

# ITSMA ACCOUNT-BASED MARKETING<sup>SM</sup>

*For companies that want to increase demand and profitability within their most important clients, Account-Based Marketing provides a vital strategy.*

Several years ago, ITSMA introduced the concept of Account-Based Marketing in response to research that showed that neither buyers nor sellers of technology services and solutions were getting what they needed from each other. Buyers wanted their suppliers to be more proactive about helping them leverage IT to improve business results, but the suppliers weren't getting access to the kind of strategic business information that would enable them to make informed suggestions. Looking more closely at the root of the issue, we developed a strategy to create a collaborative win-win for the buyer and the seller. That strategy is Account-Based Marketing.

Fueled by a robust methodology, industry best practices, and a solid track record of successful implementations, ITSMA Account-Based Marketing<sup>SM</sup> (ABM) is a structured approach to developing and implementing highly customized marketing campaigns for single accounts, prospects, or partnerships. By treating each as a market of one, we help companies broaden and deepen their relationships with key individuals, increase awareness and demand for their services and solutions, and help them to gain superior financial results.

## CREATING DEEPER, MORE PROFITABLE RELATIONSHIPS WITH KEY ACCOUNTS

ABM is more than merely a sales or marketing approach. It is a collaborative strategy that engages sales, marketing, and delivery professionals as well as key

executives in the chosen client account to determine where and how to best meet the client's unique business imperatives. With deep research into the client's business and key goals fueling the process, this collaborative team creates a well-orchestrated marketing and sales campaign for a single account.

These campaigns, combined with other ABM elements like relationship mapping, tie the key stakeholders from the client company with those at the selected account across common objectives. The result: deeper understanding of how your capabilities and solutions can help your target account to address major business issues.

## CREATING A FRAMEWORK FOR ABM SUCCESS

ITSMA has a three-phase framework for its ABM program. Each phase contains the methodology, tools, and techniques to build a thriving ABM program:

- Phase 1. Planning & Design
- Phase 2. Account-Specific Planning & Implementation
- Phase 3. Program Assessment & Evaluation

### Phase 1. Planning & Design.

Here is where we lay the foundation for overall program success. Determining the governance strategy, defining account selection criteria, integrating ABM with the existing strategic account planning process, and knowing what and how to measure success are just a few of the important planning activities addressed in Phase I of the framework.

## ITSMA Account-Based Marketing<sup>SM</sup> Framework



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### Phase 2. Account-Specific Planning & Implementation.

Once we've laid the groundwork for a successful program, it's time to look more closely at what needs to be done within each individual ABM account. This phase includes understanding and analyzing the account, defining and selecting "plays," building and executing the marketing and sales plan, and measuring and reviewing the results.

These account-specific activities are often completed in a workshop setting, and done in part, along with the client. Because of the intensity of this phase, only one account is planned at a time. However multiple accounts can be planned and implemented concurrently.

### Phase 3. Program Assessment & Evaluation.

Assessing progress of the overall program—and each individual account—then making necessary adjustments is instrumental to this phase. Typically, as organizations scale the approach, important learnings are captured, and plans are developed to promote company-wide integration of ABM.

## ITSMA'S ABM SERVICES PROVIDE THE HELP YOU NEED

The ITSMA Account-Based Marketing<sup>SM</sup> practice was created to help companies succeed in growing business with individual accounts, prospects, channel and alliance partnerships, and one-time pursuits. So whether you're trying to pilot your first ABM program or trying to scale and improve an existing one, ITSMA can help.

We have a range of services we can tailor to meet any need or budget. Our consulting services cover these key aspects of ABM:

- Discover and Analyze
- Create Campaigns
- Manage and Implement
- Measure and Grow

Implementing ABM principles and strategies are helping our clients to:

- **Increase sales effectiveness** based on a better understanding of the client's business, innovative thinking around client issues, and more strategic conversations and relationships with influential players.
- **Increase awareness and demand** as a result of more targeted and more relevant marketing and sales campaigns.
- **Improve perception** of their company as a preferred provider who understands their business.

And, just as important, the key account gains an increased understanding of how your capabilities and solutions can help them address major business issues.

## LEVERAGING ABM FOR OTHER BUSINESS CONTEXTS

In addition to using ABM to strengthen relationships within existing accounts, we've also found that the same principles, tools, and methodology can be used to:

- **Win an important bid** for a major account. Again, the collaboration of marketing and sales is at the foundation.
- **Develop a new account** that, until now, seemed too ominous to pursue.
- **Cross-sell and up-sell** through greater relationship strength and depth.
- **Change a major account's perception** of you. This can be vital given changes in leadership, mergers and acquisitions, or a rebranding effort.
- **Scale principles and apply learnings** to a slightly broader, yet still highly targeted audience.



## ACCOUNT-BASED MARKETING COUNCIL

### LEARNING FROM EXPERTS AND PEERS IN THE ITSMA ABM COUNCIL

ITSMA has assembled a group of leaders from industry to collaborate and share best practices in ABM. Known in some companies as One-to-One, Key Account Marketing, or Large Client Marketing, the same focus on the interests of a single customer exists. This executive council helps shape industry practices, and it stays on top of new thinking, tools, and techniques. It also challenges and guides ITSMA's research, thinking, and consulting in this exciting area.

### ABOUT ITSMA

ITSMA specializes in helping companies market and sell services and solutions more effectively. As a membership organization, we provide research, consulting, and training to the world's leading technology, communications, and professional services providers to generate increased demand, strengthen customer relationships, and improve brand differentiation. ITSMA is based near Boston, and has offices in London and Tokyo. Learn more at [www.itsma.com](http://www.itsma.com).

### FOR MORE INFORMATION

Numerous companies have adopted ITSMA's approach and are increasing their funding of ABM programs. For more information on how ITSMA can help you with your ABM strategy, contact: Jeff Sands at +1-781-862-8500, Ext. 111, or [jsands@itsma.com](mailto:jsands@itsma.com).