

ITSMA ACCOUNT BASED MARKETINGSM

For companies that want to create sustainable growth and profitability within their most important clients, Account Based Marketing provides a vital strategy.

Over ten years ago, ITSMA introduced the concept of Account Based Marketing. Research showed that neither buyers nor sellers of technology services and solutions were getting what they needed from each other. Buyers wanted insight and innovative thinking to help them improve business results. The providers weren't getting access to the kind of strategic business information that would enable them to provide this needed insight. Looking more closely at the root of the issue, we developed an approach to create a collaborative win-win for the buyer and the seller. That strategy is Account Based Marketing, which focuses on the client and their needs.

ITSMA'S ABM practice is based on research with clients and members to enable marketers to work with their sales teams and build deeper and more relevant relationships with executives in top tier accounts. Since many companies find that most of their revenue comes from these strategic accounts, ABM is a platform upon which companies can 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.

ITSMA ACCOUNT BASED MARKETING

ITSMA's Account Based MarketingSM (ABM) practice is fueled by a robust methodology, industry best practices, and a solid track record of successful implementations.

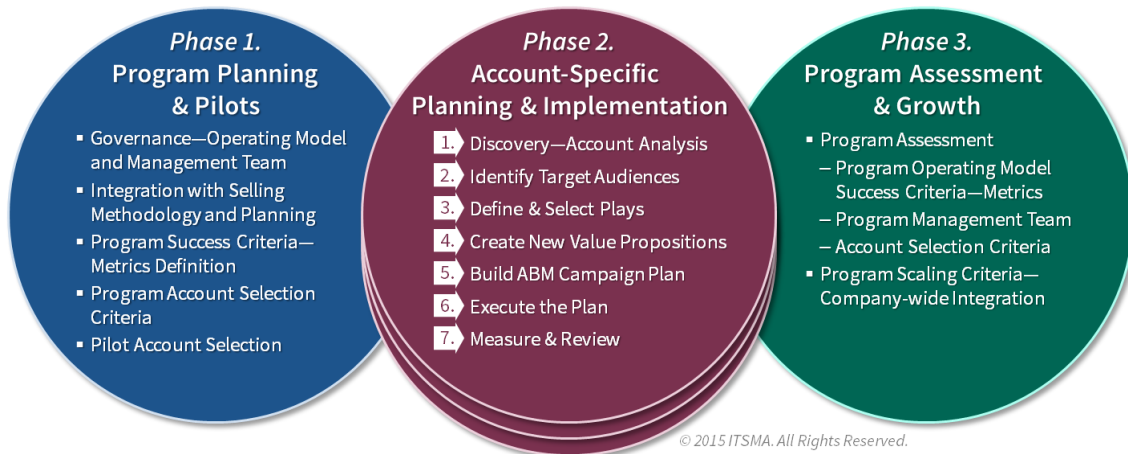
We take a structured approach to developing and implementing highly customized marketing campaigns for single accounts, prospects, or partnerships.

CREATING DEEPER, MORE PRODUCTIVE RELATIONSHIPS WITH KEY ACCOUNTS

ABM is more than a sales or marketing approach; it is a collaborative strategy that engages sales, marketing, subject matter experts 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 challenges. With deep insight into the client's business and key goals, 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 address their major business issues.

ITSMA Account Based MarketingSM Framework



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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. Program Planning & Pilots
- Phase 2. Account-Specific Planning & Implementation
- Phase 3. Program Assessment & Growth

Phase 1. Program Planning & Pilots

We lay the foundation for overall program success in the planning and pilot phase. Determining the ABM operating and governance models and strategy, defining account selection criteria, integrating ABM with existing selling methodologies, and knowing how to define success are just a few of the important planning activities addressed in Phase 1. We also help select the pilot accounts.

Phase 2. Account-Specific Planning & Implementation.

Once we've laid the groundwork in Phase 1, we apply the proven methodology to key selected accounts. 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.

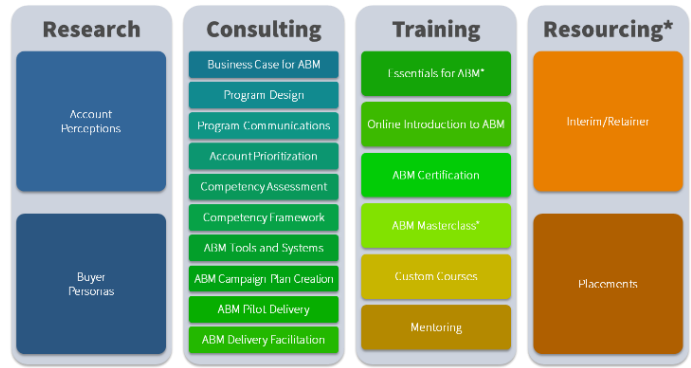
These account-specific activities are often completed in a workshop setting, and in part, along with the client.

Phase 3. Program Assessment & Growth.

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

ITSMA'S ABM EXPERTISE PROVIDES THE HELP YOU NEED

We offer a range of services that can be tailored to meet any need or budget. Our consulting services cover these key aspects of ABM: Research, Consulting, Training/ Professional Development, and Resourcing.



* New offers being introduced from 2015 and 2016

By implementing ABM principles and strategies, our clients are:

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

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

ABM can help marketers and sales people develop deep relationships with clients, no matter what their role is.

	Marketing			Sales
	Corporate	Field	ABM	
Benefits of Account Based Marketing	<ul style="list-style-type: none"> ▪ Gain a better understanding of the client's key business issues ▪ Create a role-based profile to identify "pain-points" experienced by key people in your client organization ▪ Modify your content to reflect these targeted issues ▪ Incorporate this client insight into a series of integrated marketing and sales programs and material designed to target specific executives in your target account 	<ul style="list-style-type: none"> ▪ Gain a better understanding of the client's key business issues ▪ Create a role-based profile to identify "pain-points" experienced by key people in your client organization ▪ Modify your content to reflect these targeted issues ▪ Incorporate this client insight into a series of integrated marketing and sales programs and material designed to target specific executives in your target account 	<ul style="list-style-type: none"> ▪ Understand the key business issues of a broader range of key accounts ▪ Create a role-based profile to identify "pain-points" experienced by key people in your client organization ▪ Modify your content to reflect these targeted issues ▪ Incorporate this client insight into a series of integrated marketing and sales programs and material designed to target specific executives in your target account 	<ul style="list-style-type: none"> ▪ Gain a better understanding of the client's key business issues ▪ Create a role-based profile to identify "pain-points" experienced by key people in your client organization ▪ Determine where and how you can best help the client meet its business goals ▪ Create a series of integrated marketing and sales programs designed to target specific executives in your target account

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 or major pursuit** for a key account. Again, the collaboration of marketing and sales is at the foundation.
- **Cross-sell and upsell** 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.
- **Develop a new account** that, until now, seemed too time-consuming to pursue.



ACCOUNT BASED MARKETING COUNCIL

LEARNING FROM EXPERTS AND PEERS IN THE ITSMA ABM COUNCIL

ITSMA has assembled a group of industry leaders 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.

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](#), +1-781-862-8500, Ext. 111, or [Bev Burgess](#), +44 (0) 7775 765722.