



ASPIRE SYSTEMS

ASPIRE SYSTEMS' MARKETING TEAM IMPROVES BRAND AWARENESS AND LEAD-GEN USING ABM

PROJECT SUMMARY

To best serve customers during the pandemic and position themselves for future growth, financial institutions across the globe realized they needed to adopt new digital technologies to re-imagine the customer experience.

Aspire Systems, with its strong digital transformation capabilities, Banking and Financial Services (BFS) domain expertise, and partnership with leading banking platform Temenos, was perfectly positioned to help banks with their digital transformation journey.

To capitalize on this opportunity and drive revenue, Aspire's BFS vertical needed to scale up its sales and marketing efforts and the marketing team at Aspire had to invent new ways to reach the target audience.

The marketing team decided to implement a well-structured, multi-channel Account-Based Marketing (ABM) campaign strategy, with a heavy focus on digital channels. The team took an integrated approach, bringing together multiple marketing vehicles such as targeted ad campaigns, webinars, email campaigns, content, and social media marketing.

The goals of the campaign were to build brand awareness through all possible channels, improve engagement, and then drive demand-generation from those engaged accounts. Once a contact began engaging frequently with Aspire, marketing delivered more One-to-One personalized promotion. The team also formulated a well-structured plan on how the leads will be delivered to the inside sales team

and then to outside sales. The idea was to keep the contacts engaged through all possible channels.

To execute this ABM campaign, the team built a marketing blueprint that included a flowchart of activities, messaging, and interactions that are relevant, meaningful, and timely. To engage specific individuals in a specific account in a meaningful dialogue, the team implemented a full mix of marketing tools and tactics.

First, Aspire assembled the right team. An ABM campaign manager ran the project, working with a digital marketer, an ABM strategist, two content marketers, and a creative designer. A market researcher ensured the campaign targeted the right customers and two inside sales representatives oversaw the lead generation emails.

To create brand awareness, the team built a campaign around white papers, case studies, and webinars, leveraging specific CTAs, such as scheduling a demo. Each nurturing campaign had a message or theme that targeted decision makers at banks. The team started with a list of 10,000 contacts in 1,700 accounts across the globe.

The content and messaging were personalized to engage the target audiences on channels where they spend the maximum time. The team used the Recotap platform, an AI-driven ABM platform to run the targeted campaigns at scale.

After the campaign launch, the team analyzed the results

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and tailored next steps to optimize engagement. There was a formal lead nurturing strategy and process to fill the leads in the sales pipeline. To get more engagements, the team created personalized email campaigns with same message while running the ABM campaigns—creating a multi-channel outreach.

The quick and effective roll out of the integrated ABM campaign helped the team drive brand awareness and demand generation, even amidst a pandemic. The focused ABM strategy that generated results for the business surely deserves this special recognition by ITSMA. The success of this ABM campaign has been well-appreciated across the organization and now the same ABM approach is getting increasingly adopted across multiple service lines within the organization. This recognition will also motivate the team to perform better.

The ABM campaign not only helped create huge brand awareness across Aspire's exact target audience but also increased inbound leads dramatically (30% increase over last year) and generated a 25% increase in the sales pipeline every quarter. The sales pipeline accelerated significantly, with time in pipeline reduced from about 8 months to roughly 4.

In all, the ABM campaign created \$12 million in new pipeline opportunities and this BFS ABM campaign strategy is being adopted across multiple service lines and industry verticals in Aspire.