The power of ABM personalization

Why and how to personalize at scale

Q&A Supplement

Turtl

Question: Beyond the basics of products, application, job type and company type what types of data in regular b2b companies is being collected to drive personalization?

Neha Rajesh
Head of Growth Marketing
Temenos

To go even a step further, for highly strategic 1:1 engagements, it's also useful to collect things like topics of interest (based on social listening), any media activity, recent press releases, charities they support etc. (based on publicly available information). This helps give a more personal feel to the content you're delivering. You can also set alerts on accounts you're tracking to feed you news pulse over time.

Karla Rivershaw
Head of Marketing
Turtl

At Turtl we believe behavioral insights are imperative to personalizing content. So actually understanding what your contacts are interested in based on how they navigate your website, which content they read and then tailoring their experience accordingly. So for instance, if you know they read chapters 3 and 4 on a particular topic, that will help to ensure you send them more content on that particular topic in the future. Over time, collecting that kind of behavioral data will allow you to offer a highly tailored and very rich experience for your audience.

Kathryn Williams
Customer Success Manager
Punch!

At Punch!, the level of data we collect for personalisation depends on the type of campaign we're executing for a client. If we're looking at One-to-Many ABM, those kinds of characteristics apply, as well as persona challenges and opportunities (those that apply to a group of people in a specific job role). In One-to-Few ABM, we also look to include personalisation based on the vertical or common characteristics the accounts or contacts share. In One-to-One ABM, we look to personalise using anything and everything we can find out about the company, the person we're targeting and their role within the company. All of this is found from both desktop research and speaking to account leads - they know lots of interesting titbits!

Turtl

Question: Would love to hear more about the "reskinning" process...?

Neha Rajesh
Head of Growth Marketing
Temenos

At Temenos we use our sales enablement platform, Seismic to create microsites for prospects. The layout remains the same and is templatized, but for every new engagement we change the theme image to match the company's branding. Likewise, we're also enabling others in the business to be able to do this and not go through marketing always.

Karla Rivershaw
Head of Marketing
Turtl

I can only speak to this from Turtl's perspective. Our tool is able to generate content in a company's brand using our "autothemer" functionality which allows us to produce highly personalized content on the fly very quickly. The modular approach we take to content as well means that you can very quickly and effortlessly produce/send out a content that is tailored to the individual's interests. And because it's so simple, it means anyone in the business has the ability to do it and it doesn't fall back to marketers to always be responsible.

Kathryn Williams
Customer Success Manager
Punch!

Reskinning can be as simple as changing logos and colours to suit the company across different assets or using marketing automation tools to switch out specific phrases, paragraphs or entire pieces of content for different audiences.

Turtl

Question: Thank you for the session! How would you recommend to start an ABM for a startup?

Karla Rivershaw
Head of Marketing
Turtl

My advice would be to start small and simple. Typically startups won't be flush with cash, so I would start with a small number of accounts (no more than, say, 3). Make sure that you get executive buy-in from the start on something like this because a big stumbling block for many marketers is that "ABM" is considered to be a marketing led activity and this simply should not be the case. It should be sales led. So the bulk of the initial research needs to come from the sales manager and they need to be the one driving this project. Marketing can support them with research, e.g. social listening, but they must do the initial grunt work to help identify where the opportunity is within the account(s) they wish to target. And then when it comes to tactics, I would start by thinking about what can be done that can be repeatable.

To begin with it will probably be a fairly manual task, e.g. you may need to create dedicated landing pages for each account, perhaps there is a report you can produce which will be interesting to each account but may need to be edited somewhat for each to make it more relevant etc... Once you launch the campaign, obviously measure, measure, measure all the time, tweak things that aren't working, adjust messaging etc...make sure you're checking in regularly with your sales counterpart to stay aligned and make decisions on the direction of your program.

Any feedback/intel you receive from them can be fed back into the campaign to constantly optimize and improve it. And of course, once you've proved out the model - ask for more investment into the ABM program, e.g. people and technology to help you scale it.

Question: Thank you for the session! How would you recommend to start an ABM for a startup?

Kathryn Williams
Customer Success Manager
Punch!

We would also start small(er), but from a different perspective. Rather than the number of accounts, this would be in terms of the depth of research we conduct. We would suggest starting with a larger number of accounts and contacts (150-200) that you can group i.e. job roles, conducting research into the group and developing personalised communications based on the insights. Then it's just a case of using these insights to a) target those contacts on a more personal level if they've shown interest but haven't made a purchase b) target other similar contacts or accounts with the topics the first audience engaged with the most. If you don't have much knowledge around your target audience, the more widely you reach out initially, the more data you'll get to inform your ABM programme.

Turtl

Question: How important will voice marketing be?

Karla Rivershaw
Head of Marketing
Turtl

Honestly I don't know enough about this to comment - but video marketing is definitely becoming bigger and bigger, particularly with the pandemic upon us, sales people are having a hard time connecting with people in the way they were previously and video is a really great way to do that. Kathryn provided some excellent examples of this during the webinar and we love to use video at Turtl as well, both within emails and often embedded directly into the content we are sending out. Being able to track who watches them and for how long is a great way of measuring engagement.

Kathryn Williams
Customer Success
Manager
Punch!

Those who use voice-enabled devices often do so to make their lives easier and more efficient - to add something to their shopping list, to turn on their music, for hands free driving or to set reminders. There's also been a spate of convenient services like Netflix that serve us content we love without the advertising we had to listen to before. For voice marketing to be effective, it'll have to be in a way that the listener feels is relevant, rather than interrupting the way they currently use the tool. Like effective Account-Based Marketing campaigns, it'll have to connect with the audience on a personal or emotional level.

Turtl

Question: How can you use personalized content along different stages of the buyer journey?

Karla Rivershaw
Head of Marketing
Turtl

Personalized content can be used at all stages, however the degree of personalization used will vary depending on how much data you have available on your audience. Generally top of funnel content won't have huge amounts of personalization as you are still getting to know these people and won't have a ton of behavioral data on them, however over time the degree to which you can personalize can get far more sophisticated. So for instance, you may start out with some basic personalizations to begin with, like name, company name, industry, perhaps pulling in strategic focuses for that company based on publicly available information.

Over time however when you start to measure how individuals from that account engage with your content, you can start to get way more personalized, only delivering content that is most relevant to that specific individual based on what you know they enjoy to read. And that can apply to reports, case studies, proposals or any content really along the funnel.

Question: How do you avoid making personalization seem creepy?

Neha Rajesh
Head of Growth Marketing
Temenos

My biggest tip for this is to never use information that is in the grey area of public vs private sources. For example, if you find out something from a person's Facebook profile that happens to be visible to non-connections, do not use that nugget to drive personalization. If people feel like they're being stalked online, then it can be creepy. Stick to professional sources, and you should be good.

Karla Rivershaw
Head of Marketing
Turtl

I think for the most part, people enjoy receiving personalized content but there definitely is a fine balance. We actually published a blog on this topic which [you can find here.]

Turtl

Question: Do you have any tips for content creation strategy when key account managers are sceptical and still not aligned?

Neha Rajesh
Head of Growth Marketing
Temenos

From my experience, sales also like tactics that are new and that they can use to differentiate themselves in bid pursuits. For example, interactive content from Turtl is very popular with our sales teams as it stands out from the usual content they've seen before and also has insights baked in. Another tip is to have a success story with one sales team that you can use to evangelize and get other sales teams on board. Sales people feel more confident when they know it's worked before

Kathryn Williams
Customer Success Manager
Punch!

Involve them in the process. Talk to them right from the beginning about the goals of the content, how you're planning to work with them to achieve them and be honest about what you'll need from them. The most successful personalised content I've seen simply took the in-depth nuggets the sales team knew about the audience we were looking to target and told them in a creative, disruptive way that made their audience take notice.

Question: Do you have any tips for content creation strategy when key account managers are sceptical and still not aligned?

Karla Rivershaw
Head of Marketing
Turtl

One of the challenges I've seen with the relationship between sales and marketing is that they speak completely different languages. Sales care about hard numbers like pipeline and revenue, whereas marketers often deal with more ethereal measurements which don't make sense to their sales counterparts. And this is particularly the case with content when we speak about things like reach and downloads. To get better aligned and to get sales on side, one of the most effective things you can do is to provide them with insights they wouldn't otherwise know. Go beyond downloads! So for instance, who specifically read the content, for how long, which sections interested them most? That would allow your sales partner to speak in a much more qualitative way to that particular contact about something they know will be of interest. Over time you will see the relationship change between you and your sales counterparts and they will become a lot more supportive of your content.