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The Rise of Account-Based Marketing: How to Win With Key Accounts

NEW BOOK—*A Practitioner's Guide to Account-Based Marketing: Accelerating Growth in Strategic Accounts*

LEXINGTON Massachusetts, February 22, 2017

Key accounts are the lifeblood of an organization. Along with a substantial share of corporate revenue and profit, they typically provide a company's most important platform for market insight, influence, and innovation.

Marketing successfully to these accounts, however, is far from simple, especially when many of the world's leading companies have annual revenues the size of some countries' GDP. For businesses that provide solutions to such organizations, these accounts really do represent a global market and marketers need to treat them as markets of one.

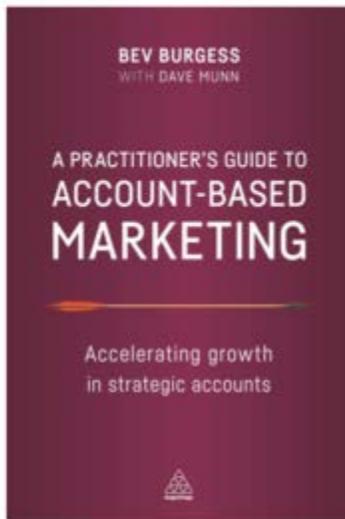
As this realization has continued to grow, the number of forward-thinking companies embracing the principles of account-based marketing (ABM) has increased and transformed modern marketing practices for key accounts. Designed to move beyond traditional and generic sales pitches, ABM encourages marketers to focus on the long-term value of investing in customized programs for key clients with the potential of exceptional financial returns.

The dramatic rise of ABM in the last few years reflects growing recognition of its business impact. In a 2016 benchmarking survey conducted by the Information Technology Services Marketing Association (ITSMA), 84% of marketers measuring their ROI reported that ABM delivered higher returns than any other B2B marketing approach.

The challenge facing today's marketers, therefore, is not whether ABM *can* work but how to ensure it *does* work in the contexts of their own companies.

Highly practical and meticulously researched, *A Practitioner's Guide to Account-Based Marketing*, the new book from **Bev Burgess** and **Dave Munn**, pulls together years of research, experience and lessons learned, to

explore the development of ABM as a business practice. It presents a clear, step-by-step methodology for readers to develop their own ABM programs and accelerate growth in strategic accounts.



Available: March 28th 2017
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ISBN: 9780749479893

Written by the Senior VP and the President and CEO of ITSMA, *A Practitioner's Guide to Account-Based Marketing* reflects ITSMA's pioneering role in the development of ABM since the early 2000s, its dedicated focus on creating and inspiring innovative B2B solutions, and its 20+ years of experience in defining marketing excellence.

This book reveals the foundations required to manage and develop a successful ABM strategy, from getting key stakeholders on board and aligned with sales, to measuring metrics and the best technologies to invest in. It is the first book to be fully endorsed by ITSMA, which hosts the only formally accredited qualification on the subject.

The book provides readers with the opportunity to learn from the most successful ABM practitioners in the industry. Case studies include: BT, Cisco, Cognizant, Fujitsu, Hewlett-Packard, IBM, Juniper Networks, Microsoft, SAP and more, supported by a plethora of personal stories and advice from leading ABM professionals.

It is a practical guide for when inspiration is lacking, allowing marketers to strengthen relationships, build reputation, and increase revenues in their most important accounts.

"The undoubted leaders in ABM are ITSMA, led by the authors of this remarkable book. It is an evidence-based book, but is replete with practical advice about how to initiate, manage and profit from ABM. My hope is that everyone who really cares about customers will read it and act on it." *Professor Malcom McDonald, Emeritus Professor, Cranfield University School of Management*

"Finally, a thoughtful map to help all executives create an impactful account-focused approach in the increasingly complex world of marketing. Grounded in common sense and case-based advice; a must read." *Larry Weber, Chairman & CEO, Racepoint Global and author of 'The Digital Marketer'*

About the authors

Bev Burgess is Senior Vice President at ITSMA, leading its Global Account-Based Marketing Practice and delivering consultancy and training on the design, development, and implementation of ABM programs. The first to codify this new B2B marketing strategy in 2003, she has personally helped companies around the world to accelerate account growth using ABM techniques. Today, Bev continues to evolve ABM as a business discipline, working with the members of ITSMA's Global ABM Council.

Dave Munn has been the President and CEO of ITSMA since 2001, having led ITSMA's global expansion to become the leading B2B marketing association for technology, professional services, and telecom companies. Prior to joining ITSMA in 1995, Dave held senior field positions with Oracle and Apple and started his career as a market research analyst at The Ledgeway Group, now part of Gartner.

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A Practitioner's Guide to Account-Based Marketing—ISBN: 9780749479893, Price: \$39.95—is available from March 28th 2017. For a review copy, a by-lined article or to arrange an interview with the author, please contact Courtney Dramis: cdramis@koganpage.com or 929.362.7262.

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About ITSMA

For more than 20 years, ITSMA has led the way in defining, building, and inspiring B2B marketing excellence. With a dedicated focus on services and solutions for the connected economy, we provide our member community with insight, advice, and hands-on help to strengthen reputation, increase revenue, and deepen customer relationships.

Learn more at www.itsma.com



Author Biographies

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Bev is an industry expert in marketing technology services and literally wrote the book on it (*Marketing Technology as a Service*, Wiley 2010). She is best known as an authority on Account-Based Marketing (ABM), being the first to classify it when developing the approach jointly with several clients. Today she leads ITSMA's ABM practice and global ABM Council, as well as all of ITSMA's activities in Europe. She is co-author of the forthcoming book, *A Practitioner's Guide to ABM: Accelerating Growth in Strategic Accounts* (Kogan Page, 2017).

In addition to running her own strategic marketing consultancy, Bev was previously Private Sector Marketing Director for Fujitsu Services. She has also held senior marketing roles at British Gas and Epson. Bev holds a BSc Honours in Business & Ergonomics from Aston University and an MBA in Strategic Marketing, with distinction, from Hull University. She is also a Chartered Marketer, a Fellow of the Chartered Institute of Marketing, and a former International Trustee.



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Dave is a well-recognized thought leader in B2B services and solutions marketing. For more than 20 years, he has led the way in defining, documenting, and inspiring excellence with the ITSMA global community. Dave oversees all ITSMA strategy, partnerships, and international operations, and guides the ITSMA team in delivering a broad suite of research, education, advisory, and community services to help member companies improve marketing, sales, and business results. Dave helped pioneer the discipline of Account-Based Marketing (ABM) in the early 2000s and is co-author of the forthcoming book, *A Practitioner's Guide to ABM: Accelerating Growth in Strategic Accounts* (Kogan Page, 2017).

Prior to joining ITSMA in 1995, Dave held senior-level field positions with Oracle Corporation and Apple Computer, responsible for marketing products and services to commercial and government accounts. Earlier, Dave was a senior analyst with The Ledgeway Group, where he authored Ledgeway's first "Service Trends and Forecast" study. He holds a Bachelor of Arts degree in Economics from Denison University and an MBA from Northwestern University's Kellogg School, where he concentrated in Marketing and Corporate Strategy. Dave is a former President of the Alcott Toastmasters Club and an alumni interviewer for Kellogg's MBA program.



Endorsements

ITSMA

“It is my view that Account-Based Marketing (ABM) is on the threshold of revolutionising the marketing domain. It shows all the potential of bringing about a much-needed paradigm shift. The undoubted leaders in ABM are ITSMA, led by the authors of this remarkable book. It is an evidence-based book, but is replete with practical advice about how to initiate, manage and profit from ABM. My hope is that everyone who really cares about customers will read it and act on it.”

Professor Malcolm McDonald, Emeritus Professor, Cranfield University School of Management

“I recommend this book to anyone interested in creating mutual, sustainable value with their strategic accounts.”

John Torrie, CEO UK & Asia, Sopra Steria

“Burgess and Munn do a terrific job of demystifying account-based marketing. They provide practitioners with highly relevant examples, insightful nuggets, and pragmatic suggestions for succeeding in a world where the ability to treat large customers as individual markets really matters.”

Jonathan Copulsky, Principal & Global Insights Leader, Deloitte

“Finally, a thoughtful map to help all executives create an impactful account-focused approach in the increasingly complex world of marketing. A Practitioner's Guide to Account-Based Marketing is grounded in common sense and case based advice, a must read.”

Larry Weber, Chairman & CEO, Raccpoint Global and author of ‘The Digital Marketer’

“The competitive landscape for business marketers has become so crowded that account-based marketing is now a must for companies seeking to truly differentiate themselves with their most important customers and prospects. Given their deep knowledge, practical experience, and pioneering role with ABM, Dave and Bev are the perfect guides for this essential marketing strategy.”

John Hall, Co-Founder, Influence & Co. and author of ‘Top of Mind’

“As more and more people become interested in what ABM can do for their business, its refreshing to see such a practical guide to this powerful, insight-led marketing strategy.”

Paul Charmatz, SVP International, **Avention OneSource Solutions**



Endorsements

ITSMA

“Bev Burgess with David Munn have written a must-read practical guide for anyone planning for ABM or indeed already on the journey. Read this book to avoid making the mistakes others have made and learn from the pioneers of ABM with very practical insight from organisations who are really getting value from this approach.”

Peter Lundie, Managing Partner, Agent3

“As CEO of the first and only specialist ABM agency I know what good account-based marketing looks like—and Bev is one of the best in our field. Having witnessed her expertise first hand I’m delighted that Bev has encapsulated this into a must-have read for anyone interested in ABM.”

Alisha Lyndon, CEO, MomentumABM

“Marketing is only as valuable as its proximity to a customer, and Burgess and Munn have provided the definitive guide to Account-Based Marketing. Very simply, their process works wonders in driving growth. This book should be required reading for all marketing leaders.”

Malcolm Frank, Executive Vice President, Strategy & Marketing, Cognizant and author of ‘Code Halos: How the Digital Lives of People, Things, and Organizations are Changing the Rules of Business’

“The proven techniques presented in this book drive innovation and the creation of new value for both companies in a strategic account relationship. As ABM is increasingly adopted in the US and India, I am excited to see what the wider impact will be on the economies of both countries.”

Dr Mukesh Aghi, President, US-India Business Council

“Having led the two award winning ABM programs at BT Global Services and CSC, featured in this book, I know it produces great results. We partnered with Burgess and Munn on both programs and they have captured all the critical ingredients for success in this comprehensive Manifesto on ABM.”

Neil Blakesley, Principal, Consulting CMO and Former CMO, CSC and Vice President of Marketing, BT Global Services

“ABM is a critical marketing strategy for companies serious about putting clients at the heart of their firm to deliver differentiated value over the long term.”

Richard Grove, Global Director of Marketing, Business Development & Communications, Allen & Overy LLP



Endorsements

ITSMA

“The strategies outlined in this book have served as a playbook for our ABM program, with impressive results. Munn and Burgess are pioneers and thought leaders in the field of account-based marketing and I recommend their approach to any B2B marketing organization that wishes to build a tighter alliance between marketing, sales and their most strategic accounts.”

David Hutchison, SVP and Head of Marketing, SAP North America

“A definitive and groundbreaking book on Account Based Management written by two of the leading practitioners in the field. This work is highly innovative and practical and provides a roadmap on how to develop lasting client relationships and maximise client lifetime value.”

Professor Adrian Payne, University of New South Wales Business School, Visiting Professor Cranfield School of Management

“This is a long overdue, go-to book that marketers can use to implement ABM in their organizations! Whether you practice Strategic, Lite, or Programmatic ABM—or a combination of all three—ITSMA's seven-step process gives you a roadmap for how to understand accounts and use that understanding to execute highly relevant programs across teams.”

Jon Miller, CEO, Engagio

“Successful Account-Based Marketing involves so much more than just repurposing existing marketing materials for your top accounts. Anyone can do that. If you truly want to differentiate your marketing from others, embrace the ABM tidal wave and learn how to do it the right way. This book is a great primer on how to create an effective and sustainable ABM program, based on years of ITSMA research, experience, and practitioner input.”

John Lenzen, CMO CareerBuilder

“If there's one person who can take credit for the current upsurge in interest in ABM, it has to be Bev Burgess. Her work to formalise, evangelise and galvanise the disparate people talking about and working at ABM has been inspirational and transformational—without her ABM wouldn't be the hot topic that it is today.”

Joel Harrison, Editor in Chief, B2B Marketing



Upcoming Events

Event	Date	Type	Location
Book Launch: A Practitioner's Guide to Account-Based Marketing: Accelerating Growth in Strategic Accounts The definitive guide to the hottest trend in B2B marketing today	March 2	ITSMA book launch	London, UK
	March 28	ITSMA book launch	New York, NY
ITSMA Account Based Marketing Certification Program— Two-day Kickoff Workshop Industry-leading ABM Certification Program provides a 90-day immersion in the methodology and skills that ABMers need to succeed	March 8–9	Two-day Kickoff Workshop	Cookham, Berkshire, UK
	July 12–13	Two-day Kickoff Workshop	Boston, MA
Introduction to Account-Based Marketing Workshop All-day workshop provides deep dive into ITSMA's proven seven-step process, including plan development for a key account	April 5	Workshop	London, UK

Related ITSMA ABM Publications

- The Rise of Account-Based Marketing Timeline**
 ITSMA's ABM Timeline illustrates key moments in the development of ABM theory and practice, as well as companies that have pioneered and proven the approach over the last dozen years
- Scaling Account-Based Marketing with ABM Lite**
 Webcast with ITSMA's Bev Burgess and Robert Hollier from MomentumABM
- Account-Based Marketing (Re)Defined: Getting Everyone on the Same Page**
 Detailed definition of ABM and the three specific approaches companies are taking: Strategic ABM, ABM Lite, and Programmatic ABM
- Strategic ABM at SAP: Driving Growth and Relationships with Key Accounts**
 In-depth case reviews how SAP developed and grew its Strategic ABM program from pilot project to cover dozens of accounts over a two-year period
- Scaling Account Based Marketing Programs for Improved Results with New Models, Approaches, and Tools**
 Webcast with ITSMA's Bev Burgess presents ITSMA research data and case study on Fujitsu's success in scaling its Strategic ABM program
- Fueling the Account Based Marketing Fire**
 In-depth ITSMA study documents the recent growth of ABM, the development of the three approaches, and the challenges of scaling ABM programs beyond the initial pilot phase
- Demystifying Account Based Marketing**
 Webcast with ITSMA's Bev Burgess and Kathy Macchi and Engagio's Jon Miller outlines three complementary approaches to ABM—Strategic, Lite, and Programmatic, common pitfalls, and key metrics and success factors to ensure maximum impact
- ABM Account Intelligence Checklist**
 Checklist help you identify what you already know about your account and what you need to find out
- Leveraging Insight to Drive ABM at Scale**
 In this free briefing Bev Burgess and Peter Lundie, discuss how a technology insight platform can support you on your ABM journey

For more information
 Visit <https://www.itsma.com/account-based-marketing-hot-topic/>



Timeline: The Rise of ABM

1993

Don Peppers and Martha Rogers publish their seminal book, *The One to One*, which revolutionizes marketing



1997

CSC launches full-court press pursuit marketing, lands two highly visible 10-year outsourcing contracts worth approximately \$170 million



2002

Accenture and Unisys pioneer Client Centric Marketing; Account manager demand outpaces supply



ITSMA conducts first-ever survey on Account Management and the Role of Marketing

2003

ITSMA introduces the concept of Account-Based Marketing (ABM) igniting a groundswell in B2B marketing



2004

ITSMA publishes ground-breaking paper, *Account-Based Marketing: The New Frontier*

Charles Doyle of Accenture presents the three objectives of Client-Centric Marketing at ITSMA's Annual Conference: manage perception, create a differentiated position, generate demand

2006

Xerox Global Services and Northrop Grumman win the first ITSMA Marketing Excellence Awards for ABM



ITSMA ABM Council launched with founding members Avaya, BearingPoint, EDS, First Data, Hewlett-Packard, IBM, Lucent, Unisys, and Xerox

2007

ITSMA introduces Three-Phase Model for ABM development



2008

BEA, Capgemini, Cisco, Deloitte, and Oracle join the ITSMA ABM Council

ITSMA conducts the first-ever ABM Benchmarking Study, highlights success with scaling ABM



Continued»



Timeline: The Rise of ABM

ITSMA

2009

ITSMA introduces the Collaborative Account Planning Model, to help marketers and salespeople accelerate opportunities with existing customers and high priority prospects



BT Global Services and AT&T win the ITSMA Marketing Excellence Award for ABM

CA and CSC join the ITSMA ABM Council

2010

BT and Microsoft join the ITSMA ABM Council

2011

BT is first to automate gathering account insight for ABM; KAM Live, based on agent³, enhances the conversation among marketing, sales, and the client



Cognizant and KPMG join the ITSMA ABM Council

2012

ITSMA identifies the four steps for successful ABM adoption: ITSMA Account-Based MarketingSM Adoption Model



ITSMA introduces the first Certification Program for Account-Based Marketers in North America (and has now certified hundreds of ABMers)



2013

ITSMA introduces the first Certification Program for Account-Based Marketers in Europe

ITSMA conducts a second ABM Benchmarking Study. Key finding: Companies positioning ABM as strategic business initiative rather than tactical marketing program show best results

2014

Juniper and Cognizant win the ITSMA Marketing Excellence Award for Accelerating Growth with Account-Based Marketing

2015

ITSMA inaugurates ABM Skills Competency Model and Assessment



ABM catches fire! Venture capitalists uncover the potential for technology enabled ABM, investing in Engagio, Demandbase, and more

SAP America, Cisco, and KPMG win the ITSMA Marketing Excellence Award for Accelerating Growth with ABM

Avanade, Dell, Juniper, and SAP join the ITSMA ABM Council

2016

ITSMA documents the rise of three distinct types of ABM: Strategic ABM, ABM Lite, and Programmatic ABM



New study confirms that 84% of marketers find ABM delivers higher ROI than other marketing initiatives



2017

Building on 14 years of research and experience, ITSMA publishes a definitive guide to developing ABM strategy, programs, skills, and careers



For source material and more information, see www.itsma.com/abm/