

Account-Based Marketing: From Epic Experiences to Revenue Recognition

PRESENTER

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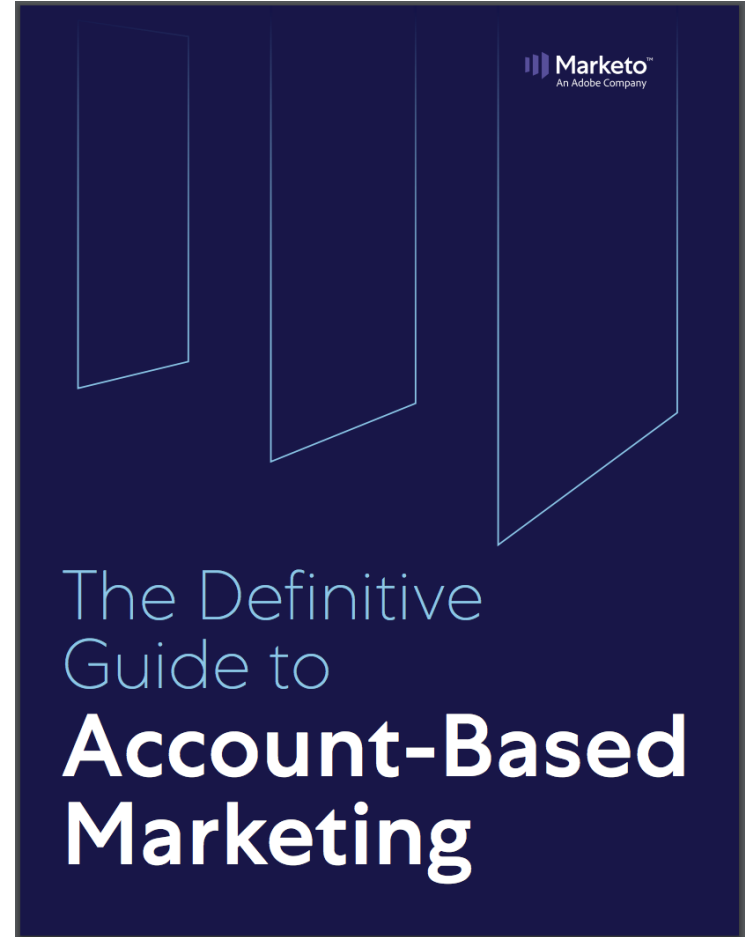


Account-Based Marketing: From Epic Experiences to Revenue Recognition



<https://bit.ly/2nKqkTa>

or marketo.com/resources



Believe the hype

Proven strategy to maximize revenue

Becoming table stakes

61%

USE ABM IN
2019

53%

REVENUE GEN
IS GOAL

59%

INCREASING
SPEND



Plan
(Align)



Engage
(Focused)



Measure
(Companies)



Aligning on Goals

Goal = Bookings

Compensation = Bookings



Aligning on Accounts





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Full-Funnel ABM Approach

Contact Generation

We acquire new names for our database, deliver nurture programs, and accelerate their progression.

Content Syndication

Sponsored Emails

Demand Capture

We find existing demand for our solutions via a combo of intent data and lower funnel content and campaigns.

Paid Search and Social

Direct Mail

BDR Enablement

Webinar

Pipeline Acceleration

We will help close more deals by accelerating pipeline touchpoints that progress opps, not simply touch them.

Field Marketing

Display Advertising

Direct Mail



Personalized Direct Mail

Kylie, I got you something I think you'll love!

Marketo
An Adobe Company

Hi Kylie,

I saw on LinkedIn you have experience in marketing operations. I'd like the chance to talk about how Marketo can help you and your team streamline and scale your marketing efforts.

I also noticed that you just bought a new home, so I picked out this pillow for you to warm up your new living room. You can exchange it for something else or donate the value to charity, if you choose.

Cheers,
Hayley

Hayley Ferrante
Marketo, an Adobe Company
ferrante@adobe.com
650-539-3775

My Gift to You

"The Welcome Home" Pillow (10x15)
From Etsy
[View details](#)

ACCEPT YOUR GIFT

OR

PICK ANOTHER GIFT **DONATE YOUR GIFT**

[Thanks, but I'm not interested.](#)

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Omni-Channel Campaign: Fast CMO

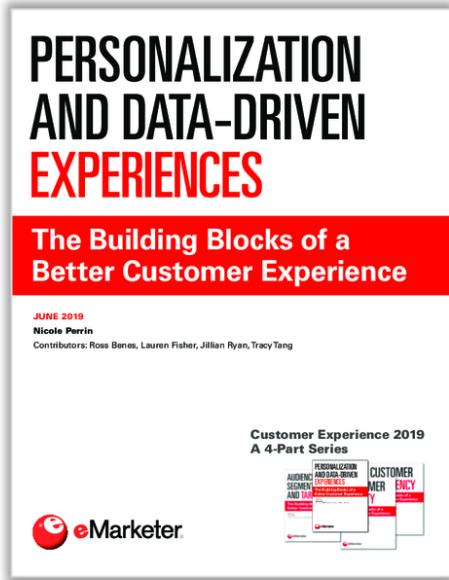


Direct mail, microsite,
digital ads, outbound
calls/emails

25X ROI; 80%
conversion rate



Influencing Pipeline



1M Impressions

750 Clicks





Plan
(Align)



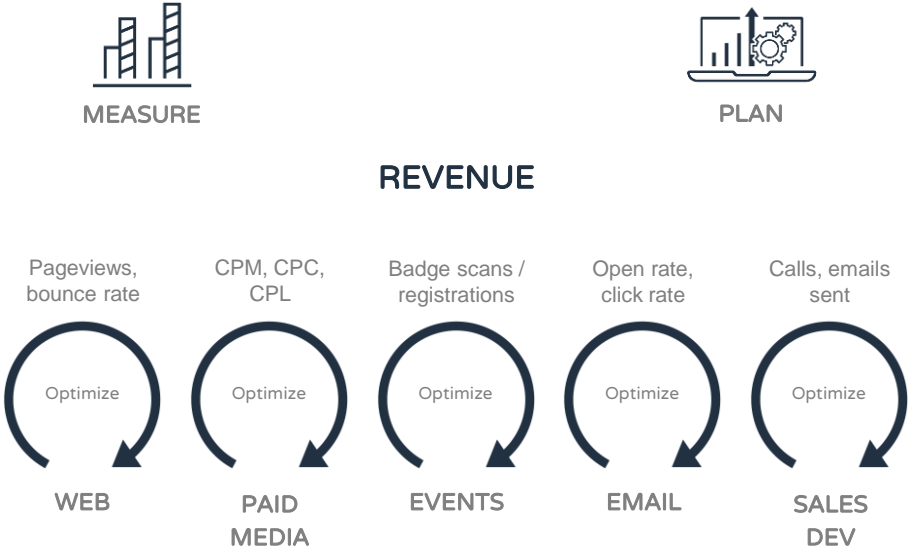
Engage
(Focused)



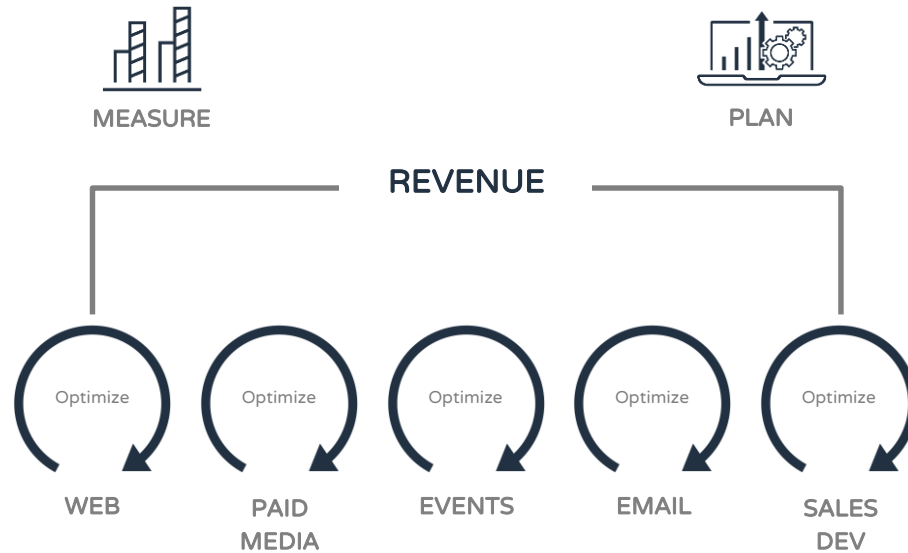
Measure
(Companies)



Marketing Data Silo'd in Channels



Aligned Marketing Data



Key ABM Reports

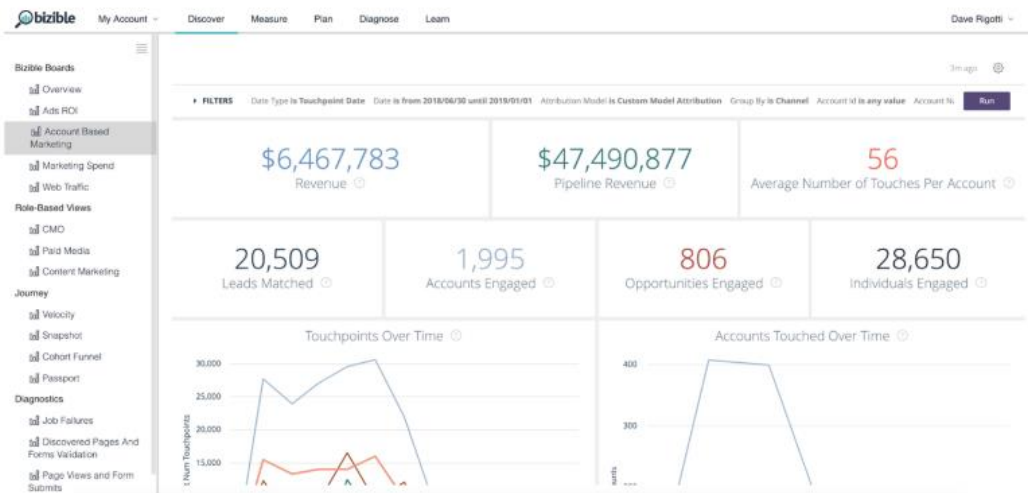
Contact Coverage

MQCs/MQAs

Opportunities/Pipeline

Win Rates, Deal Sizes

Revenue by Channel,
Content, and Campaigns





Plan
(Align)



Engage
(Focused)



Measure
(Companies)





August 20, 2019

Tech-Talk Webinar

Q&A Session

Q&A: Account-Based Marketing—From Epic Experiences to Revenue Recognition

Please submit any question you have and we'll do our best to address them.

You will be receiving an email with a link to view the on-demand webinar materials.

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Presented by

