

Account Based Marketing: An Overview

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GROWTH

Agenda

1. Introductions
2. What is ABM? What ABM Isn't?
3. What Tasks are Associated with ABM
4. What Tech Stack to Utilize for ABM
5. Important KPI's & Metrics
6. What Growth Can Do For You + ROI Calculator
7. Ask Me Anything After Hours



Who We Are



What is Account-Based Marketing?



- Strategic targeting of high-value accounts.
- Personalization based on customer profiles.
- Aligns sales and marketing efforts.

What ABM Isn't:

- Not one-size-fits-all.
- Not only for large enterprises.
- Not a quick fix.



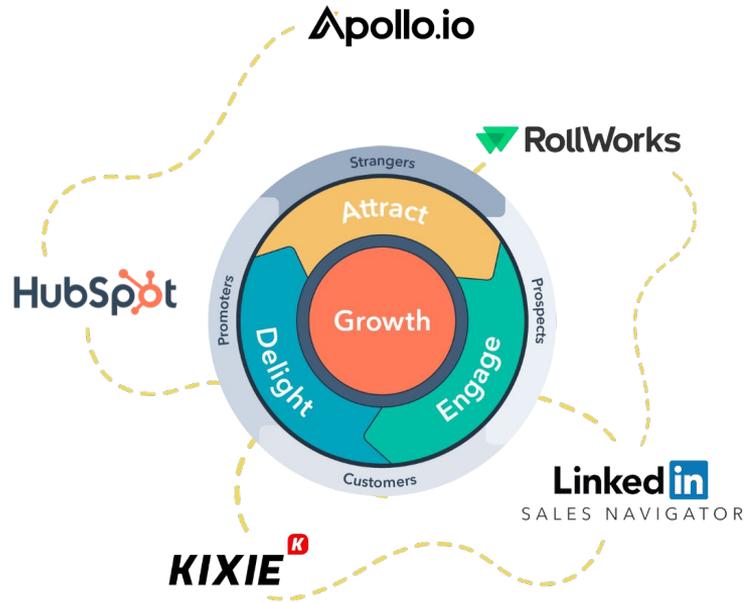
What Tasks Are Associated W/ ABM?



- Account Selection and Management:
 - Identify, prioritize, and nurture relationships with target accounts.
- Content Creation and Campaign Execution:
 - Craft personalized content and launch multi-channel campaigns.
- Performance Tracking and Team Alignment:
 - Monitor key metrics and ensure focus alignment between sales and marketing.



What Tech Stack to Utilize for ABM

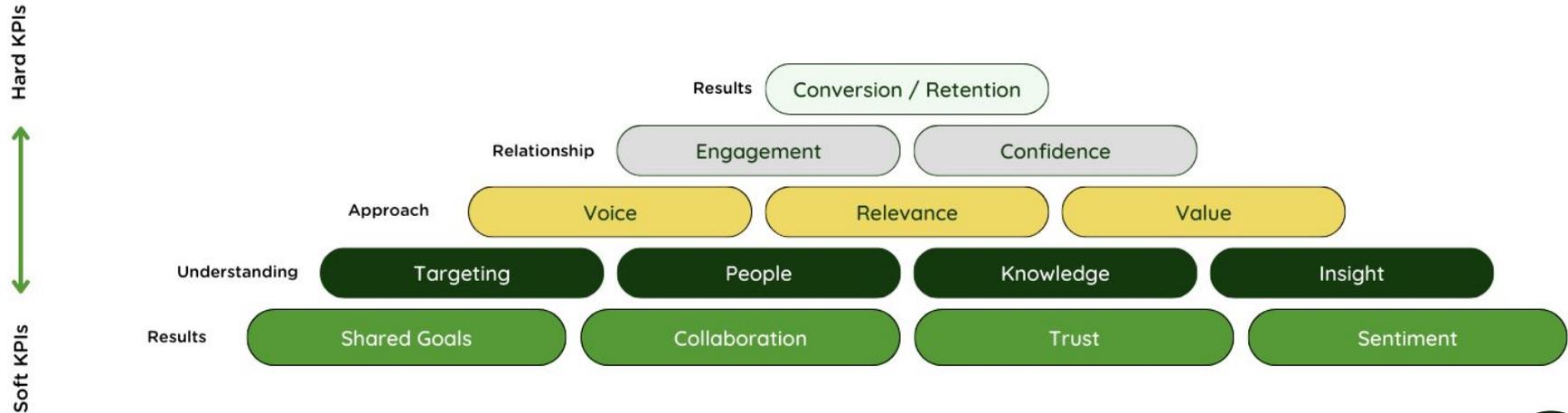


- Apollo.io: Prospecting and outreach.
- RollWorks: Account identification and engagement.
- LinkedIn: Networking and advertising.
- Kixie: Sales dialing.
- HubSpot: CRM and marketing automation.



Important KPI's & Metrics

ABM Value Pyramid



What can Growth do?



ROI Calculator

What is the HONEST first year value of your customers	\$45,000 (MUST BE OVER \$20k)
Cost of ABM Campaign	BUDGET \$40k per quarter = 2 reps or \$160k a year (software, ads, labor)
Sales Goal 5x Cost	\$800,000 annual
What is the average lifetime of your customer	2.5 Years
Average Close Rate from ABM Meeting Booked = 25%	= 20 meetings
Contacts Needed @ 2.5% Meeting Book	4500 (112 meetings)
Meetings Needed	80
Deals Needed	17.7 ~ 20 meetings



ASK ME ANYTHING AFTER HOURS

With Chris from Growth

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