



# Account Based Marketing

TechPlus Media Private Limited

# What is ABM?

## **Account-Based Marketing (ABM)**

- Allows for REI Strategy- (Reach, Engage, Influence) key users at your target accounts.
- Account Centric
- Outbound and organically focused On your Target Accounts
- Enables better focus on Customer Up-Sell and Cross-Sell “Engagement Matters”



01

Techplus Media ABM Offerings



# A Special Target

**Techplus media offers a strategic plan for:**

A structured approach to developing and implementing highly-customised marketing campaigns to a custom market targets - accounts, partners, or prospects.



# ABM Process Flow

Make a list  
targeted ABM  
accounts



Research

Identify key  
target group



Reach out targeted  
groups, discuss  
about corner areas

Strategise for  
Solution



Connect with  
Enterprise

Take the  
feedback & work  
as a consultant



# Content Syndication

**Thought leadership Blogs**

Covers leadership, communications, strategy and operations. All posts are practical and applicable to help you apply the methods we teach.

**Client Interviews**

Conducting effective client interviews is a way to outstandingly convey messages to customers.

**Technology Blogs**

Leading technology media property, dedicated to obsessively profiling SME's, Enterprises etc. reviewing new Internet products, and breaking tech news.

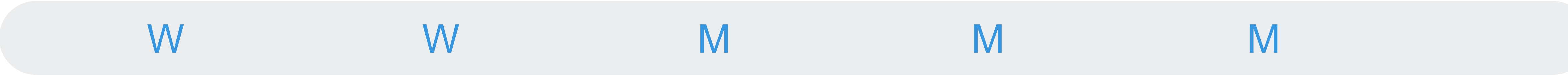
**Use Cases**

A use case is a written description of how users will perform tasks on your products & services.

[More Read](#)

**SME Interview**

Get the right information from your SME's and optimise your products & services.



- W stands for "Weekly"
- M stands for "Monthly"
- Q stands for "Quarterly"
- Number represents number of posts

# Content Syndication

## Video Interviews



## Twitter

It is an online news and social networking site where influencers communicate in short messages.



## Facebook

It is a social networking site that makes it easy for you to connect and share with your colleagues, family and friends online.



## Webinars

TechPlus end-to-end webinar services is the smartest way to reach "IT Decision Makers Community".

## LinkedIn

It is the largest professional networking site strictly used for exchanging knowledge, ideas, and employment opportunities

01

M

01

Q

10

W

02

W

02

W

- W stands for "Weekly"
- M stands for "Monthly"
- Q stands for "Quarterly"
- Number represents number of posts



# Identified ABM Accounts

Identified ABM account	Client Survey / Research Report	Marketing			Measure/Goal
ACCOUNT NAMES	Report Identifying: Pain Point Value Proposition	Strategies	Personalised Content Type	Messaging Delivered to:	Demand Generation Executive Awareness HQL / MQL
		<ul style="list-style-type: none"> <li>• Events</li> <li>• Roundtable</li> <li>• Workship</li> <li>• Webinar</li> <li>• Outbound</li> <li>• Content - White Paper</li> <li>• Digital - Campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Blog Post</li> <li>• White Paper</li> <li>• Case Study</li> <li>• Interview Video</li> <li>• Testimonials</li> <li>• Positioning</li> <li>• ROI</li> </ul>	<p><b>IT Decision Makers</b></p> <ul style="list-style-type: none"> <li>• CXOs</li> <li>• CIO</li> <li>• IT Head</li> </ul> <p><b>Influencer:</b></p> <ul style="list-style-type: none"> <li>• GM IT</li> <li>• VP IT</li> <li>• IT Managers</li> <li>• Sales Head</li> <li>• Purchase Head</li> <li>• Facilities Head</li> </ul>	



02

ABM Strategies

# ABM - Content

## 01

### **Personalised Sales Enablement Content**

- Personalised Sales Outreach.
- Marketing research based sales lead
- Custom strategised offer to influencers at target accounts.

## 02

### **Persuasive communications for eliciting meetings:**

- Offers designed to initiate a personal meeting
- Free evaluations or assessments, and quality scores,
- Free consultations on intense account-based marketing tactics that allow offline relationship with your target accounts.

## 03

### **Highlighting target accounts in social media content**

- Affirmational references of target accounts in social media content.
- Allow alerts to their brand building analytics from digital products that we offer.

## 04

### **Personalise your website's user experience**

- Optimise your website that change to the name of the account, or to the person's name, when the prospect revisits your website. Welcome them personally & thank them for coming back.

# Strategic ABM

## Custom Targeting for Better Funnel Health

- Account based retargeting
- Using the account-based marketing tactic of retargeting, specific content & volume of identification can be generated to ensure the project moves further down the funnel.
- Test ABM ad platforms.

## Email Account Based Marketing

- Highly personalised and creative email sequences.
- Discover influential connections through non-sales employees.

## SPONSORED EVENTS- Account Based Marketing

- Host local events for local prospects.





Thank You