

T2D3 GROWTH SERIES

Account Based Marketing (ABM) for B2B SaaS Leaders



Stijn Hendrikse



Stijn supports B2B entrepreneurs with his experience in marketing and sales excellence for SaaS-based businesses. He works with investors during diligence and post-acquisition, including as an interim Chief Marketing Officer. Stijn has served as CMO and CEO for multiple B2B SaaS companies, including MightyCall and Acumatica. Stijn led Global SMB Marketing and B2B Product Marketing for Office at Microsoft, including the launch of Office 365 and the adoption of the Open XML ISO 29500 Standard. From this experience, Stijn co-founded Kalungi, specializing in growing small to mid-range B2B software companies with supporting their Go-To-Market, where they share many similar needs - Stijn.Hendrikse@Kalungi.com

Bruno Ueda



Bruno is Kalungi's, COO, Data Scientist and ABM specialist. With a background in Industrial engineering, he has worked in multiple roles at different startups providing guidance and assistance to customers and teams in building strategies as technical solutions to address specific needs.

With over 8 years of experience in Market Research, Consumer Insights, Ethnographic research both in the US and the UK, Bruno is able to jump into any project and help them obtain data-driven insights, setup integrations and improve their outreach efforts.

What is Account-Based Marketing?

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Account-based marketing (ABM) is an alternative B2B strategy that concentrates sales and marketing resources on a clearly defined set of target accounts within a market and employs personalized campaigns designed to resonate with the individuals within each account.

With ABM, your marketing message, channel and timing are based on the specific attributes and needs of the people and accounts you're targeting, hence the name account-based marketing.



P1

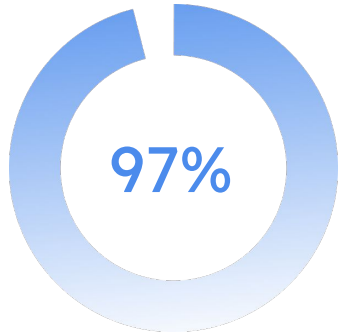


P2



P3

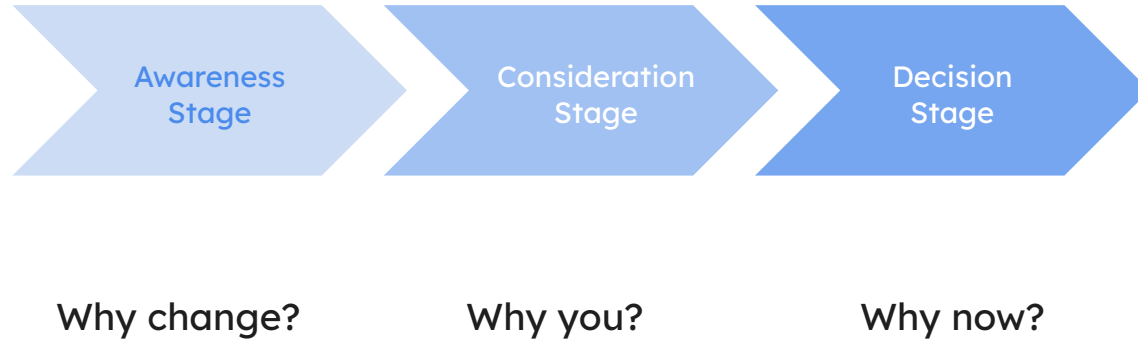
What is Account-based Marketing?



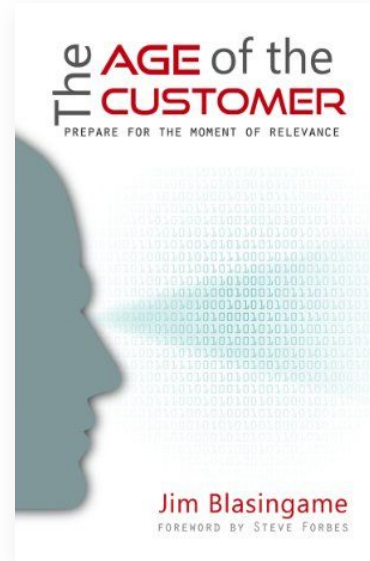
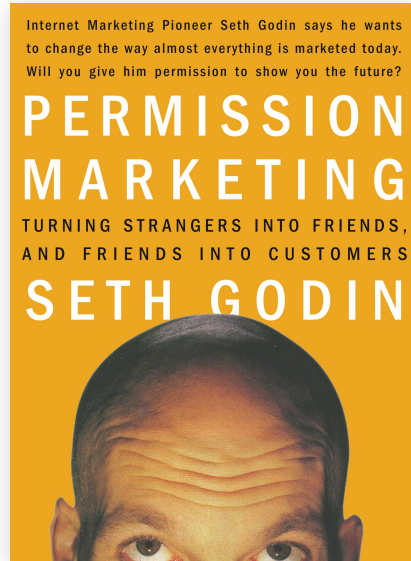
Said ABM had a somewhat higher or much higher ROI than any other marketing initiative

Research from the Altera Group

The Buyer's Journey



The rise of inbound marketing



Inbound: Your audience does the work



Prospect is experiencing and expressing symptoms of a problem or opportunity. Is doing educational research to more clearly understand, frame, and give a name to their problem.

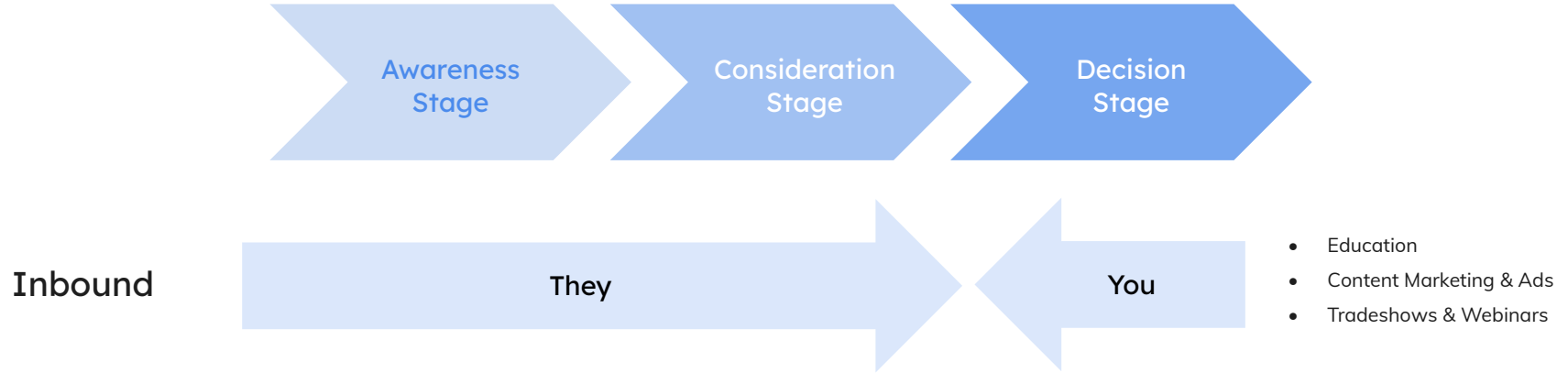


Prospect has now clearly defined and given a name to their problem or opportunity. Is committed to researching and understanding all of the available approaches and/or methods to solving the defined problem or opportunity.

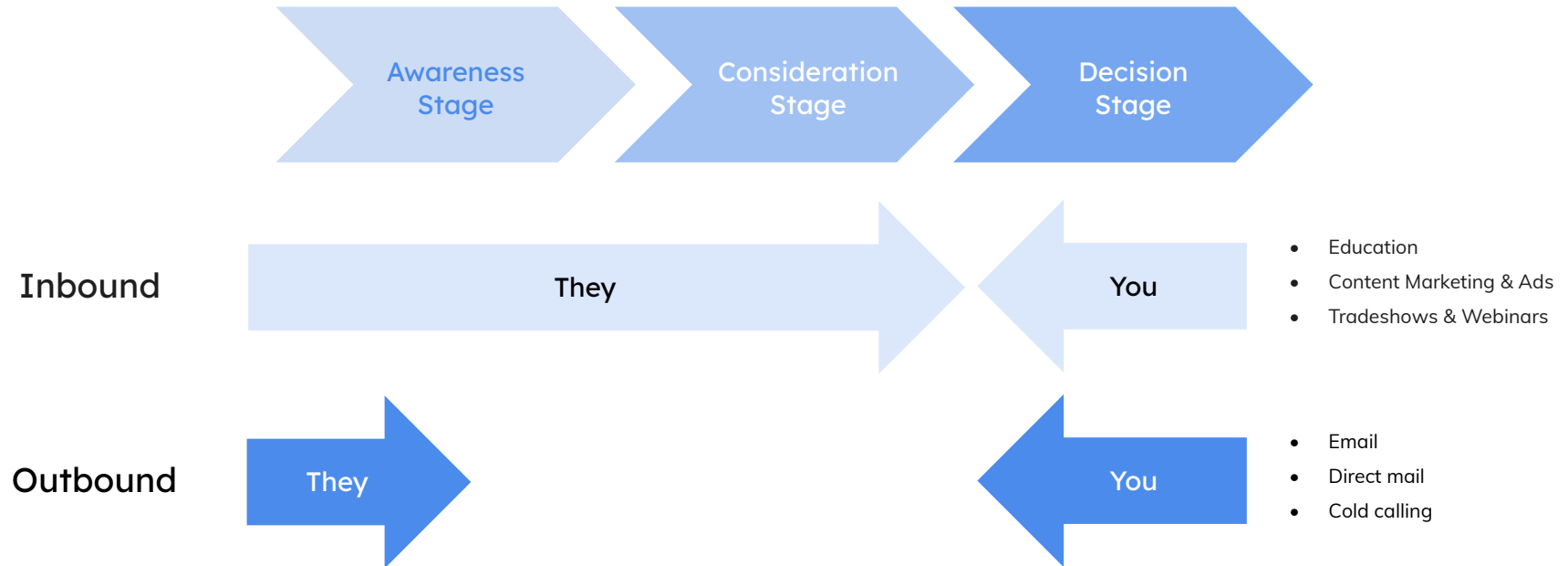


Prospect has now decided on their solution strategy, method, or approach. Is compiling a long list of all available vendors and products in their given solution strategy. Is researching to whittle the long list down to a short list and ultimately make a final purchase decision.

Inbound: Your audience does the work

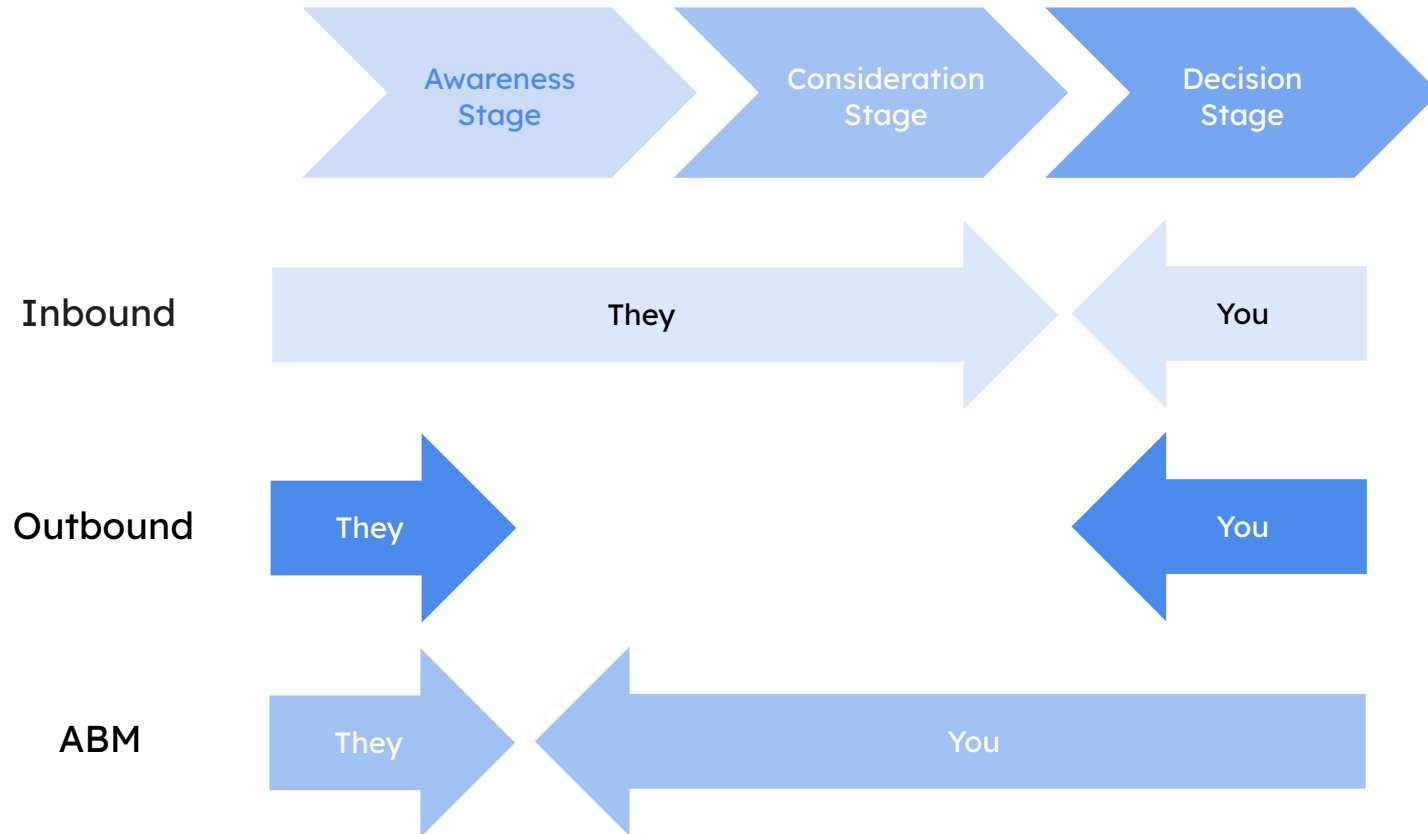


Outbound: Does not work in B2B



- Solutions are too complex to understand.
- Multiple decision makers. Many who can say “No”, only a few who can say “Yes”
- Budgets are not available. A business case must be made
- B2B buyers depend on their friends, experts, peers and even sales people conversations

Account-based Marketing: You do the work









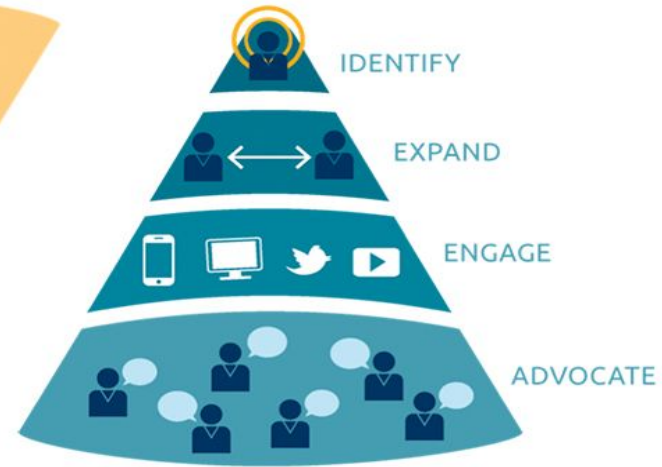
Low friction

High intent
(hand raisers)

ACV?

SDR – Take the order

Fast



High fit

High inertia

ACV+

BDR – Gap Selling (Pain/Gain)

Slow

WHY OUTBOUND FAILS

Key reasons many ABM initiatives struggle

1. It's Marketing, not Sales
2. Be ready for the door to open
3. No conversion → Give up

WHY OUTBOUND FAILS

Account-based Marketing ←

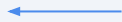
It's not Sales.

They are not ready for a sales pitch.

By definition.

WHY OUTBOUND FAILS

Account-based Marketing



Drive Awareness

Nurture Consideration

Don't sell (yet)

WHY OUTBOUND FAILS

The door might open. Be ready.

Cultivate the digital relationship

PAIN

- It's about them. Be relevant
- Discover pain. Ask questions
- Understand fears and dreams

CLAIM

- The timing is probably not right
 - Not ready to buy
 - Ready to learn
- Become a trusted guide
 - Recognition, empathy
 - Come with a plan
 - Follow up. Call to action
- Leave something behind
 - Educate and invite
 - "Is it ok if I give you something?"
 - Nurture

WHY OUTBOUND FAILS

No conversion

Play the long game

Show the GAIN

- Show Tangible results
- Customer Stories (FOMO)

Lack of follow up

- Prefer “Hot” inbound leads
- It’s ok to get a referral

Impatience – you give up early

- Ask to leap vs. small steps
- Takes time to get to the BDM

No persistence

- Relevance & Repetition
- Learn & Optimize

Key Steps of Account-based Marketing

Key Steps of Account-based Marketing

1 

Discover & define your high-value **customers**

2 

Map accounts & identify key, reachable **contacts**

3 

Define **content** & personalized messaging

4 

Determine optimal **channels**

5 

Cultivate with targeted & coordinated campaigns

6 

Measure, learn and optimize **conversion**

Key Steps of Account-based Marketing

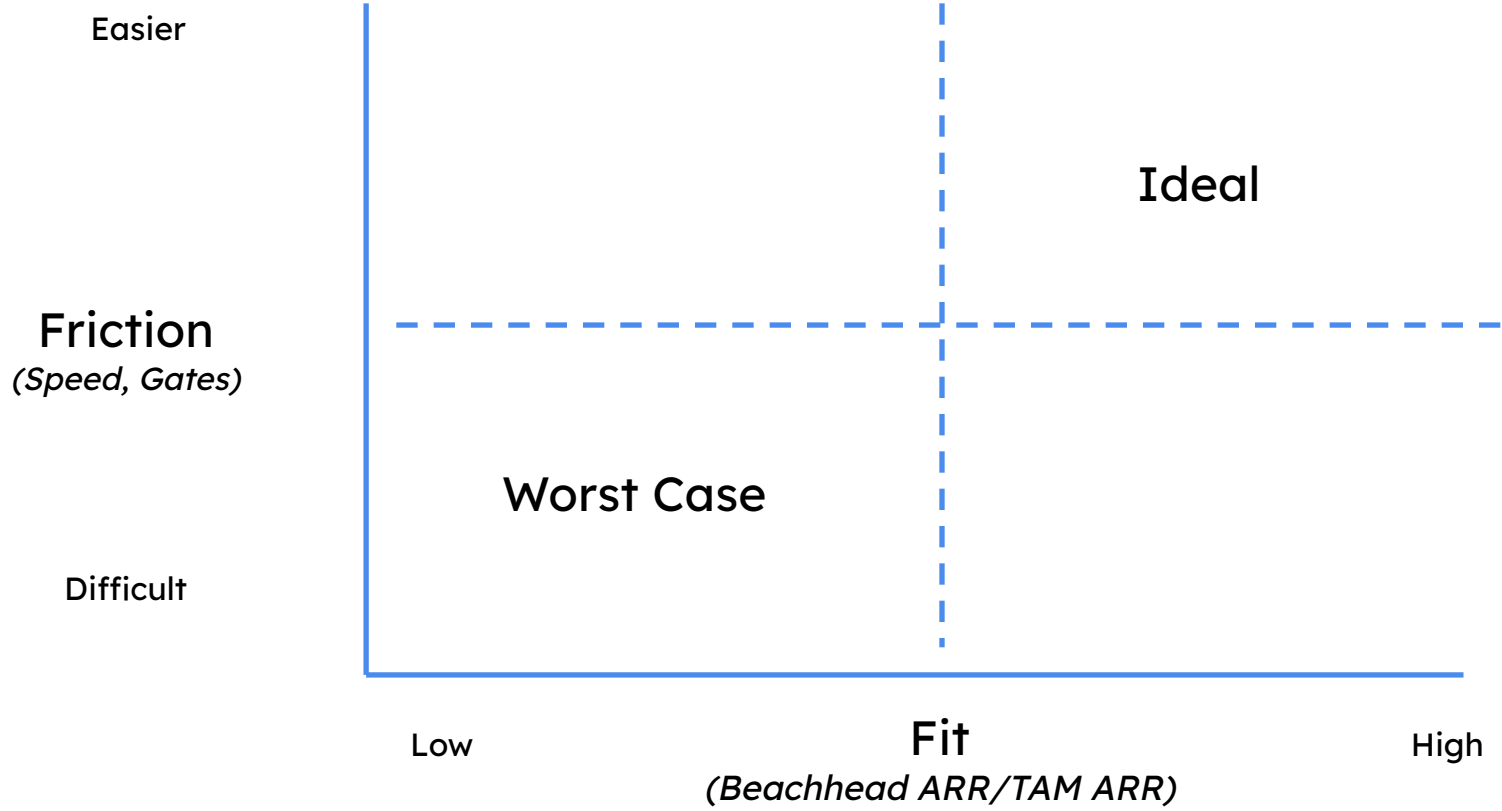


Discover & define your
high-value **customers**

Ideal Customer Profile

Ideal Partner Profile

Filters + Signals



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Kalungi persona approach for B2B SaaS Companies

P1: User/beneficiary of the solution

Learn something new, be more productive, have more fun in their work, less boring, make more impact etc. (Maslow)

P2: Supervisor of P1, usually the buyer

Often an advocate to drive the buyer's journey. Wants to solve for P1 needs and be able to make the business case to P3.

P3: Executive

Cares about ROI, and company wide issues like compliance, privacy etc. Key to remove potential blockers like legal or IT.

Licensing Inspector Lisa

P1 - User



What do they want?

- Easy to use system. One Size fits all solution
- A
- P
- R

What do they want?

Affordable solution that offers clear ROI, Low impact implementation, Scalable solution, Easy to use software.

Possible Titles

- CIO
- CTO
- Director of Planning

Possible CIO Cindy

P3 - Executive

- P
- Ir

What do they want?

Align strategic goals, ensure yearly goals and quotas are met, efficient management of people and business process, ensure city's SLA inspection timeframe is adhered to & ensure permits and licensing are processed in the correct time-frame.

Possible Titles

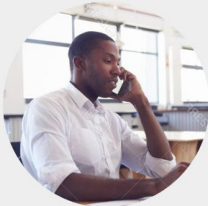
- Senior planner
- Senior Code Enforcement Officer
- Code Enforcement Supervisor
- Code Compliance
- District Manager
- Community Development Director
- Inspection Supervisor
- Building Official
- Code Compliance Administrator
- Director of Quality
- IT Project Manager
- Salesforce Administrator
- Salesforce Engineer
- Project Manager

Purchasing power

- Full autonomy over purchases - potentially
- May need to show ROI of purchase

Code Enforcement Supervisor Cody

P2 - Manager



Pains

- Managing high volumes of inquiries and applications

Pains

- Bureaucracy
- High level of expectations from citizens and government
- Staff complaints on current workflow process
- Uncontrollable natural disasters

Pains

- Balancing citizen and political expectation with current infrastructure
- Resource constraints
- Backlog of work

Fears

- Delays in permitting and licensing process
- Unsafe building
- Unmet performance goals
- High levels of citizen complaints
- Unreliable workflow system

Dreams

- Meet yearly target/ goals
- Efficient government workflow system: processing for licensing/permits/inspection
- High satisfaction rates from citizen, staff and developers
- Scalable solution
- Reduced wait times

citizens and governments
base scenario

losing data, hacking, etc..
dense/inspections

th
on
nts
up with citizen and government demands

and government

access to information

ative tasks
nging government policies

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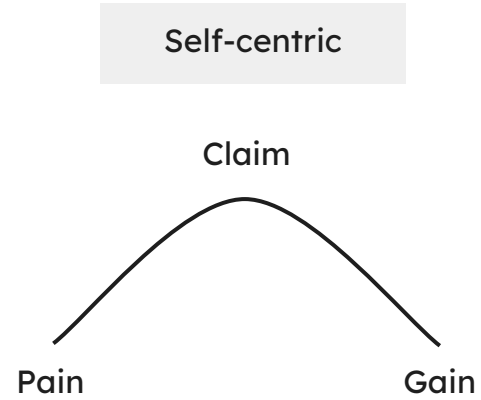
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personalized messaging

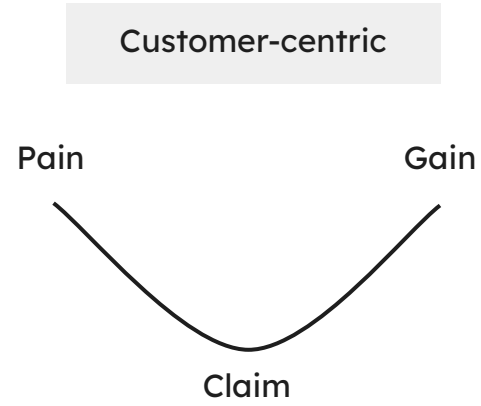
CONTENT & MESSAGING

A common pitfall



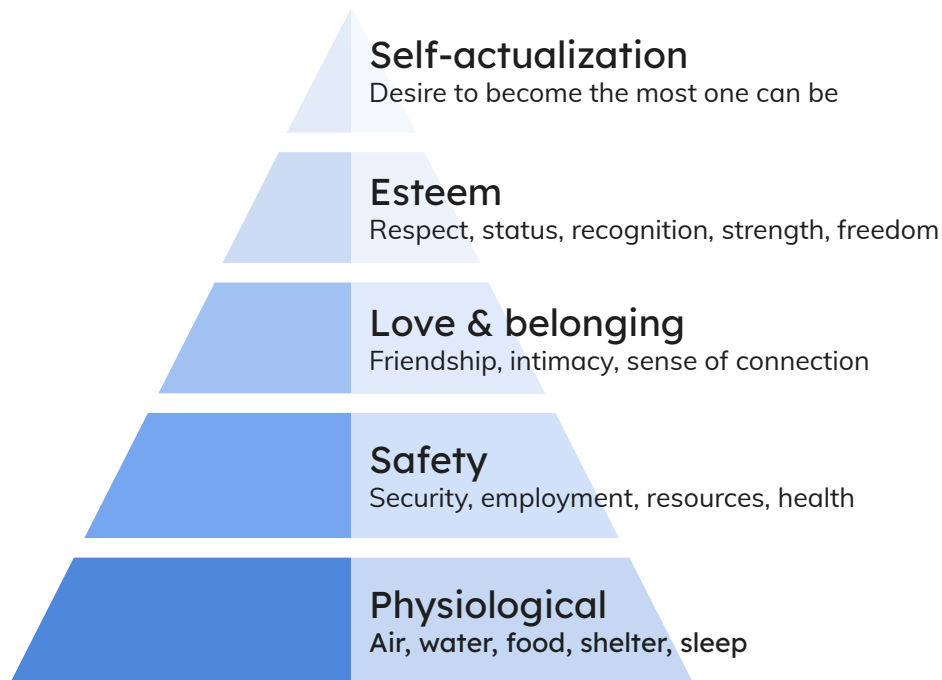
CONTENT & MESSAGING

Telling a story



Pains & Gains

- What do they like?
- What do they want?
- What do they need?
- What do they fear?
- What keeps them up?
- What are their dreams?
- What do they search for?



Lead magnets

Top-of-Funnel Awareness

- Create an assessment
- A survey that reads "10 questions to see how your current intranet stands up"
- Lite white paper downloadable, i.e. "5 Tips for making employees more productive"
- The ultimate guide for managing remote workers

Middle-of-Funnel Consideration

- Offer a real objective comparison
- Investigate the competition
- Provide good, education content
- Offer a free consultation (value added sales call)
- PDF case study
- Industry trends

Bottom-of-Funnel Conversion

- Offer something of substantial value
- A custom-built demo
- Free consult that includes a real deliverable
- PDF testimonial
- Key: Does not require customers to also take the next step and buy
- ROI Calculator

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Reach by channel

Total Number of Active Brokers 16,000~17,000

My Carrier Data

Linkedin Data

- Total Number of Brokers in LinkedIn: 2,647
- Total Number of Active Companies: 1866
- Total Number of Companies with 1 Broker: 1525
- Calculated Reachable Contacts: 750 Emails

Available Channels

- Phone: 100% - Available
- Direct Mail: 100% - Available
- Email: 50-70% (Not readily available)
- Blanket Company /USDOT/MC registration?
- Local Forums?
- Intent Keyword Ads?

Freight Brokers-Data Validation Point by channel

- Dry Van Companies: 34,000
- Companies with LTL Data: 20,203
- Companies with LTL inclination: 6,769

FMCSA Motor Carrier

USDOT Number: 3008069

Docket Number: MC027590

Legal Name: ILYANA INC

DBA (Doing-Business-As) Name MY LOADS



Insurance History:

Form: 85	Type: TRUST FUND
Policy/Surety Number: 2017737	Coverage From: \$0 To: \$75,000 *
Effective Date From: 07/13/2017	To: 09/29/2018 Disposition: Cancelled

Insurance Carrier: LIBERTY NATIONAL FINANCIAL CORP.

Attn: ANDREW MCCHESENEY

Address: 800 W. ROCK CREEK RD. STE 107

NORMAN, OK 73069 US

Telephone: (405) 321 - 5310 Fax: (405) 321 - 5313

* If a carrier is in compliance, the amount of coverage will always be shown as the required Federal minimum (\$5,000 per vehicle, \$10,000 per occurrence for cargo insurance, \$75,000 for bond/trust fund insurance for brokers and freight forwarders). The carrier may actually have higher levels of coverage.

Authority History:

Sub No.	Authority Type	Original Action	Disposition Action
	PROPERTY BROKER	GRANTED	07/19/2017 REVOKED 10/09/2018

Pending Application:

Authority Type	Filed	Status	Insurance	BOC-3

Revocation History:

Authority Type	1st Serve Date	2nd Serve Date	Reason
BROKER	09/04/2018	10/09/2018	INVOLUNTARY REVOCATION

Data sources

- Dat.Com
- Truckerpath.com
- Truckingplanet.com
- Mycarrierresource.com
- Cerasis.com
- Transflo.com
- C.baff.org
- Joc.com
- Freefreightsearch.com
- Thetruckersreport.com
- Additional



Outreach benchmarks for B2B

ABM Outreach Process via Email

- 50 Emails per Day
- 1250 Emails per Month
- 25%-35% Open rate = 313-438
- 10% CTR rate = 31-44



ABM Outreach Process via LinkedIn

- 50 Connection Request per Day
- 1250 Connection Requests per Month
- 15%-25% Connect Rate = 187-312 Connections
- 5%-8% Reply Rate = 63-100



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Outbound takes time to optimize and drive outcomes

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Lead Generation	1000	2000	4000	4000	4000	4000
Emails Sent	500	1250	1875	1875	1875	1875
Open Rate	15%	25%	30%	30%	30%	30%
Open Emails	75	312.5	562.5	562.5	562.5	562.5
CTR	2%	8%	10%	10%	11%	12%
Clicks	1.5	25	56.25	56.25	61.875	67.5
Reply Rate to Open	1.00%	2.50%	7.50%	10.00%	10.00%	12.00%
Total Reply Rate	0.15%	0.63%	2.25%	3.00%	3.00%	3.60%
Replies	0.75	7.8125	42.1875	56.25	56.25	67.5
MQLs	0.2625	2.734375	14.765625	19.6875	19.6875	23.625
SQLs	0.13125	1.3671875	7.3828125	9.84375	9.84375	11.8125

Cold outreach process via email

ABM Outreach Process via Email

ABM Team will outreach to 50 new emails per day using Outreach.io

The Campaign will be fully automated and have 8 steps.

- Day 1: New Email
- Day 2: Follow Up
- Day 5: Follow Up
- Day 15: New Email
- Day 18: Follow Up
- Day 21: Follow Up
- Day 28: New Email
- Day 30: Follow Up

Hand Off

- Positive Replies will be sent to the sales team
- Clicks and Opt in will be sent to Hubspot
- OOO emails and Referral replies will be followed up individually.

Cold outreach process via LinkedIn

ABM Outreach Process via LinkedIn

25-50 connection requests per day

- Withdraw after 20 days and resend 30 days later

3 Touch Follow Up Upon Connection

- 1st - One day later
- 2nd - 2 days later
- 3rd - 5 days later

Hand Off

- Interested Replies handed off to sales team
- Referrals used for retargeting / referral campaign
- Connections used for Opt in / Email Nurture

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Becoming a “Trusted Guide”

Get attention—why change?

- Build on the PAIN
- Meet them where they are—empathy

Bring a plan—why with you?

- CLAIMs (Features → Benefits and *only* you)
- Provide small steps on a big journey

Call to action—why now?

- Proof of GAINS
- Show and tell (fear of missing out)

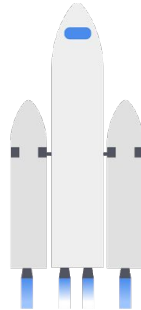
Communicating gains

- Customers: Let others do the talking (customers/influencers)
- Demo: Show and tell (video, screenshots) make it real
- Data: Evidence and benchmarks
- Vision: Thought leadership (assert yourself)

	Customers	Demo	Data	Vision
Financial				
Strategic				
Personal				

UP NEXT

- Contact us to book your time with Stijn
- Stay tuned for more information about our 2021 Learning Series!





Thank you!