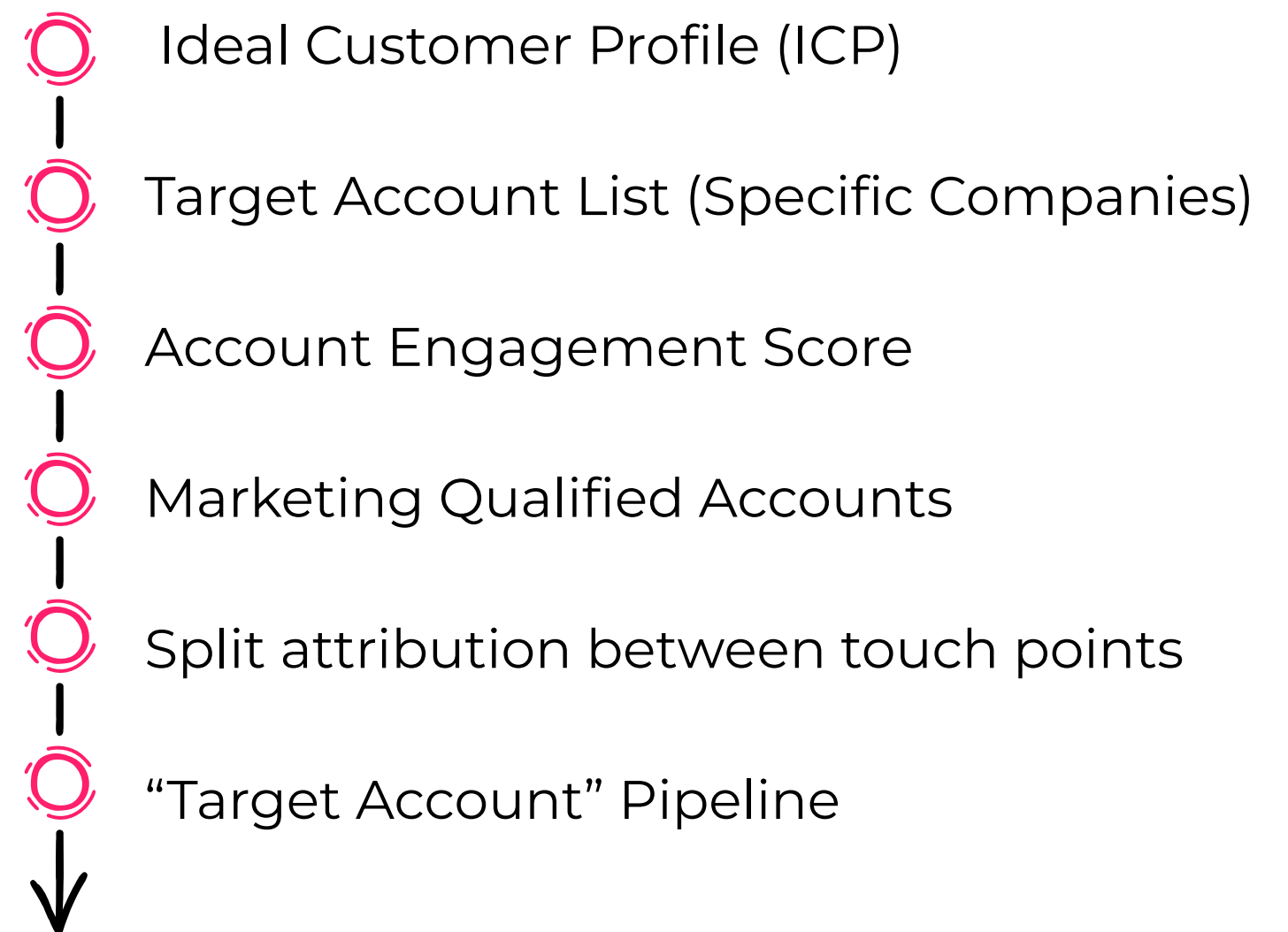
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LEAD GENERATION



**Focus on lead quantity
and marketing funnel**

ACCOUNT BASED MARKETING



**Focus on engagement and
shorter sales cycle**

SO, IS ABM RIGHT FOR YOUR ORGANIZATION? ENVY

As noted in previous slides, organizations of all sizes use Account-Based Marketing.

We believe that ABM works well for B2B cybersecurity companies that fall into one or more of the following categories:



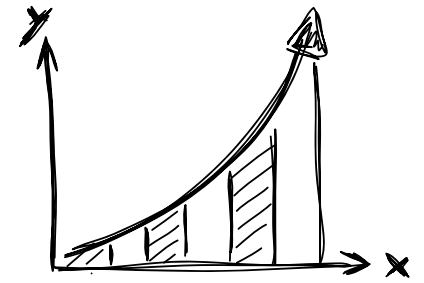
Cybersecurity companies that sell to large, key accounts (such as Fortune 500-1000s)



Cybersecurity companies with a long sales cycle, typically 6 months and longer & multiple stakeholders,



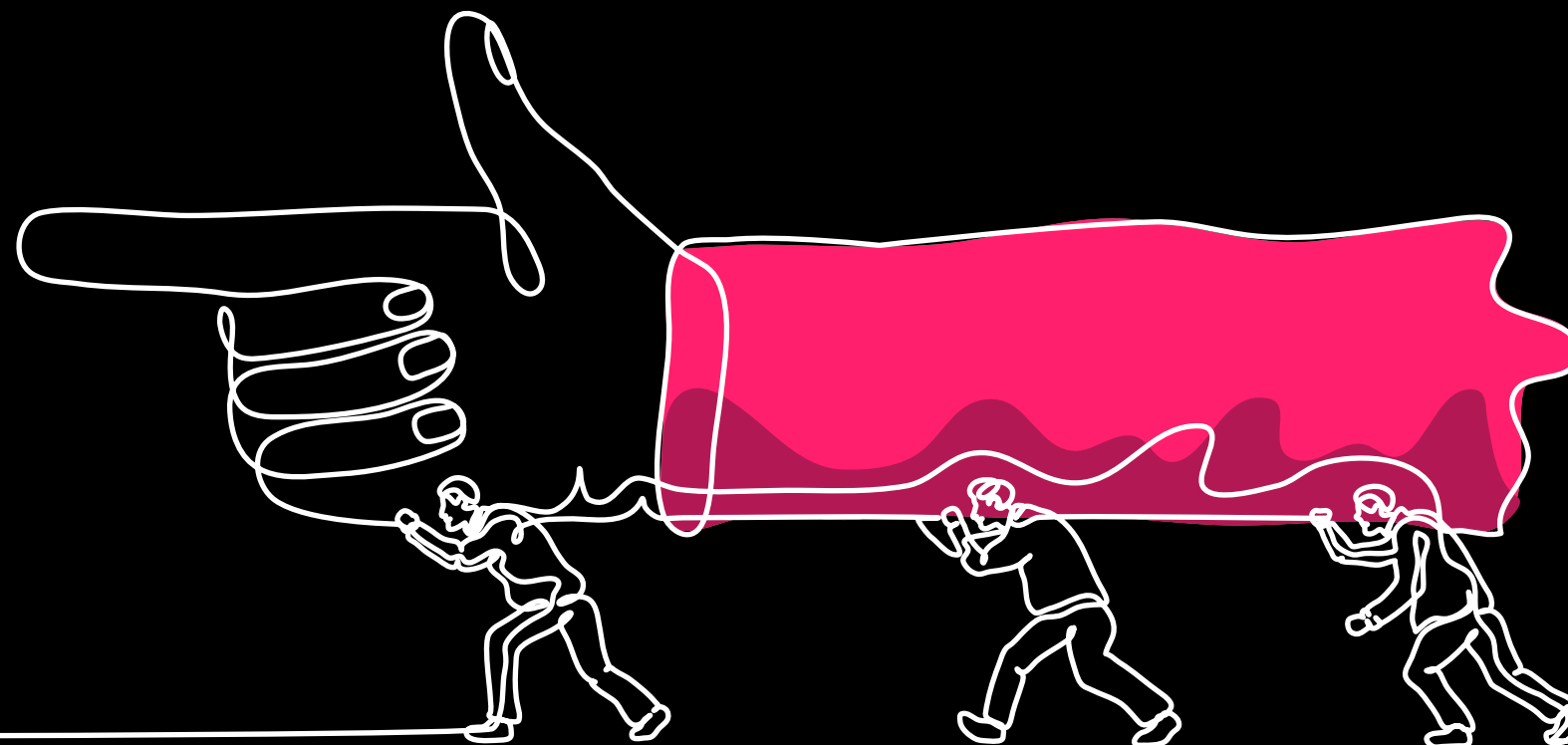
Cybersecurity companies that sell to accounts in specific industries, such as finance, tech, eCommerce, aerospace, agriculture, pharmaceutical etc.



Cybersecurity companies with marketing & sales alignment deficiencies (they all have them ;))

If your organization falls into one or more of the above categories, you should seriously consider implementing an ABM campaign. By implementing an ABM playbook, you can improve alignment between marketing and sales, personalize your content, generate more revenue, save time and resources, and improve customer experience.

ABM EXECUTION



HOW TO EXECUTE ABM CAMPAIGNS

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As with any marketing approach, mapping out your strategy and taking the right steps ensures an efficient and successful campaign

1

**Build
a Team**

2

**Decide on your
technology
stack**

3

**Identify
Accounts**

4

**Build
KPIs**

5

**Attract
Stakeholders**

6

**Create
Relationships**

1

BUILD A TEAM

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The first step in ABM is to build a team of marketers, sales and often customer success folks, as well as C-level executives, who will lead the ABM campaign strategy and execution.

Keep the team to a maximum of five people in order to maintain agile.

DECIDE ON YOUR TECHNOLOGY STACK

All vendors are likely to go and overwhelm you talking about their product, its features & capabilities. Instead, make a list of the top 5, 10 or 20 most important capabilities you need, and compare them against what you're being offered.

From CRM platforms to marketing automation tools, each component plays a vital role in targeting and engaging key accounts effectively. Here are some tools we recommend:

- A CRM tool (HubSpot, Salesforce, Marketo) that will cover marketing, sales, customer service, operations, and content management;
- A website visitor tracking software (like LeadFeeder), preferably integrated with your CRM;
- A person-based advertising platform like Influo2 to target specific buyers;
- An intent-based platform like 6sense, Demandbase, Trendemon, etc.
- A marketing automation tool to automate processes like email marketing, lead targeting and prioritization.



There are many factors that can help you identify and prioritize target accounts, including:

- **Revenue Potential:** Your target audience should be able to fall into your cybersecurity product or service's price bracket.
- **Best Fit Accounts:** Identify accounts and individual buyers that are aligned with your marketing personas. For example, if you are selling a cloud security product, the CISO, Cloud Security Architect and their teams would be target personas; influencers would be CTO and the procurement dept, perhaps legal counsel.
- **Strategic Importance:** Aim for accounts that match your company's business strategy. Are they your ideal customer? Perhaps they are strategically important but may not be high revenue earners because you need their brand name on your website?
- **Geography:** Targeting accounts in relevant regions, such as regions where your sales team is located, will facilitate the sales process.
- **Product Needs:** Start with the low hanging fruit; identify accounts that can make clear use of the solution you're offering. By doing this, you'll be increasing the probability of purchase.
- **Competition:** Consider identifying accounts using competing products.
- **Quick Purchasing Processes:** Try aiming for companies that have quick(er) purchasing decision processes.

Some of the most appropriate metrics /KPIs for marketers to use in ABM are:

- Engagement Rates: For example, page views per target account and per role Ideal.
- Customers: How many companies match your ideal customer profile (ICP) tier
- Account- & Role-specific Conversion Rates:
Include meetings booked, demos signed up for, deals created, and target accounts converted to customers.

Building KPIs per Stage of the Funnel

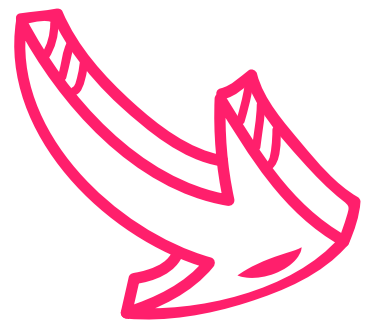
Funnel Stage	KPI	Description
Unaware	Coverage	% of accounts visiting the website
Aware	Awareness	# of touchpoints for a given account
Engaged	Interactions	# of interactions/touchpoints for a given account
Opportunity	Personas	# of personas associated with a deal
Cross Stage	Conversion	% of accounts moving from stage to stage

5 ATTRACT STAKEHOLDERS THROUGH MULTIPLE CHANNELS

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We all know that content is king, right? This is especially true for cybersecurity ABM campaigns. Targeting specific accounts requires personalized, relevant, and timely content. Creating relevant content is an ongoing process that requires continuous testing. Moreover, the publication of content needs to be spread across the different channels available to the team. By doing so, stakeholders will be put into a hyper-personalized bubble, where each channel creates an opportunity for engagement.

By creating a multi-channel experience, the potential of attracting stakeholders increases dramatically. This is usually done by blending various forms of engagement, such as personalized messaging, blog content and online promoted ads, email marketing, multi-touch SDR strategies, and direct mail. Likewise, each stage of the funnel must provide the lead with relevant content.



5 ATTRACT STAKEHOLDERS THROUGH MULTIPLE CHANNELS

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○ The **“top of the funnel”** is the “awareness stage”, where people are looking for answers, resources, insights, and opinions. Top of the funnel content can take the form of a whitepaper, an eBook, a tip sheet, a checklist, a how-to video, or an educational webinar. The key point to remember here is to help the lead solve a problem. Basically, their value as a lead is low because there’s no guarantee or information about their current intent to buy or just research.

○ The **“middle of the funnel”** is the “evaluation stage”, where people are heavily researching whether or not your product or service is a good fit for them. Middle of the funnel content usually comes in the form of case studies, samples, FAQs, data sheets, product comparisons and demos.

When a lead moves down into the middle of the funnel, you’ve successfully captured their attention. The key here is to show why your solution is the best choice for them.

○ The **“bottom of the funnel”** is the “purchase decision stage”, where leads are at the decision making stage and are likely evaluating your solution compared to a competitor. In this final stage, the content will most likely be in the form of a free trial, a live demo, a consultation etc. The leads need the final push to make the leap and choose you.



CREATE AND MAINTAIN RELATIONSHIPS WITH YOUR ACCOUNTS

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Over time, leads will be nurtured and some will eventually become customers.

Closing a deal with a lead is only the beginning; it's the stepping stone of transforming a customer into a devout brand supporter.

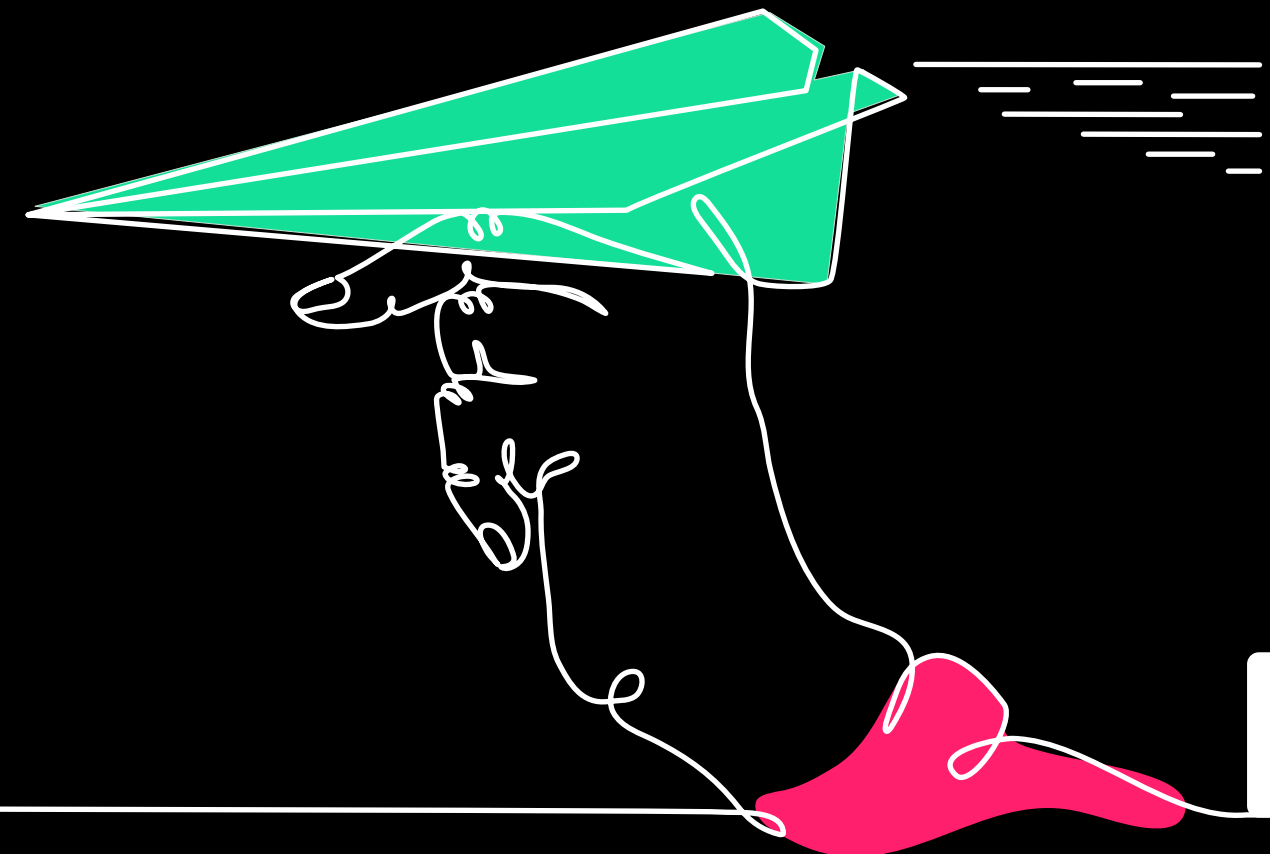
By continuing to engage with a customer past the point of purchase, they'll slowly, but surely, reach the realization that they're dealing with a company that actually cares about them, and not just their money.

Once this happens, you've basically found marketing gold. These new brand evangelists will market your product or service, as well as your brand, just because they've become so enveloped in the engagement bubble. The question is, how do you keep the relationship alive post-deal close?

- Stay top of mind by sending high quality content that is relevant to them
- Involve them in company product decisions and seek their opinions
- From time to time, give them a call or send a personal email just to make sure everything is working properly, answer questions, and even show some interest in their personal lives. Maintaining a gained relationship is equally important to creating one.

CREATING AN ABM CAMPAIGN IN

HubSpot



CREATING AN ABM CAMPAIGN IN HubSpot

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There have been many advancements in marketing automation tools that enable cybersecurity B2B marketers to easily execute ABM campaigns.

While HubSpot is our tool of choice, there are others out there that do a fantastic job, Marketo and Pardot are just two of those.

An efficient ABM solution includes powerful lead and account-based capabilities that augment each other to create the perfect mix for your business without disrupting current efforts. In order to maximize the potential for your ABM, you'll need to choose and implement a solution that can easily scale with your organization

Do your research, compare platforms and see which one fits your business most.

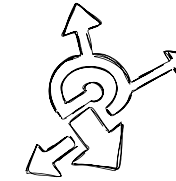
There isn't a perfect solution out there.

The HubSpot ABM Paradigm is divided into six different phases, as well as a measurement phase that's extended throughout the campaign.



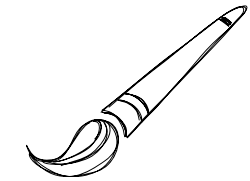
BUILD

Build your sales & marketing team



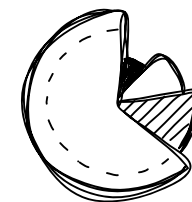
IDENTIFY

Define your ICP and identify target accounts



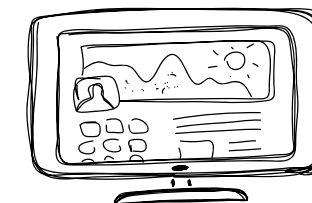
CREATE

Create an account plan that aligns the different departments



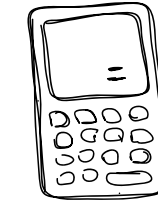
ATTRACT

Attract stakeholders through engaging content spread across different channels



ENGAGE

Adjust your outreach by personalizing



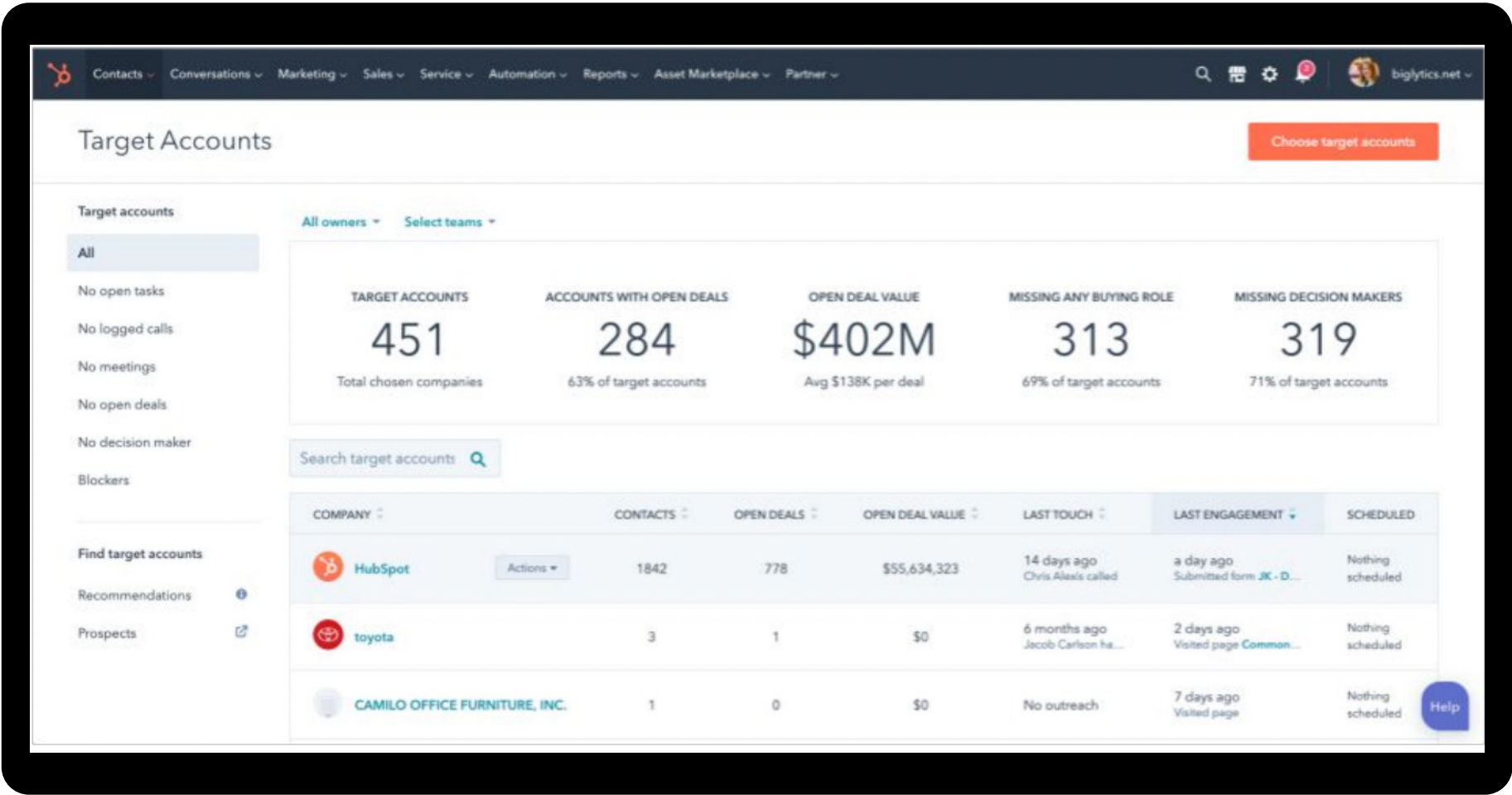
MEASURE

Measure KPIs from the moment you identify target accounts, to the moment you close



Target Accounts is HubSpot’s version of the ABM Dashboard. From here, you can view campaign-related information such as:

- Accounts with open deals
- Open deal value
- Target accounts
- Recommended target accounts



ACCOUNT OVERVIEW

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In account overview, you'll be able to view account-specific activity and properties. For example, new contacts, meetings, logged calls, buyer roles, and last engagements.

Account overview

Activity

This month

NEW CONTACTS

105

▼ 61%

EMAIL

0

No change

MEETINGS

0

No change

LOGGED CALLS

0

▼ 100%

Contacts

☐ Buying roles only

Search

CONTACT	BUYING ROLE	LAST TOUCH	LAST ENGAGEMENT	SCHEDULED
HubSpot	<div>Legal & Compliance</div> <div>Influencer</div>	No outreach	3 months ago Viewed document _2019 HubSpot ...	Nothing scheduled
Morty Smith	<div>Legal & Compliance</div> <div>Influencer</div>	No outreach	No engagement	Task
Morty Smith	<div>Legal & Compliance</div> <div>Influencer</div>	No outreach	No engagement	Nothing scheduled

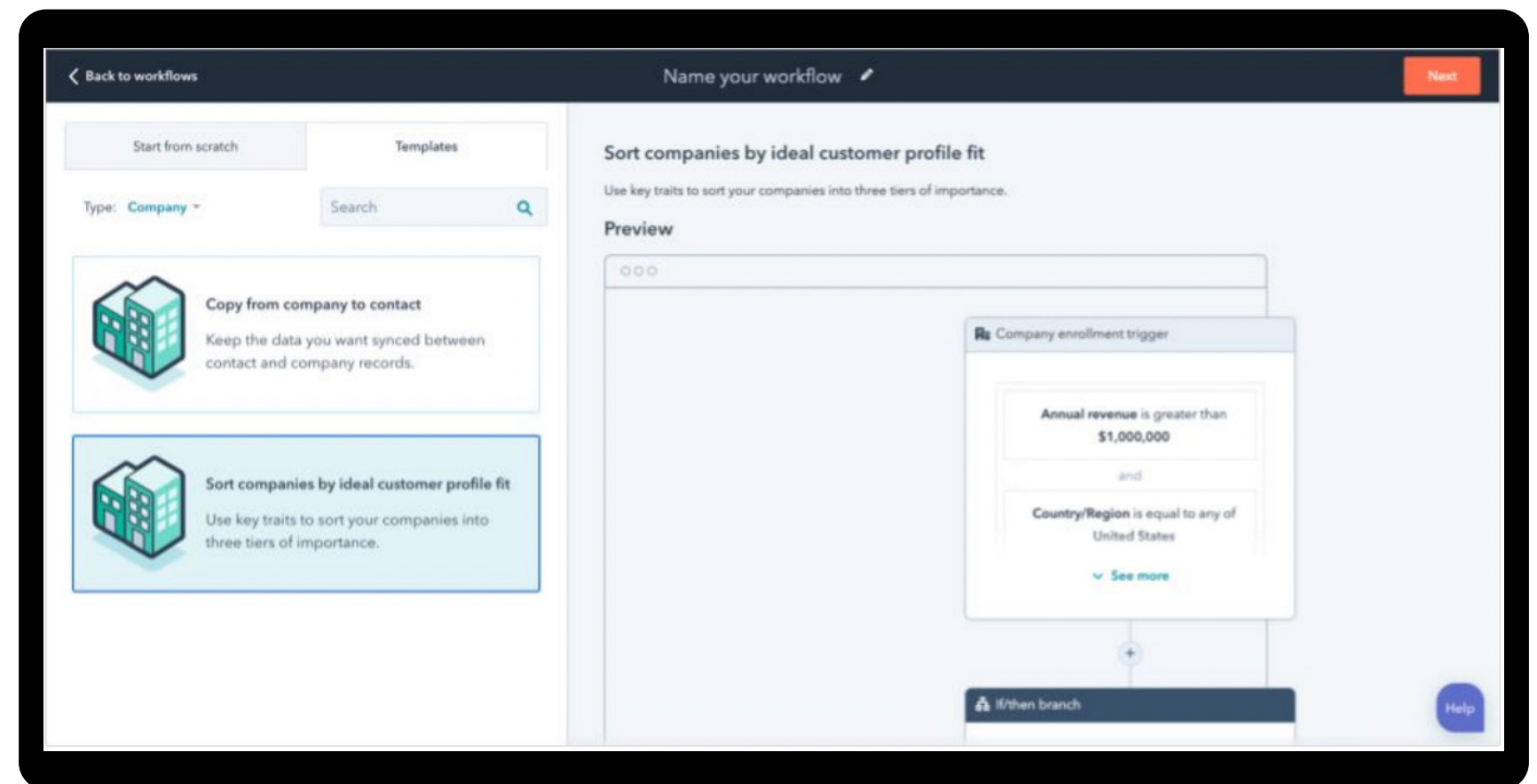
Close

SETTING UP YOUR WORKFLOW

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Workflows allow you to automate operations and tasks, which help you save time and resources. In HubSpot, the default workflow template “Sort companies by ideal customer profile fit” is designed as an example for ABM. This template demonstrates how you can assign a tier value based on a company's Annual revenue value.

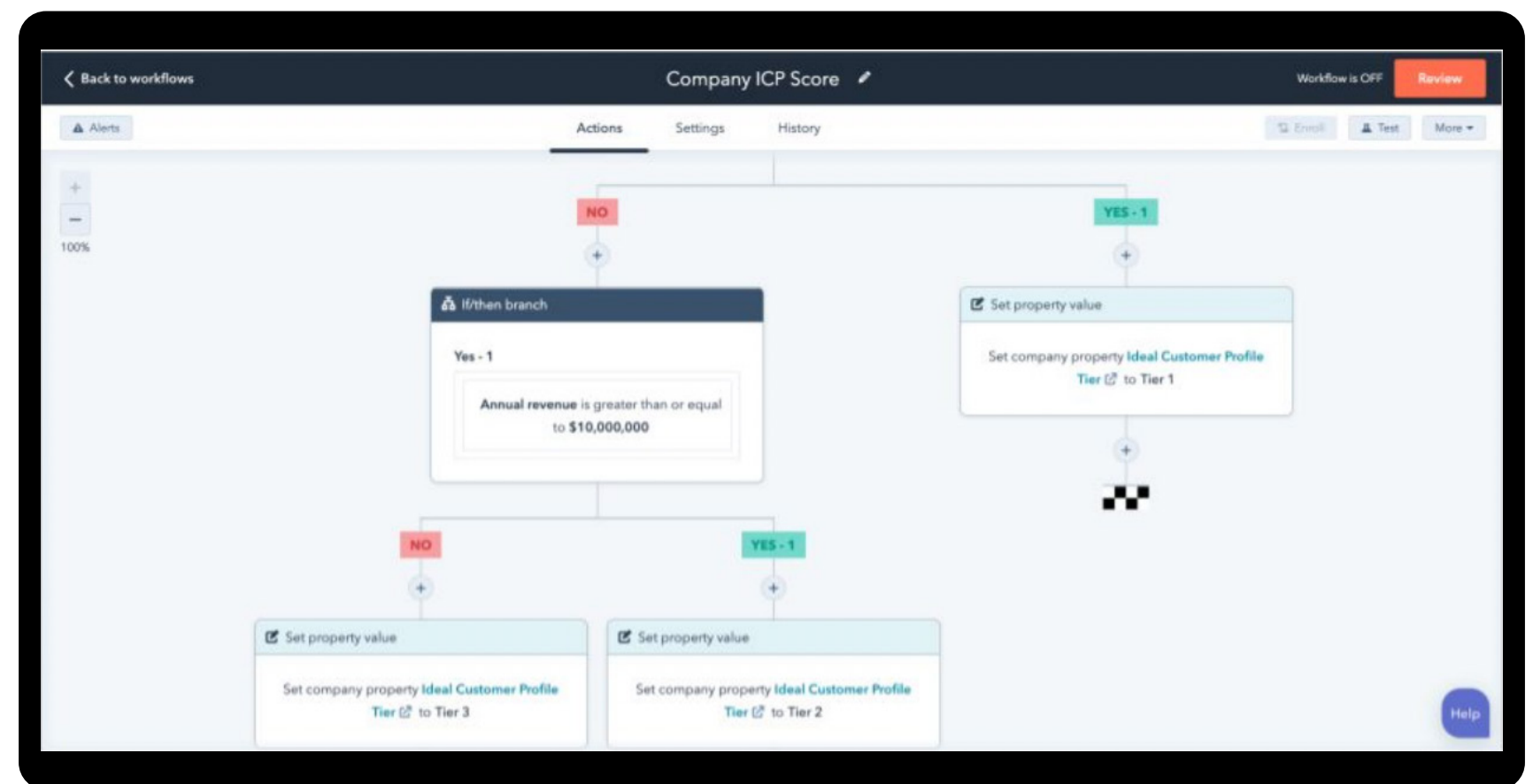


WORKFLOW BY COMPANY ICP SCORE

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Here's another workflow known as "Company ICP Score". It does exactly what it says, it helps you score companies according to their ideal customer profile. This is similar to a buyer persona, except it's built around targeting entire organizations, rather than individuals. With this, you can use ICP workflow templates to help you spot common traits that can be used to classify companies in your database by how well they match your ICP.



SETTING UP ADS CAMPAIGNS

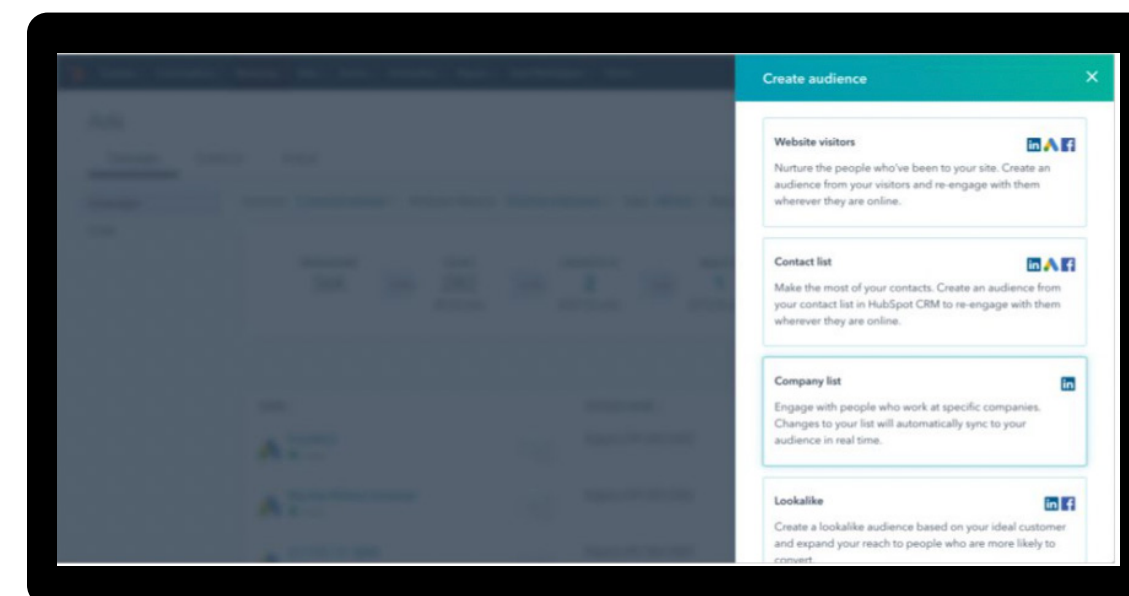
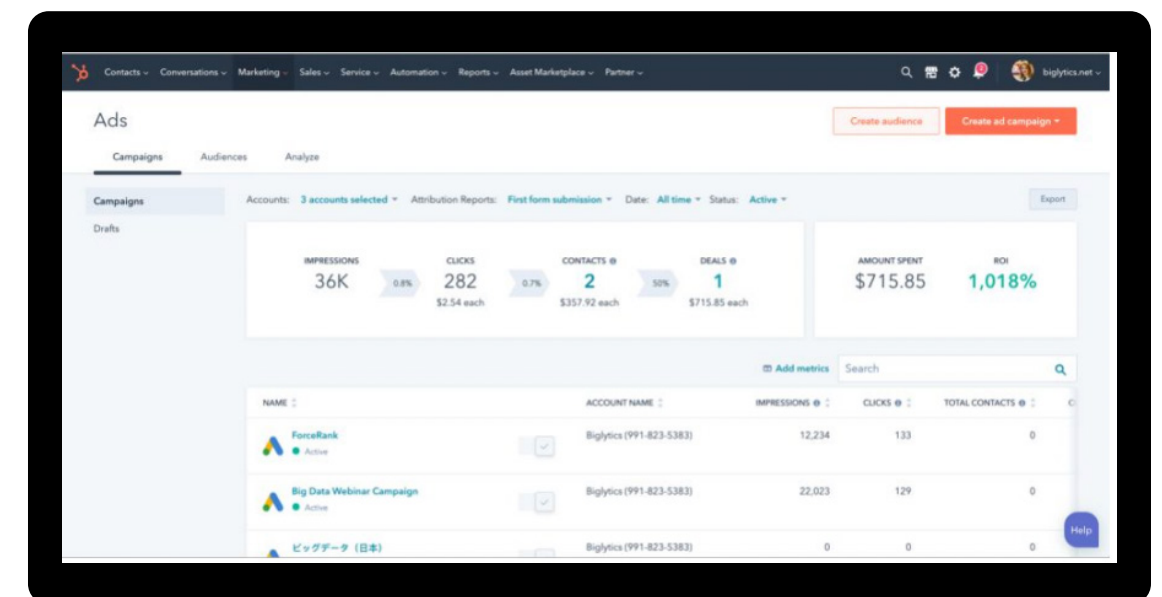
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Ads / paid campaigns are essential to any ABM strategy because they help drive leads by engaging with new audiences.

Through HubSpot, you can use demographic information to send highly personalized messages to target accounts - even if the contacts within that account are outside of your database. In addition, Ads help you reach your target companies with relevant messaging throughout all stages of the buyer's journey.

In HubSpot, you can build a contact list and use it within your Ads strategy, such as building a custom audience on LinkedIn.





As with any approach, measuring your progress is important to building and maintaining efficiency. For this reason, your ABM strategy needs to include actionable results. In addition, since account engagement is required to be one of the main success metrics for ABM that both sales and marketing must adopt, your strategy should also be able to measure overall account-level engagement across specific and multiple accounts.

HubSpot makes this really easy. By measuring, analyzing, and optimizing your metrics, you'll be able to understand your strategy's revenue impact. Some of the reports available for use in ABM campaigns include:

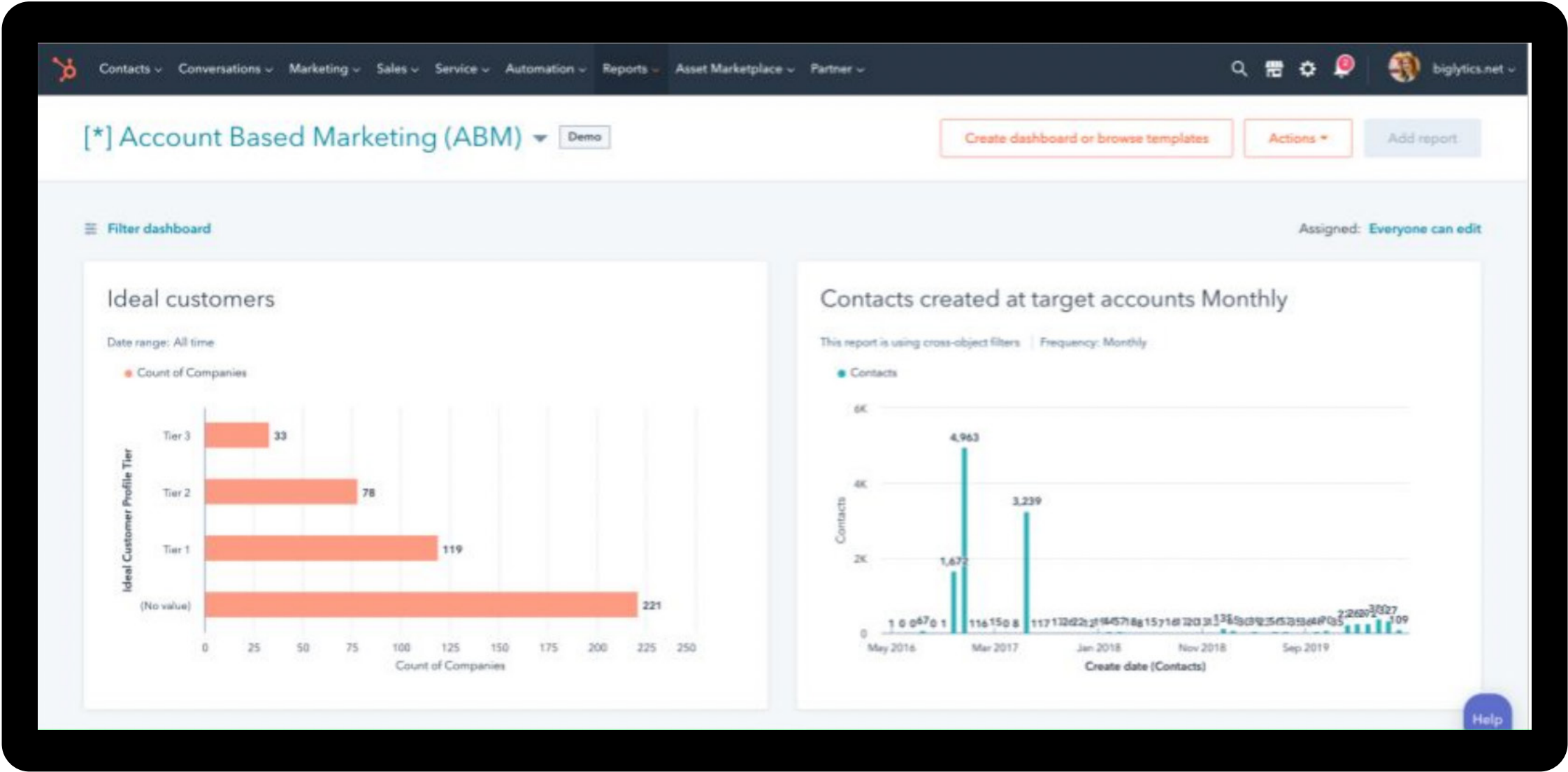
- Ideal customer profile tier
- Contacts created at target accounts
- Target accounts by page views
- Target account total by source
- Buying role by target account

[See next slide]



MEASURING PROGRESS

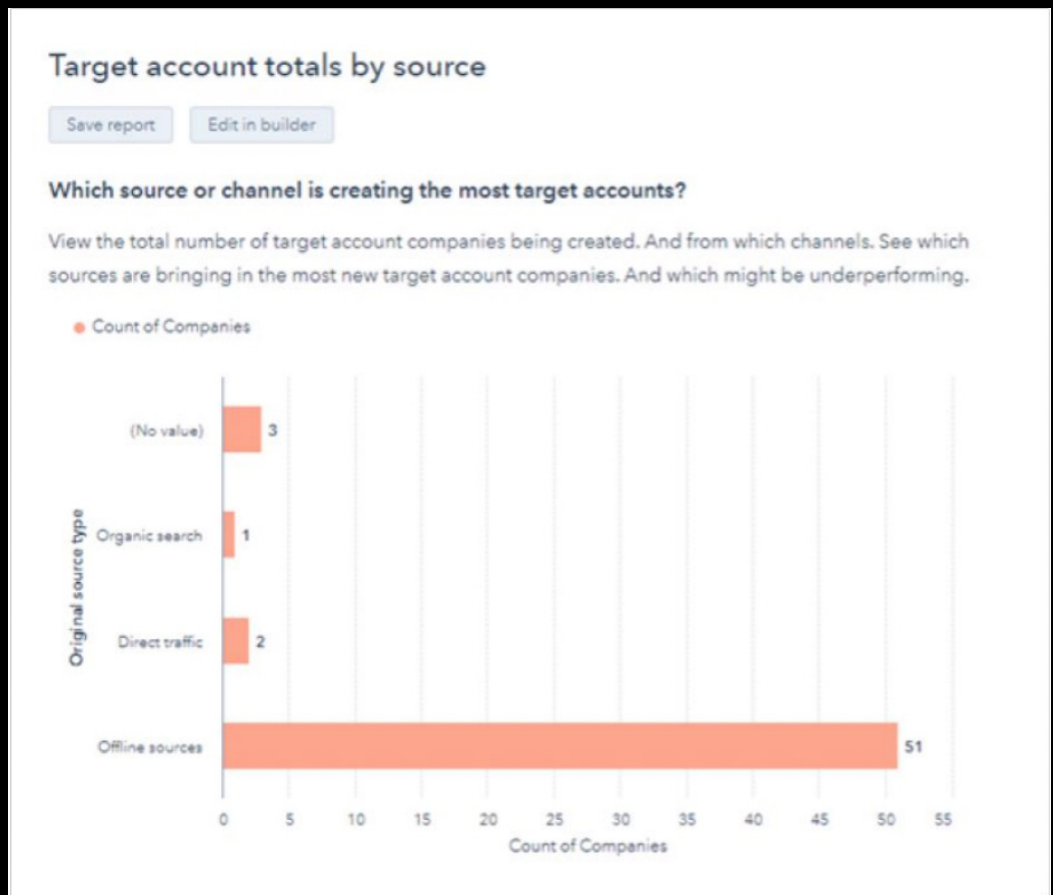
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MEASURING PROGRESS

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What Are You Waiting For?

If you've read all of the above and still have questions about ABM and how it can fit into your business, or you already know that your business needs to set up and implement an ABM program, feel free to contact us.

ENVY helps scores of B2B cybersecurity companies large and small successfully execute effective ABM campaigns.

There's much more that we can show you about options to run your ABM campaign on HubSpot, but we'll leave it here and let you play around and enjoy.

THANK YOU

ENVY

www.goenvy.io

<<FEEL FREE TO CONTACT US>>

