



eGUIDE

# The unmatched impact of account-based marketing and sales campaigns

The importance of high-impact marketing



## ABM&S helps you cut through the noise

In today's saturated marketing landscape, businesses must adopt a personalised approach to stand out above the noise. Account-based marketing offers a powerful solution by prioritising customer experience and fostering collaboration between sales and marketing teams to reach the right audience. ABM&S distinguishes itself by focusing on targeted accounts rather than individual leads, nurturing relationships with decision-makers through a deep understanding of their needs.



## **ABM&S** helps you to deliver your marketing with impact

Leveraging data and technology, ABM&S identifies, engages, converts and measures success with key accounts. This strategy differs from traditional marketing by concentrating on high-value targets, tailoring strategies uniquely to each one. It involves pinpointing valuable accounts, customising campaigns and ensuring seamless collaboration across teams for a cohesive customer experience.




## The benefits of **account-based marketing & sales**

Account-based marketing & sales has gained increasing traction among marketing, sales and customer success teams due to its targeted approach and effectiveness in enhancing relationships with key accounts. Unlike traditional marketing methods that target a broad audience, ABM&S zeroes in on specific accounts, allowing for highly tailored campaigns that better resonate with key decision-makers.

ABM&S not only improves visibility within target markets but also streamlines content and offerings, leading to increased sales and stronger customer relationships. By directing marketing efforts towards identified target accounts, companies can create campaigns that speak directly to those in charge, enhancing the relevance and impact of their messaging. ABM&S is deemed crucial by 61% of B2B marketers for their marketing goals\*, emphasising the strategic importance of targeting and engaging key accounts more efficiently.

\*Source: Foundry





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# An impactful strategy

ABM&S is more effective than broad-spectrum marketing approaches. Starting with the ideal customer profile (ICP), ABM&S develops niche content that directly addresses the needs of specific accounts, saving time and resources. This approach fosters quicker and more effective deal closures, ultimately improving ROI. Success stories, like Snowflake's 300% growth in 15 months\*, illustrate ABM&S's impact.

\*Source: CXL





## Statistics further underscore ABM&S's effectiveness:

**76%**

of respondents find ABM&S yields higher ROI compared to other marketing tactics

Source: Digital Marketing Institute

**87%**

of B2B marketers report that ABM&S initiatives outperform other marketing investments in terms of ROI

Source: Foundry

**73%**

of companies observed a surge in account engagement since adopting ABM&S

Source: Momentum ITSMA

**82%**

of B2B marketers acknowledge that ABM&S significantly boosts marketing-sales alignment within their organisations

Source: LinkedIn

**73%**

of those surveyed stated that ABM&S far exceeded their expectations

Source: Demand Gen Report

**97%**

of marketers acknowledge ABM&S's superior ROI compared to other marketing strategies

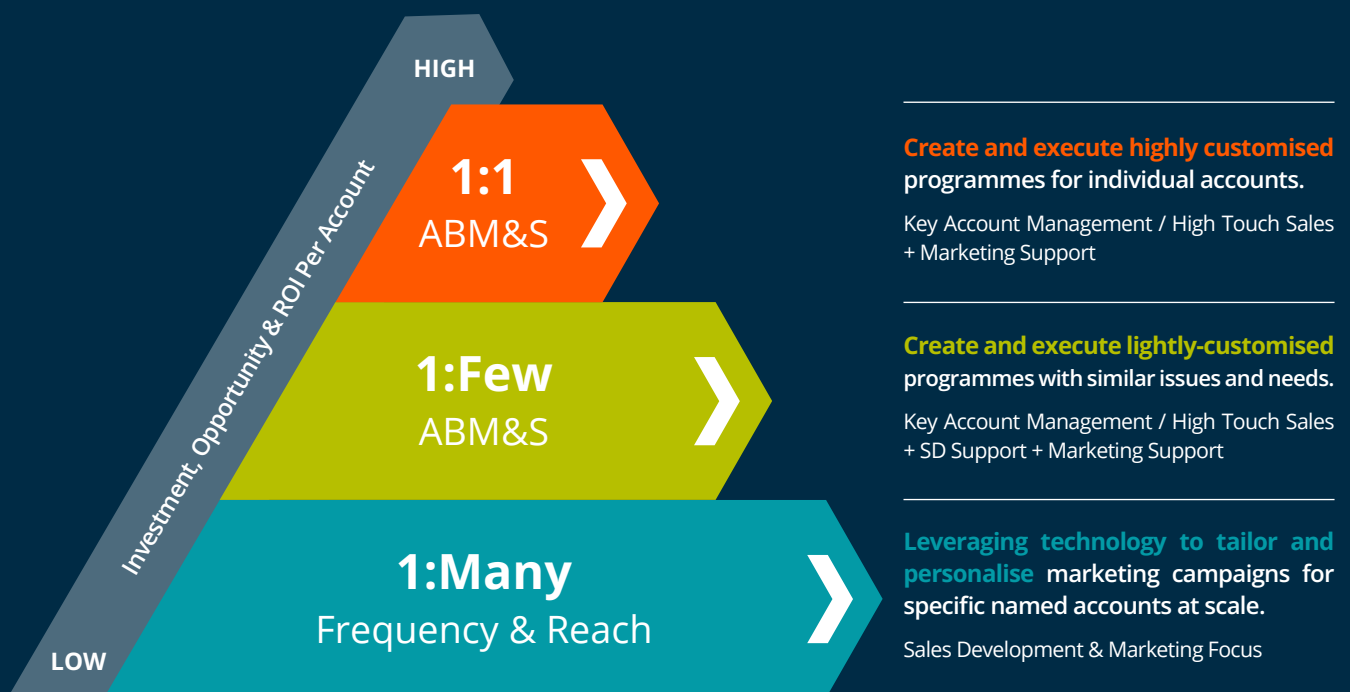
Source: WARC



# Unique approaches to account-based marketing & sales

To aid marketers in defining the scope and scale of their account-based marketing & sales programmes, ITSMA, a renowned thought leader in the ABM&S field, identified three distinct types of ABM&S. Each type varies in its approach to covering new and existing accounts and requires different levels of investment.

## ABM&S + frequency & reach





## One-to-one ABM&S

This strategy is the most personalised, involving highly customised campaigns for a few individual accounts. Typically, it covers about 15 accounts. Marketing and sales teams collaborate closely, tailoring efforts to each account's specific needs. This approach includes bespoke content, exclusive events, thought leadership, and personalised meetings.

## One-to-few ABM&S

At this level, marketing teams work with sales to target groups of accounts with similar characteristics, like industry or challenges. On average, they cover about 36 accounts, balancing customisation and efficiency. This strategy uses email marketing, individual meetings, and executive involvement. It usually focuses on 10 to 100 accounts, with marketing and sales closely cooperating to tailor content and propositions.

## One-to-many ABM&S

This strategy targets the largest number of accounts, averaging around 900. It uses technology to personalise marketing for many accounts, aiming to generate new leads and repurpose content. Common tactics include email marketing, direct mail and blogs. This approach allows one marketer to manage several accounts, making it less resource-intensive and more expansive.

# Choosing the right ABM&S solution for your business

There's no denying ABM&S can elevate your sales and marketing efforts, but the right approach depends on several factors critical to your success. Each ABM&S component targets different buyer segments using both inbound and outbound tactics. These factors include account selection, account-based channel execution, and multi-touch revenue attribution. Choosing the right strategy ensures a lasting positive impression on target accounts.



# Key factors to consider when starting out with ABM&S

## The value and relevance of your offering

The higher the value, the greater the level of customisation required to onboard potential customers.

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## The complexity of your product or service

The more complex, the more work you'll need to do to explain its value to the different audiences you need to engage with.

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## The size of your targeted organisation

Various approaches are required depending on the size of the company and the breadth of audiences within that company.

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## The number of stakeholders in the targeted organisation

A small business may only have one or two key members, but a large company could have dozens of decision-makers you'll need to make an impression on.

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## The strategic importance of clients

Aside from revenue, securing one or more clients within a specific industry could open further doors and may warrant a one-to-one marketing approach.

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## The perception of your company to others

If you are lesser known, you will need to conduct a more strategic marketing plan than if you have impressive brand equity.

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## The competitive environment

If your industry already has a variety of key players, you'll need a strong strategy to stand out. Are you entering as a small fish in a big pond, or a big fish in a small pond?

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## The internal setup of your organisation

Whether or not you have enough resources to effectively execute a successful ABM&S strategy is a significant consideration. You need an experienced team of sales and marketing professionals, to successfully achieve your objectives, as well as a strong game plan.



# Kickstarting an effective ABM&S campaign

Kickstarting a new sales and marketing strategy can be daunting, but the T.E.A.M. Framework – Target, Engage, Activate, and Measure – simplifies planning, operating, and evaluating campaigns. This approach ensures shared goals and fluid communication for joint success.

## 01. Define your strategic accounts

Identify target accounts by determining the common characteristics of organisations that generate the highest MRR (monthly recurring revenue). Define industry, company size, location, annual revenue, upsell opportunities and profit margin for those yielding the highest long-term profits.

## 02. Put your investigation goggles on

Collaborate with strategic thinkers in your sales department to identify accounts matching your criteria and key stakeholders. Use social networks like LinkedIn and Facebook for additional insights and consult colleagues with prior contact with your targets.

## 03. Create personalised content and messaging

Tailor your content to address stakeholders' specific pain points. Collaborate with your design and sales teams to ensure your messaging and imagery resonate with each account's needs.

## 04. Decide on the best channels for your campaigns

Promote your campaigns where stakeholders spend their time online. Use networks like Facebook and LinkedIn to reach key players with targeted content.

## 05. Execute your account-based campaigns

Run your campaign with streamlined, personalised content. Avoid overwhelming prospects with repetitive messages across multiple channels. Ensure your channels reach multiple individuals within your targeted organisation, balancing visibility and targeted content.

## 06. Measure and share your ABM&S results

It's essential to continuously analyse performance data to refine tactics, and the best time to measure and evaluate your campaign's effectiveness is after 30 to 60 days, as post-campaign analysis provides accurate insights into successes and areas for improvement.



# Principles of **ABM&S**



## **Targeted, high-value accounts**

Pinpoint top prospects for best ROI.



## **Cross-functional collaboration**

Sync teams for a seamless experience.



## **Create personalised content and messaging**

Ensure messaging and imagery resonate.



## **Data-driven campaigns**

Strategise with data insights.



## **Personalised buyer experience**

Customise client engagements.

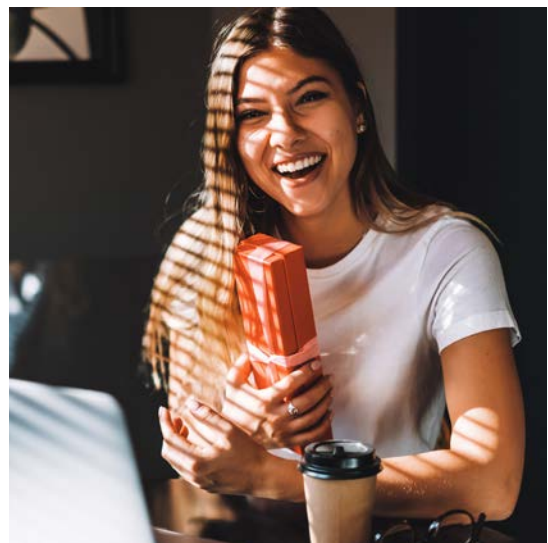


## **High-effort outreach to multiple stakeholders**

Engage various decision-makers.

# The importance of high-impact marketing

Incorporating high-impact marketing campaigns into your ABM&S strategy is essential for creating memorable and meaningful connections with your target audience. Unlike purely digital approaches, high-impact marketing leverages tangible elements that foster deeper emotional connections with prospects. Here's how this approach can significantly enhance your ABM&S efforts:



## Creating tangible, memorable experiences

High-impact marketing stands out in an increasingly digital world by offering tactile experiences that digital channels alone cannot provide. This might include:

- **Carefully crafted mailers:** These can be tailored to the specific interests and needs of each prospect, making them feel valued and understood.
- **Personalised gifts:** Thoughtfully chosen items that resonate with the recipient can leave a lasting impression and create a sense of personal connection.
- **Handwritten notes:** In an era of digital communication, a handwritten note feels personal and special, conveying sincerity and effort.

These tangible elements can evoke positive emotions and build stronger relationships with prospects, ensuring that your brand remains memorable.

## Breaking through the clutter

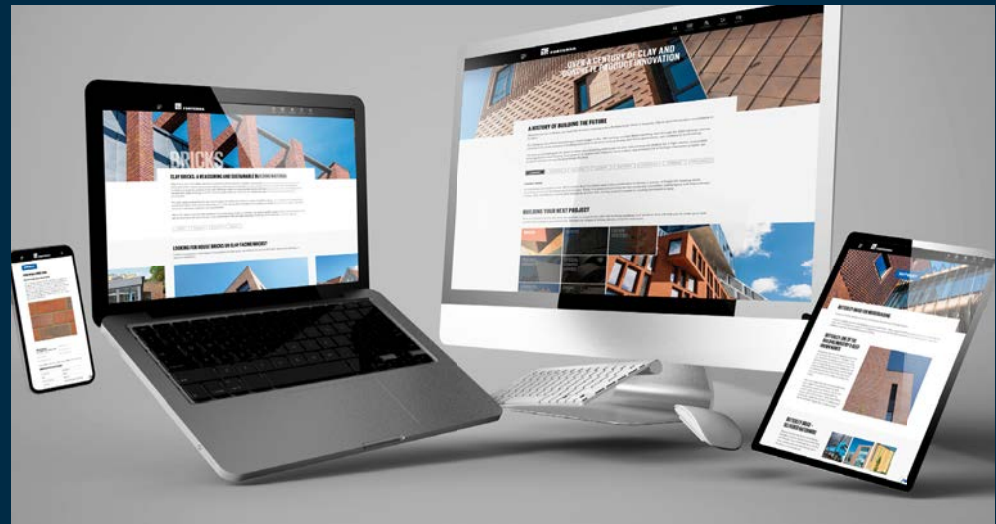
The marketplace is crowded, and it can be challenging to capture the attention of busy decision-makers. High-impact marketing helps your brand stand out by:

- **Creating a WOW factor:** Unique and creative marketing materials are more likely to capture attention and be remembered.
- **Demonstrating effort and care:** High-impact marketing shows that you've invested time and resources into engaging with your prospects, which can build trust and credibility.
- **Engaging multiple senses:** Tactile experiences engage multiple senses, making them more impactful and harder to ignore than digital messages alone.

By cutting through the noise, high-impact marketing ensures your brand stays top-of-mind with key decision-makers.







## Enhancing multi-channel orchestration

High-impact marketing can seamlessly integrate with your broader ABM&S strategy, enhancing multi-channel orchestration by:

- **Amplifying your message:** Tangible marketing efforts can reinforce and complement your digital campaigns, creating a unified and powerful brand presence across multiple channels.
- **Creating a cohesive experience:** By integrating high-impact marketing with digital efforts, you provide a consistent and cohesive brand experience that can guide prospects through the buyer's journey more effectively.
- **Increasing engagement:** Combining physical and digital touchpoints can increase overall engagement rates, as prospects encounter your brand in various contexts and formats.

This integration ensures that your marketing efforts are not isolated but part of a well-coordinated strategy that maximises reach and impact.



## Making meaningful connections

At its core, high-impact marketing is about making meaningful connections that drive results. This approach helps to:

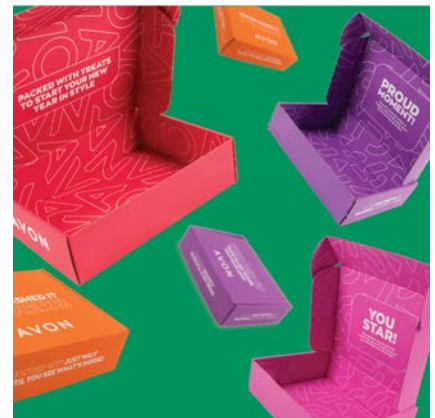
- **Build stronger relationships:** Personal touches show prospects that they are more than just a number, fostering loyalty and trust.
- **Drive higher conversion rates:** Prospects who feel personally connected to your brand are more likely to move through the sales funnel and convert to customers.
- **Elevate your ABM&S strategy:** High-impact marketing can elevate your entire approach, setting you apart from competitors and positioning your brand as innovative and customer-centric.

By integrating high-impact marketing into your ABM&S strategy, you are not only enhancing the effectiveness of your campaigns but also building a foundation for long-term success and growth.



# Create campaigns with impact with PDS

As a marketing, creative and print agency, partnering with PDS gives you access to top talent and expertise in all aspects of design and digital marketing. Your brand will benefit from our pool of specialists and awareness of current trends, who will help you elevate your ABM&S journey with a powerful idea, unforgettable design or expertly crafted branding campaign.



Streamline your approach and expand your expertise with our creative services, interconnected sourcing, storage, fulfilment and technology solutions. With PDS, you have a single partner ensuring success from the big idea to the final result. As your creative partner, PDS tailors services to meet your needs, whether for specific campaigns or as an extension of your marketing department.

## Crafting memorable experiences

Creating a lasting impact demands innovation. At PDS, we design and execute creative concepts with compelling visuals that ensure a memorable WOW factor. Our thought-provoking, impactful, and engaging approach maintains credibility without gimmicks. We deliver targeted, impactful messages that capture attention and cut through the noise, emphasising relevance to resonate with the audience.

## Designing for maximum impact

PDS offers comprehensive turnkey services, including creative direction, captivating designs, flawless execution, and distribution. From campaign planning to international fulfilment, we are your dedicated partner at every step. Discover how our expertise and commitment to excellence can elevate your brand.

- **Campaign planning:** We develop comprehensive multi-channel campaigns tailored to your objectives
- **Campaign & concept design:** Our creative team crafts compelling designs aligned with your brand and goals
- **Production feasibility:** We assess production feasibility to ensure smooth execution
- **Production management and sourcing:** From start to finish, we manage all sourcing and production, ensuring quality and timely delivery
- **Fulfilment & delivery:** Our services ensure seamless fulfilment and delivery across borders.



## Our creative services

As your creative partner, PDS can flex our services to suit your needs, bringing specific campaigns to life or acting as an extension of your marketing department. Our core areas of expertise include:

### Design solutions

Design shapes how your organisation and offerings are perceived. Our skilled design team collaborates with you to translate ideas and goals into compelling branding elements, campaigns and marketing materials that elevate your presence and resonate with your audience.

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**Branding:** Strengthen your market presence with our strategic branding solutions, whether repositioning an established brand or creating a new identity.

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**Design for print:** Our standout graphic design services align with your brand identity, enhancing recognition and creating memorable experiences that captivate audiences.

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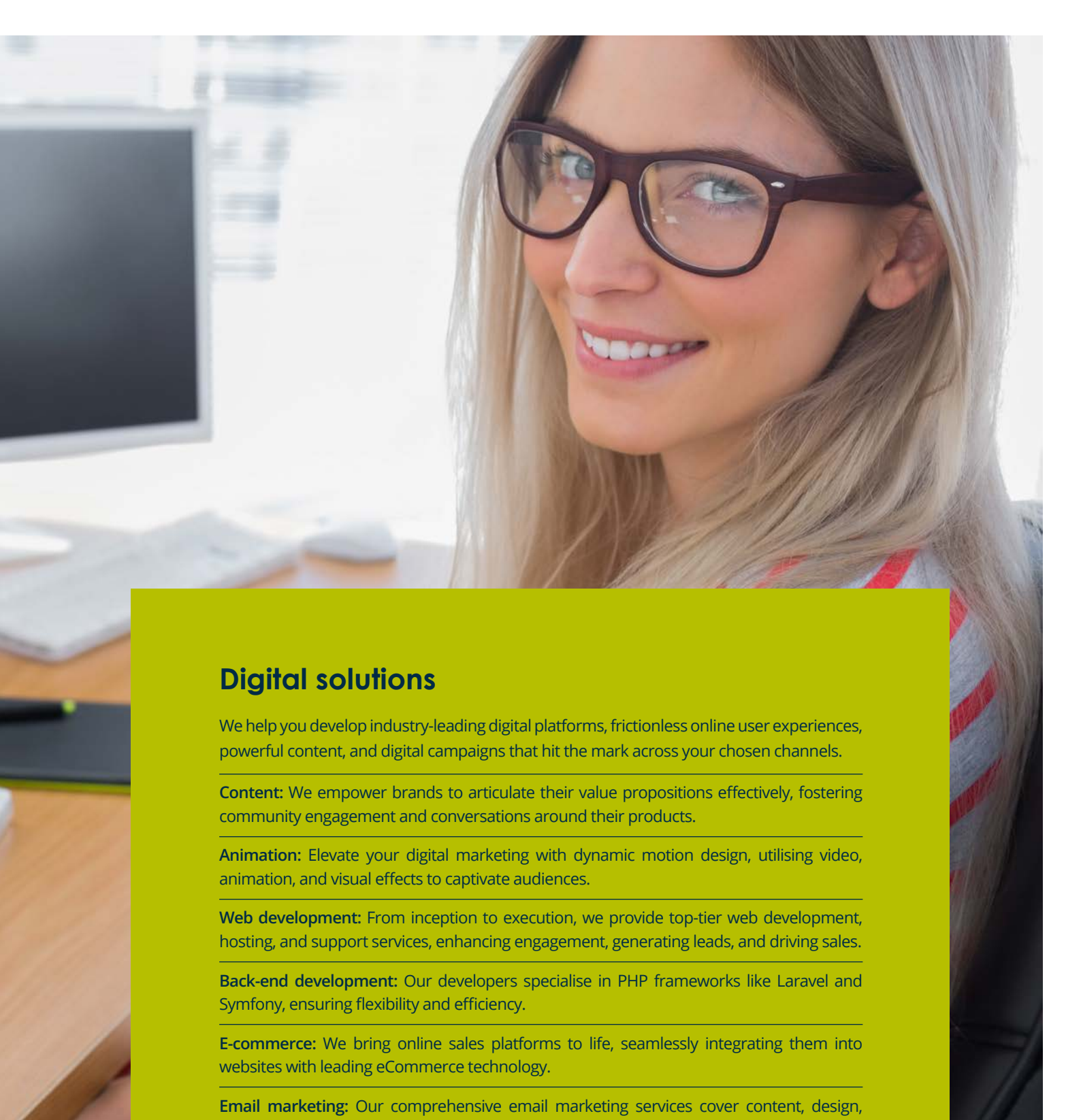
**Events:** From creative development to collateral delivery, we serve as your expert creative partner, offering comprehensive solutions to meet your event marketing needs efficiently and effectively.

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**Direct mail:** Experience seamless direct mail campaigns with our end-to-end services, from captivating designs and messaging to sourcing, storage and fulfilment.

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## Digital solutions

We help you develop industry-leading digital platforms, frictionless online user experiences, powerful content, and digital campaigns that hit the mark across your chosen channels.

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**Content:** We empower brands to articulate their value propositions effectively, fostering community engagement and conversations around their products.

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**Animation:** Elevate your digital marketing with dynamic motion design, utilising video, animation, and visual effects to captivate audiences.

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**Web development:** From inception to execution, we provide top-tier web development, hosting, and support services, enhancing engagement, generating leads, and driving sales.

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**Back-end development:** Our developers specialise in PHP frameworks like Laravel and Symfony, ensuring flexibility and efficiency.

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**E-commerce:** We bring online sales platforms to life, seamlessly integrating them into websites with leading eCommerce technology.

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**Email marketing:** Our comprehensive email marketing services cover content, design, automation and analytics, ensuring timely and relevant communication.

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**Website design:** Collaborate with us to build visually stunning websites with intuitive user experiences.

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**Front-end development:** Transform static designs into interactive websites, leveraging years of creative industry experience.

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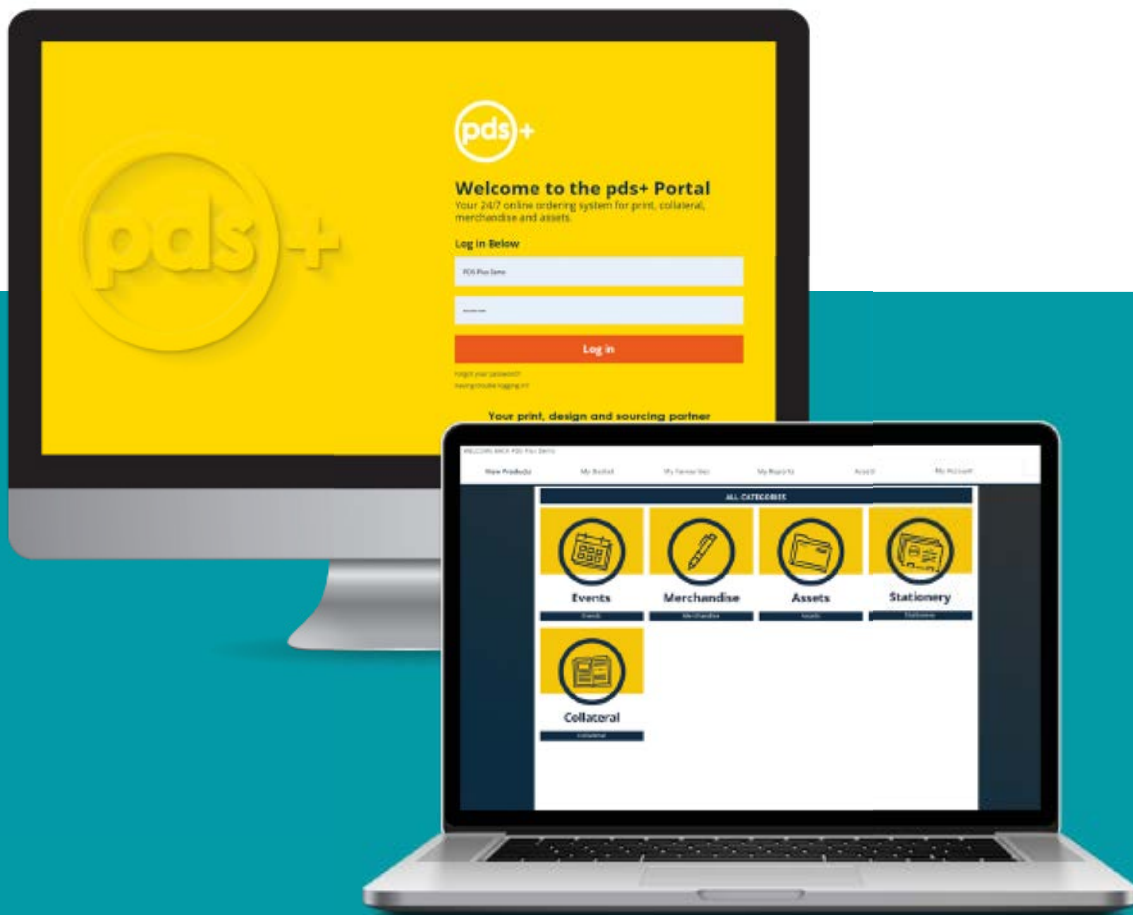
**WordPress & CMS:** We develop custom themes, plugins, and more, ensuring pixel-perfect precision and seamless integration.

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**App development (including PWA):** Specialising in progressive web apps (PWAs) and native apps, we deliver fast, tailored solutions that offer optimal user experiences.

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# Introducing the technology that powers our partnership



PDS services, including our bespoke PDS+ software, enhance efficiency, collaboration, and control, adding significant value to your organisation. We drive innovation by replacing disparate systems with a centralised platform, empowering teams with user-friendly software, and integrating seamlessly with existing workflows. This fosters alignment among teams, suppliers, and stakeholders, boosting productivity and providing a competitive edge.

## PDS+ offers a host of benefits

### Efficiency

PDS+ streamlines the procurement process, making it easier and faster for marketing teams to order bespoke printing and digital creative for integrated marketing campaigns. This efficiency saves time and allows you to focus on other aspects of your responsibilities.

### Customisation

PDS+ allows you to customise your portal and assets to meet the specific needs of your marketing processes and campaigns. You can choose from a wide range of products and personalise them with your company logo or other branding elements.

### Consistency

By using PDS+, marketing teams can maintain consistency in branded and bespoke creative products across different campaigns and activities. This consistency helps reinforce the company's brand identity and values.

### Autonomy

Once your campaigns and assets are set up, PDS+ enables your marketing team to easily manage the day-to-day fulfilment and delivery of all marketing campaigns.

### Transparency

PDS+ provides transparency by offering real-time order tracking and cost visibility. Marketing departments can easily monitor the status of orders and ensure you stay within budget.

### Accessibility

PDS+ is an online platform, making it accessible from anywhere with an internet connection. This accessibility allows you to place orders and manage inventory from the office, home, or even on the go.

### A single source

PDS+ provides a single source view and access to all of your digital and printed campaign assets and materials, enabling your employees ease of access and your marketing teams full visibility and control.

### Budget control

Assign budgets to portal users and keep track of departmental spend with reporting and analytics to support future forecasting.

**PDS+** is your 24/7 online ordering system for print, collateral, merchandise and assets

PDS partners with you on every step of the journey:





# Working together to deliver more marketing ROI for you

## Why the details matter

We understand the importance of delivering effective marketing that gets results. Cutting through the noise is about more than just having an attention-grabbing idea – it also needs to be highly relevant and personalised to your target audience. Our tailored approach to account-based marketing & sales means we think through every decision carefully to make sure our campaigns deliver maximum return for your business.

Our team at PDS is committed to not only crafting high-impact, engaging marketing campaigns but also ensuring their seamless execution. From initial concept to the final rollout, we'll work with you in handling every aspect with great attention to detail.

We would love to help you take your marketing to the next level, to drive better marketing and sales ROI for your business. Let PDS get creative with your campaigns to revitalise your approach to marketing, with an ABM&S approach that will attract and retain high-value accounts for your business.

To find out how we can help you cut through the noise with highly personalised, high-impact marketing, get in touch today on 01933 672150 or email [info@printdatasolutions.co.uk](mailto:info@printdatasolutions.co.uk)







## We are PDS

Established in 1998, PDS is a print, design, communications and marketing company that combines creative ideas and insights with our knowledge and experience of the production process. Our full range of services encompass communications, marketing services, print, design, merchandise, storage, fulfilment, and logistics, underpinned by our intuitive online management system, PDS+. Partnering with us will improve the efficiency of your organisation, save time and reduce costs, while also taking your communications, creative design and print production to a whole new level.

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# **The power of partnership**

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sourcing partner

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