



HARTE
HANKS

Agile content creation for **ABM** and Demand Generation

A Harte Hanks Best Practice Showcase

NOVEMBER 2021

Harte Hanks – who we are



We are all about the customer. It starts with behavior. Understanding why people and businesses do the things they do, and how they do them, and how we can influence them.

GLOBAL MARKETING SERVICES



STRATEGY AND
ANALYTICS



DATA



CREATIVE



DIGITAL AND
MARTECH

OPERATIONAL SERVICES



FULFILLMENT AND
DISTRIBUTION



DIRECT MAIL AND BOX-
BASED EXPERIENCES



CONTACT CENTER &
SUPPORT TECHNOLOGY

CUSTOMER CARE AND SUPPORT

ABM is now mainstream, and with good reason.

94%

of enterprises with
active ABM program

(2020 State of ABM report, Terminus)

79%

mature programs account
for all sales opportunities
(2020 State of ABM report, Terminus)

87%

of B2B marketers reported that their ABM
initiatives outperform their other
marketing investments in terms of ROI
(ITSMA)

91%

of companies using ABM increase
their average deal size, with 25%
reporting an increase of over 50%
(Forrester Sirius)

ABM is revolutionising demand generation and B2B marketing, but marketers are now facing a new challenge.

**Creating account-specific content.
At scale.**

And content is only part of the challenge

Other ABM implementation challenges

- Lack of the right intelligence on accounts
- Over reliance on AI and technology – practical processes and people also needed
- Insufficient marketable contacts at the key accounts
- Insufficient personalisation of messages and content
- Ongoing ABM programs must be carefully orchestrated, tracked and managed
- Sales and marketing alignment
- Everyone else is doing ABM too, so how can your ABM stand out?
- A lack of ABM'ers – a new breed of marketers, with new skill sets

To be successful with ABM it is essential to follow a best practice approach which enables agile content creation.

Best practices for ABM

An account, industry and buyer intelligence system

- Account insights
- Account buying intent
- Buyer behaviors
- Sector intelligence

A method for personalizing content and executing engagements with each account based on intelligence

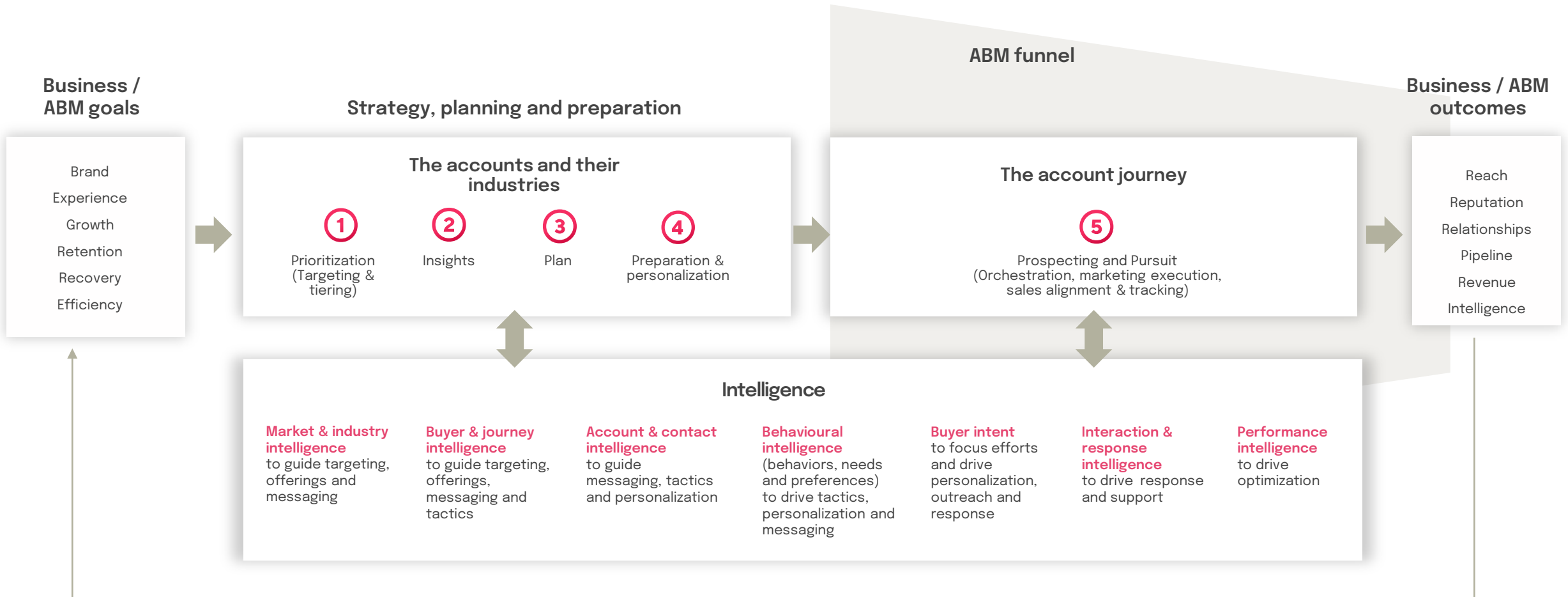
- Playbooks to guide activities by all involved
- Account plans for top accounts
- Personalize content to use for each account and for key buyers

Real people and practical processes to deliver alignment, enablement and engagement, at scale

- ABM'ers
- Data builders
- Data analysts
- Tele-ABM'ers
- Researchers
- Content adaptors
- Digital sellers
- ABM concierges
- ABM squads
- ABM task tracking
- ABM planning tools

Our ABM model

Our approach to ABM uses **intelligence** as the foundation to every step in the ABM process



**Let's take a closer look at how
we build content and
messaging for ABM and
demand gen programs**

Insights for content

Scalable research per account / group of accounts to:

- Identify market / industry trends that drive and impact our target accounts / groups of accounts
- Understand the accounts needs, challenges, imperatives and initiatives
- Determine existing and planned technology footprint and projects
- Understand key partnerships and technology approach
- Map the accounts in terms of business units, locations and key contacts
- Profile key stakeholders and influencers

PFIZER MARKETING INITIATIVES & PRIORITIES

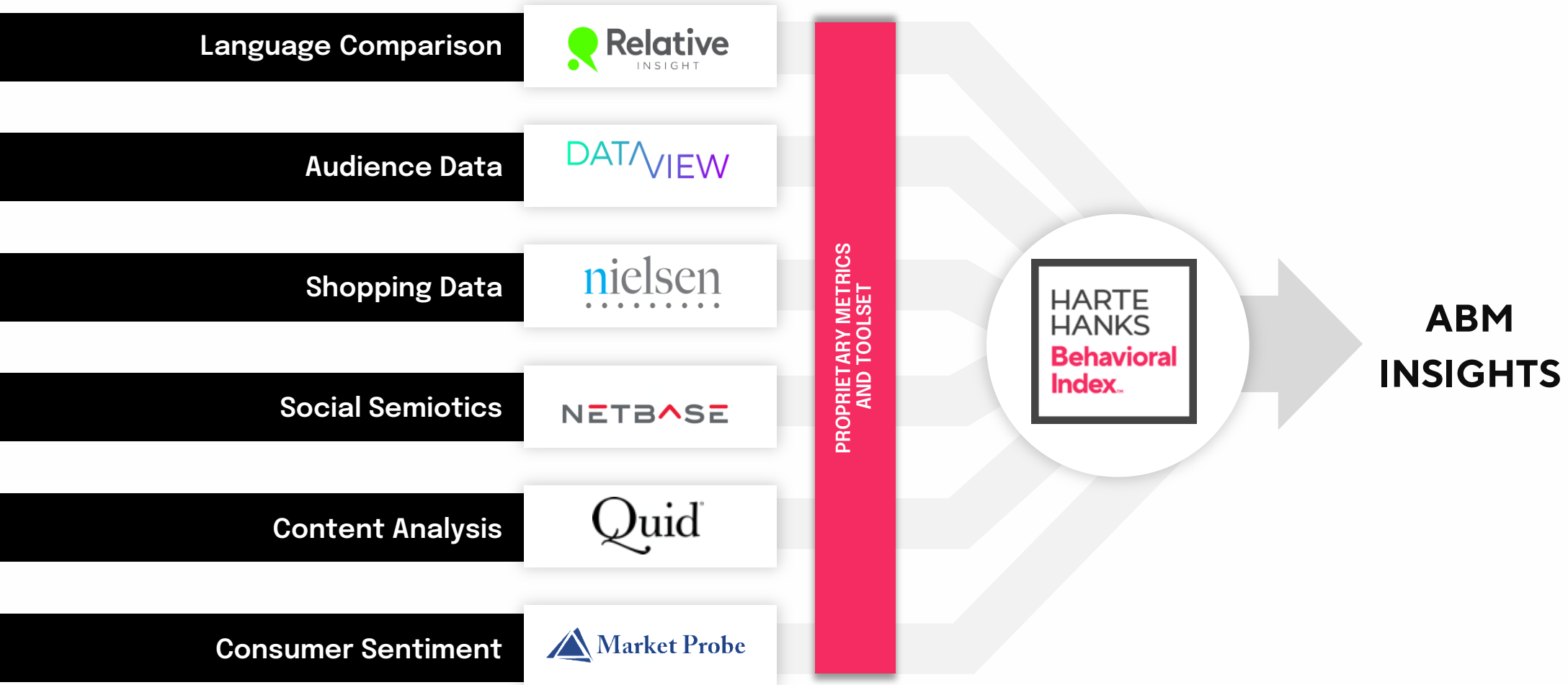
PFIZER SOCIAL LISTENING SNAPSHOT

PFIZER STRATEGIC INITIATIVES & FINANCIAL PLANS

PFIZER BUSINESS AT A GLANCE

PFIZER INDUSTRIES & COMPETITION

We see a world that others can't, or don't.



Plan

Workshops, analysis of insights and ABM planning:

- Share and review the insights
- Define the priority themes, imperatives and initiatives for the target account/ group of accounts
- Agree the ABM objectives
- Develop value propositions that tie back to the account’s key imperatives
- Map out “plays” and tactics
- Plan integrated marketing, sales and account activities

Through:

- Analysis and playback of research.
- Account Strategy Workshops (F2F or Virtual)
- ABM plan development including Messaging, Plays and Roadmap

ABM objectives and targets for ABC Ltd

Objective	Key points	Targets/performance metrics
Develop deep account intelligence	Documented company overview Identify key contacts by job titles and target personas	No specific business targets to focus - Suggested KPIs for the ABM to be measured by are shown below <ul style="list-style-type: none"> Detailed report on DHL and the market Intel into the hands of Marketers and Account teams
Build deeper and relationship with		
Position Zebra as most relevant go more strategic		
Drive demand and pipeline for Sales		
Grow the account terms of revenue footprint		

Key themes/topics to focus on

Theme/Topic	Notes
Supporting d business	Our priority plays into ABC Ltd
Helping make way to co	
Supporting in disrupto	
Green/ sustai	
Employee we	
Helping supp	

Integrated sales and marketing campaign execution

ABM Flight Plan

The diagram illustrates the execution of various plays over a four-quarter period (Q1-Q4). Key elements include:

- Q1:** Focus on 'Vaccine delivery' (Play 1) and 'Digitalisation' (Play 2).
- Q2:** 'Vaccine delivery' continues, with 'Innovation' (Play 3) and 'Future Plays - Green/Sustainability' (Future Plays) introduced.
- Q3:** 'Innovation' and 'Future Plays' are active, alongside 'Part 2 - Wider delivery network - Digitalisation'.
- Q4:** 'Part 2 - Wider delivery network - Innovation' and 'Future Plays' are active, with a focus on 'Scalability - Showcasing the pilots' and 'Increase sustainability in partnership with Zebra'.

Preparation and Personalization

Preparing and personalizing the content & campaigns:

- Content and messages must be personalized to each account.
- This can either be the content items, or the supporting delivery mechanisms (emails, cover letters, ad units, Inmails).
- Where possible leverage core campaigns and materials, especially industry specific campaigns.
- Create “hero” content items that can be repurposed in different formats and then adopted/adapted for different accounts, segments and micro segments.

Through:

- Play development
- Content and campaign creation services
- Email development and tele ABM

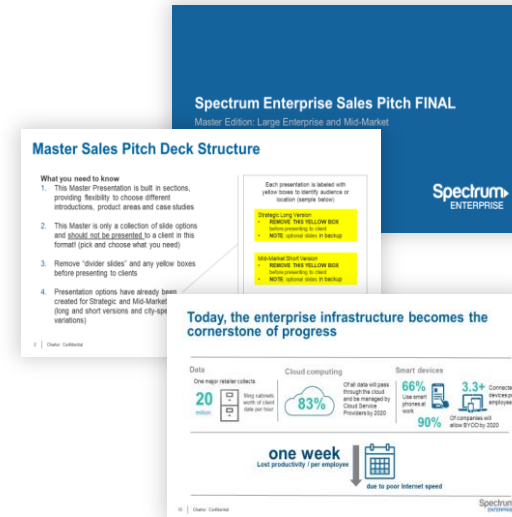
Outputs:

Personalized content and messaging for use by sales, marketing and Tele-ABM / Inside Sales

Preparation and Personalization

ABM and sales content:

- Value reports / custom account reports
- Meeting & workshop materials
- Meeting Blotters
- Datasheets
- Bids / Proposals
- Welcome Packs
- Team cards
- Expert content
- Short form video
- Sales decks / templates
- Articles
- Case studies
- Infographics
- Ad units/Social post content
- GoBox - high impact DM for meetings, events, welcome packs
- Email/Inmail/ Social post templates
- Playbooks



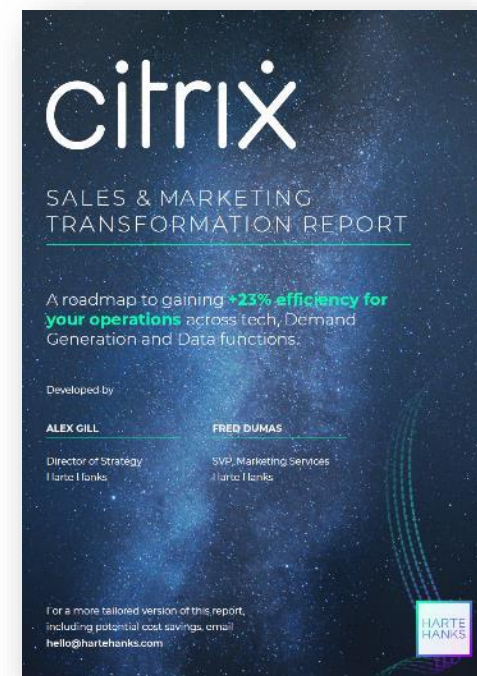
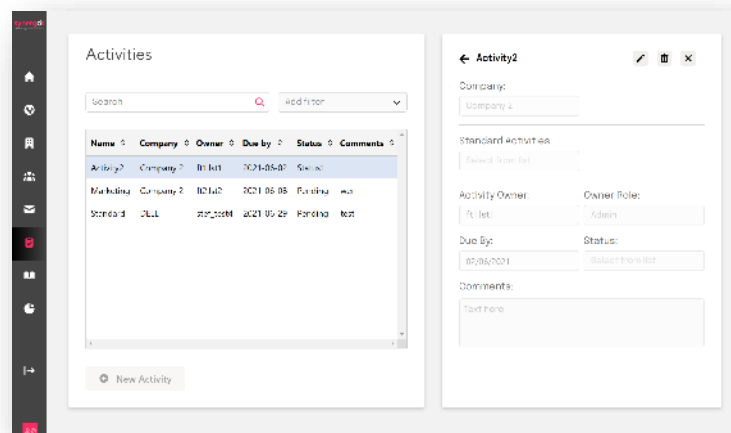
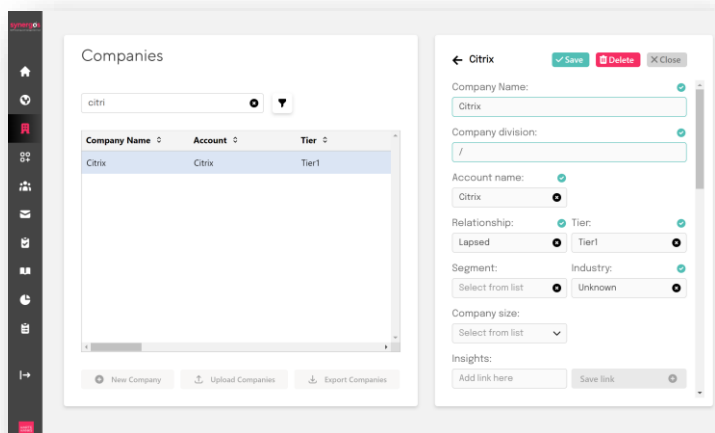
This infographic is titled "Building for the Future With IBM Integrated Communication Services". It features a central image of a skyscraper with various communication and data infrastructure elements. The infographic is divided into several sections:

- The New Network:** States that 300% of business decision-makers are looking to reevaluate U.S. enterprises' changing network needs. It notes that networks must be refreshed to allow for scalability, programmability, and simplicity.
- Cloud Cloud:** Lists characteristics of ideal infrastructure with statistics: 67% for Sales, 64% for HR, and 61% for IT.
- Mobility Matters:** Lists top IT priorities for the next 12 months: 72% for Events, 71% for Security, and 67% for Mobile.
- Data Dominates:** Lists key needs for increasing data storage: 57% for Data Storage, 53% for Data Management, and 52% for Data Analytics.
- Social Listening:** A section titled "SOCIAL LISTENING PROVIDES EARLY DETECTION" featuring a Samsung smartphone and discussing behavioral insights.

At the bottom, it says "Build a Better Network" and "To organize the right services for a business, an infrastructure must support mobility, cloud, and Big Data. Enterprises should focus on the organizational efficiency and flexibility."

1-to-1 Plays leveraging account specific content

- Mapping key plays, and multiple content items (mix of bespoke, customized and existing)
- Plan key flows and touchpoints including sales, marketing and tele-ABM
- Creating custom Value Reports designed to spark conversation, showcase existing partnerships
- Manage all activities end to end, coordinate with sales teams to achieve best in class execution through centralized ABM platform (Synergos)



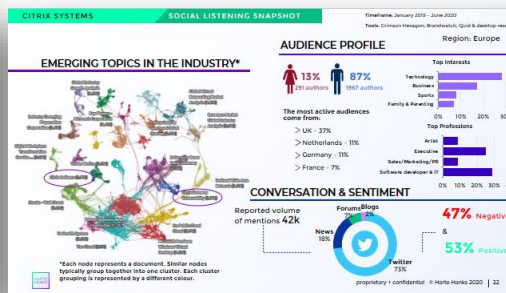
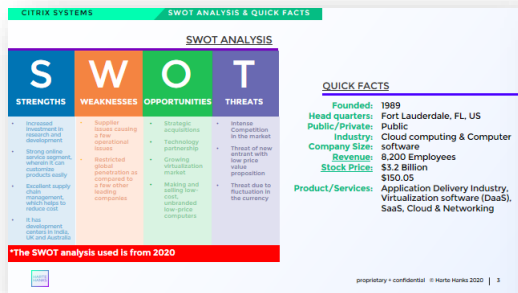
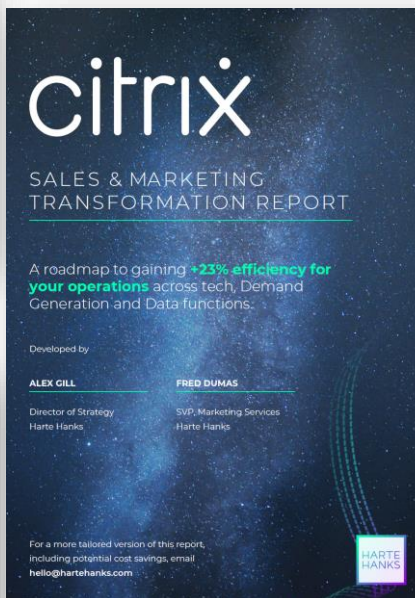
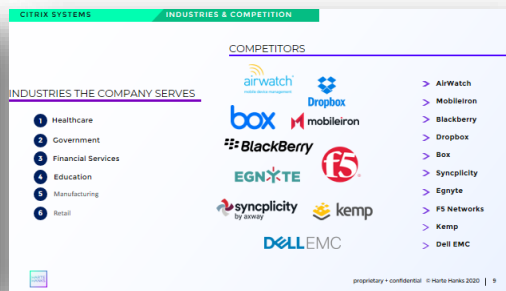
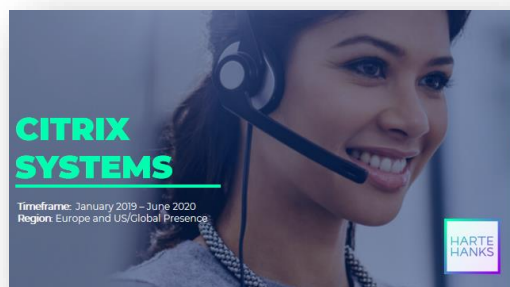
Example outputs from start to finish

Account research report

ABM workshop, including strategy and planning sessions

Local market research and contact build/validation

Content personalization and report creation



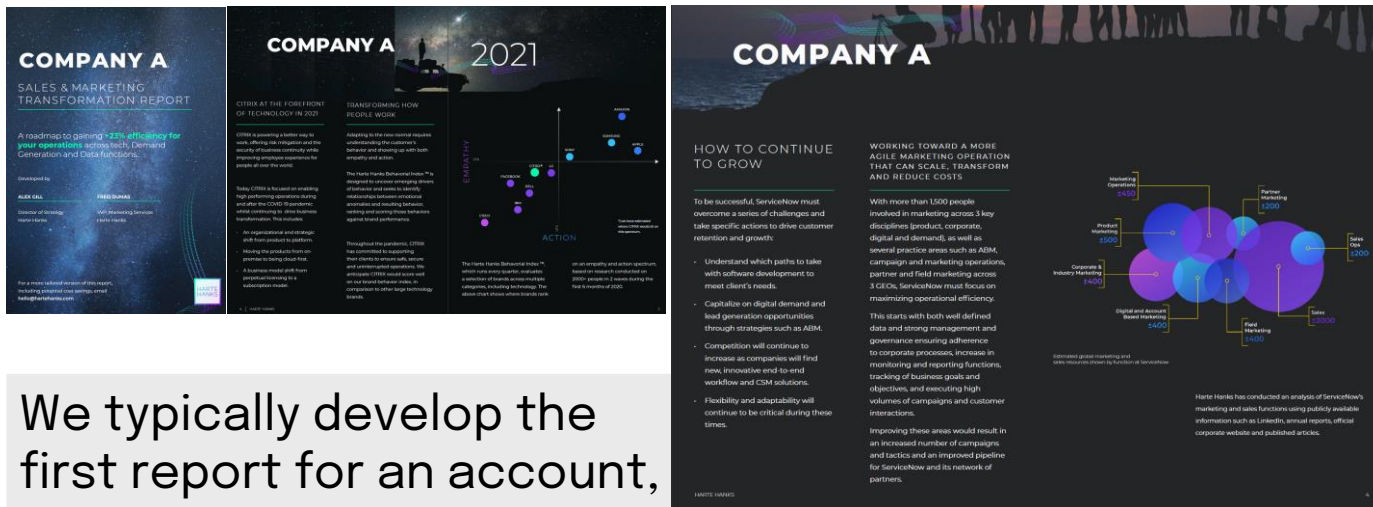
Proven impact on account success



Just want to let you know that I shared the report with some important stake holders. The feedback is great and it will end up already in three workshops with different groups! That's fantastic, isn't it?"

Client - Global Account Lead

Repurposing content at scale



We typically develop the first report for an account, then, we adapt this report to create a more **generic version**, that can be customized for other accounts.



Tracking ABM content creation

As the volume of content items increases, it's important to track and manage what has been created, for which accounts and by when it's needed.

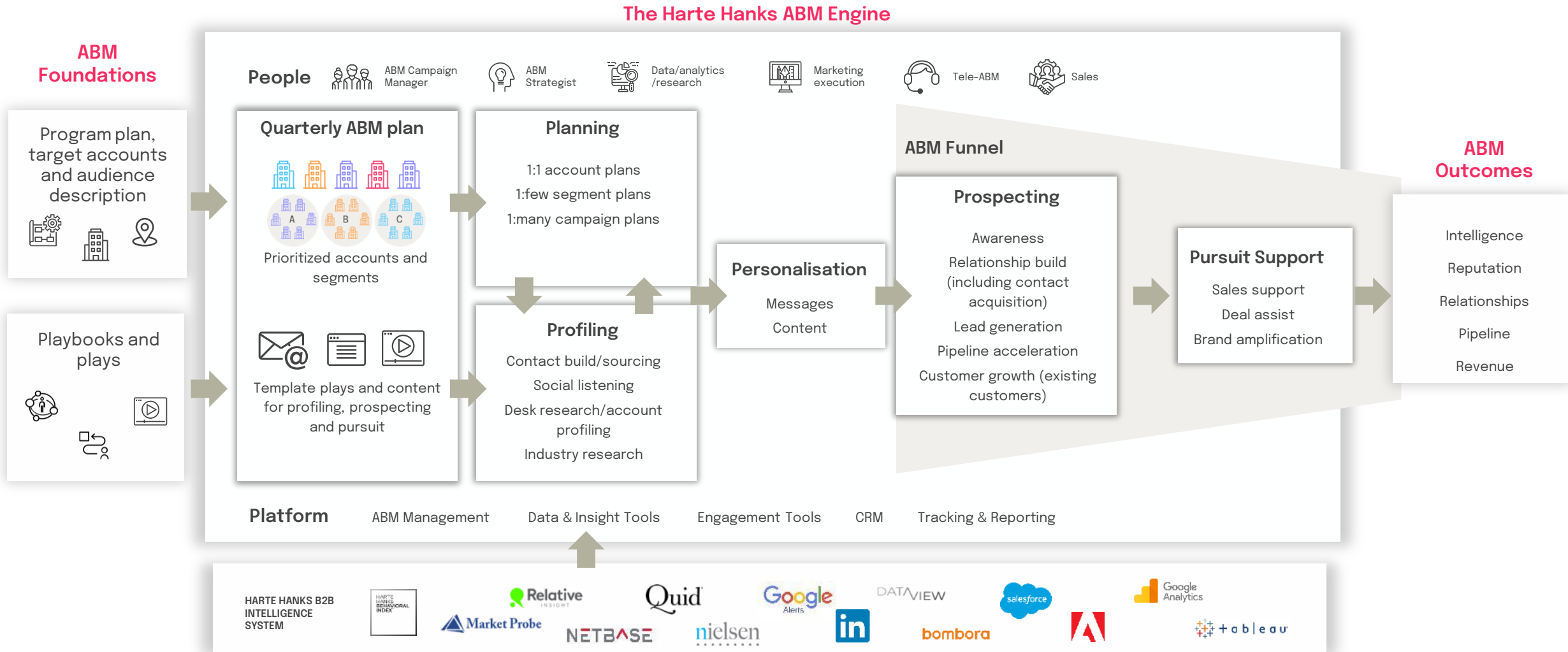
Through tailored platforms and processes, we enable ABM execution support for account plans, campaigns (1-to-1, 1-to-few, 1-to-many), activity tracking, reporting, insights and account reports, as well as providing a consolidated content repository

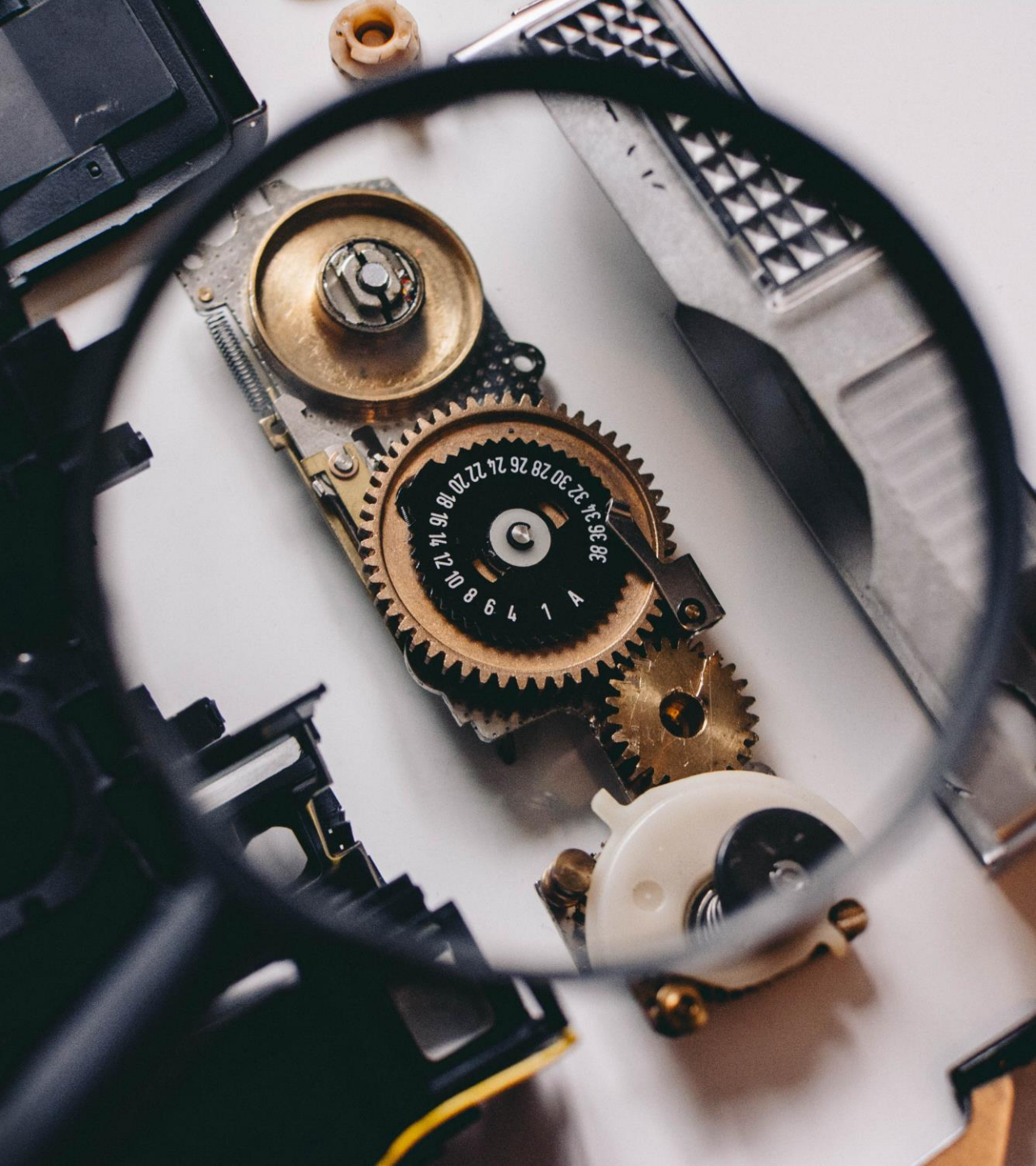
The image displays four screenshots of the SynergOS ABM platform interface, illustrating content creation and management capabilities.

- Dashboard 1 (Left):** Shows a user profile for 'loana Popescu' and a table of 'ABM Broadcasting' content. The table includes columns for 'Topic Title', 'Author', 'Date', and 'Responses'. A sidebar on the left lists navigation options like Home, Accounts, Companies, Segments, Contacts, Campaigns, Activities, Content, Reports, and Playbook.
- Dashboard 2 (Middle-Left):** Displays a 'Campaigns' overview with a search bar and a grid of campaign cards. Each card shows the campaign name, number of contacts, type (e.g., 'social selling'), and personalization level (e.g., '1-to-many').
- Dashboard 3 (Middle-Right):** Shows an 'Accounts' overview with a search bar and a grid of account cards. Each card displays the account name and the number of contacts.
- Dashboard 4 (Right):** Provides a detailed view of an account, showing a 'Targeting strategy' (e.g., 'Using their own marketing alliance marketing target generally'), 'Things to avoid', 'Profiling approach', 'Prospecting strategy', and 'Messaging strategy'.

Agile content creation is one part of the process

The complete ABM engine, for executing the end-to-end process





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Learn more

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www.hartehanks.co.uk/account-based-marketing