

Fueling growth with SwayTech's Tactical 20.

Tactic #11

The Art of Marketing Precision

Sway
Tech.

Account Based Marketing (ABM).

Why?

1. You target known, high value organisations, where there are large buying committee's and landing and expanding is part of your sales strategy.
2. You want to create hyper-personalised content tailored to the unique needs of each of your target prospects.
3. You need to focus limited marketing resources on high value opportunities.

KPIs you should have in place.

- Account engagement score
- Account progression rate
- Personalised content consumption
- Average deal size and velocity
- Revenue generated from target accounts
- Customer acquisition cost
- Deal conversion rate
- Customer satisfaction and retention

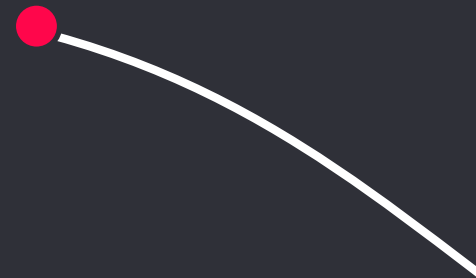
Step 01.

Target Account Identification.

Marketing and Sales work together to strategically select high-value target accounts based on Ideal Customer Profiles (ICP).

ICP criteria should include firmographic and technographic information, and environmental and behavioural attributes.

TOP TIP: ABM is about value and 'best fit', not volume.

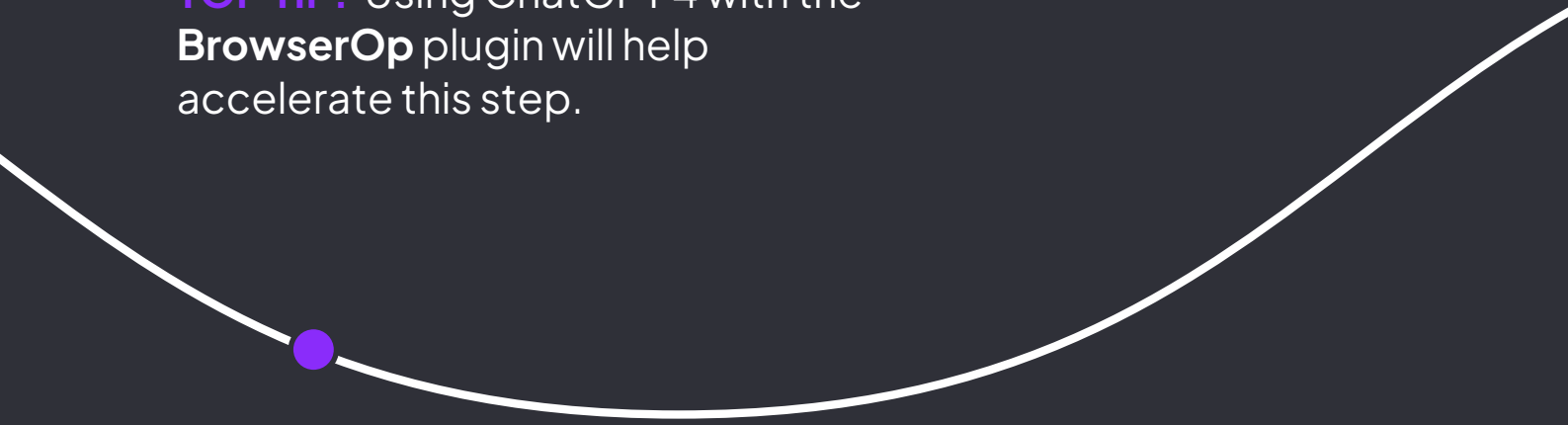


Step 02.

Account Research.

Once you have your target ICP account list, conduct thorough research to learn as much as you can about the account including establishing who the decision makers are, their needs, pain points, and where they consume information.

TOP TIP: Using ChatGPT 4 with the **BrowserOp** plugin will help accelerate this step.

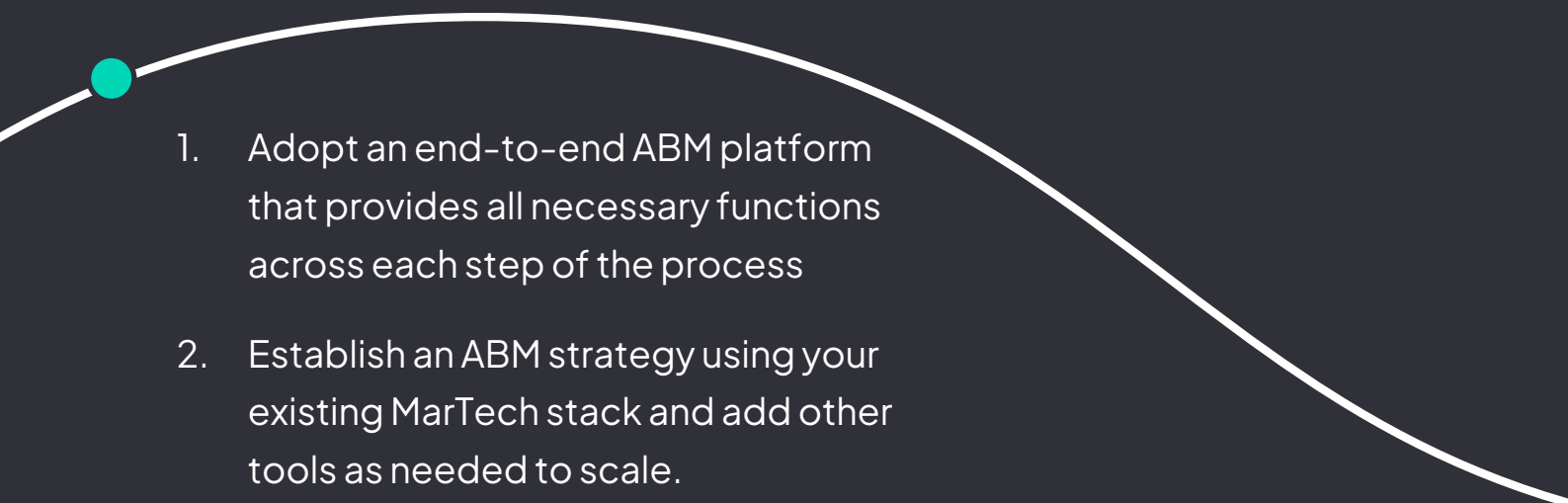


Step 03.

Review your tech stack.

The right software and technology investments are vital for ABM success – from account selection to engagement and nurturing, reporting and analysis.

There are two ways to approach an ABM programme:

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1. Adopt an end-to-end ABM platform that provides all necessary functions across each step of the process
 2. Establish an ABM strategy using your existing MarTech stack and add other tools as needed to scale.

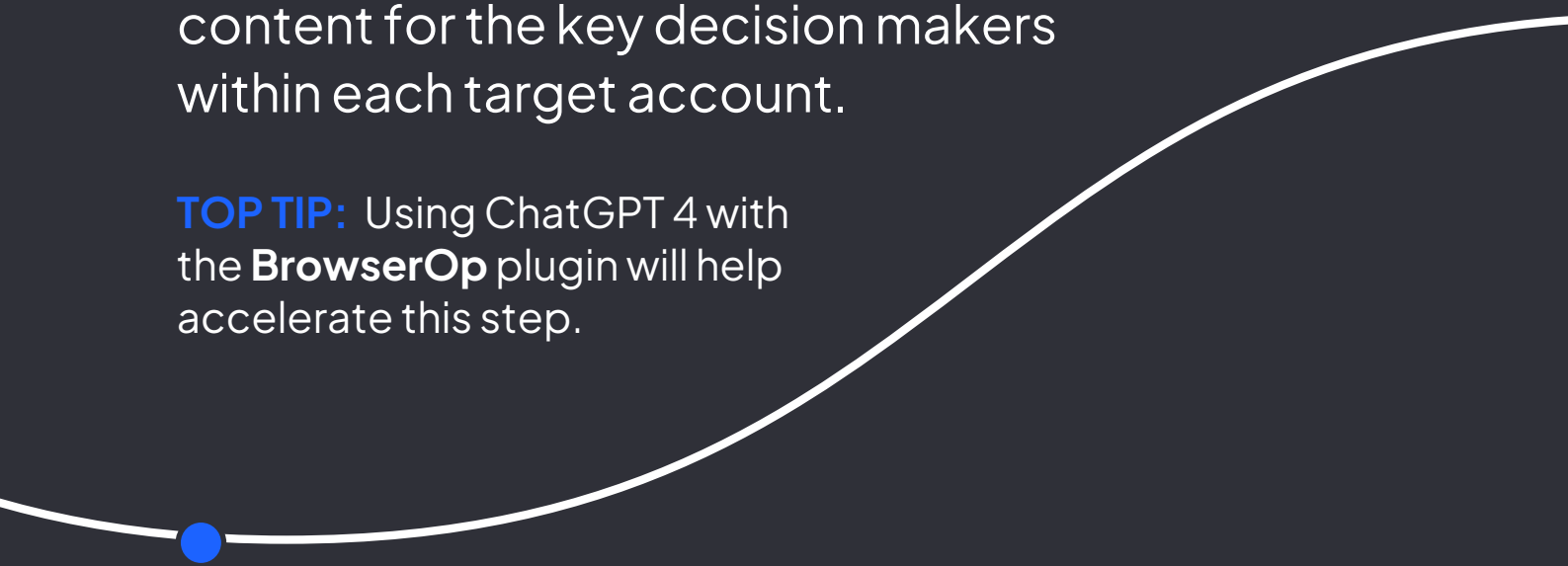
Step 04.

Personalise Content.

Account-based marketing requires you to personalise everything (content, product information, communications, and campaigns).

Based on research and insights from the market, create tailored and personalised content for the key decision makers within each target account.

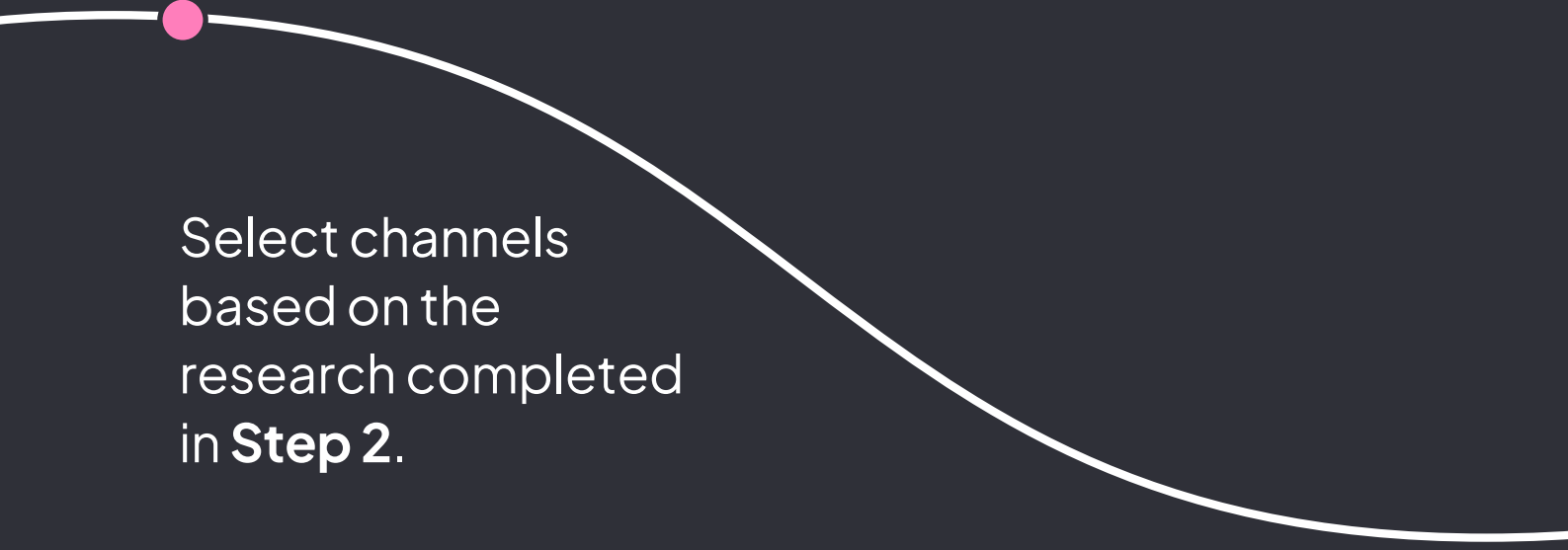
TOP TIP: Using ChatGPT 4 with the **BrowserOp** plugin will help accelerate this step.



Step 05.

Multi-Channel Outreach.

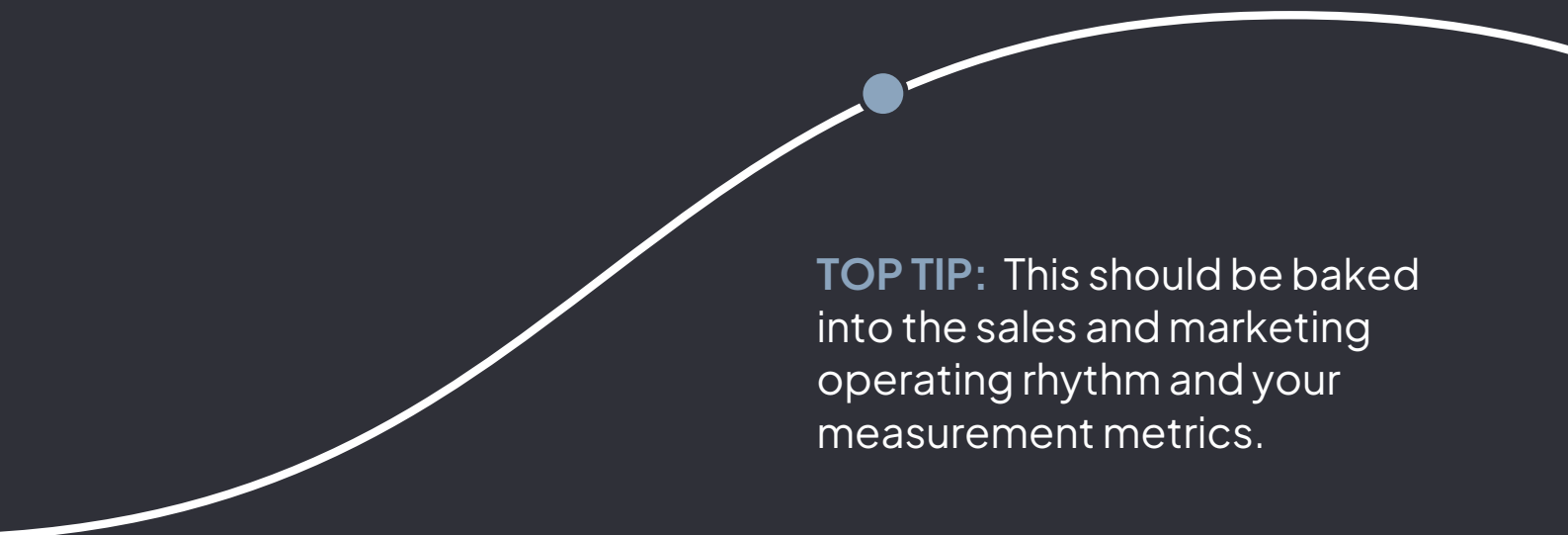
Engage target accounts through multiple marketing channels and account specific campaigns and activities (e.g. customised journeys that include email, social media, DM, events, and retargeting).



Select channels based on the research completed in **Step 2**.

Step 06. Continuous Engagement.

Implement ongoing account engagement strategies and touchpoints to nurture relationships over the long term.



TOP TIP: This should be baked into the sales and marketing operating rhythm and your measurement metrics.

Step 07.

Performance Tracking.

Measure the impact of ABM efforts on deal velocity and customer acquisition.

It works best when Sales and Marketing share the revenue goal but each have specific indicators of success and areas of accountability.



Sales and Marketing Alignment.

ABM requires a true partnership between Sales and Marketing.

Due to the nature of large enterprise deals, Sales typically take the lead in client engagement with Marketing activating the programs to support Sales each step of the way.

NextUp:Tactic #12

Sales Enablement.

The next tactic will help you implement enablement strategies to equip the Sales team with the tools and resources to engage prospects and drive conversions effectively.

Follow SwayTech on LinkedIn to get notified as we share further tactical marketing plays and Feel free to connect with our [CEO Michael](#).

**When we say marketing,
we think business.**

**Sway
Tech.**