ABM Kickstart Workshop

March 4th 2021

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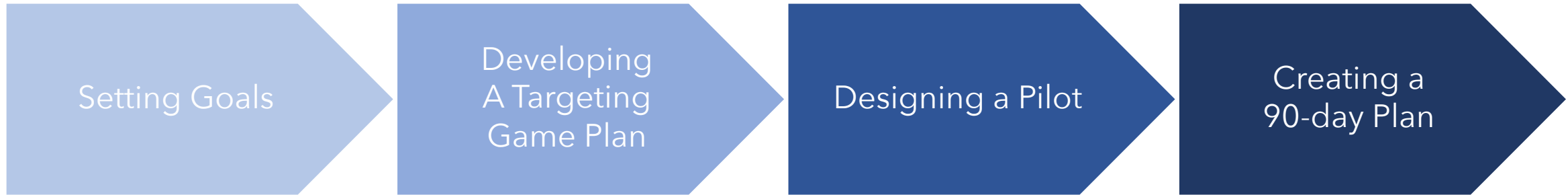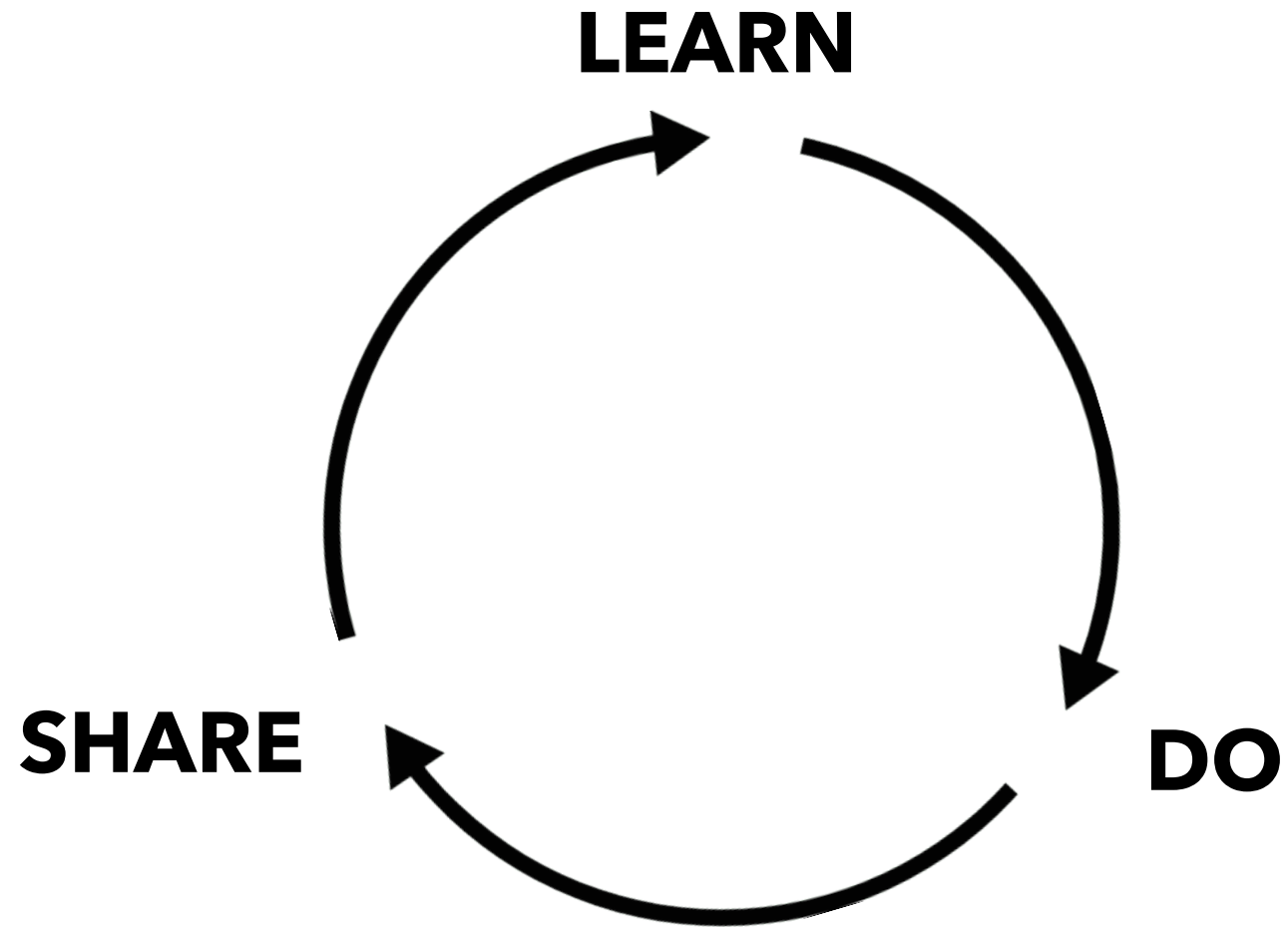
Getting to a 90-Day Pilot Plan Goals for Today

- Begin to apply the concepts of ABM to your business

- Structured exercises in small groups

- Design an experiment

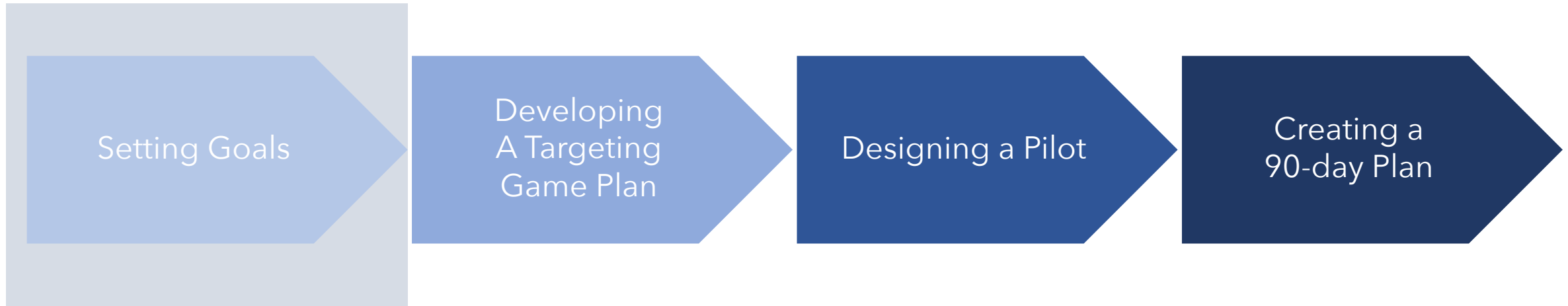- Your final output will be a 30/60/90-day plan

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Four-Parts

Setting Goals	Developing A Targeting Game Plan	Designing a Pilot	Creating a 90-day Plan
✔	✔	✔	**Planning Tool**

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Please Download the Workbook

https://healthlaunchpad.com/wp-content/uploads/2021/03/ABM-Kickstart-Workshop-Pilot-Design-Framework.docx

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Getting to a 90-Day Pilot Plan

Setting Goals

Developing A Targeting Game Plan

Designing a Pilot

Creating a 90-day Plan

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Exercise #1 - Goal Setting
Chose Your Own Adventure

Creating New Opportunities with Named Accounts

Getting More Value From Existing Customers

Expanding List of Strategic Named Accounts

Increasing Engagement With Stalled Opportunities

Engaging new contacts at target accounts

Gaining Greater Insight About Target Accounts

Some Goals You Have Mentioned

"To close 5 deals this year"

"alignment with sales and marketing, more targeted messaging"

"18 new logos in 18 months"

"Get 3 of our top targets using our entire platform by EOY"

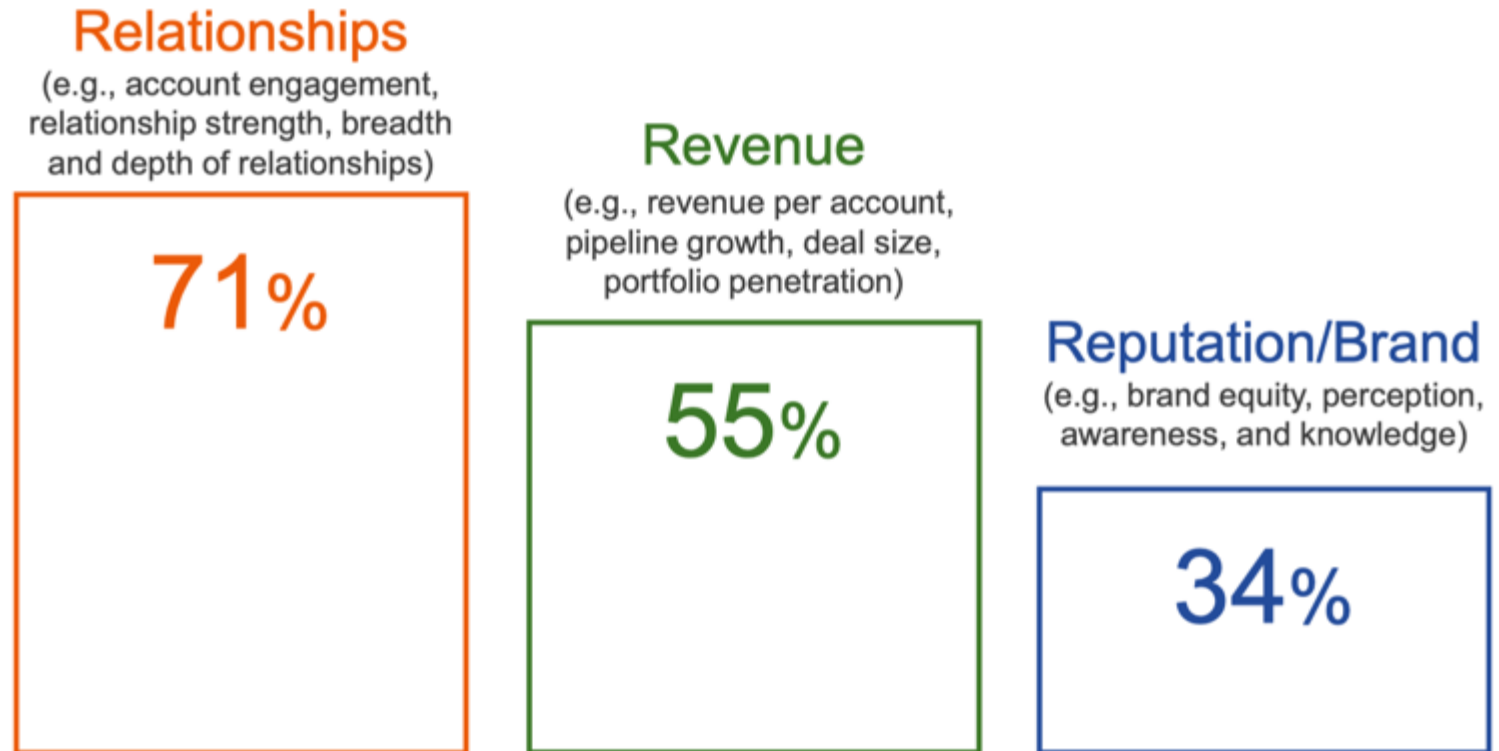"Convert 40 clients before the end of the year"

"Sign 1-2 Pilots in 2021"

"…generate a total of 80 new opportunities by the end of the year."

"Better digital targeting to coordinate with Sales efforts "

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It Doesn't Just Have to be About Demand Generation

In which of the following areas have you seen measurable business improvement due to ABM?
(n=218)

Relationships
(e.g., account engagement, relationship strength, breadth and depth of relationships)

71%

Revenue
(e.g., revenue per account, pipeline growth, deal size, portfolio penetration)

55%

Reputation/Brand
(e.g., brand equity, perception, awareness, and knowledge)

34%

Source: ITSMA and ABM Leadership Alliance, 2020 ABM Benchmark Study, September 2020

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Create Your Goal

S Specific	**M** Measurable	**A** Attainable	**R** Realistic	**T** Time-bound
Do: Set real numbers with real deadlines. Don't: Say, "I want more visitors."	Do: Make sure your goal is trackable. Don't: Hide behind buzzwords like, "brand engagement," or, "social influence."	Do: Work towards a goal that is challenging, but possible. Don't: Try to take over the world in one night.	Do: Be honest with yourself- you know what you and your team are capable of. Don't: Forget any hurdles you may have to overcome.	Do: Give yourself a deadline. Don't: Keep pushing towards a goal you might hit, "some day."

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90-Day Goal

Specific	To close 5 deals this year, we will need to grow pipeline of opportunities by 25% by end of Q2
Measurable Internal Barriers	100 MQLs 25 Qualified Opportunities TAL engagement 100%
Attainable and Realistic	This is achievable if we focus our marketing on in-market prospects
Timebound	90-day

Two-part Activity

Part 1

- Spend 5 Minutes, to write a 90-Day ABM Goal

Give it your best shot

Don't let perfect be the enemy of good enough

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Two-part Activity

Part 1

• Spend 5 Minutes, to write a 90-Day ABM Goal

Part 2

Break out room in Groups of 3

• Then in turns take 5 minutes to review your framework and give each other feedback

Rules of engagement

• Go alphabetically based on first name (use last name as a tie-breaker)

• Last person alphabetically is time-keeper

• Make sure everyone has time to go

Message me via chat if you need to switch group

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Getting to a 90-Day Pilot Plan

Setting Goals

Developing A Targeting Game Plan

Designing a Pilot

Creating a 90-day Plan

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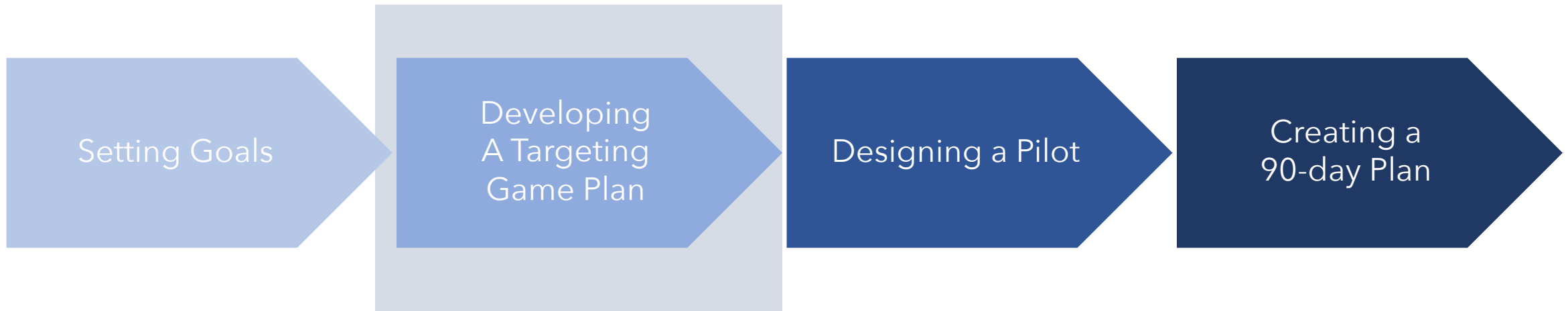
Why Targeting Is More Important Than Ever with ABM

- Focusing resources on a fewer targets

- Personalized marketing, not "spray and pray"

- If you get it wrong, you could be placing the wrong bet

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Developing Your Target Account List (TAL)
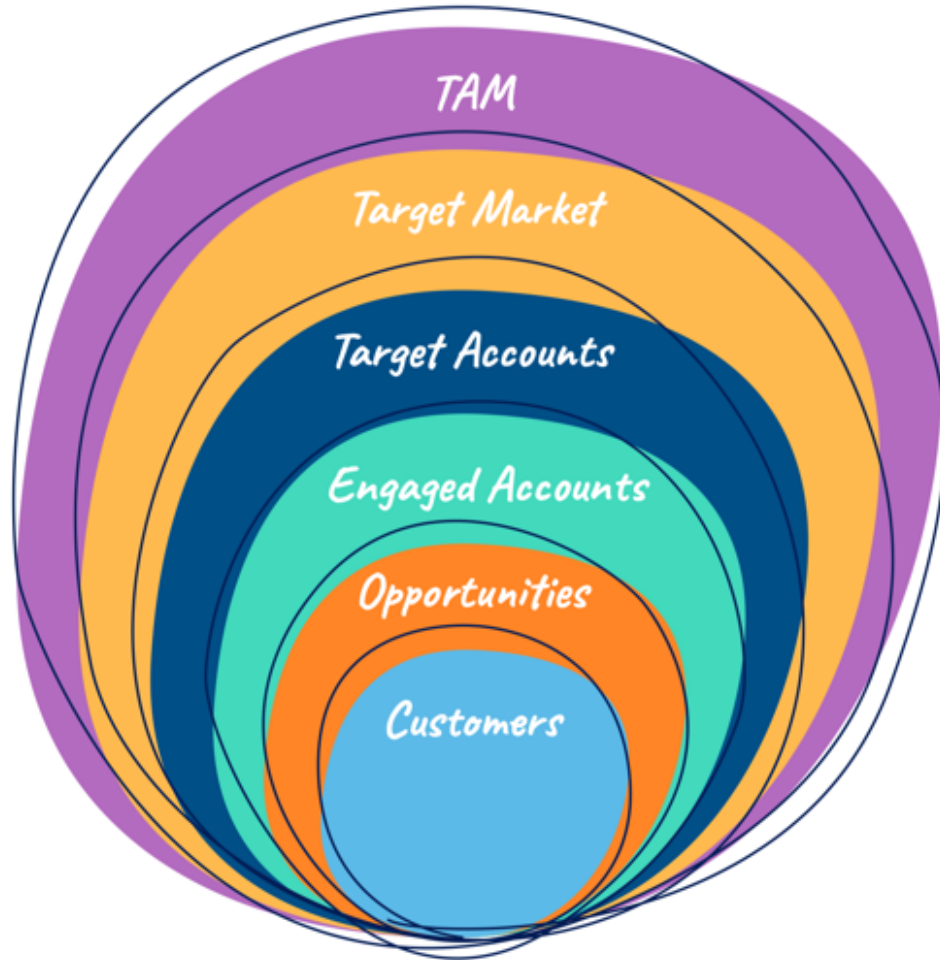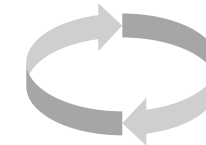

Segment the Total Available Market

⬇

Define your Ideal Customer Profile (ICP)

⬇

Finding the **best fit** Target Accounts

⬇

Track target account engagement and optimize TAL

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Exercise #2
Develop a strategy to find your best fit accounts

What do you wish you knew that would help you determine best fit accounts?

What would help you narrow down your best fit accounts?

What data would help you determine who is in-market?

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How Can You Build Target Account List of Best Fit Accounts?

- Find who is "in-market" to buy right now

- Disqualify non- best fit accounts

- More insight-driven

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Narrowing Down Your Best Fit Accounts

Financial viability

Ability to sell to them

Relationships

Competitors

Stability

Third-party related barriers

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Can You Get More Leverage out of You Own Data?

Account History

- Deals
- Lost opportunities
- Leads
- Contacts
- Relationships

Behavior

- Website activity history
- Registration for gated content
- Email subscriptions
- Events attended
- Surveys

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What Third-party Data Sources Should You Consider

Accounts

Intent

How Can You Use Intent Signals?

RESEARCHING HIGH VALUE KEYWORDS

RESEARCHING COMPETITORS

INTERACTIONS WITH YOUR WEBSITE

RESPONDING TO MARKETING

ENGAGING WITH SALES

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Exercise #2
Develop a strategy to find your best fit accounts

Two-part Activity

Part 1

- Spend 5 Minutes, to ***list*** what you wish you knew that would help you determine best fit accounts and complete data check list?

Two-part Activity

Part 2

Break out room in Pairs

• Then in turns take 5 minutes to review your framework and give each other feedback

Rules of engagement

• Go alphabetically based on first name (use last name as a tie-breaker)

• Other person keeps time

• Make sure you both have time to go

Message me via chat if you need to switch group

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Getting to a 90-Day Pilot Plan

Setting Goals

Developing A Targeting Game Plan

Designing a Pilot

Creating a 90-day Plan

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Exercise #3 Objective
Design an Experiment

Experiment will include:

- Team
- Flavor ABM
- Number of accounts
- Personas
- Engagement Objective

- Needed and available assets
- Available and needed technology
- Measurement
- Budget

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90-day ABM Pilot Framework

Goal (from Exercise #1)	Which persona will you target? What are you trying to achieve with this persona?
Who will be involved in this project? Sales: Marketing: Other: Executive sponsor:	What assets do you have to hand to achieve this? Content: Data: Events: Is there anything you know you will need?
Which flavor ABM will you focus on? 1:1 1:Few 1Many	What technology do you have now that you can implement this with? Web analytics? CRM? Email analytics? What else?
How many accounts do you want to engage in this experiment?	Is there anything else that is a must have that will require additional budget? Why is this critical?
What data and insights are critical for you to gain for this pilot to be successful?	How will you measure success?

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90-day ABM Pilot Framework

==Goal (from Exercise #1)==	==Which persona will you target?== What are you trying to achieve with this persona?
Who will be involved in this project? Sales: Marketing: Other: Executive sponsor:	What assets do you have to hand to achieve this? Content: Data: Events: Is there anything you know you will need?
==Which flavor ABM will you focus on?== 1:1 1:Few 1Many	==What technology do you have now that you can implement this with?== Web analytics? CRM? Email analytics? What else?
How many accounts do you want to engage in this experiment?	Is there anything else that is a must have that will require additional budget? Why is this critical?
What data and insights are critical for you to gain for this pilot to be successful?	==How will you measure success?==

Three Flavors of ABM

1:1
Strategic ABM

~50 accounts

Deep account research
Highly tailored marketing
Focus on relationship
development

1:Few
Segment ABM

50-200 Accounts

Organize accounts into
clusters
Marketing tailored to
clusters

1:Many
ABM At Scale

>200 Accounts

Use of Intent data to
identify in-market accounts
Digitally-driven
personalized experiences

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Persona Example

Director of Telehealth Healthcare System

John Davies VP Telehealth Product 3-hospital system

Responsibilities
- Responsible for telehealth across system
- Building out telehealth applications for behavioral health
- Works with colleagues who work with other service lines
- Evaluating tools
- Been using zoom but it's challenging
- Wants to make it easy to get patients onboarded

Role in Buying Process
- Champions
- Find, evaluate and recommend to leadership
- Influencers:
  - Clinical team members
  - Care coordinators
  - Therapists
- Budget Owner
  - Not sure

Solution
- Are you use easy to use?
- How do you integrate into workflows?
- How do you handle handoffs?
- How do you manage groups?
- What type of reporting do you provide?

Integration
- How do you integrate into EMRs?
- We are building out our own product, how would you support them?
- Do you integrate with hardware? E.g. COWs.
- Can you help us consolidate applications?
- What kind of support do you offer?

Strategy
- We are facing reduction in video visits, loss of revenue due to COVID, how will this help?
- Can we grow/scale our uses?
- How do we expand this?
- Do you white label? Can we brand it for ourselves?
- How has this helped customers improve patient experience?

Pricing and Purchasing
- Can we get a demo account?
- How do you charge for this?
- How do fees ramp up?

Company
- How do you define virtual care?
- How long have you guys been around? Where have you been?
- Is this too good to be true?
- Who are your customers?
- Are you in Cerner app Store /Epic Orchard? If not why?

Possible Measures

Target account list engagement	Pipeline (% accounted for by TAL)	#of TALs engaging on web site	TAL Conversion rate	Influence as an alternative to attribution

Customer retention and upsell	Cost per opportunity

Typical Short-term
- Conversion rates
- TAL engagement
- Account penetration
- Influence

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Exercise #3 Objective
Design an Experiment

Experiment will include:

- Team
- Flavor ABM
- Number of accounts
- Personas
- Engagement Objective

- Needed and available assets
- Available and needed technology
- Measurement
- Budget

General Principles

- Keep it simple

- Tr to leverage what you already have

- Don't forget – You are looking to evaluate that ABM is a good strategy to pursue NOT deliver a massive ROI

- This is step 1 on the journey

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Two-part Activity

Part 1

- Spend 5 Minutes, to fill out the highlighted sections

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90-day ABM Pilot Framework

90-day ABM Pilot Design

Complete highlighted elements now and the rest later

<mark>Goal (from Exercise #1)</mark>

Who will be involved in this project?
Sales:
Marketing:
Other:
Executive sponsor:

<mark>Which flavor ABM will you focus on?</mark>
1:1
1:Few
1Many

How many accounts do you want to engage in this experiment?

What data and insights are critical for you to gain for this pilot to be successful?

<mark>Which persona will you target? What are you trying to achieve with this persona?</mark>

What assets do you have to hand to achieve this?
Content:
Data:
Events:
Is there anything new you know you will need?

<mark>What technology do you have now that you can implement this with? Web analytics? CRM? Email analytics?</mark>
What else?

Is there anything else that is a must have that will require additional budget? Why is this critical?

<mark>How will you measure success?</mark>

Two-part Activity

Part 1

• Spend 5 Minutes, to fill out the highlighted sections
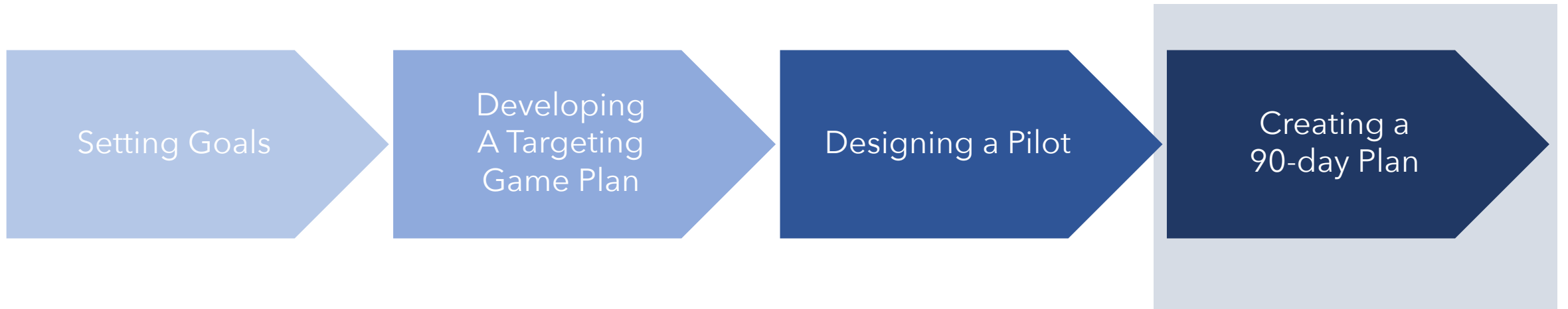
Part 2

Break out room in 4s

• Then in turns take 5 minutes to review your framework and give each other feedback

Rules of engagement

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30/60/90 Day Milestones

Convert into a Project Plan

ABM Kickstart Workshop Resource Center

Setting Goals → Developing A Targeting Game Plan → Designing a Pilot → Creating a 90-day Plan

Resources

ABM Experiment Design Framework (Word)	Download
ABM Pilot Project Planner (Excel)	Download
ABM Kickstart Workshop Presentation (Powerpoint)	Download
Persona Example (Word)	Download
Creative Brief Example (Word)	Download
ABM Series Recordings (Website)	View Recordings
2021 Healthcare Tech Marketing Survey (PDF)	Download
Foundations of ABM for Healthcare (PDF)	Download
Best Practice In Targeting (PDF)	Download

Instructions on how to use the ABM Pilot Project Planner to design you ABM Pilot
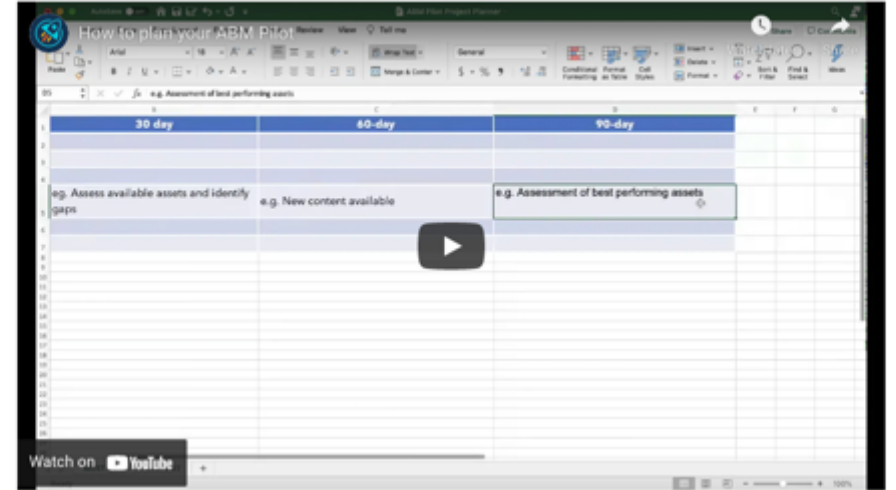
In Healthcare, ABM Matters More Than Ever

Why ABM Matters More Than Ever And why healthcare technology marketers, need

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Foundations of ABM for Healthcare Technology Marketers

View Recording In this webinar, I provide foundational insights on Account-based Marketing

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The 2021 Healthcare Technology Marketing Survey Recording

Last week, the awesome Lauren Goodman from HIMSS and I, presented the

Read More

https://healthlaunchpad.com/abm-kickstart-workshop-resource-center/

Book a 15-Minute Check-in

Schedule via resource site or email me

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