

# **RUNNING ACCOUNT-BASED MARKETING CAMPAIGNS IN HUBSPOT**

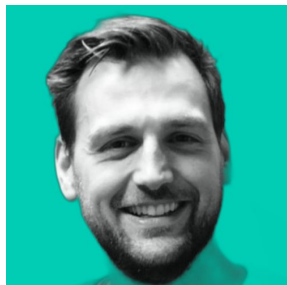
How to use HubSpot to create personalized buying experiences for a select set of high-value companies.



# Agenda

1. What is account-based marketing?
2. Account-based marketing myths
3. The account-based marketing process
4. Account-based marketing in HubSpot
5. Questions and answers (15 minutes)

# Speakers



**Thorstein Nordby**  
Managing director



**Craig Sutton**  
Channel Account Manager



# Housekeeping

- Questions? Put it in the chat and we'll answer them at the end
- ABM is a massive topic. High-level introduction today
- Recording and slides will be sent after the presentation

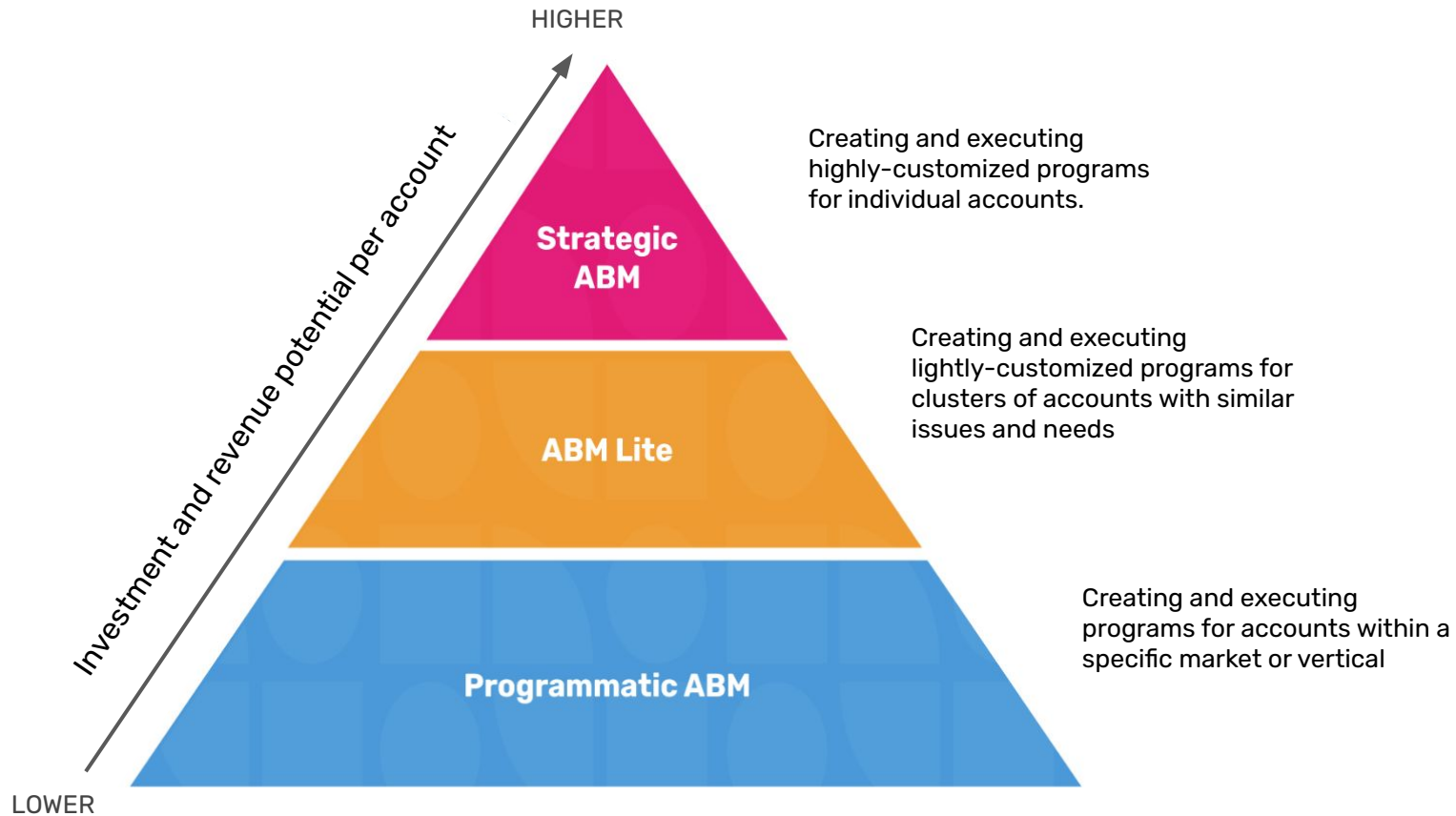
**What do you think ABM is?**  
**Have you run an ABM**  
**campaign before?**

ABM is a strategic approach that  
treats individual accounts as markets  
in their own right

(ITSMA, 2004)

“We define Account-based Marketing  
as a lens to target your target  
accounts”

Alex Embling, CEO of Strategic ABM





### **Programmatic ABM**

One-to-many  
100-1000 accounts  
Persona-based  
Firmographic fit  
Leads as KPI

### **ABM Lite**

One-to-few  
10-100 accounts  
Clusters of accounts with  
the same challenges  
Personalize for each  
function, role or industry

### **1:1 ABM**

One-to-one  
5-10 accounts  
Close to 100% personalized



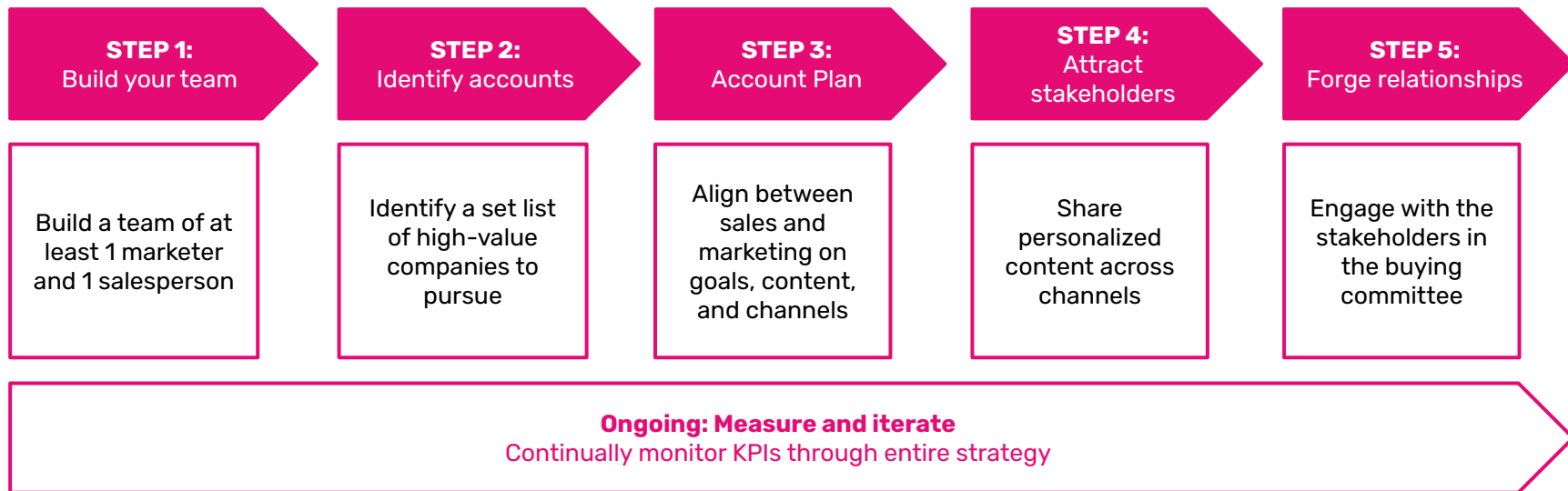
# Principles of account-based marketing (ABM)

- Focus on winning, growing or retaining high-value accounts
- Close collaboration between sales and marketing
- Focus on reputation, relationships, and revenue
- Tailored programs and campaigns with a targeting lense

# Misconceptions about Account-based marketing

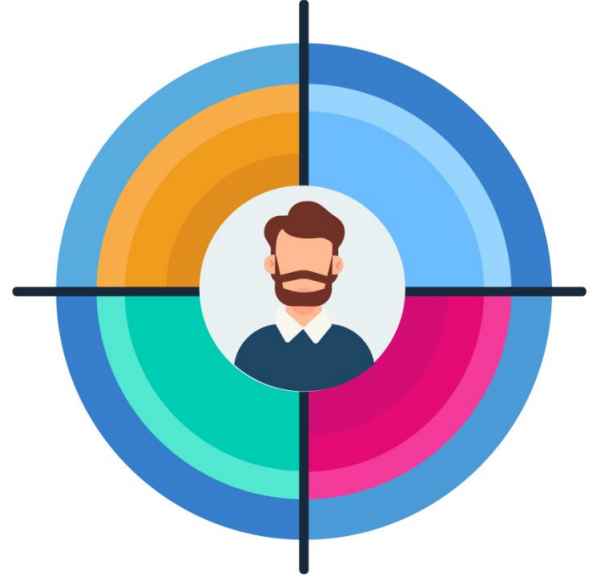
- ✗ ABM replaces other marketing strategies
- ✗ ABM is just another channel tactic
- ✗ ABM is selling to a wish list of accounts
- ✗ ABM always require 100% personalization
- ✗ ABM requires a point-based solution

# The Account-Based Marketing process





# Identify accounts

- ABM is not about selling to a wish list of accounts
- Base your ICP on existing customers if possible
- Rank accounts based on revenue potential
- Layer in unique qualification criteria
- Quality over quantity in your account list



## COMPANY LISTS

<input type="checkbox"/>	NAME 	SIZE 
<input type="checkbox"/>	All target accounts	296
<input type="checkbox"/>	Tier 1 accounts	13
<input type="checkbox"/>	Tier 2 accounts	54
<input type="checkbox"/>	Tier 3 accounts	66
















## CONTACTS LISTS

<input type="checkbox"/>	All contacts labelled as an Influencer	2	Active
<input type="checkbox"/>	All contacts labelled as an Champion	7	Active
<input type="checkbox"/>	All contacts labelled as a Budget Holder	1	Active
<input type="checkbox"/>	All contacts labelled as a Decision Maker	7	Active
<input type="checkbox"/>	All contacts with a Buying Role	17	Active
<input type="checkbox"/>	All contacts associated with Target Accou...	77	Active

# Account plan

- Shared dashboard to organize your accounts
- Simplifies collaboration between departments
- Shows engagement on an account level
- Informs you of the next step or lack thereof

TARGET ACCOUNTS	ACCOUNTS WITH OPEN DEALS	OPEN DEAL VALUE	MISSING ANY BUYING ROLE	MISSING DECISION MAKERS
53 Total chosen companies	46 87% of target accounts	\$124M Avg \$1.8M per deal	4 8% of target accounts	18 26% of target accounts

COMPANY	CONTACTS	OPEN DEALS	DEAL VALUE	LAST TOUCH	LAST ENGAGEMENT	SCHEDULED
 Xuatico	213	2	\$1.8M	3 days ago Ethan Kopit called	1 hour ago Opened email from Ethan Kopit	 Meeting  Task
 A2 Robotics	57	1	\$900k	5 weeks ago Nate Lacy sent email	2 days ago Opened email from Nate Lacy	 Sequence
 Wash Plus	<div>Actions</div> 83	2	\$6M	1 day ago Nate Lacy called	5 days ago Opened email from Nate Lacy	 Task  Sequence
 Root Legal	17	1	\$2.4M	1 week ago Ethan Kopit sent email	2 days ago Visited website	 Task
 Webb Appliances	22	0	-	4 days ago Nate Lacy sent email	3 weeks ago Opened email from Nate Lacy	 Sequence
 LD Associates	291	1	\$1.5M	2 weeks ago Nate Lacy sent email	2 months ago Visited website	 Meeting  Task

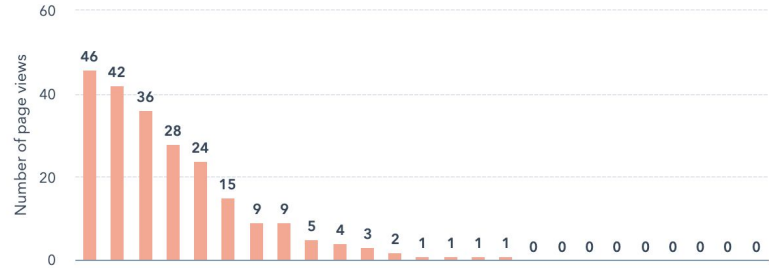
# Attract stakeholders

- ABM campaigns to acquire, retain or expand
- Same tactics with a targeting lens
- Set campaign goal, tactics and timeline
- Organize with Campaigns tool in HubSpot

Target accounts by page views

Date range: All time

● Number of page views





## Create campaign

1

Campaign name \*

Campaign owner

No assignee

Start date

DD/MM/YYYY

End date

DD/MM/YYYY

Campaign color ⓘ

Goal

## Add assets

2

### Blog posts

Social posts

Calls-to-action

Emails

Landing pages

Static lists

Website pages

Workflows

Ad campaigns **NEW**

Search



### BLOG POST

☐ Buyer awareness stages: How to align with buyers in a complex B2B sale

☐ Ungated content: Is it time to make your content open-access?

☐ Gating content: Should you put your content behind a form?

☐ What are custom objects in HubSpot? Featuring Remington Begg

☐ Why ABM is the biggest sales and marketing opportunity for IoT Companies

<< First < Prev 1 2 3 4 5 Next > Last >>

3

SESSIONS ⓘ

8,548

NEW CONTACTS (FIRST TOUCH) ⓘ

52

INFLUENCED CONTACTS ⓘ

391

CLOSED DEALS ⓘ










3

INFLUENCED REVENUE ⓘ

EUR 500,000.00

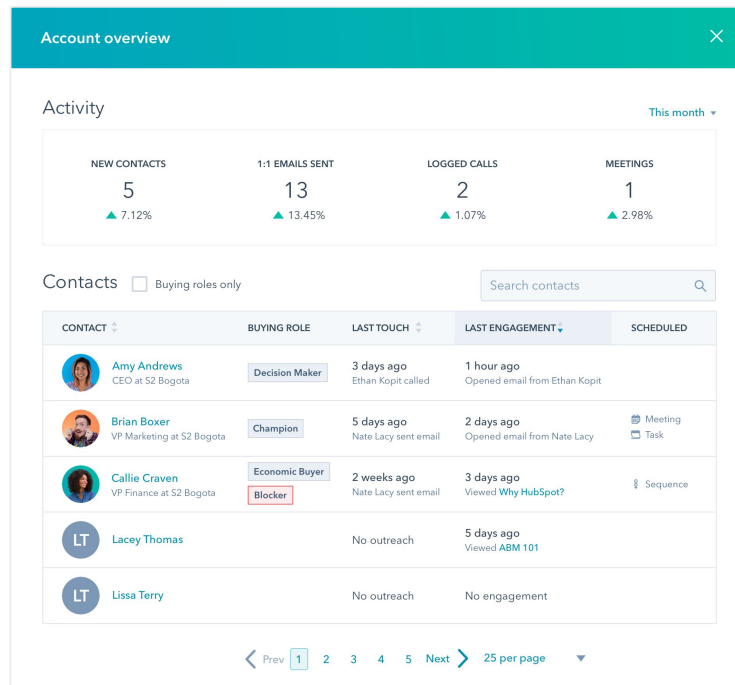
# ABM tactics to attract stakeholders

- ✓ Create an Account-based advertising list based on target accounts and advertise to them on LinkedIn (**HubSpot Ads tool**)
- ✓ Create lists for each Buying role and use different messaging and creative when you advertise to them (**HubSpot Ads tool**)
- ✓ Personalize your website based on company name, job role, geolocation and other properties in your CRM (**Smart Content**)
- ✓ Survey prospects at your target accounts and turn the responses into an article (**Surveys, Blogging tools, Workflows**)
- ✓ Notify sales reps about a target account viewing the pricing page (**Workflows, Slack integration**)

NAME 	
	F - Customer - All Customers - HubSpot List  Ready - Last synced May 18, 2021 7:50 AM
	HubSpot - All contacts associated with Target  Archived 
	HubSpot - Target accounts  Archived 

# Forge relationships

- Use sales as a channel to distribute content
- Personalize outreach to each buying role
- Use sales qualification frameworks
- Run qualification and discovery calls
- Set appointments and demos
- Land and expand the buying committee



# ABM tactics to forge relationships

- ✓ Integrate HubSpot with Sales Navigator and use boolean search to identify the right prospects (**LinkedIn Sales Navigator integration**)
- ✓ Connect with prospects from a target account on LinkedIn directly from the HubSpot CRM (**LinkedIn Sales Navigator integration**)
- ✓ Use email sequences to not only automate, but personalize and tailor your outreach at scale with personalization tokens (**Sequences**)
- ✓ Create 1:1 personalized videos to improve connect and response rates from your outreach (**HubSpot CRM and Vidyard**)

✉ 2. Email Actio

Create task immediately ▼

Task title: Send follow-up email ☐ Continue without completing task

Template: **Prospecting (Email #1)** ▼ Template owner: Emir EV

Subject: Quick thought for **Company: Name**

Hey **Contact: First name**,

*[When reaching out to someone you need have to have a reason. Introduce yourself and provide some reasons that are timely and helpful based on research that I have done on your company. You can use Snippets below to quickly insert the appropriate positioning statements for a specific prospect based on what you think fits their needs]*

- RESEARCH-DRIVEN REASON 1
- RESEARCH-DRIVEN REASON 2
- RESEARCH-DRIVEN REASON 3

Do you want to talk and learn more? You can book a time on my calendar here [Sender's meetings link](#).

# Done. Any questions?