



**FLEX**  
CMO

Case Study  
1:1 ABM strategy for  
software vendor's strategic  
account in finance



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# ACCOUNT-BASED MARKETING

HOW IT WORKS



# The Client's challenge

- The Client wants to enlarge its footprint in strategic industry accounts.
- Customer X has been identified as such an account.
- Customer X is a complex organisation with numerous companies, subsidiaries and divisions.
- Although the Client already has an installed base at Customer X, it's challenging for our client to penetrate the account further, due to the customer's structure, the vast amount of different stakeholders and the company's politics.
- In order to engage more stakeholders within the customer and to get a better grip on the account, a targeted approach is necessary.

# ABM program

Account Plan +  
interviews

Workshop with client

Content creation & marketing plan

Account info

Audience &  
target personas

Customised  
Narrative

Content

GTM

Analysis of:

- ❖ customer structure
- ❖ Goals/ambitions
- ❖ Org chart
- ❖ Key stakeholders
- ❖ Account history
- ❖ Client's footprint & competitors
- ❖ Relationship

**Develop key personas**

by identifying pain points, ambitions, watering holes, preferred channels of communication, etc.

**Create tailored**

**narrative** based on the specific needs and attributes of the customer:

- ❖ 1 overall message conveying 'the big idea'
- ❖ 3 core messages that will resonate with the personas
- ❖ Customize these messages for each persona

Identify relevant topics and themes that are interesting for account and the target personas in different buying stages.

For each persona and journey stage, we will select the **appropriate content type and decide on the right channel** to get the content to the customer. Both in- and outbound, on- and offline tactics will be used.

# Target audience & personas



# Audience - what they care about?

Audience	Frustrations	Motivations	Communication issues	What they care about
Operational level	Processes Slow, inertia Complexity Little autonomy Difficulty showing add value Reporting	Delivering solid contribution Work/life balance mental charge Job security	Regional press Local events Little presence on LinkedIn	Having access to reliable, up-to-date customer information, preferable real-time so he can personalize the customer experience.  An easy way to access multichannel customer data.  Not having to search for data in different places, which is time consuming.  Having integrated tools so he can easily manage his day-to-day work.
Executive level	Lack of visibility	More responsibilities equals more ambitions Wants to stand out vs other banks	Premium One to One	Improve business processes.  Better customer knowledge leads to increased revenue

A tailored narrative  
for Customer X



# Customer X Message House

## BIG IDEA

Be there for your customers at every life milestone  
by creating superior customer relationships.

### CORE MESSAGE #1

#### Client: A trusted advisor

A global view on customer data. Be the bank that knows their customers' needs in real-time.

### CORE MESSAGE #2

#### Empower your customers to become digitally self-sufficient.

Delight your customer at every life milestone by creating relevant and customised digital experiences.

### CORE MESSAGE #3

#### Breathe new life into the group

A 360 vision that boosts productivity and enhances overall business performance.

## PROOFS

Our client already works with the greatest banks in the world, which is a real strength, although French banks are more cautious.

Demos

ABM strategy - Flex CMO

Present case studies focusing on Europe

Total Economic impact - Forrester Study

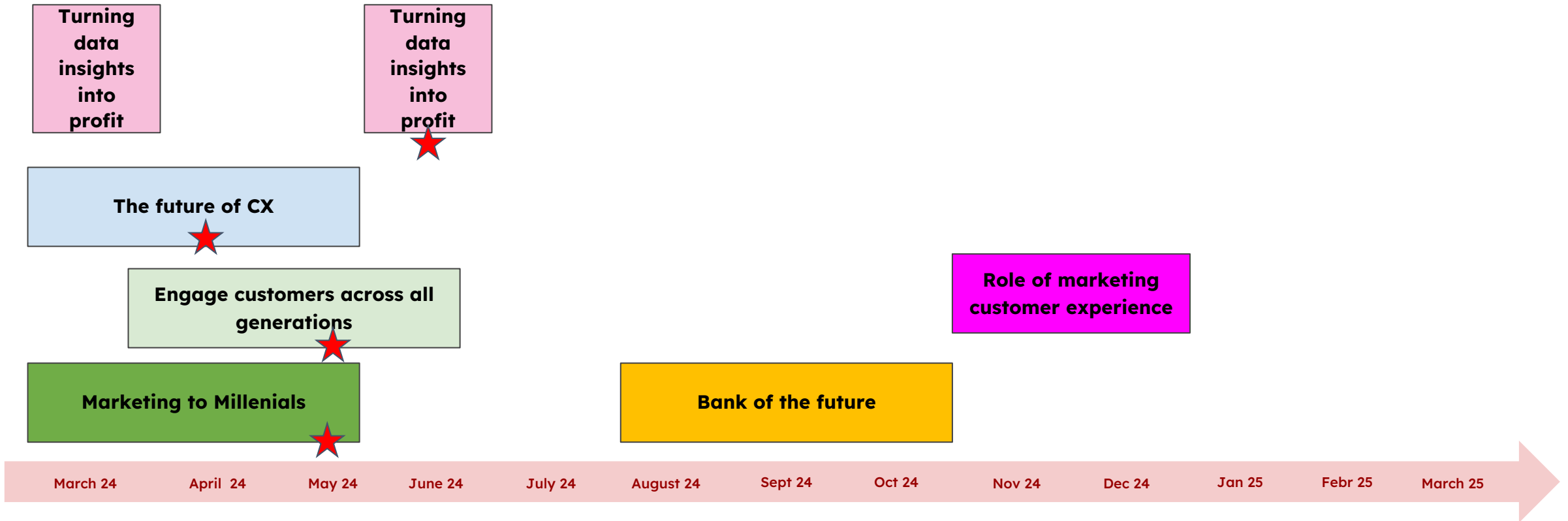
# Selecting campaign topics

- We'll choose specific topics that will appeal on the target audience based on their interests, pain points and ambitions. We have combined this with the overall business goals of Customer X
- For the operational level we have created **topics that are relevant for their day-to-day work and provide useful insights, tips & tricks** on how to attract & engage the right audience (in order to win new customers).
- For the executive level we have focused more on **improving business processes, increasing productivity and growing revenue.**
- The new to be created content will be supplemented by existing (product) content, case studies, demos, etc to be used as proof points for the campaign.

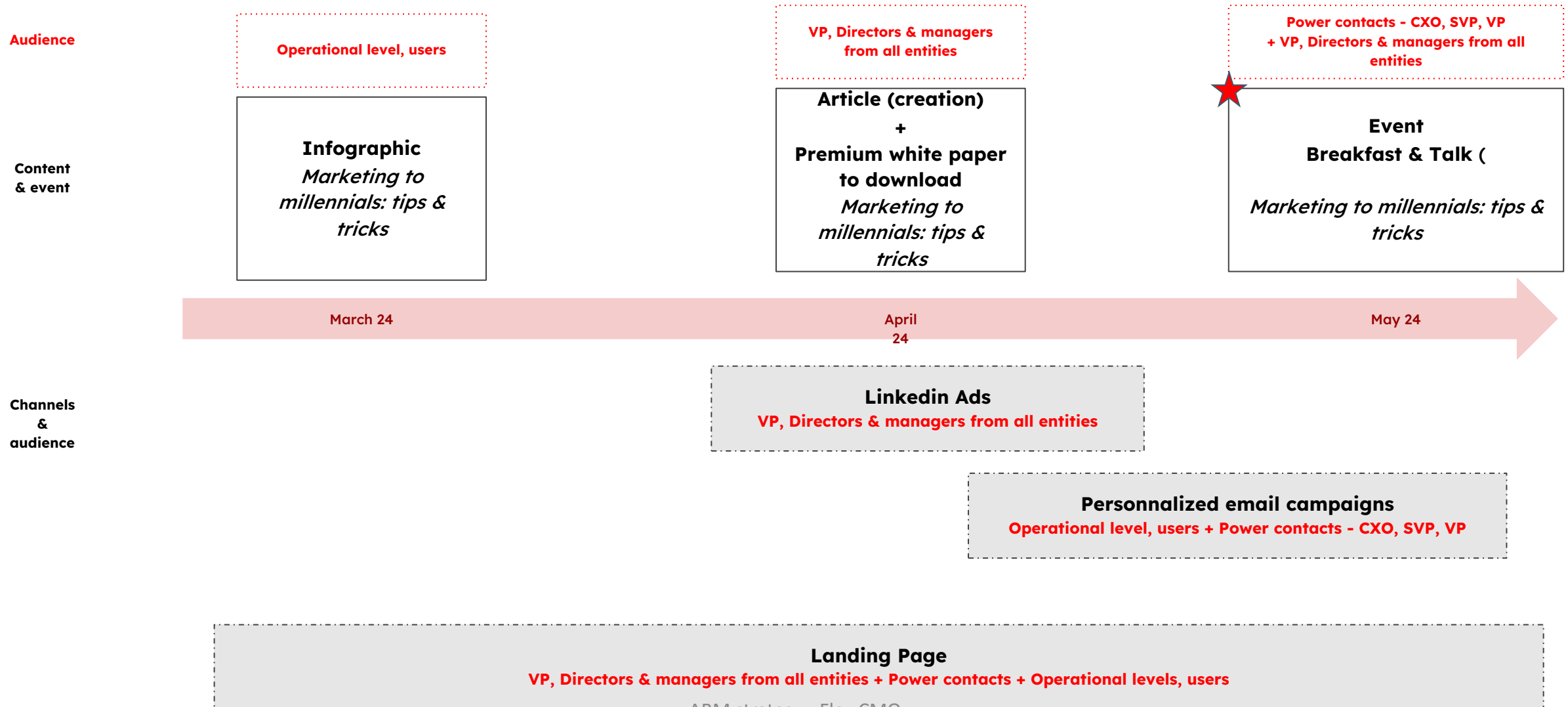


# Targeted campaigns

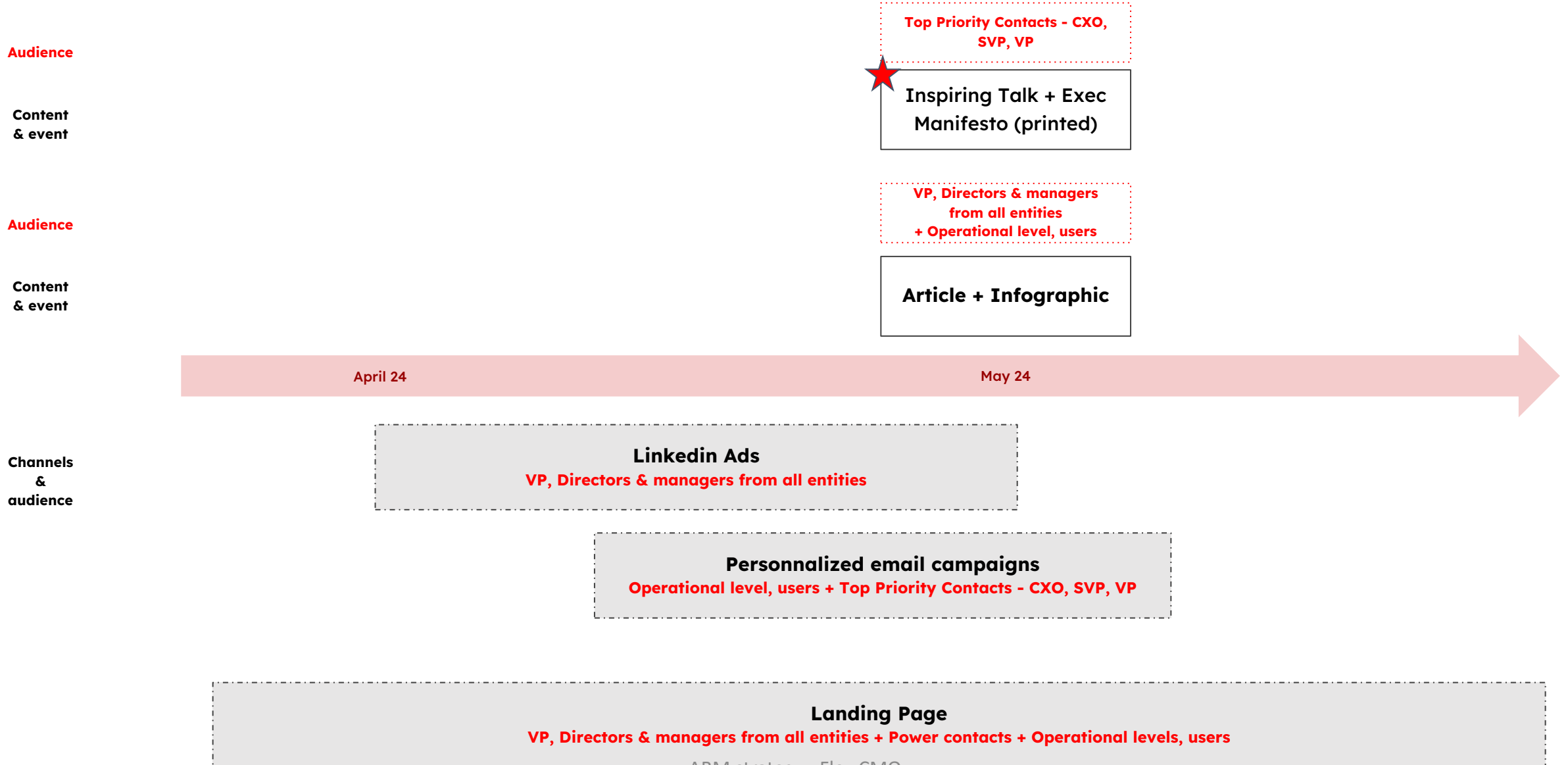
Based on these core messages, we want to activate 6 campaigns:



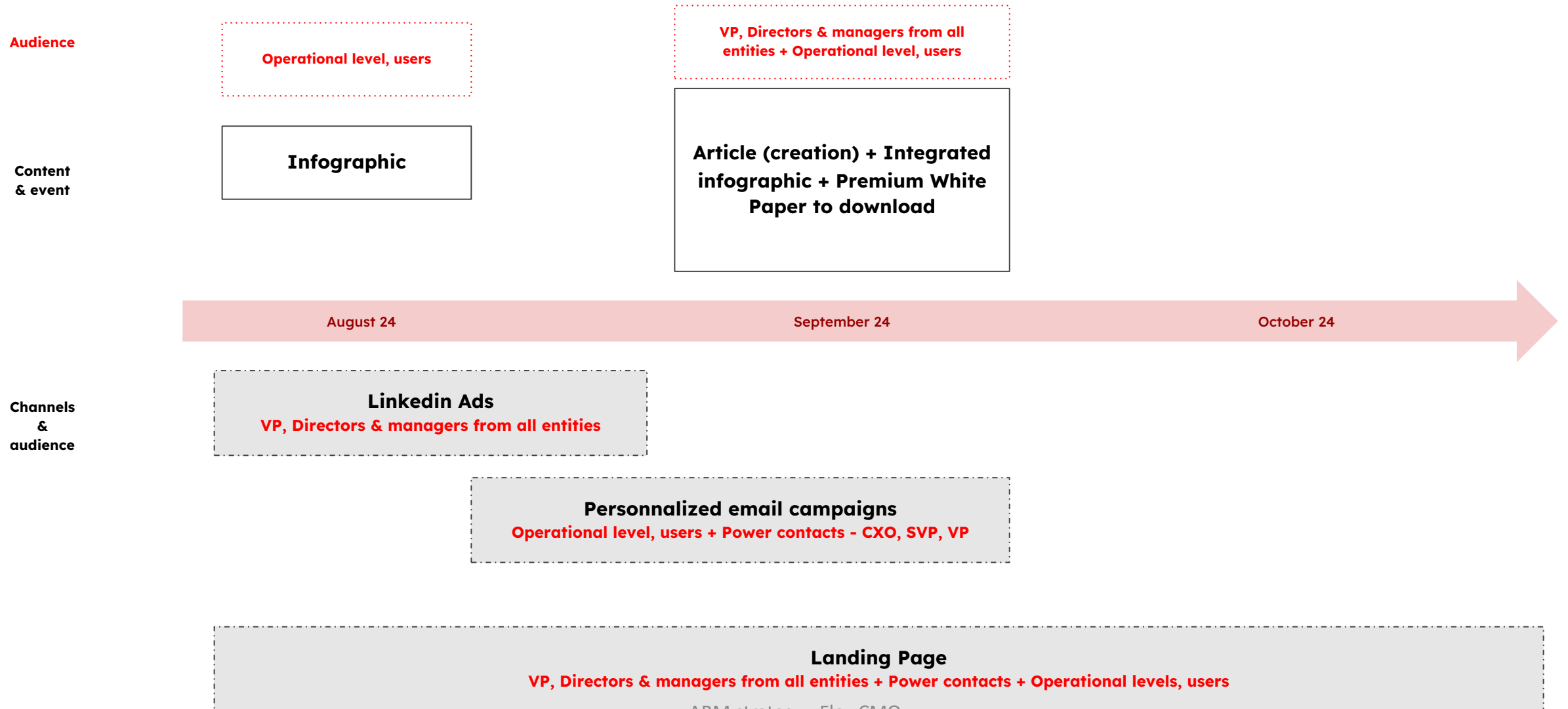
# Marketing to Millennials Campaign



# Engage customers across all generations



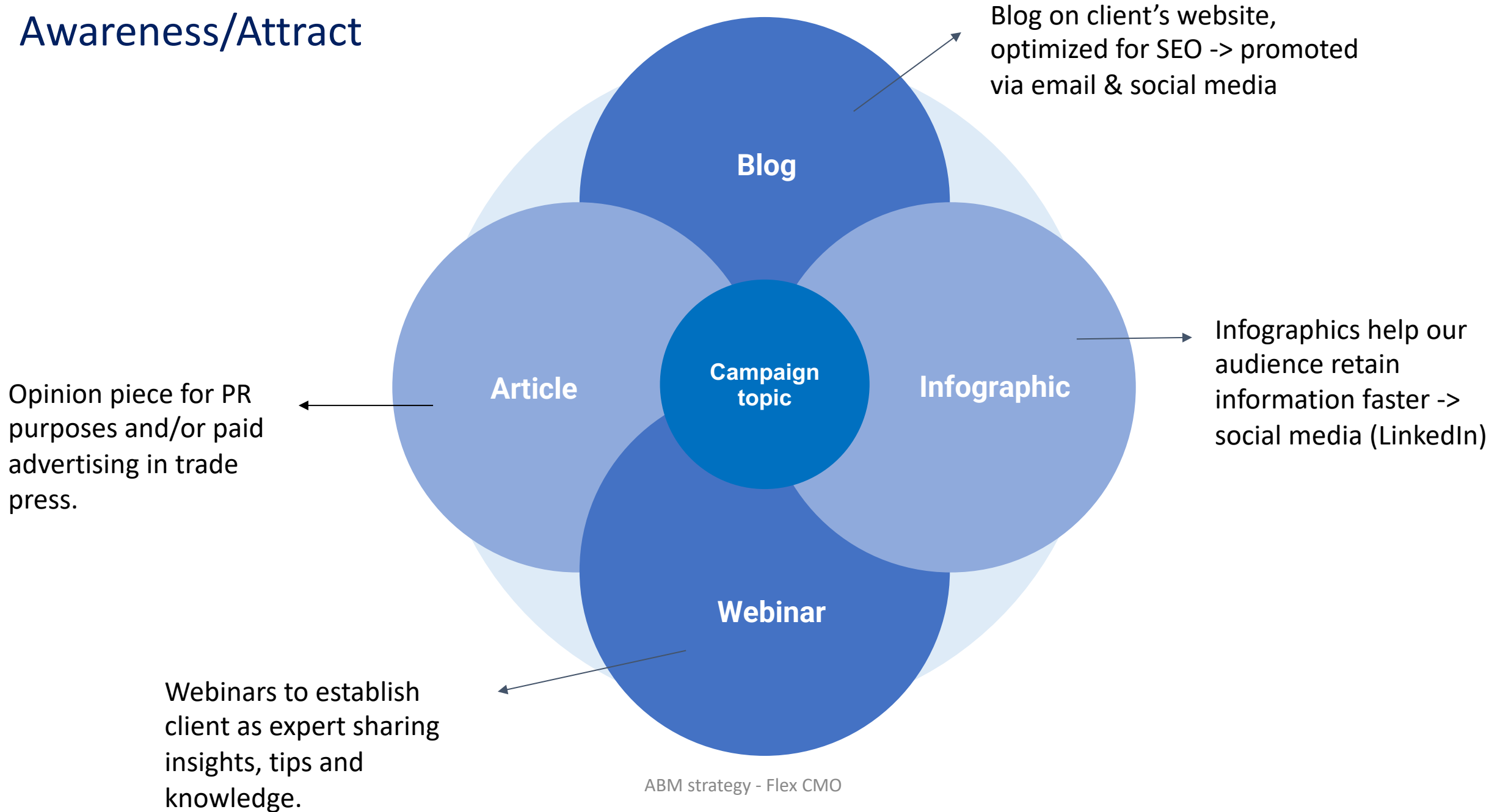
# Bank of the future



# Content formats & channels



# Awareness/Attract

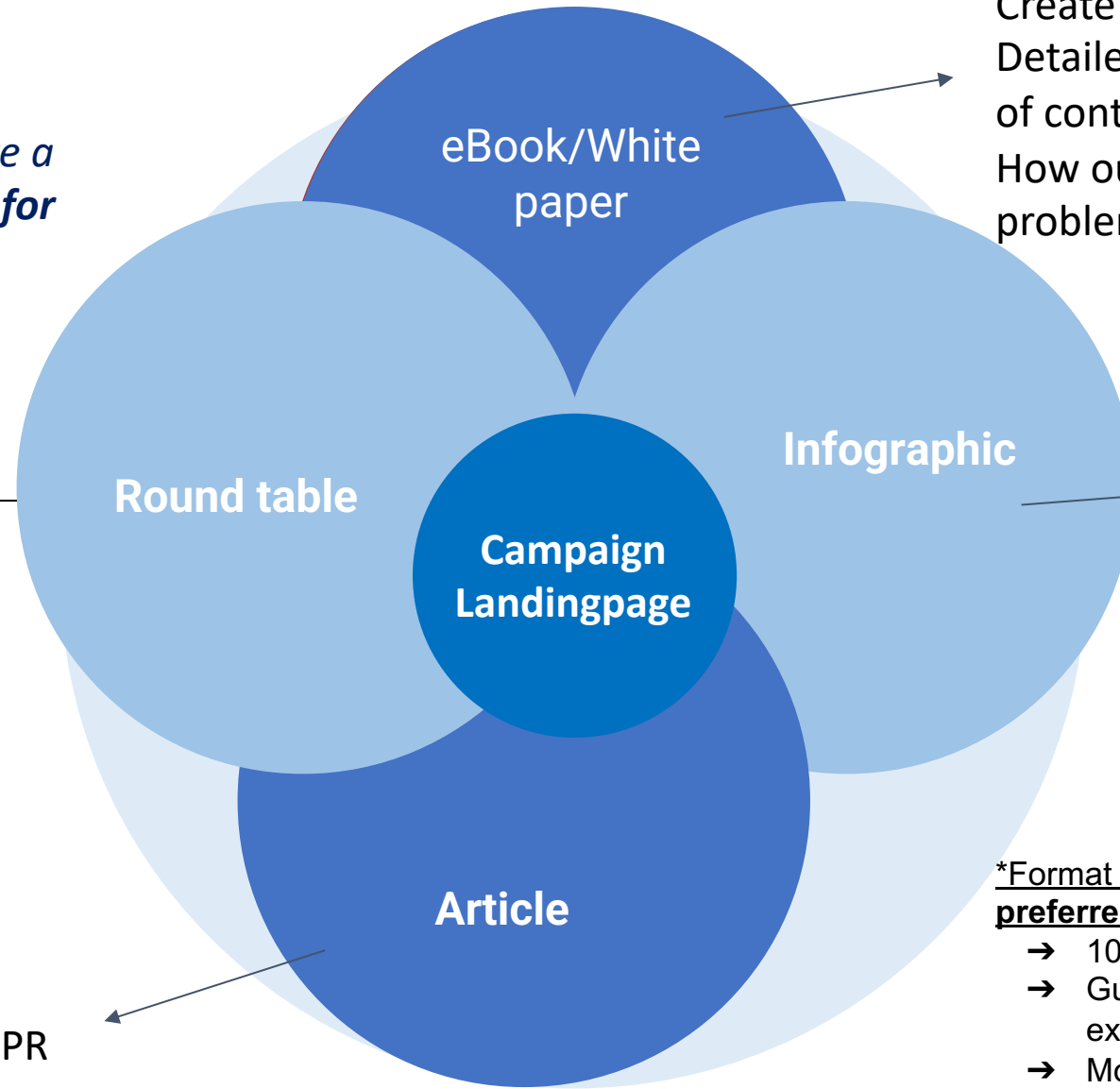


# Educate & Engage

For every campaign we will create a dedicated **landing page tailored for Customer X** with all the assets pertaining to the campaign.

Live or digital event with guest speaker or existing customer.  
Delegates' debate

Byline article for PR purposes.



Create trust and credibility.  
Detailed, customer-centric piece of content packed with value.  
How our client solves the problem.

Visual resume of eBook

\*Format round table - 2h (online or **offline preferred**)

- 10-12 delegates
- Guest speaker to introduce topic (industry expert)
- Moderator with prepared questions to spark discussions

(If offline: Lunch or dinner - If online: 45min 'fun' aspect)

+ report of conclusions sent to the participants

# Metrics





## KPIs

<b>Account engagement</b>	<b>Account penetration</b>	<b>Account progression rate</b>
Web traffic (# visits, unique visitors, bounce rate, time spent on page, new visitors, source)	# Customer X contacts	Pipeline velocity
Event attendance	Engagement	New opportunities
Email statistics (open rate, CTR)		
LinkedIn Ads statistics (clicks, leads)		

