



THE ACCOUNT BASED MARKETING: 2021 PLAYBOOK

Part 3: Best Practice in Targeting

Today's Presenter



- Adam Turinas, CEO and Founder **healthlaunchpad**
- "Healthtech Sales & Marketing Guy"
- 20+ years in marketing
- Then founded, grew and eventually sold Uniphy Health





healthlaunchpad

ABM for Healthcare

Strategy
Insight and Targeting
Optimization

Market Entry

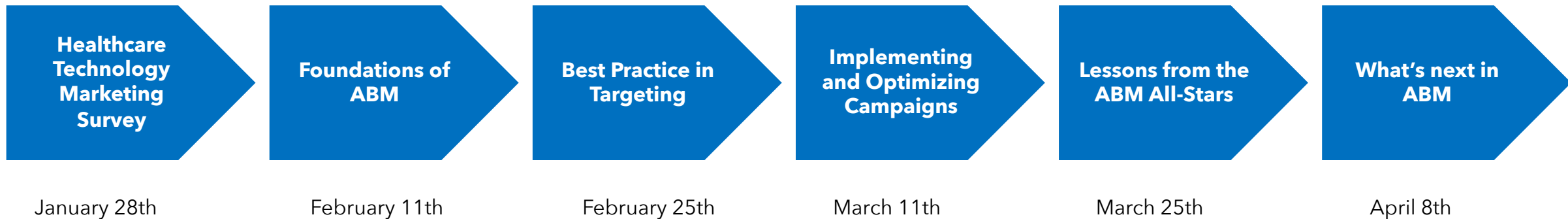
Validation
Go-to-market Planning
Marketing

Marketing Programs

Content & Social
Digital Marketing
Webinars

How the Program is Structured

Webinars



Healthlaunchpad Workshops (Free)

- Putting theory into action
- Hands-on session
- Interactive and social



Today's Learning Objectives

1. Why targeting is so important in ABM
2. How to develop your target account list
3. Learn different targeting techniques
4. How to use customer insight and intent data to create an effective target account list
5. How to gain alignment on target account lists

First a quick refresher...

Modern ABM is About...

1. A strategic focus on improving revenue, reputation, and relationships with best-fit accounts
2. Tight partnership and integration with sales
3. Tailored and personalized programs and campaigns based on deep customer insight

ABM is About Reaching Targets Earlier in Their Process



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

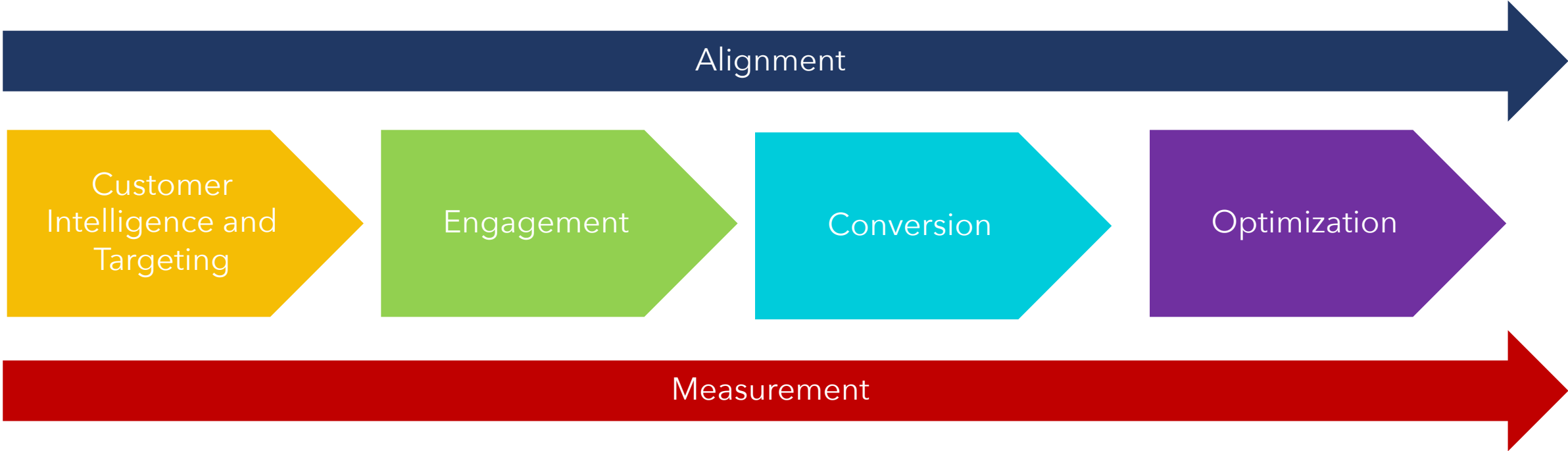
Organize accounts into
clusters
Marketing tailored to
clusters

1:Many ABM At Scale

>200 Accounts

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

ABM Process



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

What's Different About ABM Targeting?

Old Way	The ABM Way
Territories	Target Account List
Mass outreach	Targeted outreach
Ideal Customer Profile as guidance	Ideal Customer Profile as law
MQL>SQL	Focus on "in-market" prospects
Periodic TAL optimization	Real-time TAL optimization

What's different in healthcare

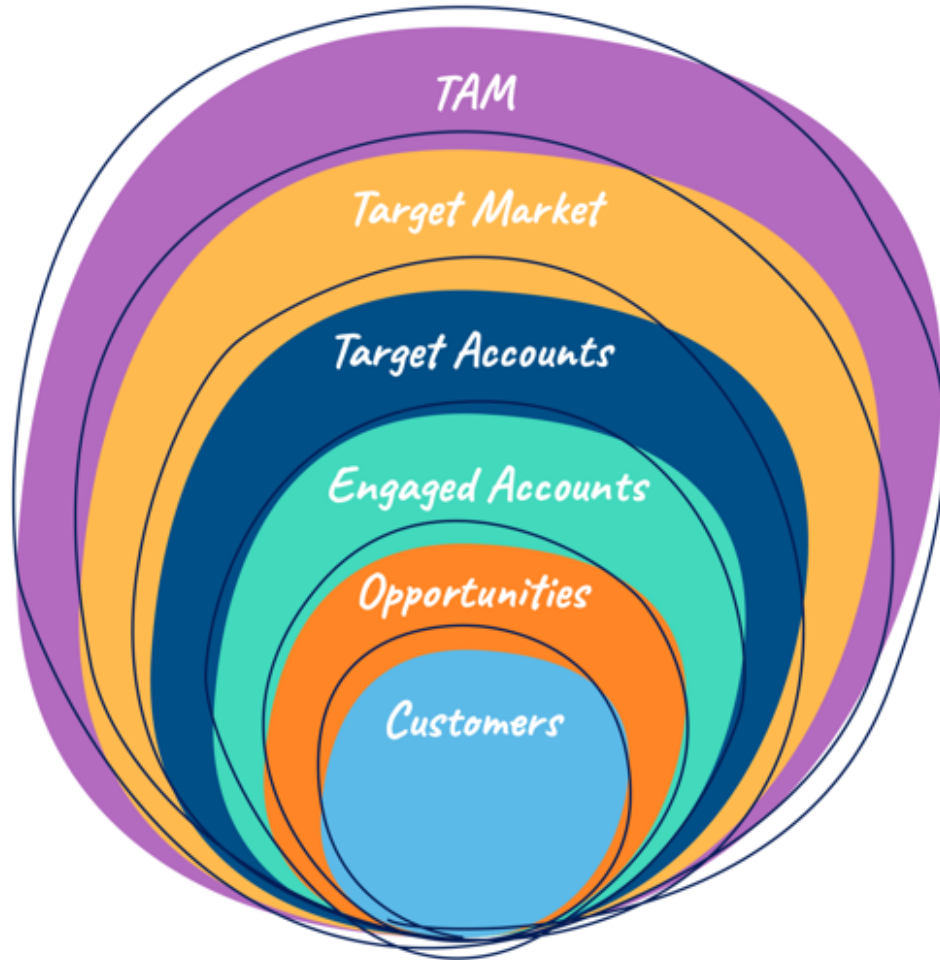
Positives

- It's a highly addressable market
- Healthcare is relatively easy to segment
- Good sources of account data
- It's an education-hungry audience

Challenges

- Consensus-driven decision-making
- Sales cycles are longer
- Intent data maturity?

Developing Your Target Account List (TAL)



Segment the Total Available Market



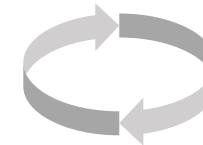
Define your Ideal Customer Profile (ICP)



Finding the **best fit** Target Accounts

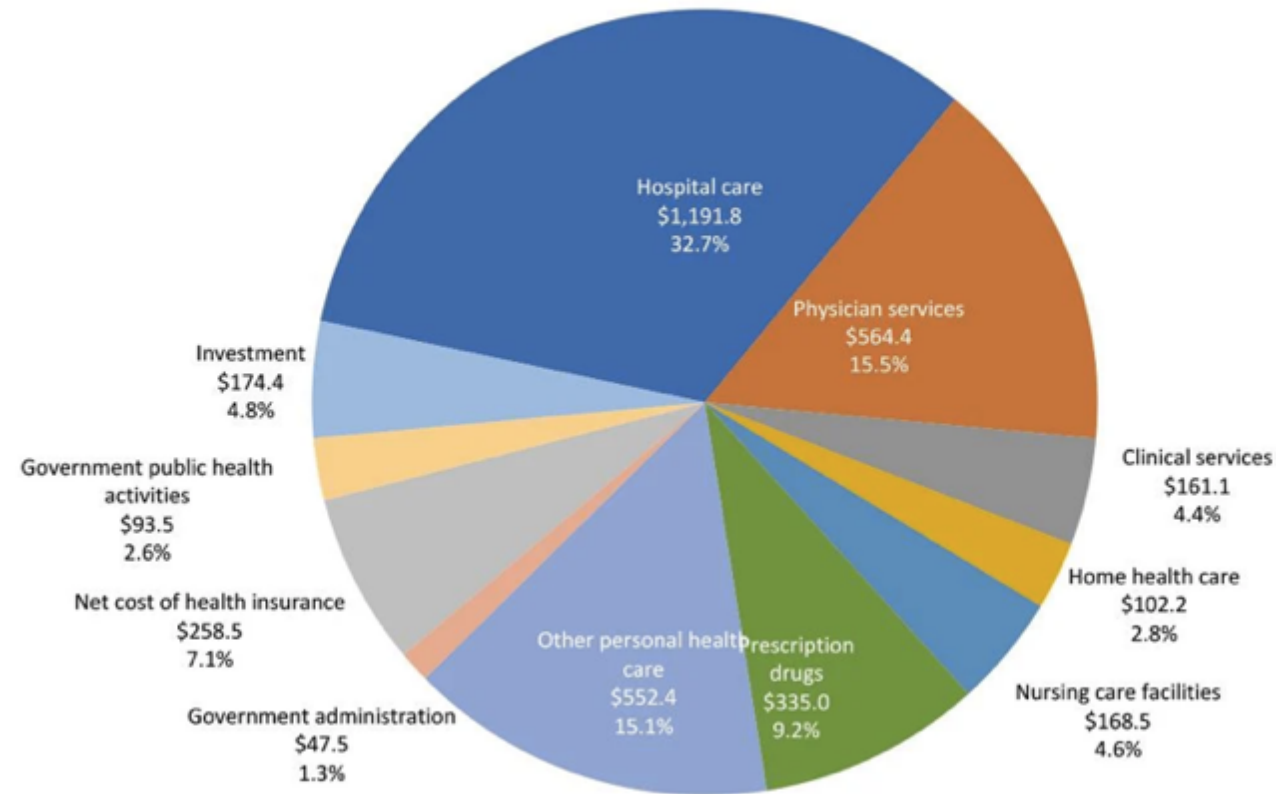


Track target account engagement
and optimize TAL



The Big US Healthcare TAM

The U.S. spent \$3,649.4 billion on health care in 2018 – where did it go?



Source: AMA

Source: <https://www.cms.gov/Research-Statistics-Data-and-System/Statistics-Trends-and-Reports/NationalHealthExpendData/NationalHealthAccountsHistorical.html>, Tables 6, 7, 9, 10, and 16 in NHE Tables [ZIP].

Ideal Customer Profile Characteristics

- Organization size is a good fit
- In the right geography
- Revenue potential is high
- Sales cycles are shorter than average
- Aligned with company objectives

Narrowing Down Your ICP

Financial
viability

Ability to sell
to them

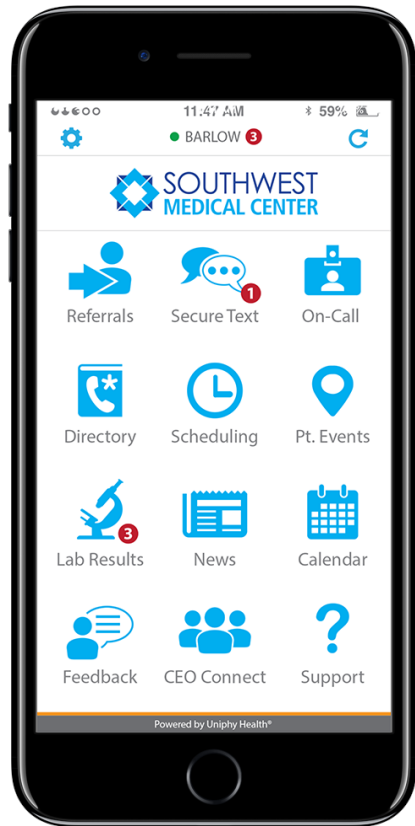
Relationships

Competitors

Stability

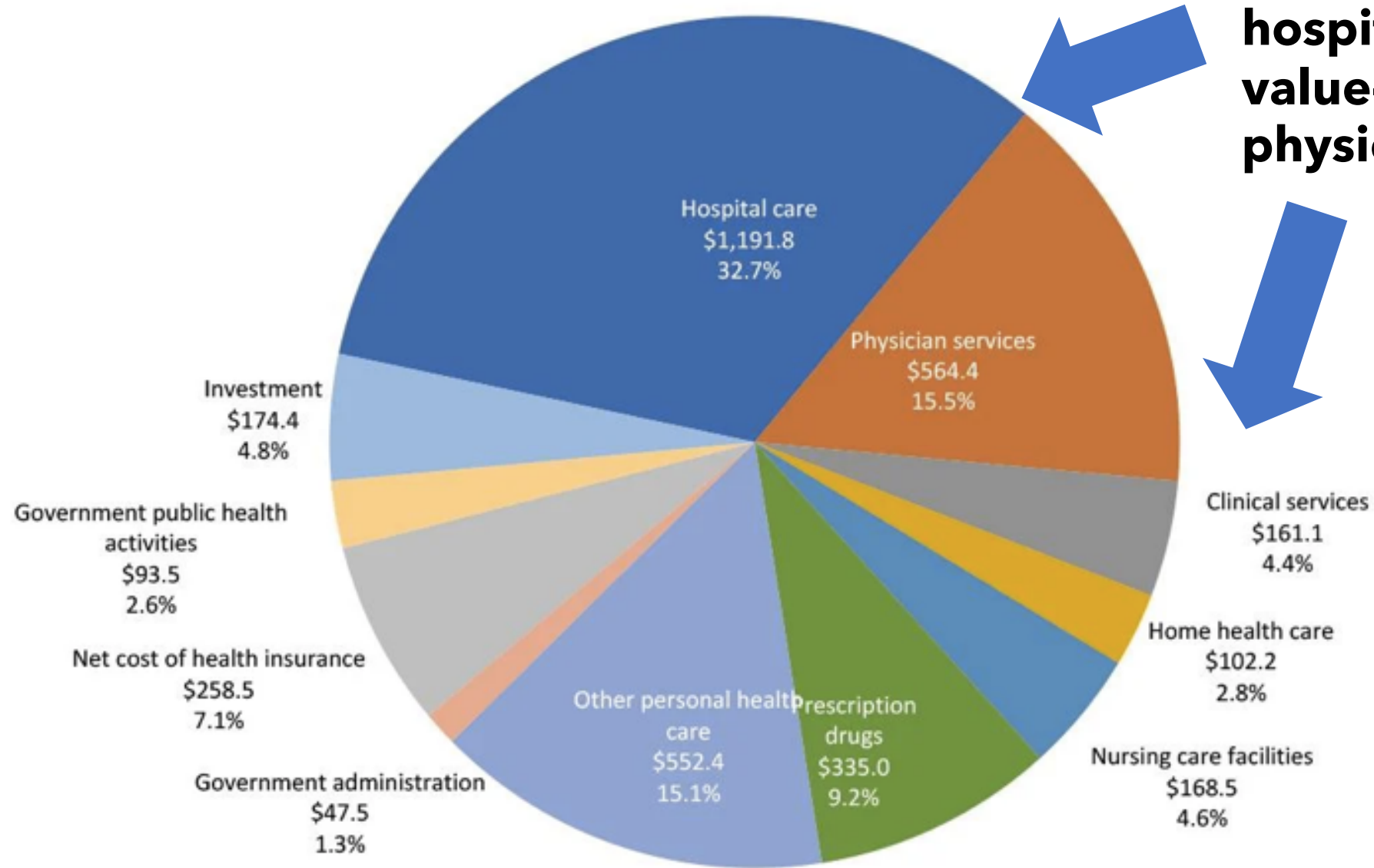
Third-party
related
barriers

How My Startup Developed Its ICP



- Clinical communications solution
- Early customers all mid-size hospitals
- Growing but increasingly crowded market
- Value Prop - Ability to customize
- Aiming for \$250K/ customer
- Physician-oriented
- Expertise in value-based care
- Scrappy attitude

**Focus on
hospitals and
value-based care
physician groups**



Finding our Goldilocks ICP

Attractive Market Segment

Large IDNs

Federal Health

Regional healthcare systems

Large independent hospitals

Small independent hospitals

Rural healthcare systems

Physician Groups

Physician Practices

ACOs and CINs

Insurance companies

Life science companies

Geography

Northeast

Mid-Atlantic

Southeast

Midwest

South

Southwest

Mountain

West Coast

Northwest

Canada

Other Characteristics

Financially strong

Not in merger talks

Epic and Cerner
veterans

Had X's product for
12 months

Can get introduced to
CIO or CMO

Innovative mindset



Another Goldilocks ICP

	Healthcare Systems	Clinics & Clinically Integrated Networks	Payers
Sweet Spot	Healthcare system with \$500-\$1BN in revenues Do best in systems that are outside top markets	Large group practices FQHCs CINs/ACOs/IPAs 300+users/150+physicians	Any payer that provides care directly to patients, especially easier access to primary care. Regional plans Covers 100-2500K lives
Characteristics	<ul style="list-style-type: none"> Multiple pharmacy systems Meditech and Cerner Not Epic 	<ul style="list-style-type: none"> Physician-owned Specialty practices Value-based care orgs Athena customers 	<ul style="list-style-type: none"> Manage and own physician practices Medicare/Advantage is a priority Risk-based contracts
Champion	Director of Pharmacy	Director of Pharmacy Clinical Ops Director/VP	Director of Pharmacy
Influencers	Chief Medical Officer CIO, CMIO, VP of Apps	Physician leaders/CMO Physician executive committee IT	Buying Committee
Budget holder	Dir or VP of Pharm, COO	Executive Director/COO	COO

Please put in the Q&A

Top 3 characteristics of your major ICP

Building a Target List of *Best Fit* Accounts

It's All About How You Use Data

Firmographics

Geography/Industry/Employees/Revenue/Market Segment

Sales Stage

Lead/Lapsed Opp/Live Opp/Customer/Loyal Customer/Lapsed Customer

Positioning/Attribute

Competitor's Customer/Frequent web site visitors/handraiser

Behavioral

Intent to buy/Interest in category/Actively researching

Simple Account Scoring

Characteristic	Score	Weight
Beds >1000	3	40%
Beds 251-1000	5	
Beds <250	2	
HCAHPS <X	5	30%
HCAHPS >X	3	
Cerner	5	30%
Epic	1	
Meditech	3	
Other EMR	1	

FIRE Account Scoring

- Demandbase's methodology
- Predictive modeling leveraging your CRM data
- Using intent data to identify who might be in-market
- Looking at existing relationships
- Analyzing website engagement metrics



Your Own Data

Account History

- Deals
- Lost opportunities
- Leads
- Contacts
- Relationships

Behavior

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

Third-party Data Sources

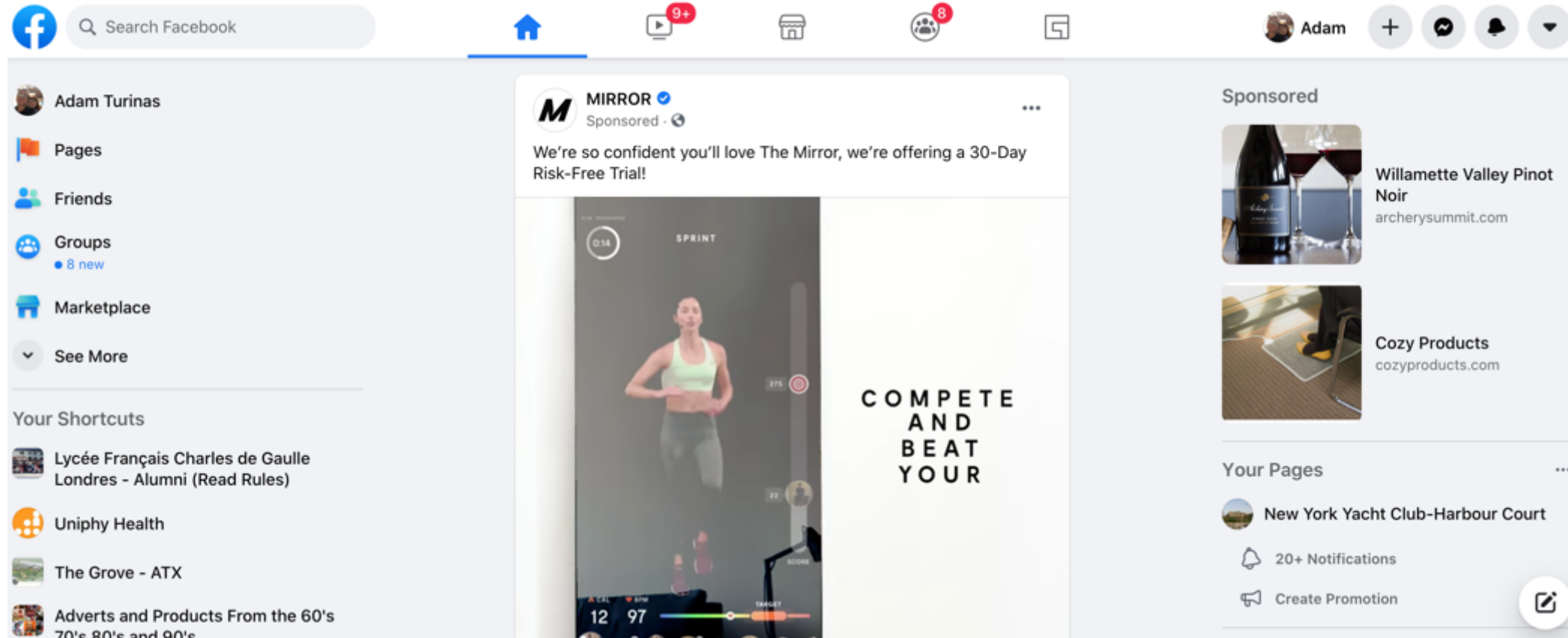
Accounts



Intent



What is Intent Data?



“Intent Data is the new lead” Demandbase

- **Intent data** shows which accounts are actively conducting research online
- Includes implicit (inferred behavior) or explicit (declared by the buyer)

Intent Signals



RESEARCHING
HIGH VALUE
KEYWORDS



RESEARCHING
COMPETITORS



INTERACTIONS
WITH YOUR
WEBSITE



RESPONDING TO
MARKETING



ENGAGING WITH
SALES

bombora

- 2.7 million companies content consumption monitored
- Across over four thousand websites
- 6900+ intent topics
- Integrates with other solutions including Marketo, Terminus and Hubspot
- Company Surge[®] identifies when a business is increasing research activity and more

Applications of Intent Data



Sales enablement - identify organizations in active buying cycles to prioritize prospecting efforts and MQLs



Digital advertising - focus digital advertising on businesses that are most interested to drive efficient demand



Marketing automation - better segment contacts and route to the most appropriate nurture paths based on intent



Content marketing - uncover topics of interest that your target accounts are interested in

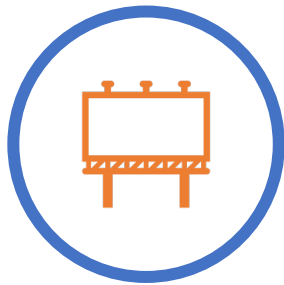


Channel enablement - identify mutually interested leads using intent and route to the right channels.

Poll

How would you use intent data?

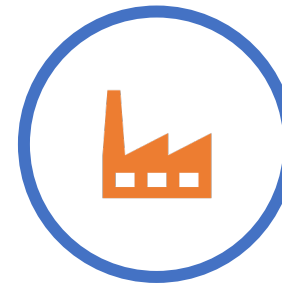
Intent Data Mapping



BRAND/PRODUCT



COMPETITORS/PARTNERS



INDUSTRY/VERTICAL



PERSONA

Intent Topics

Telehealth, RPM Example

- Digital Health
- Mobile Health (mHealth)
- Remote-Patient Monitoring
- Health Care
- Medical Technology
- Meditech
- Health IT Consulting
- Wireless Health
- e-Health
- Telehealth
- Telemedicine
- Virtual Hospitals
- Zoom

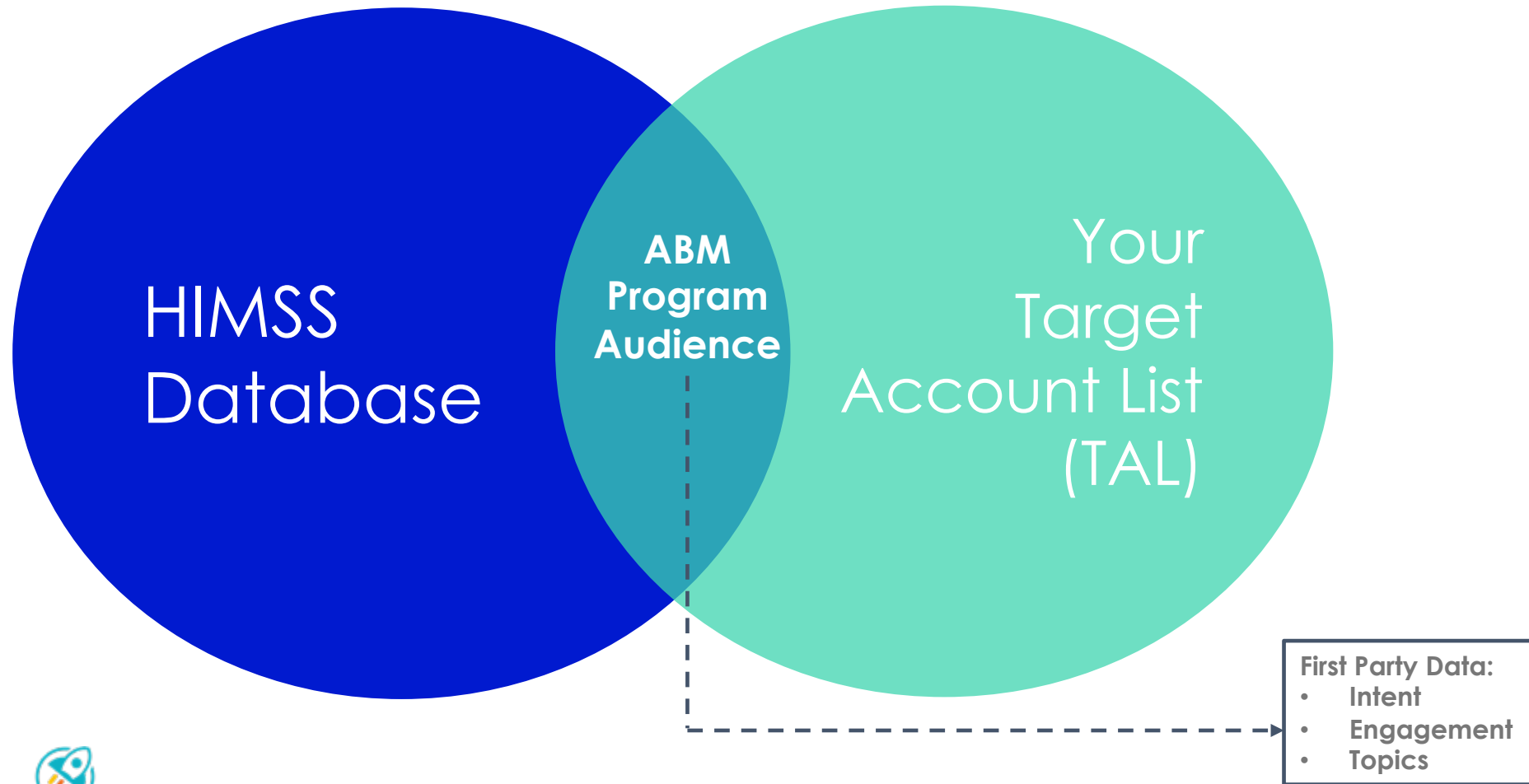
Tip 1: Download and Analyze the Full Topic List

The screenshot shows the Bombora website interface. At the top left is the 'bombora' logo. The top right navigation bar includes links for 'Data', 'Products', 'Solutions', 'Resources', 'Company', 'Pricing', 'Demo', and 'Login'. The main content area features a search bar with the text '28,858 businesses are currently researching 'TigerConnect''. Below the search bar is a filter for 'Company Size' set to 'Any'. Underneath are several 'Popular' topic tags: 'Digital Agency', 'Big Data Analytics', 'Learning Management Systems', 'Social Media Marketing', and 'Account-Based Marketing (ABM)'. A yellow arrow points to the 'Full Topic List' link, which has a downward arrow icon next to it.

Tip 2 - Install Ghosttracker See What Sites Are Tracked

The screenshot shows a web browser window with the URL `cioreview.com`. The Ghostery extension is active, displaying a score of 79 and 0 trackers blocked. The extension interface includes a 'Trust Site' button, a 'Restrict Site' button, and a 'Pause Ghostery' dropdown menu. A list of trackers is shown, including Advertising (71 TRACKERS), Google AdSense, Google Publisher Tags, DoubleClick, Google Safeframe, and Google Ads Measurement. The background shows the CIOReview website with a navigation menu and a featured article by Justin Smith.

Campaign-based Approach to Third-party Targeting: HIMSS



ABM Insights Dashboard

Data Collection, Reporting and Analysis



ABM Insights Dashboards include:

- Engagement by Account
- Engagement by Persona
- Engagement by Channel (social, display ads, email, web visits)

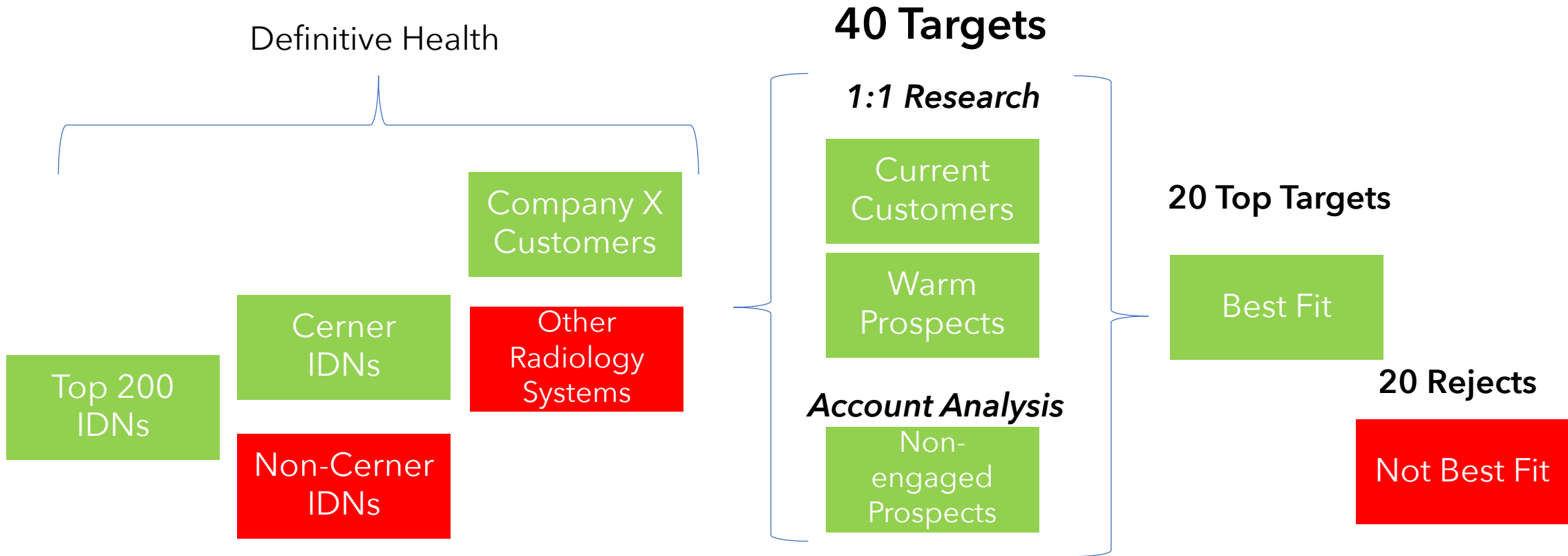


Providing your marketing and sales teams with actionable insights

- Create your marketing plan based on account engagement
- Prioritize follow up efforts on hot accounts
- Accelerate sales enablement for accounts with a high number of engaged personas

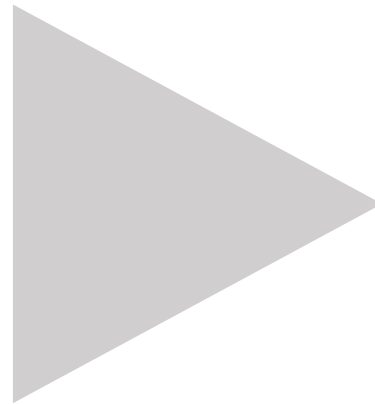
Two Targeting Examples

1:1 Example AI Radiology Solution



Account Analysis

- Organizational priorities
- Market dynamics
- Stakeholder Map
 - System
 - Facilities
 - Hierarchy
- Press
- Social Media



- Prioritization and scoring
- Who to target
- How to message

1:1 Customer Insight Research: Current Customers and Warm Prospects

1:1 Interviews

- Current and future needs
 - How is your organization viewed
 - What does your firm need to do to be successful
 - How can you be of greatest value to them
 - What are the obstacles
 - Who are supporters and detractors
- 
- How to win business
 - How to accelerate deal flow

Nuvolo's Approach to ABM

1:1

5-10 major accounts per quarter

Highly targeted experiences, custom content and branded web sites

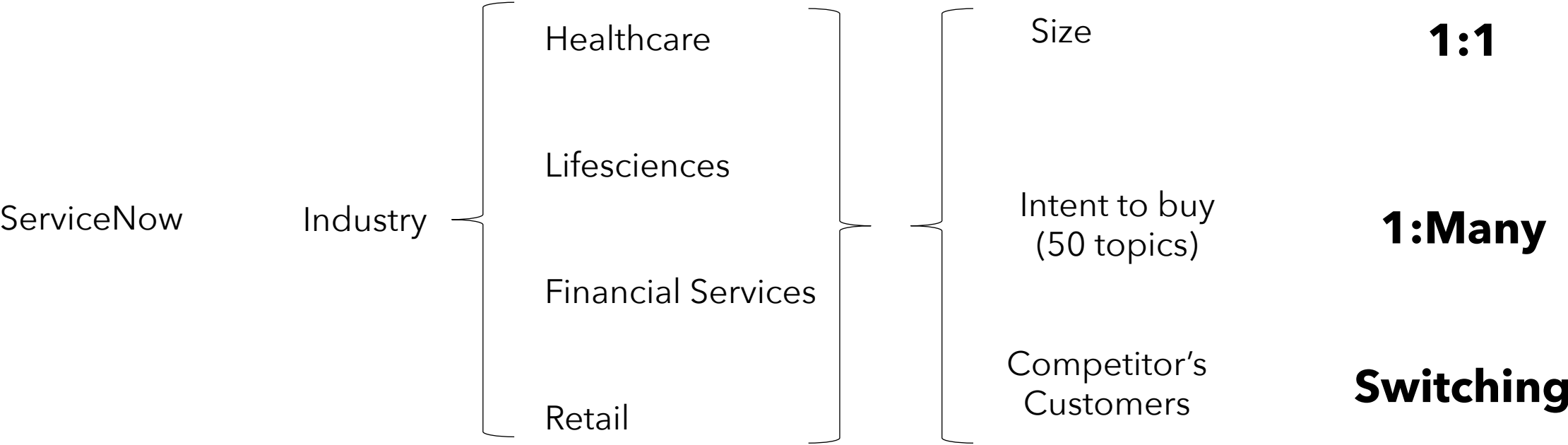
1:Few

1:Many

100s of targeted accounts

Intent-based experiences to identify and engage "in-market" prospects

Nuvolo: Data Segmentation Approach



1:Many Example

Find out why so many clients are moving off of

Company X



Find out why so many clients are moving off of

Company x

Learn More



Is Your Company X Software Helping You Advance Your HTM Vision?

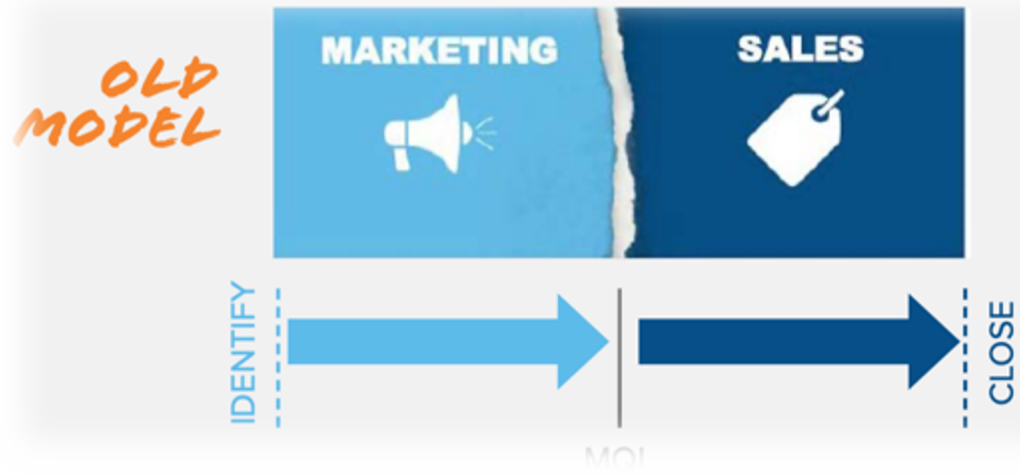
When it comes to your CMMS you need a long-term partner, not a software vendor. Learn how we can help you manage all aspects of the hospital now, and in the future.

LEARN WHY NUVOLO MAKES SENSE



30 healthcare systems have made the move off Company x onto Nuvolo since 2018

In ABM, Targeting is a Team Sport



“Coordination between sales and marketing is #1 indicator of ABM success” TOPO



- Waste less time
- Focus on pipeline acceleration
- Visibility into marketing impact
- More efficient use of resources
- Collaboration with sales
- Measurable impact on revenue

Crawl Walk Run



1

Partner with a Salesperson

Named Account List
In-depth research to gain insights
Strategy to target those accounts

2

Partner with a Sales Leader

Target Account Segment
Insights about segment
Strategy to target segment

3

Partnership between Sales and Marketing

Comprehensive Target Account List
Use of Intent Data
Scale ABM across account

Alignment Exercise

Have sales reps describe their ideal customers to marketers who then try to identify data points and signals that correspond to those characteristics

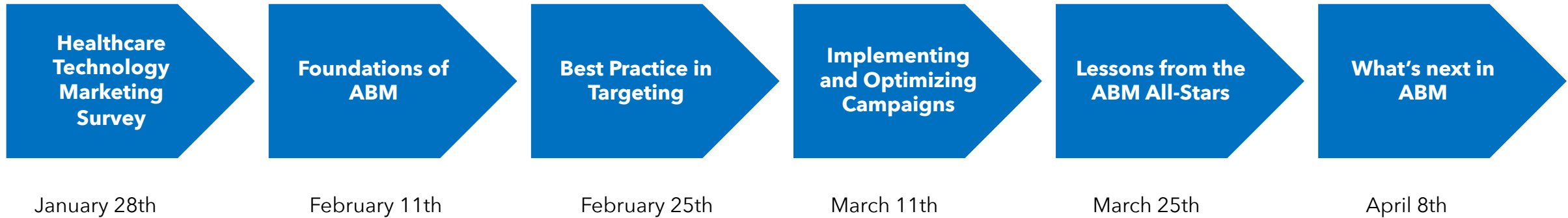
ABM Kickstart Workshop

- 2-Hour free group workshop for marketers starting their ABM journey
- Begin to apply the concepts of ABM to your business
- Structured exercises in small groups
- Output is a simple 30/60/90-day plan
- Design an experiment
- A little bit of preparatory work required

<https://healthlaunchpad.com/abm-kickstart-workshop/>

What's Next?

Webinars



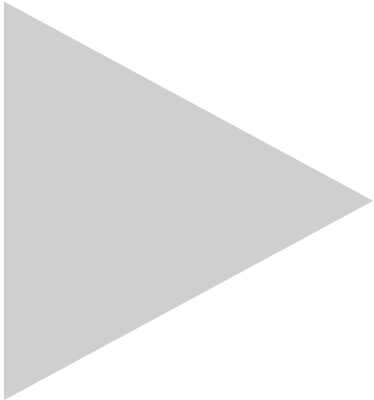
Healthlaunchpad Workshops (Free)

- Putting theory into action
- Hands-on session
- Interactive and social



Next Webinar: Implementing and Optimizing Campaigns

Learning objectives

- How to get started without spending \$100,000+
 - How to plan your first ABM campaign
 - How to inject ABM into your current programs
 - How to develop an ABM roadmap
- 
- Examples
 - New Ideas
 - Best practice
 - Actions you can take immediately

How to Access Previous Webinars



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ACCOUNT BASED MARKETING: 2021 PLAYBOOK

Plan, Build, Execute and Measure Your Marketing Success

For the past decade the promise of connected care design and delivery has been the driving force for healthcare IT marketers. Over the last year the need for fully integrated care technology became mission critical for payers, providers and patients.

2021 presents a host of unknown variables — B2B marketers will continue to evolve as marketing strategies and investment will be fueled by digital content, audience access and connectivity to new demand and lead generation platforms.

Staying ahead of the curve and creating a well-balanced, always on marketing plan will require a continued focus on digitally overcoming a sales process void of face-to-face networking, live pitches, and handshakes.

Together, HIMSS Media and [Healthlaunchpad](#) are working to provide insights and translate intelligence into education for healthcare marketers and their teams.



How to Reach Me



<https://healthlaunchpad.com/>

adam@healthlaunchpad.com

Search for Adam Turinas on
LinkedIn

Q&A