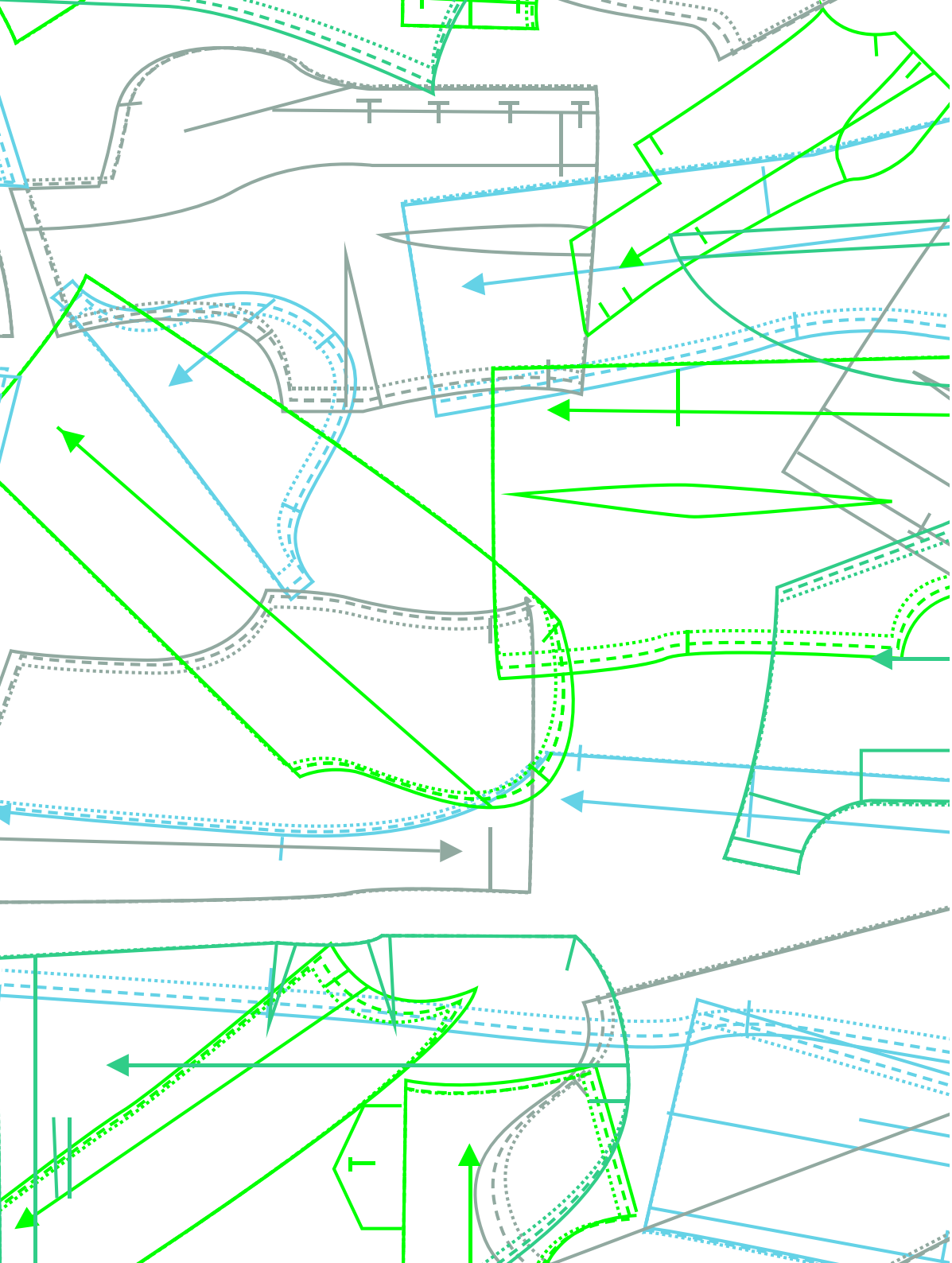


AMAZINGLY
BESPOKE
MARKETING



Account-based marketing is seriously out of shape.

It's impossible to dispute the value of hyper-targeted and personalised campaigns.

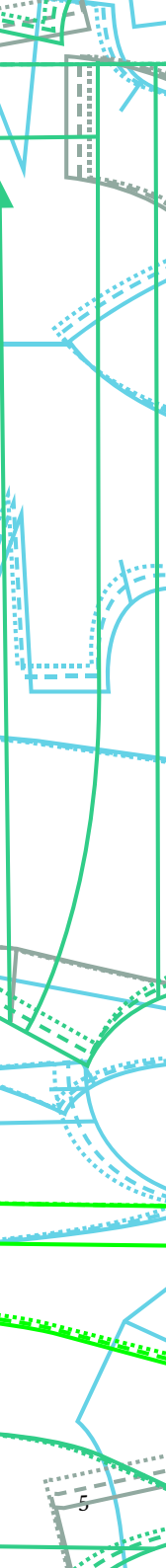
It is possible to question the value of marketing automation platforms that profess to practice account-based marketing (ABM). What they are really doing is a thin layer of personalisation — this isn't true ABM.

Earnest wants to strip things back and take you through how to do B2B ABM with impact, and with humans in mind.

We believe that ABM creation should be bespoke, with each campaign being a one-of-a-kind, tailored fit to its target.

Together, we can lead the opportunity to reclaim ABM in B2B.

So, without further ado, let's get to work...



Discover
what great



means

Explore the core
principles of ABM

Put the personal back
into ABM

Recognise what great
really looks like in ABM

Learn why it works

Get started on your
five-day ABM challenge

Contents



Setting the
ABM scene



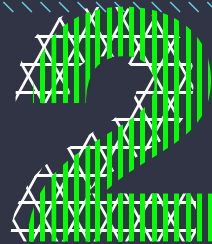
The three Cs of
well-crafted ABM



And how do
you feel?



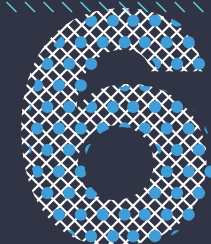
The Earnest
way



The five pillars
of great ABM



Recognise what
great looks like
in ABM



Your five-day
ABM challenge

Define bespoke // adjective //

“ A new pattern is created for each individual wearer. No modification or use of base patterns, as that could lead the tailor to miss some of the small nuances of the wearer’s body. More than just measurements are needed to achieve this (what is the slope of the shoulder, the arch of the back, etc). ”

Chase Murdock, CEO, US-Based Custom Menswear Brand¹





Meet the author
Katy Roe
Content Writer
and ABM tailor

First things first. What is ABM?

Account-based marketing (ABM) is – in case you didn’t know – an approach which makes use of personalisation to create tailored content that speaks to the specific interests of individual prospects, instead of the general attitudes of an entire industry.

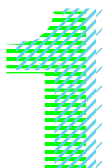
Setting the ABM scene



“Clothes make the man. Naked people have little or no influence on society.”

Mark Twain

Section



What are the merits of ABM?

87% of B2B marketers agree that ABM delivers a higher ROI than other marketing activities²

75% of customers prefer personalised offers³

84% of companies that have implemented ABM report improvements in reputation⁴

74% of companies that have implemented ABM saw improvements in customer relationships⁴



What are the problems with ABM today?

ABM has, in recent years, become one of the most talked-about tools in the B2B marketing toolkit, which means there is also no small amount of hot air and conjecture on this topic.

If you talk to any typical ABM-specialist agency, or one of the many MarTech evangelists out there, you're likely to hear all about global programmes encompassing 500+ accounts, sweating assets, £XXbn pipeline opportunities and so on. Doesn't sound very personal, does it?

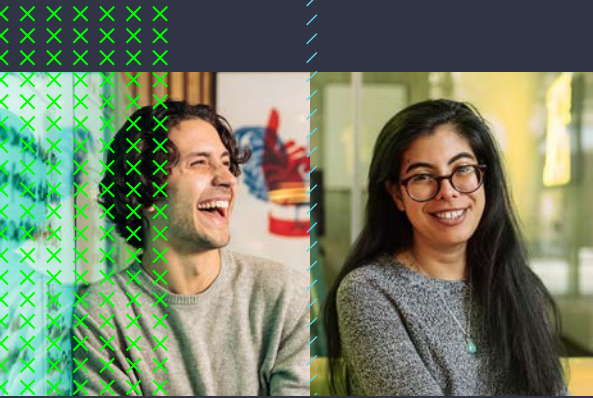
And despite the clear benefits of ABM, many marketers find it a challenge. This is often due to bad targeting, a lack of tailored content, and following up on the wrong leads. Much of this stems from trying to do too much too soon — hunting scale and efficiency before you've got an approach outlined and can start to define a model.

Each of your targets will be a different size. They'll have a different set of needs, wants and priorities. You cannot build genuine connections without putting the hard work in upfront to really get to know and excite your specific audience.

There's also a big difference between 'personalised' and 'bespoke', which no one is really talking about. Personalisation is often achieved at a high level in ABM. And yes you need to be efficient to a degree. But it's when the content and messaging of an ABM is truly bespoke to the target, that the magic happens. That's when you get the cut through and impact.

Earnest sees things differently

Join us on our ABM journey to take back control and well and truly chase out the humdrum.



Meet the authors
Joao Barreiros
and Beatriz Ruano
Strategists and
ABM tailors

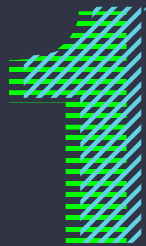
“Never wear anything
that panics the cat.”
J. O'Rourke

The five pillars of great ABM

To kick things off, let's take a step back
and remember the five core principles
of good ABM.

Section

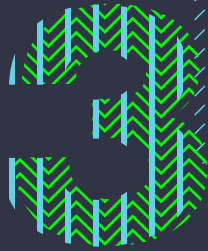




Be Selective

Don't just accept any account

It's easier said than done, but ABM-ers need to be prepared to say no to accounts that don't show value. To build a truly great ABM programme, it's important to qualify the right accounts, by building momentum internally and encouraging sales to get involved.



Get your Strategy sorted

Think long term

For ABM to truly succeed, it needs to be thought of as a long term strategy that's backed by data, intelligence and research insights. ABM isn't just targeted online ads – it's a business initiative. And this means taking a strategic approach to the accounts you choose to target.

Timing is key

Pick your moment wisely

Your strategy also needs to include perfect timing. You need to pay close attention to any signals your prospect and their market is giving off so you can spot the perfect moment to sweep them off their feet.

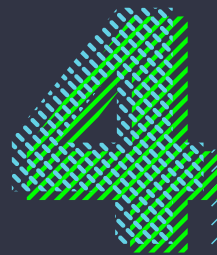


Partner up

Use your wingman to your advantage

Finding the right new prospect is just like finding a date — both are easier with a wingman. In life, we look to our friends to help us out, or technology through dating apps. The same thinking can be applied to ABM.

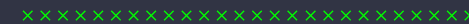
Search for press releases, conduct LinkedIn searches and reach out to your professional network to help find your way to the right account. This will result in higher returns and greater resource allocation efficiency. You might also want to think about a strategic and/or creative partner to help your business think outside the box.



Open dialogue

Collaboration is key

Across the board, every single talk we attend on ABM hammers home the importance of collaboration. In order for ABM to work, there needs to be open dialogue (particularly between sales and marketing, but also between businesses and their agencies) that ensures the right account is targeted, for the right reasons.



So, there we go.
The five pillars of ABM.
The bedrock on which
to carefully craft great,
truly targeted campaigns.

Earnest says:

The best ABM
campaigns should
fit like a glove.

So you need to
know your client
back to front.





Meet the author
Tom Ewing
Senior Strategist
and ABM tailor

The three Cs of well-crafted ABM

Here at Earnest, we firmly believe that ABM ain't no infinitely scalable silver bullet — because isn't that just the opposite of how ABM actually works?

Our approach is more human, more tactical, and more accessible. After an office debate on the merits and perils of ABM, we've distilled our approach to people-first ABM into The three C's.

Section






Be credible

Tick-box business insights are easy to find, but authentic credibility comes from digging down into the core of what a business is about and uncovering what's truly interesting and individual about it. But you can only do this with any effect when the number of businesses you're targeting is relatively small, otherwise people will tend to start short-cutting — which undermines the whole point of doing ABM in the first place.

Earnest says




"We've found that the optimal number of accounts for a successful ABM campaign is no more than seven."

Be capable

It certainly takes skill and nuance to develop a bespoke proposition for a sub-sector, but it's not rocket science. However, tailoring a relevant array of case studies and proof points that speak to the challenges facing your target account, as well as demonstrating how your services can flex in response to those challenges, is significantly more difficult and time-consuming, but it's this attention to detail that makes all the difference.

Earnest says



"Great targeted ABM is far more than just putting the target account's logo on a microsite."

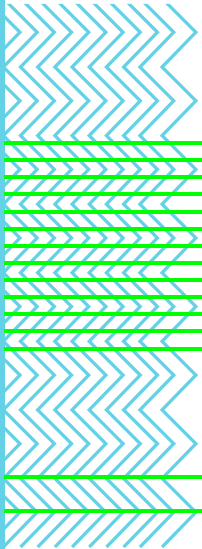
Be creative

Regardless of format or budget, creativity remains the surest way to make a lasting and positive impression, so don't lose sight of it amidst all the chatter about personalisation (and no, that doesn't mean blooming video greeting card direct mails). Earnest is, first and foremost, a creative agency and some of the best work we've done has been for low-reach, highly-tactical campaigns that were laser-focused on a specific goal.

Earnest says



"ABM is high-stakes creativity, with nowhere to hide if it doesn't engage your client's desired audiences. That's why at Earnest we apply the same high level of attention and craft to a smaller highly-tactical campaign focused on 10 key stakeholders as we would for a global ad campaign."



Credibility. Capability. Creativity. The three key components to stitch together a successful ABM asset. Couldn't be simpler, right?



Earnest says:

The best ABM
campaigns don't
just fit perfectly.

They do it with
style.





Meet the author
Chris Wilson
Managing Partner
and ABM tailor

Recognise what great ABM looks like

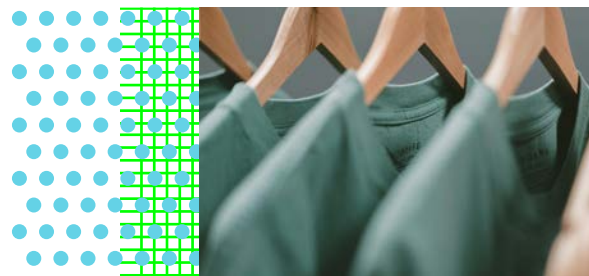
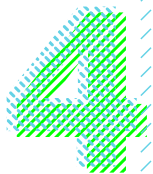
Now, you've got your ABM basics in a row. You know your target audience inside out. You're focused on being as relevant as possible. It's time to get those creative juices flowing.

Here we take a look under-the-bonnet (or 'under the hood' for readers joining us from the US) of three real-life ABM success stories that we've worked on with some of our fantastic clients.

And, as you will see, all three are clearly aligned with our 'Three C's' approach: Credibility, Capability and Creativity.



Section

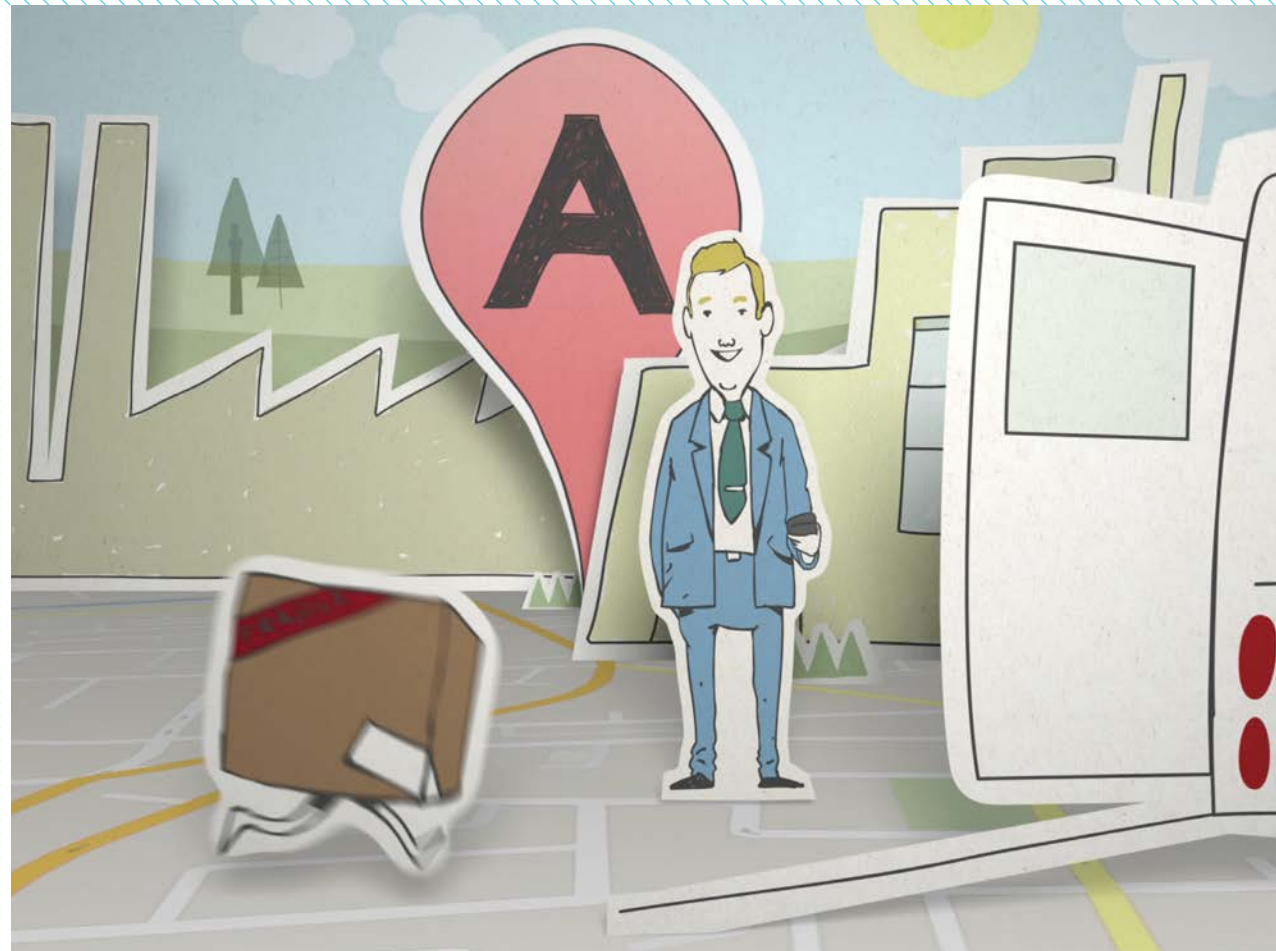


Google

When is a map more than a map?

Cast your mind back to 2012.

Barack Obama was re-elected to the White House. London successfully hosted the Olympic Games. Felix Baumgartner skydived from 128,000 ft over Roswell, New Mexico. And, Earnest won the Best B2B Creative award for our 'Google Maps for Business' ABM campaign.



What was the brief?

Google came to Earnest with a very specific task: to develop a campaign to drive sales of its Google Maps for Business software. But working with one of the world's most recognisable companies certainly didn't mean

the campaign could take care of itself. We needed to put across an important business case, attuned to the needs of different audiences, while remaining humorous, informative and on-brand.



And the results?

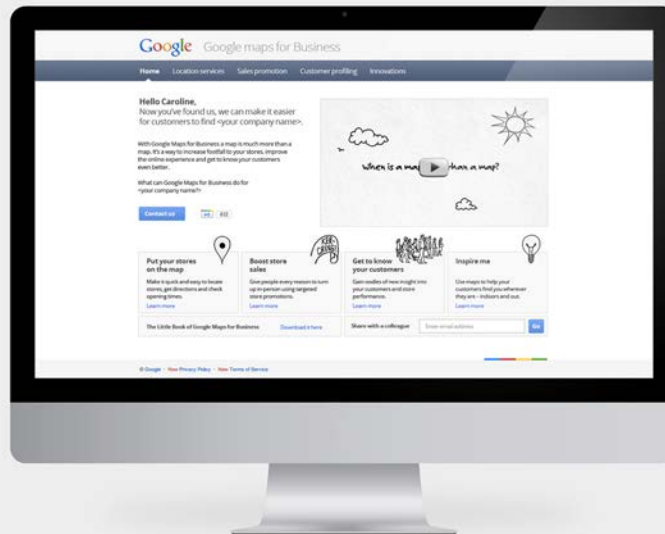
134 leads generated within the first four weeks

\$1.25m potential pipeline

2 minutes 16 secs spent on the website on average

Visitors from 71 countries and actual leads from 10 countries – despite the campaign only targeting the UK

As a result of this success, the campaign was extended into France and Germany



What did it involve?

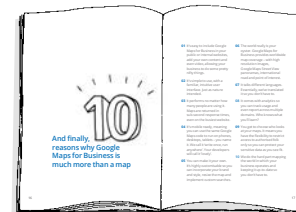
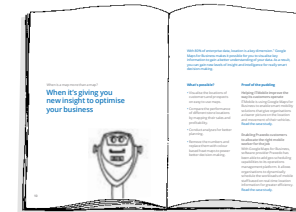
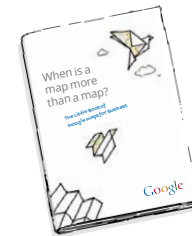
An integrated ABM campaign, targeting senior execs in the UK retail and logistics industries.

A big idea creative platform under the proposition 'When is a map more than a map?'

High-impact pop-up book style direct mail – featuring personalised Google Maps based on the target's location – supported by targeted EDM (Electronic Direct Mail) and online ads.

Personalised URLs driving executives through to a microsite featuring relevant content, videos, case studies and a 'refer a colleague' email function.

'The Little Book of Google Maps for Business': a handy and informative guide encouraging social sharing.



ACI

How do you make a banker smile about something other than a bonus?

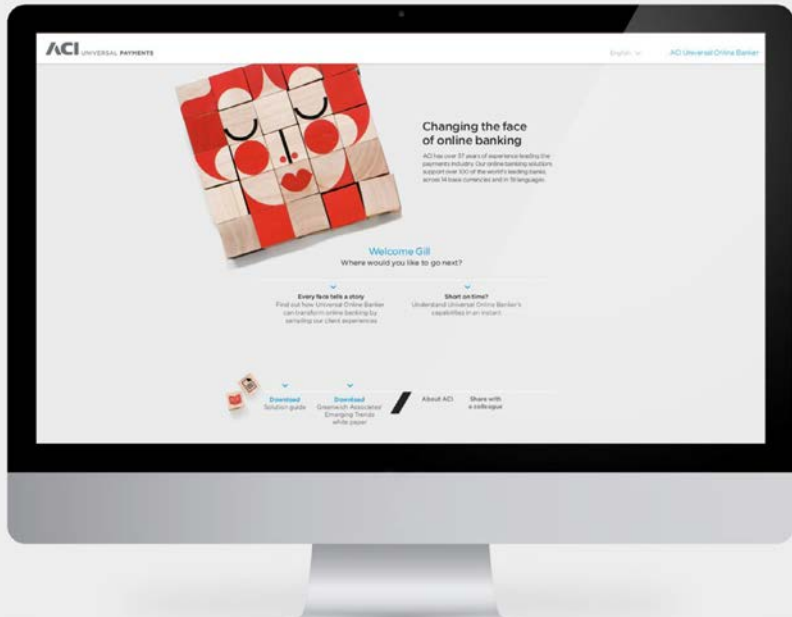
ACI powers payments and banking around the world, processing \$14 trillion in transactions every day. Now they wanted to change the face of online banking.



What was the brief?

ACI's Universal Online Banker solution enables banks to offer a tailored approach to online transaction banking — so customers can bank on their terms with an approach that works for them.

The campaign challenge was to deliver this message to those hard to reach senior decision-makers in large banks, with panache and emotive impact aplenty.



And the results?

28% response rate

25 leads

\$30m pipeline

\$5m confirmed sales as a result

Overall providing 48:1 campaign ROI

What did it involve?

Our strategy was to develop a highly-targeted campaign, coupled with disruptive creative. Rather than deliver just a very factual message, our aim was to resonate with the audience on an emotional level, and deliver real cut through using subtle psychological triggers:

Control

The messaging focused less on the problem, but more about the ease of which the target prospect could tackle it.

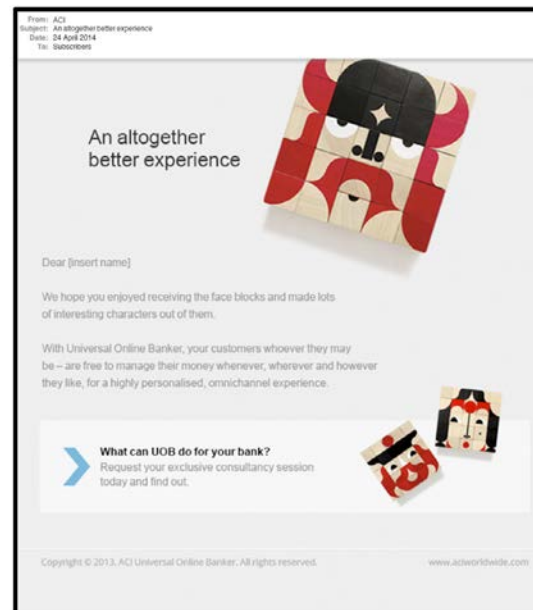
Inclusion

Our campaign proposition 'Changing the face of online banking' was not just about what ACI was doing — it acted as a call to arms.

Personalisation

The campaign was highly personalised, but also brought personality to the subject matter. The campaign humanised the end customer and brought it to life in a way that resonated as if the end customer was talking to you.

The charming creative was supplemented with characters whose faces were made from wooden block puzzles, adding an element of fun to an otherwise potentially dry subject matter. The campaign was delivered across personalised email, DM and online channels, supported by highly-personalised content and data points to ensure credibility in the eyes of knowledgeable banking executives.



Canon

Is technology a key part of your team?

This final example demonstrates the amazing impact a big creative idea can have on channel partner communications — traditionally one of the most difficult B2B audiences to engage.



B2B Marketing Awards



What was the brief?

Canon are most famous for their cameras, but they're also a world-leading manufacturer of printers and scanners. They came to us to help increase sales into small businesses.

What's more, Canon never sells direct; everything goes through distributors and resellers — a notoriously time and attention-poor audience, constantly bombarded with sales messages from competing vendors. So, how could Canon leapfrog the competition and convince resellers to stock and recommend its products?


What did it involve?

We started with an insight: being able to print proposals, presentations and leaflets on time and without stress can make their printer just as important to a small business as its employees.

All of the competition was talking about speeds and feeds, so we gave printers names and personalities — giving Canon that all-important standout.


We filmed four small business owners talking about the qualities of their star employee, and the value they add to their business, before revealing that each star employee is, in fact, a Canon printer.

Our 'Meet the team' pack consisted of an interactive VideoPak containing the four stories, a 'CV' for each printer which light-heartedly outlined its key benefits and features — a completely different take on the 'data sheet' — and a digital marketing toolkit to get partners up-and-running with promoting the product suite right away.



Fran uses every last drop

you can




Meet Fran. She's the budget-conscious. Whether you're keen to keep costs down or want to be a bit more economical, Fran makes everything go further. With larger ink tanks than most, so you can print more and the time you spend changing. She calls them XL ink tanks. We call her an office all-star. Canon MAXIFY printers. What will you call yours? www.canon.co.uk/MAXIFY

MAXIFY

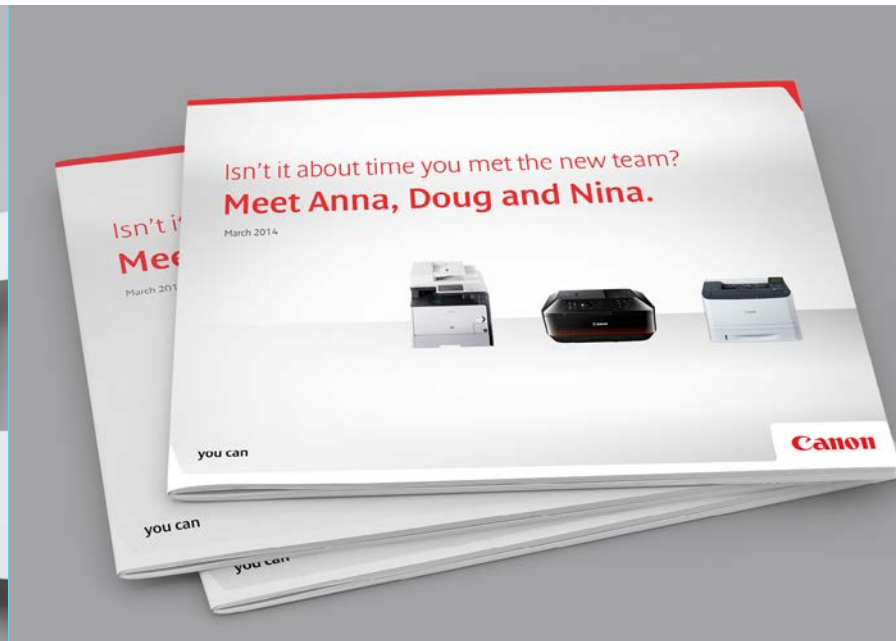
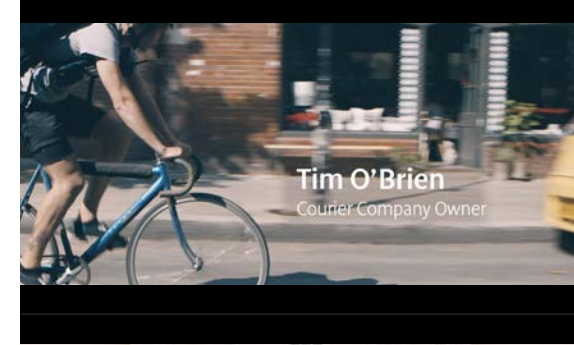
Harry's always first to get going

you can



Meet Harry. He's the energetic one. When you're working in a high-performance environment, you need the right support. Harry's the fastest worker we know. With an overlapping paper feed and a speedy seven-second first print out, you'll be on track with even the shortest of deadlines. He calls it high-speed printing. We call him an office all-star. Canon MAXIFY printers. What will you call yours? www.canon.co.uk/MAXIFY

MAXIFY



And the results?

98% of sales target reached within 4 months

Overall 359% ROI

3x increase in website pageviews

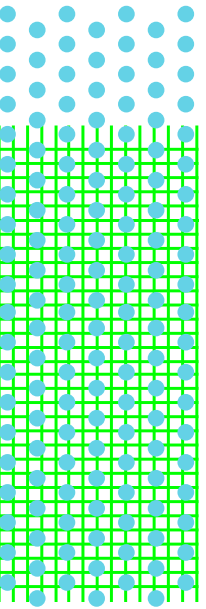
87.27% increase in average time on site

UK campaign adopted by France for a key mailer

“ The campaign enabled us to gain traction with our resellers and disrupt a crowded vendor space. It is fun, innovative and has longevity... It has also put personality into what are effectively boxes and the response internally and externally has been fantastic. ”

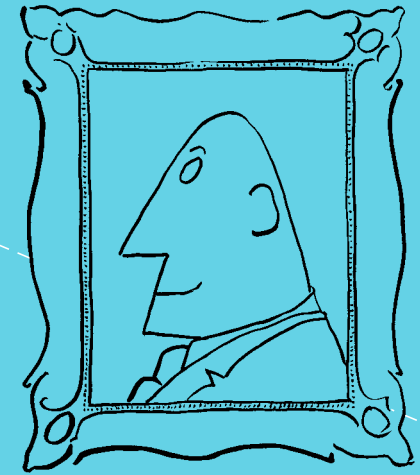
Tracey Fielden, Canon, Trade Marketing





Earnest says:

The best ABM
campaigns aren't
just about looks.
They work.

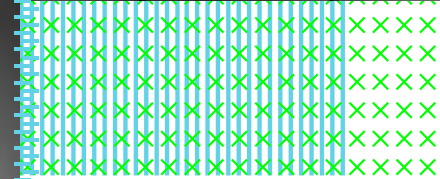




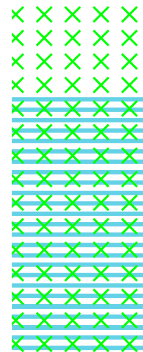
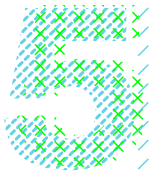
Meet the author
Paul Hewerdine
Strategy Partner and
ABM tailor

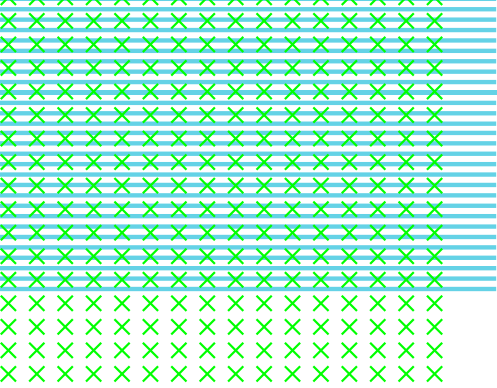
And how do you feel?

Ok so we know HOW to do great
ABM. But WHY is creativity and
personalisation so important?



Section





Over the years we've built up quite the bank of knowledge combining behavioural economics with our own experiences as B2B marketing practitioners.

At the end of the day, we've discovered that it's all about how your ABM campaigns make your targets feel.

For them to say yes to the dress your ABM campaign needs to make them feel:

Special

Business people might not be as rational as you think, even for the biggest business decisions.

"More C suite execs are increasingly making decisions about technology purchases they know nothing about. As a result, many decision makers choose suppliers based on personal value."

O&M, Admap

Familiar

Those micro-yesses matter just as much as the macro one. So each time you communicate it needs to build on familiar content, as well as a recognisable look and tone. Things that are more familiar are easier to process. People tend to also develop a preference for things simply because they are more familiar with them. That's The Mere Exposure Effect.

"The buyers pipeline requires a series of micro-yesses before getting to that macro yes."

Brandon Stamschar, MECLABS

Confident

Serving up targeted content and messaging that really resonates takes work, but targets will recognise and appreciate this. They'll really value you getting to the heart of their offering. They will be less forgiving however with being exposed to campaigns that are off the mark and that waste their time. This suggests risk is involved. And oh, how they hate risk.

"Information that stands out — and is novel and salient — is more likely to affect the way a buyer thinks and acts."

P Dolan, Mindspace

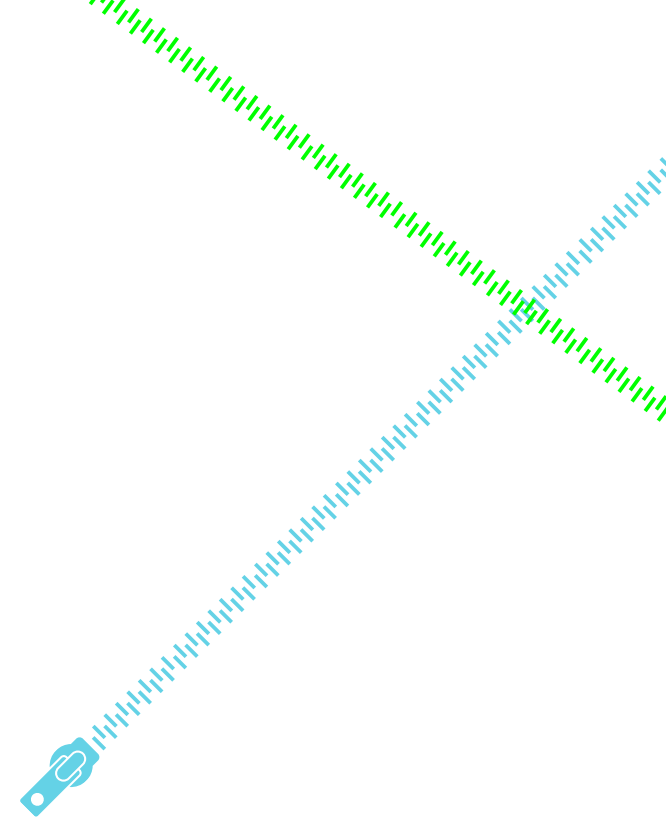
Easy

We're all lazy thinkers. You, us and even your customers. So we make our lives easier by substituting difficult questions with simpler ones.

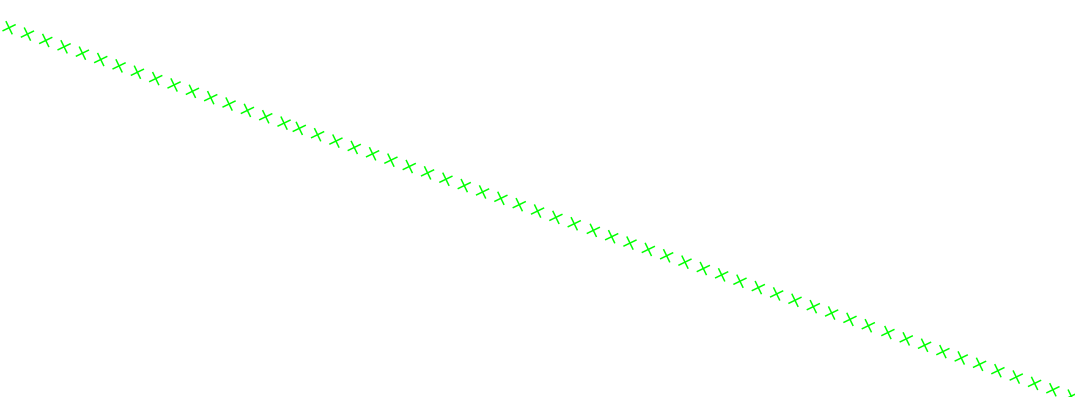
The single most important thing is to make it easy for prospective customers to say yes every time. If you make it easy they're more likely to like what they see and believe what you have to say.

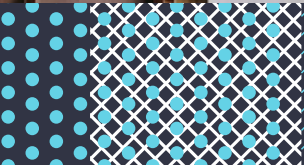
"85% of decisions are made by the unconscious part of the brain."

Martin Lindstrom, Buyology



Successful relationship building is all about genuine connections which takes hard graft, editing and some practice. When trying on your ABM for size, your targets should be left feeling special, confident, at ease and excited. And always remember that business people are people too, they just happen to be at work.





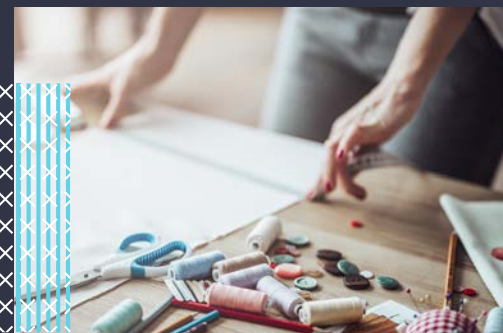
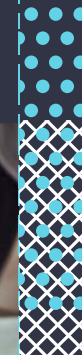
Section



Your five-day ABM challenge

You now know that an impersonal marketing campaign is as bad and useless as a poor-fitting suit.

To help you get started with crafting your next impactful ABM campaign, here is your action plan outlining five key tasks to do over five days.



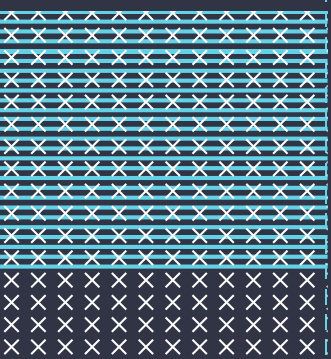
Day
1

Set out the brief

Create a scope of work

Outline timings

Understand and write down a detailed, crystal clear brief



Day
3

Immerse yourself

Get to know the products inside out

Immerse in the full service offering

Day
2

Pin down your end goals

Make a list of all the key stakeholders

Agree desired outcomes

Write down strategic goals

Day
4

Gather insights

Get the sector perspective

Do your account research

(Subtly) stalk the right people's profiles

Opportunity identification



Day
5

Consider next steps: strategy and creative

Who will own the insight gathering, strategic tactics and creative development?

If you decide you need some help, a partner like Earnest can work with your team to get all these things done under one roof.

The Earnest way

So, as you can see, we're all about bespoke when it comes to ABM. But we also have a trick up our sleeve when it comes to great ABM without compromising on efficiency.



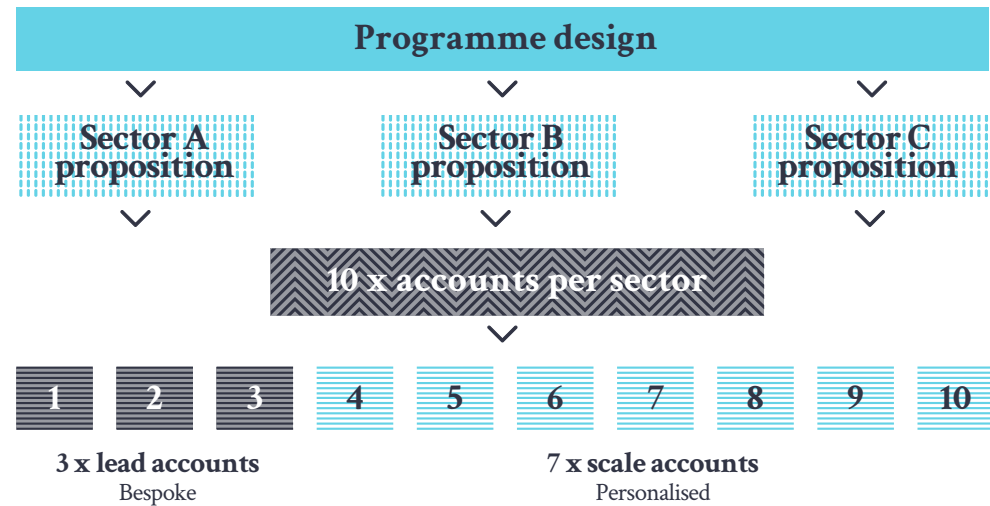
Section



Earnest's people-friendly ABM process is rooted in three elements

- 1 The right amount of research to enable proper bespoke tailoring
- 2 Clustering a small amount of smaller high-value accounts to maximise ROI
- 3 High impact and bold creative collateral to get noticed

Making ABM efficient chart



With this approach, as your master tailor, we can help you to make the most of ABM to attract prospects, close new deals and grow existing accounts. We're here to support you at every step of your ABM crafting journey.

EARNEST