



THE ACCOUNT BASED MARKETING: 2021 PLAYBOOK

**Part 2:
Foundations of ABM for
Healthcare Technology Marketers**

Today's Presenter



- Adam Turinas, CEO and Founder **health**launchpad
- "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

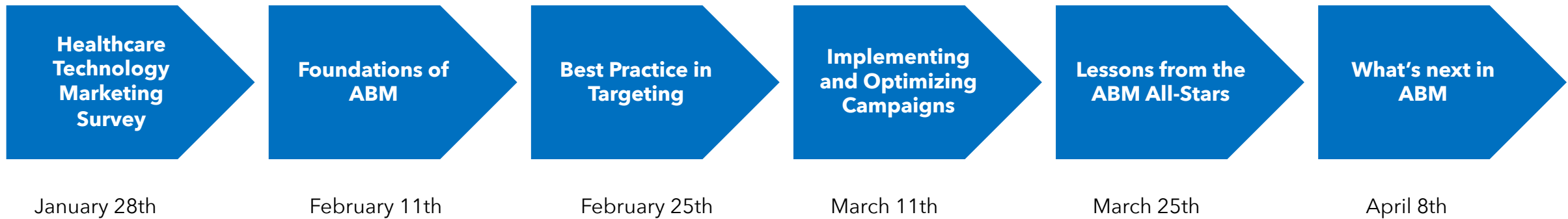
Validation
Go-to-market Planning
Marketing

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

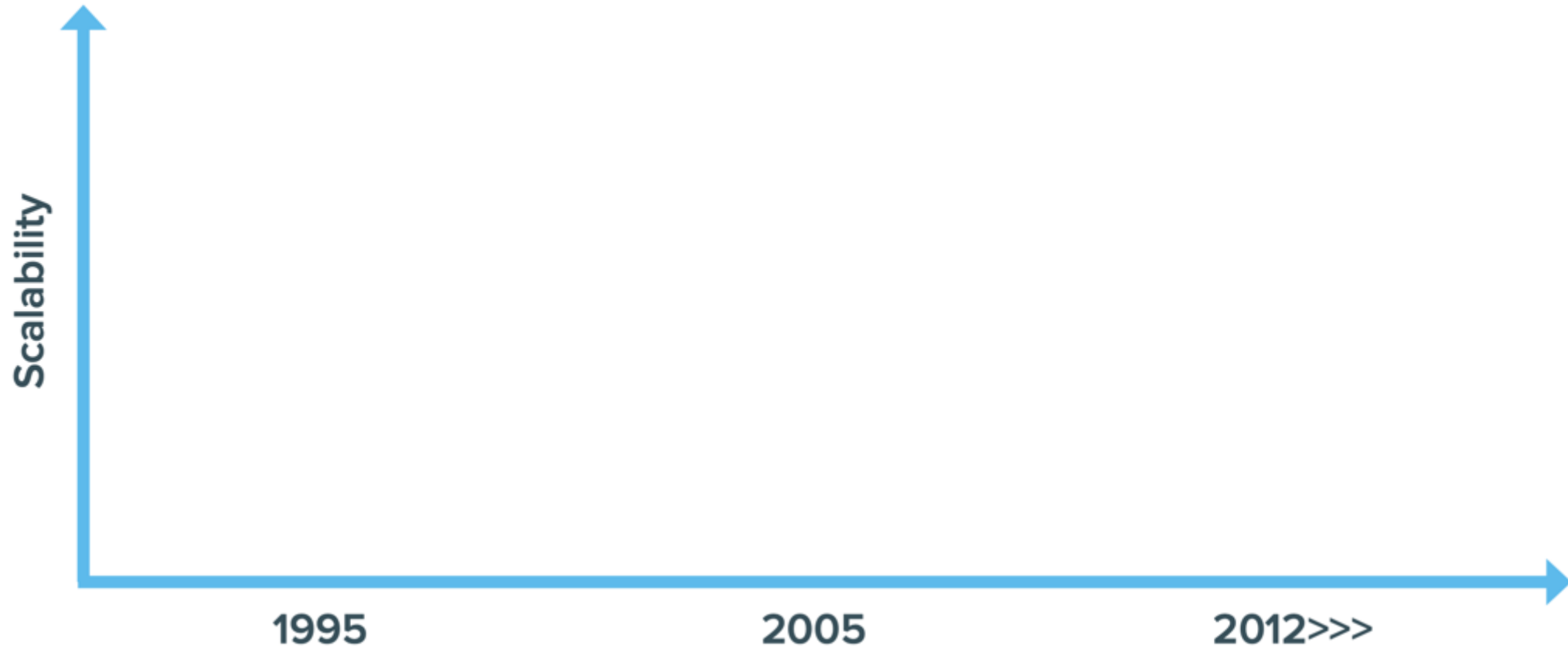
1. What is ABM and why is it becoming THE fundamental strategy employed by healthcare technology marketers?
2. What is the state of ABM in healthcare?
3. What are the different types of ABM strategy and which one is right for you?
4. How do you get started developing an ABM strategy?

Quick Poll: What is ABM?

ABM is a **strategic** approach to designing and executing **highly-targeted** and **personalized** marketing programs to drive business growth and impact with **specific, named accounts**. *ITSMA*

A focused approach to B2B marketing in which marketing and sales teams **work together** to target **best-fit** accounts and turn them into customers.

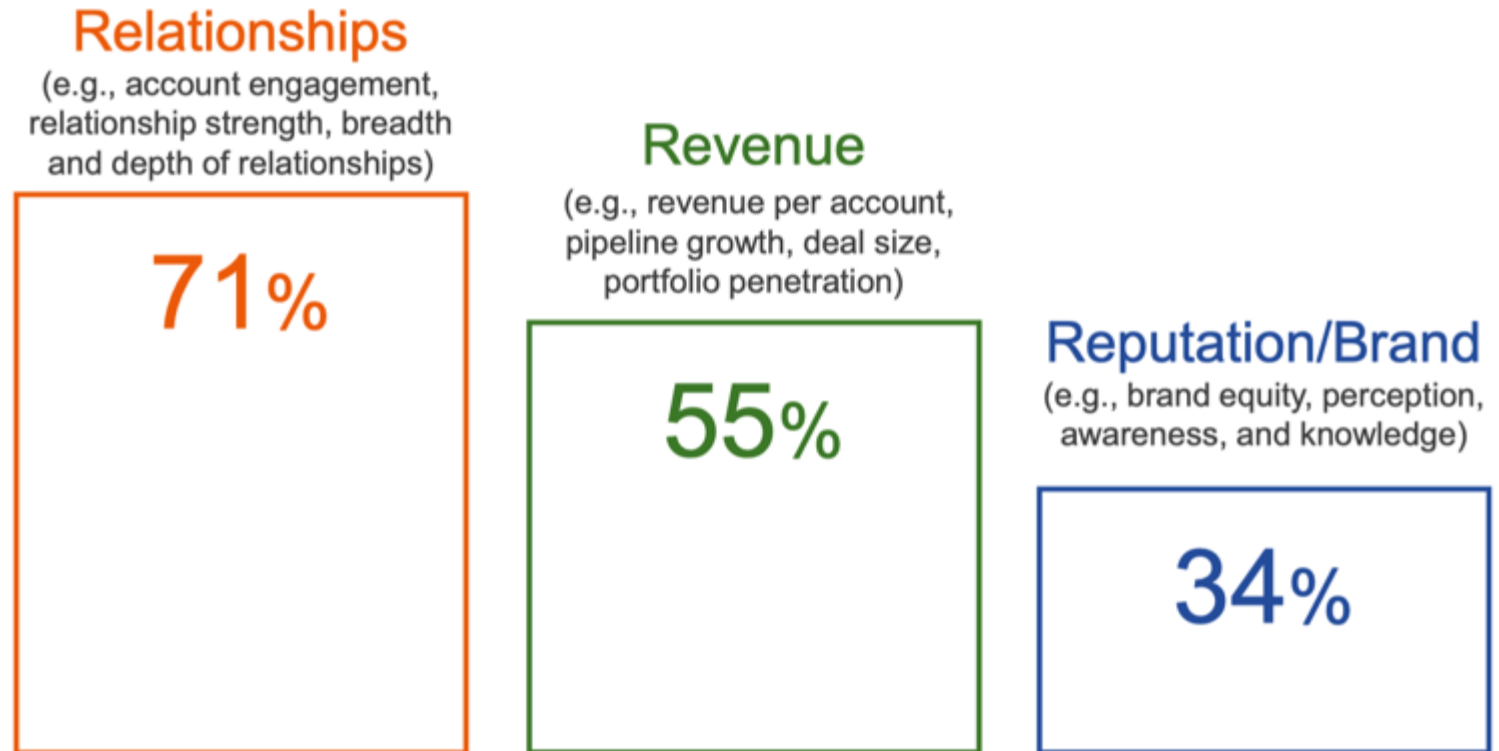
Evolution of ABM



Source: Demandbase

It's Much Bigger Than Demand Generation

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



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

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

Why ABM Matters More Than Ever

The 5C's of Why Deals Move Slower

Consolidation=Complexity

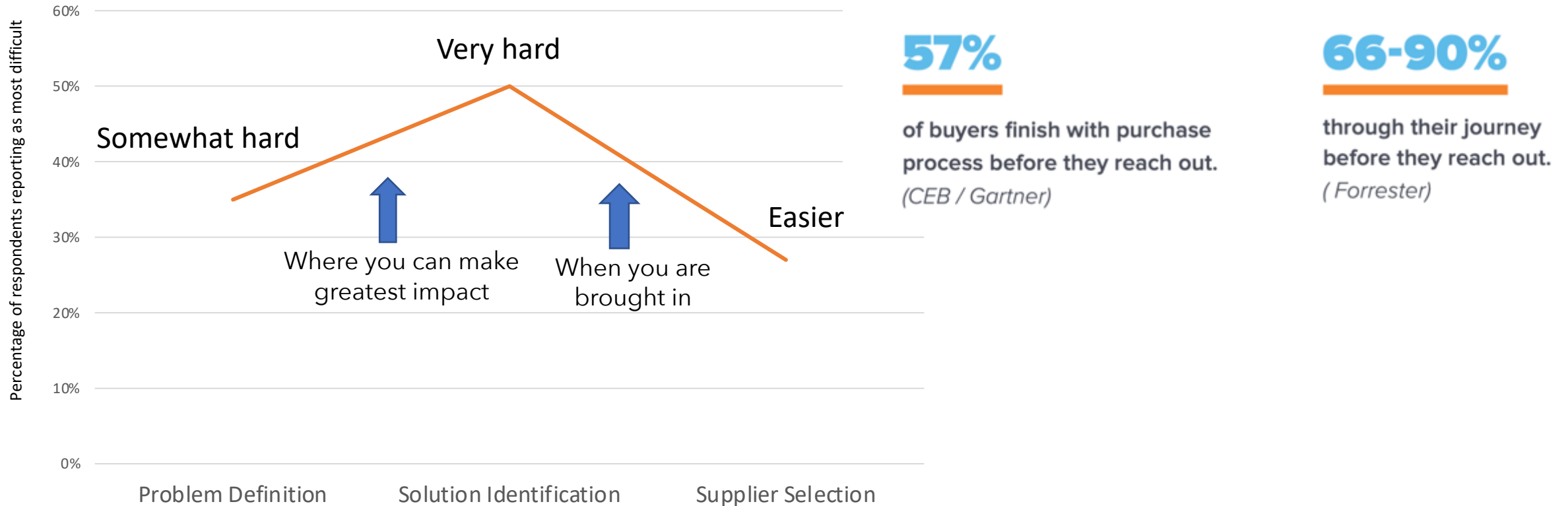
Consensus Management

Buyers have greater **C**ontrol

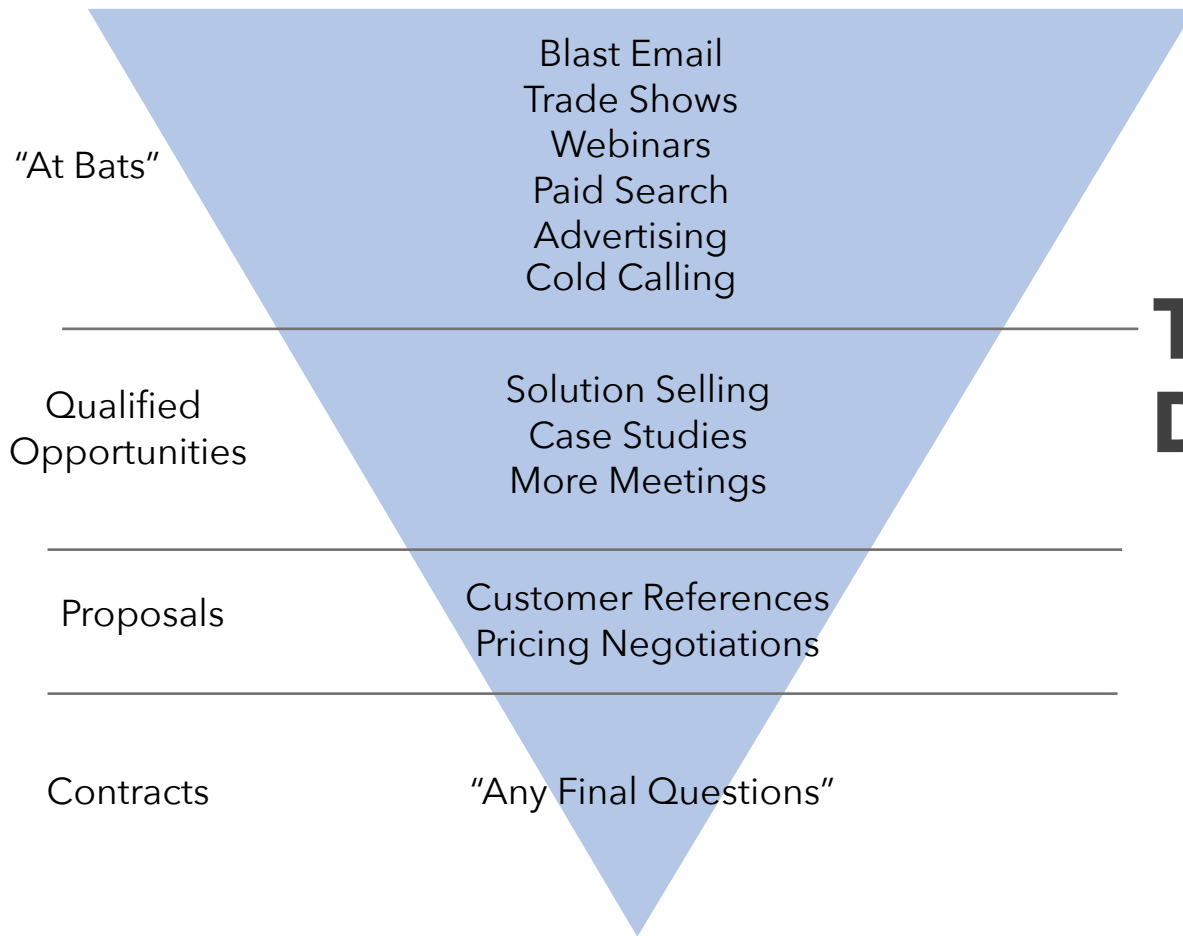
Compliance & Risk Management

COVID-19 made this even worse

How Decisions Are Made By Buying Committees



Source: CEB B2B Brand Survey



The "Traditional" B2B Model Is Designed Around How We Sell Not How They Buy

Their Journey Looks More Like This



ABM Can Help You...

Engage prospects **earlier** in their buying process

Focus resources on the **best** opportunities

Align sales and marketing

Deliver **personalized** experiences

Connect marketing to **revenue more effectively**

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

Typical Tactics

1:1

- 1:1 meetings
- Direct mail gifting
- Branded web sites
- Personalized Content
- Personal outreach

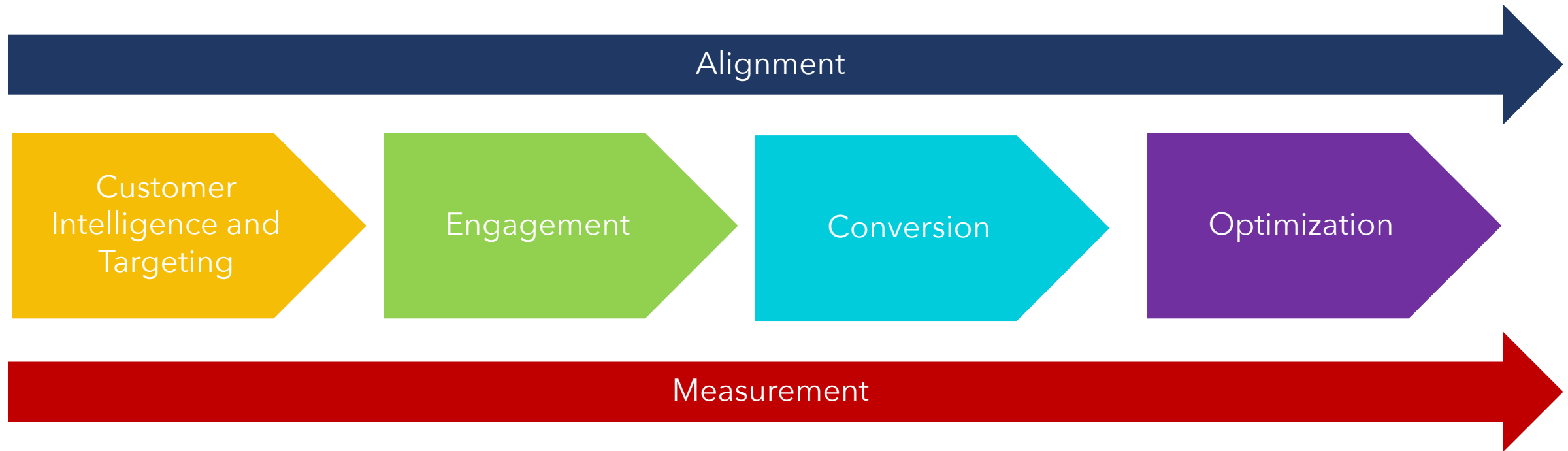
1:Few

- Small, account-focused interactive virtual meetings and events
- Segment-tailored web sites with segment-specific content
- Paid social

1:Many

- Webinars and virtual events
- Dynamically customized web sites
- Content syndication
- Paid social
- Intent-based ad buys

ABM Process



Nuvolo's Approach to ABM

The screenshot shows the Nuvolo website header with the logo on the left and a menu icon on the right. Below the header, the main heading reads "The promise of a fully connected workplace" with the subtext "Workplace management, Built on NOW™". A blue button labeled "WATCH VIDEO" with a right-pointing arrow is positioned below the text. The central graphic features a network of circular images connected by dotted lines, depicting various professionals: a construction worker, a person in a lab coat, a woman in a pink shirt, a man in a suit, a woman in a yellow shirt using a laptop, and a person in a white lab coat. The background is a light blue geometric pattern.

- Nuvolo is a global SaaS firm with a platform for enterprise asset management
- They help healthcare systems manage, support, protect and maintain connected devices
- Customers include Kaiser Permanente, the Mayo Clinic, Parkland Health

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

ABM Does Not Work Without Alignment

Sales



Marketing

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

Nuvolo Alignment

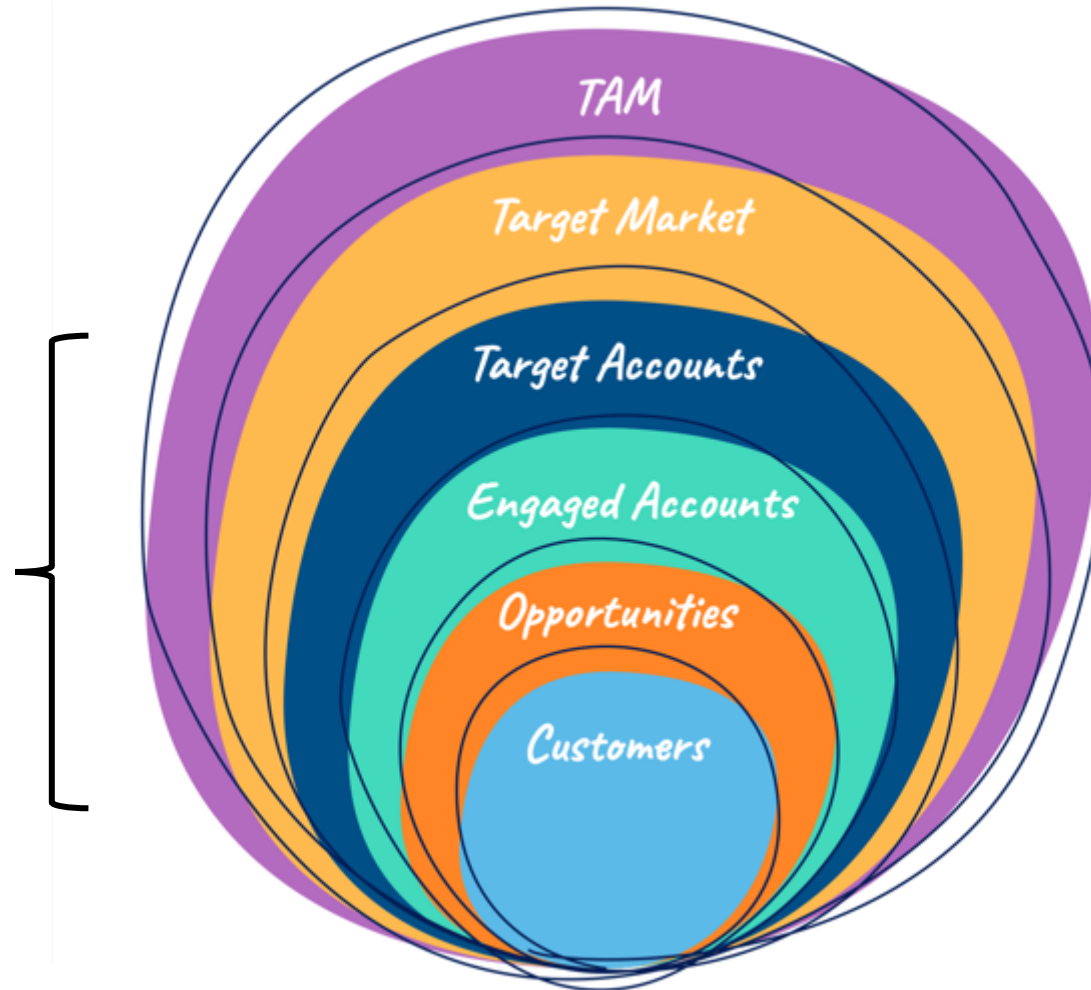
Sales ↔ **Marketing**

- ...Goals & priorities
- ...Targets and segments
- ...Roles, Responsibilities, Reports and Routines
- ...Measures of success (short vs long-term)

It's a continuous process, led by Marketing

Targeting: Find Accounts That Matter

ABM focuses here



Why ABM is Targeting is Different

- Focus on who is “in-market” to buy right now
- More insight-driven
- Constant optimization

Targeting Criteria

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

Intent Data is a Game-changer

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

First and Third-Party Data

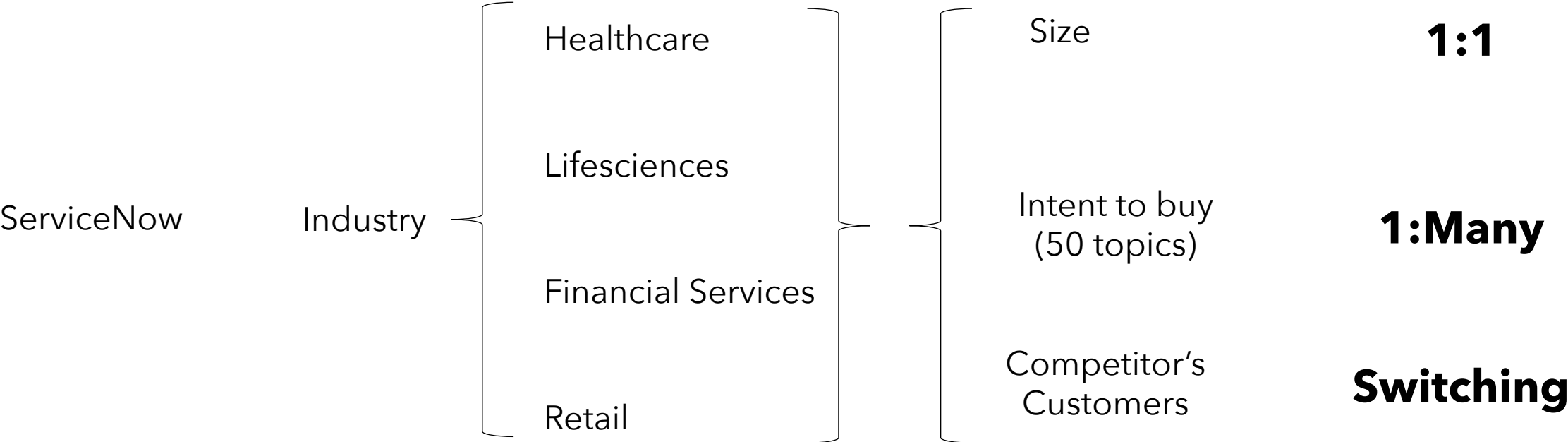
First-Party Data

- Behavioral data shared across your brand's website or app
- Data collected in your CRM
- Data gathered from subscription campaigns
- Information collected from social media
- Offline surveys, forms, and questionnaires

Third-Party Data

- Information collected across websites within a specific category
- Large aggregated datasets sold by third-party vendors
- Covers a broader spectrum of activity at scale
- Sanitized for GDPR etc
- Includes Account-level data

Nuvolo: Data Segmentation Approach



Engagement

1. Focus on creating content that your most important targets need to see. And make it easy for them to find it
2. Leverage 1st party and intent data to get the right message in front of the right person at the right time
3. Deliver relevant experiences based on where they are in the buying journey

1:1 ABM Example



Huntington + nuvolo
Improve Business Agility with Facilities Management Built on ServiceNow
[Learn More](#)



Huntington + nuvolo
Improve Business Agility with Facilities Management Built on ServiceNow
[Learn More](#)



Huntington + nuvolo
Deliver an Exceptional Experience to Your Customers & Employees
We know how much pride is conveyed in your professional brand. Maintain that pride and make informed data-driven decisions with a modern facilities management program.
[WATCH A DEMO](#) [CONTACT US](#)



Ebook

Nuvolo's Connected Workplace, built on ServiceNow, helps IT teams create modern workflows with their facilities management colleagues.

[DOWNLOAD NOW!](#)



1:1 Curated Content



Global Financial Organization Brings In Space for their Digital Workplace Initiative

[Read Now](#)



The Connected Workplace for Financial Services

[Read Now](#)



The Power of the ServiceNow Platform

[Read Now](#)

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

The Difference? One Platform To Manage It All

More on What our Clients are Saying

A Children's Hospital with over 30,000 medical devices and 7,500 employees were able to modernize their planned and corrective maintenance for their medical fleet. These changes have resulted in clinical engineer productivity and increased service management efficiency since go live.

[READ THEIR STORY](#)

Still Not Convinced You Need To Make the Switch?

| FEATURE | MUVOLO | Company x |
|---|------------------------|---------------------------|
| Ownership Changes Since Founding | 0 | 1 |
| Number of CMMS Applications to Focus On | 1 | 4 |
| Solutions | Fully-Integrated Suite | 19 Disparate Applications |
| Mobile OS Support | iOS, Android | Browser Only |
| Native Mobile App | Yes (iOS, Android) | Not Available |

How ABM Helps With Conversion

- Real-time alerts about “in-market” opportunities
- Flag most actively engaged opportunities
- Creates “warmer” leads for SDRs
- Identify stalled or un-engaged targets

Helps Sales Team Prioritize

| | | | | |
|---------------------|-------------------------------------|-----------|-----------|--------|
| Jason [REDACTED] 5) | [REDACTED] Technology Services, LLC | 1/23/2021 | 2,700.00% | 🌶️🌶️🌶️ |
| | [REDACTED] | 1/23/2021 | 1,957.14% | 🌶️🌶️🌶️ |
| | [REDACTED] | 1/23/2021 | 77.78% | 🌶️🌶️🌶️ |
| | Bank Of [REDACTED] | 1/23/2021 | - | 🌶️🌶️🌶️ |
| | [REDACTED] n Corporation | 1/23/2021 | - | 🌶️🌶️🌶️ |
| | [REDACTED] Airlines | 1/23/2021 | - | 🌶️🌶️🌶️ |

And Provides Better Information

The screenshot displays a CRM interface for an account. At the top, there are navigation options: '+ Follow', 'Change Owner', 'View Account Hierarchy', 'Edit', 'Create Agreements', and 'View Website'. Below this, account details are shown: Type: Prospect, Segment: Enterprise, ServiceNow Status: Customer, and Account Owner: [Redacted].

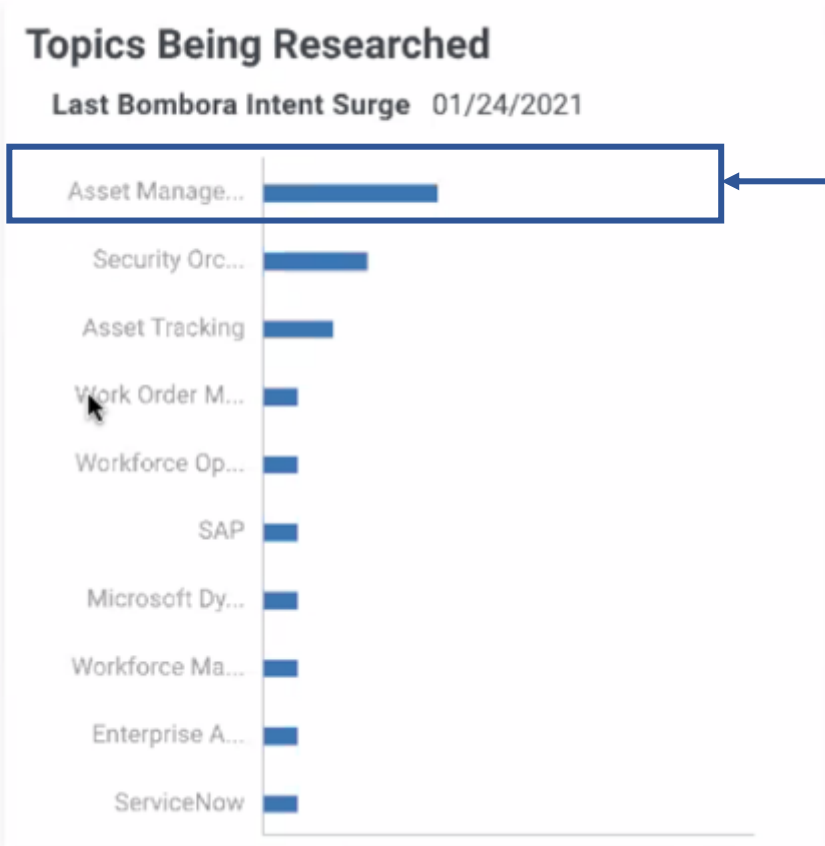
A horizontal bar lists various account-related items: Contacts (10+), Opportunities (2), Contracts (0), Orders (0), Files (1), Delivery Details (1), Account Team (5), and Partners (0). Below this, there are tabs for 'Details', 'Account Insights' (selected), 'Gainsight', 'ZoomInfo', 'InboxAI', and 'Related'.

The 'Account Insights' section is divided into several panels:

- Terminus Account Insights**
 - People Activity**
 - Most Active Person over 90 days: Ahazi [Redacted], 16 Total Activities, Most Recent: Jan 27, 2021
 - New People Added over 90 days: 2 New People, Most Recent: Dec 22, 2020
 - Previous Opportunity's Contact: Ahazi [Redacted], Opportunity Created Date: Dec 11, 2020
 - Interest on Website**
 - Last Engagement Spike: 01/23/2021
 - Model(s): Base Engagement Model
- Activity Trends**
 - People Influenced by Marketing over 90 days: No activities in the past 90 days
 - Anonymous Page Views over 90 days: 7 Total Page Views (represented by a line graph)
- Topics Being Researched**
 - Last Bombora Intent Surge: 01/24/2021
 - Asset Manage... (highest bar)
 - Security Orc...
 - Asset Tracking
 - Work Order M...

On the right side, there is an 'Activity' section with tabs for 'Chatter', 'News', and 'InboxAI Timeline'. It includes a search bar with 'Recap your call...' and an 'Add' button. Below this, there are sections for 'Upcoming & Overdue' and a calendar view for 'Janu'.

Optimizing: Reacting in Real-time



Sales and Marketing can mobilize on this insight

Optimization: Continuous Improvement



Quick Poll: What's the #1 Challenge in implementing ABM?

Measurement is The #1 Challenge

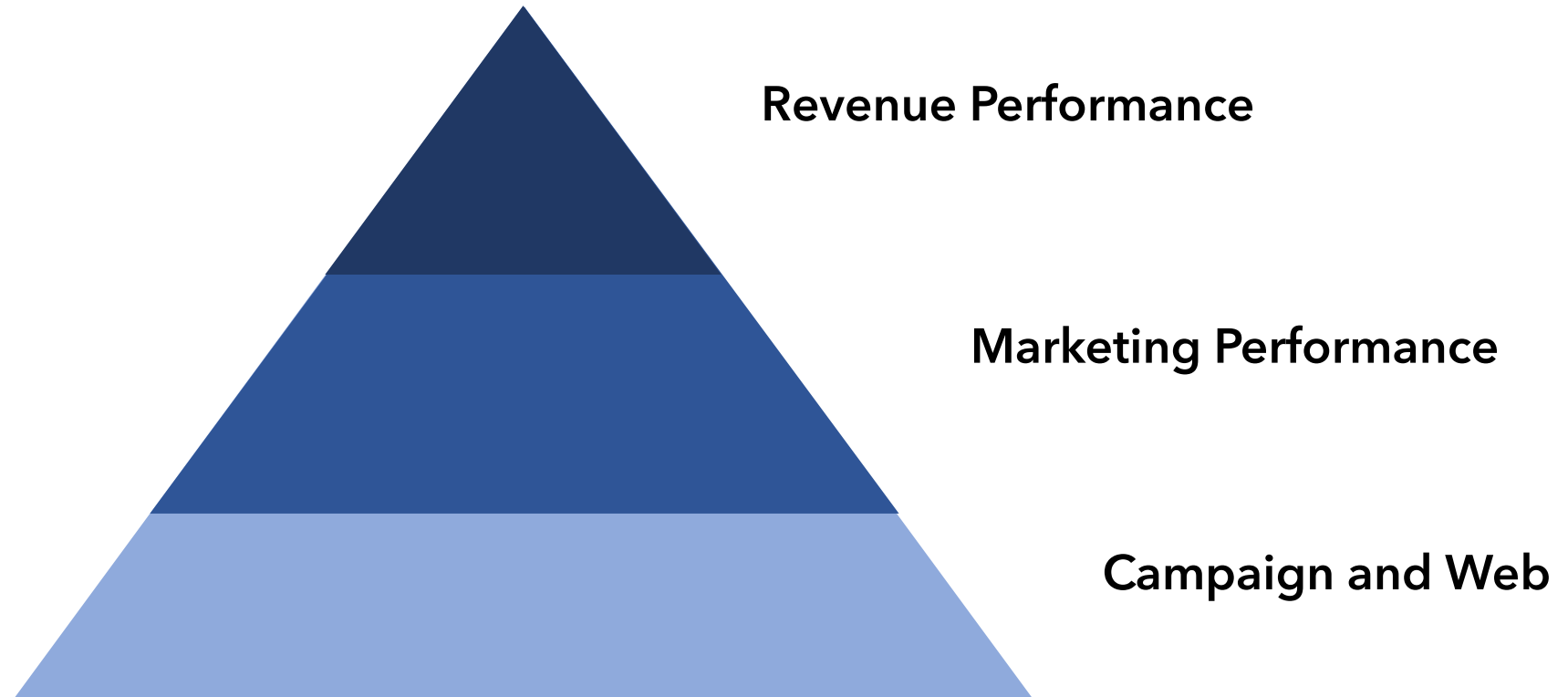
What are the top challenges your organization faces today in your ABM program(s)?

1. Tracking and measuring results

2. Developing campaign assets that are mass customizable
3. Justifying the cost/proving ROI
4. Educating sales on the process and value of ABM
5. Personalizing content to key contacts in top accounts
6. Keeping up with requests from sales

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

ABM Measurement Approach



Revenue Performance



CLOSE RATES



AVERAGE DEAL
SIZE



FUNNEL
VELOCITY

Marketing Performance

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

Evolving Your Measurement Model

Short-term

- Conversion rates
- TAL engagement
- Account penetration
- Influence

Mid-term

- Pipeline
- Cost per opportunity
- % of Opps from TAL

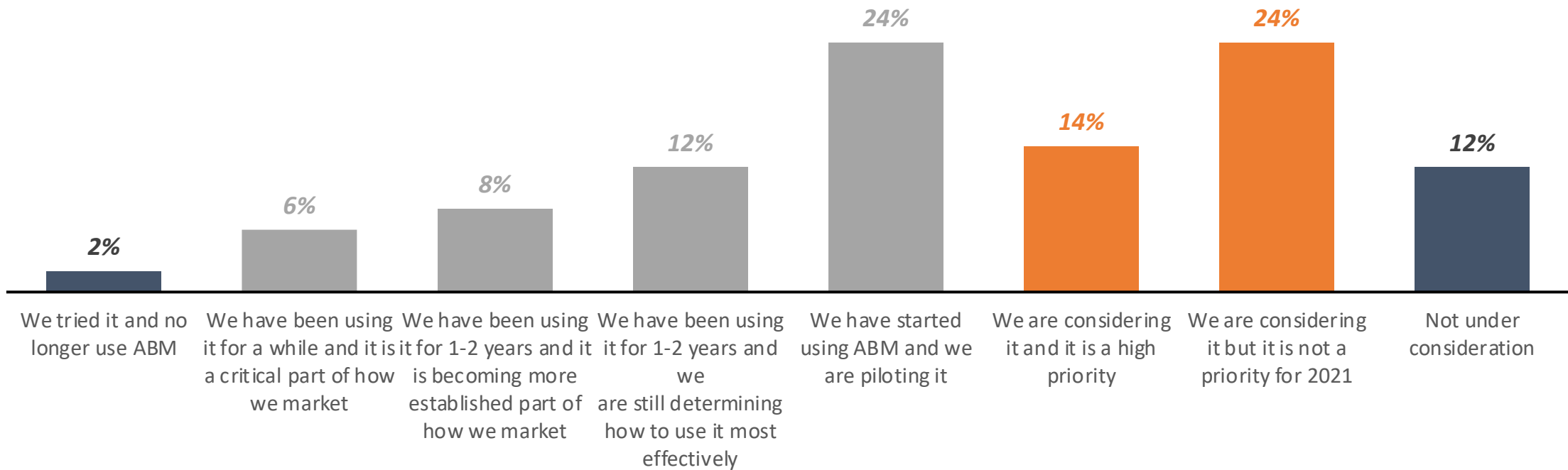
Long-term

- Close rates
- Avg Deal value
- Funnel velocity
- Revenue

Account Based Marketing is lifting off as a tool used by healthcare technology marketers

49% currently using or piloting ABM

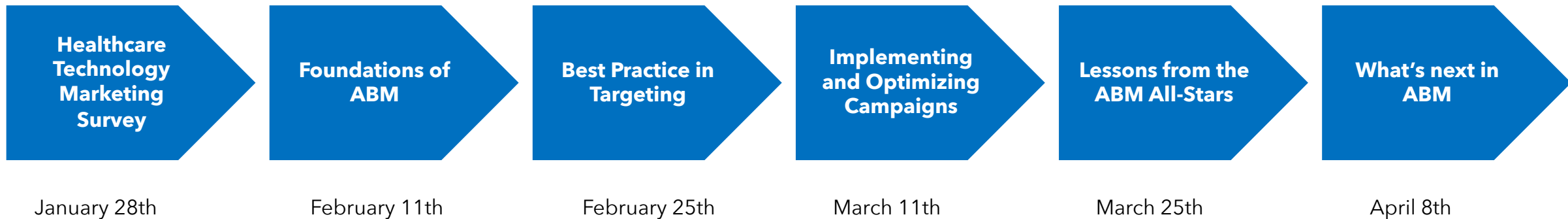
38% considering ABM



Getting Moving

How the Program is Structured

Webinars



Healthlaunchpad Workshops (Free)

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



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

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

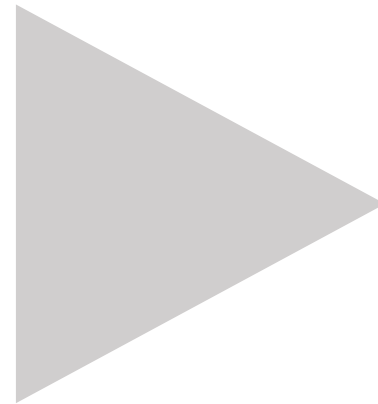
<https://healthlaunchpad.com/abm-kickstart-workshop/>

Next Webinar

Best Practice in Targeting

Learning objectives

- Gaining alignment
- Process
- Targeting criteria
- Insight-driven
 - Account research
 - Intent Data



- New Ideas
- Best practice
- Actions you can take immediately

How to Reach Me



<https://healthlaunchpad.com/>

adam@healthlaunchpad.com

Search for Adam Turinas on
LinkedIn

Q&A