

**North Carolina
Biotechnology Center®**



**THE POWER OF
*ACCOUNT-BASED
MARKETING***



method savvy

MAY 18, 2021

- 001 — Introduction
- 002 — How do we think about ABM?
- 003 — When does ABM fit?
- 004 — Does ABM replace marketing/sales/success?
- 005 — Who “owns” ABM?
- 006 — How do I know if ABM is successful?
- 007 — Pros & cons of ABM
- 008 — Questions?



AGENDA



001

INTRODUCTION



HEY THERE//

DEVIN KELLEY

VP, CLIENT SERVICES



method savvy



001

METHOD SAVVY
Account-Based Marketing

001 // INTRODUCTION

METHOD SAVVY IS A CONSULTANCY THAT MAKES THINGS.

We work with with ambitious leaders to solve
bold business problems for new realities.

**MARKETING REQUIRES THE MOST
DIVERSE SKILL SETS**
OF ANY DEPARTMENT IN BUSINESS TODAY...



ALL MARKETERS ARE STARTING TO THINK
ABOUT ACCOUNT-BASED MARKETING.



*THE 2020 STATE OF
ABM REPORT
SHOWS*

94.2%

*OF RESPONDENTS NOW
HAVE AN ACTIVE
ABM PROGRAM
(UP FROM 77% IN 2019)*

*MATURE ABM
PROGRAMS NOW
ACCOUNT FOR*

72%

*OF ALL SALES
OPPORTUNITIES*





THE RED QUEEN EFFECT



THE RED QUEEN EFFECT



“It takes all the running you can do, to keep in the same place.”

If you want to get somewhere else, you must run at least twice as fast as that!”

002

HOW DO WE THINK ABOUT ABM?



THE CUSTOMER JOURNEY

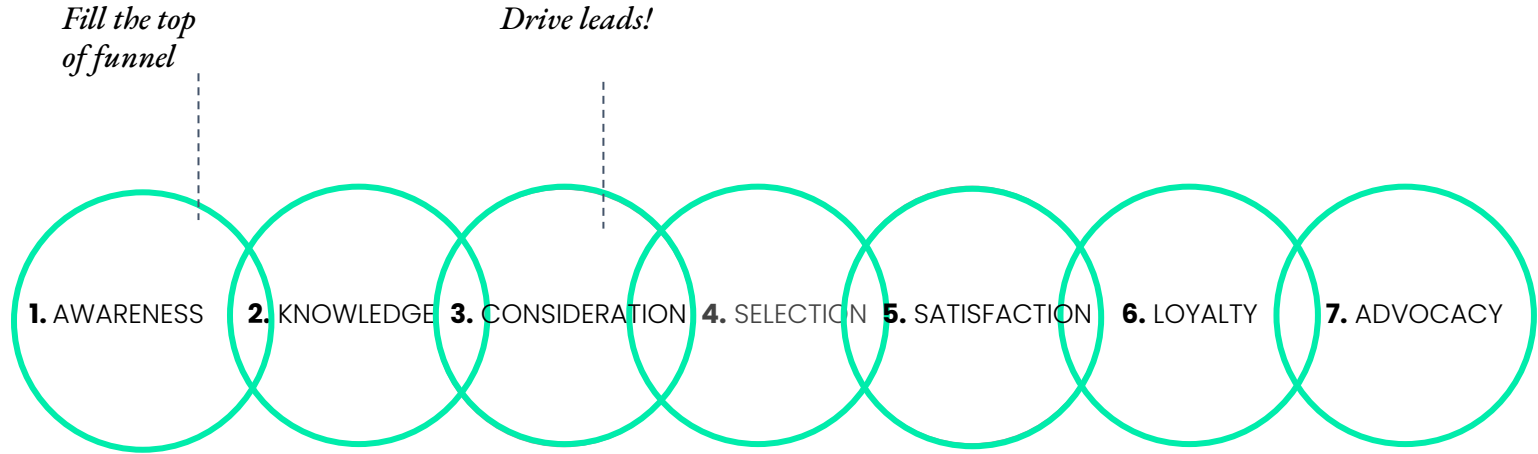


MARKETERS ARE ASKED TO...

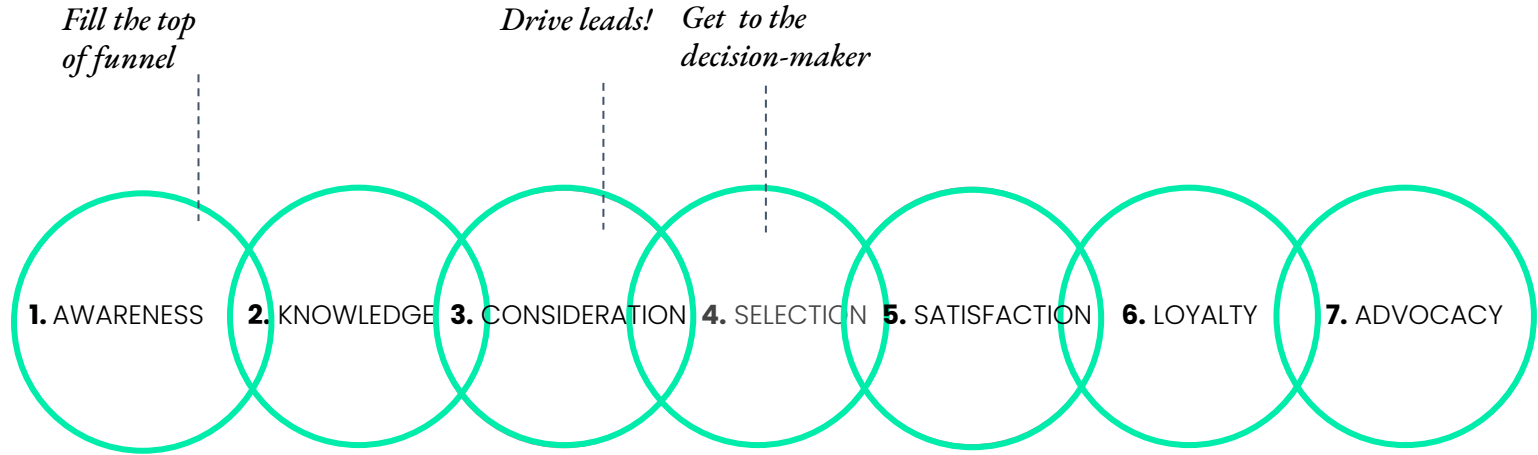
*Fill the top
of funnel*



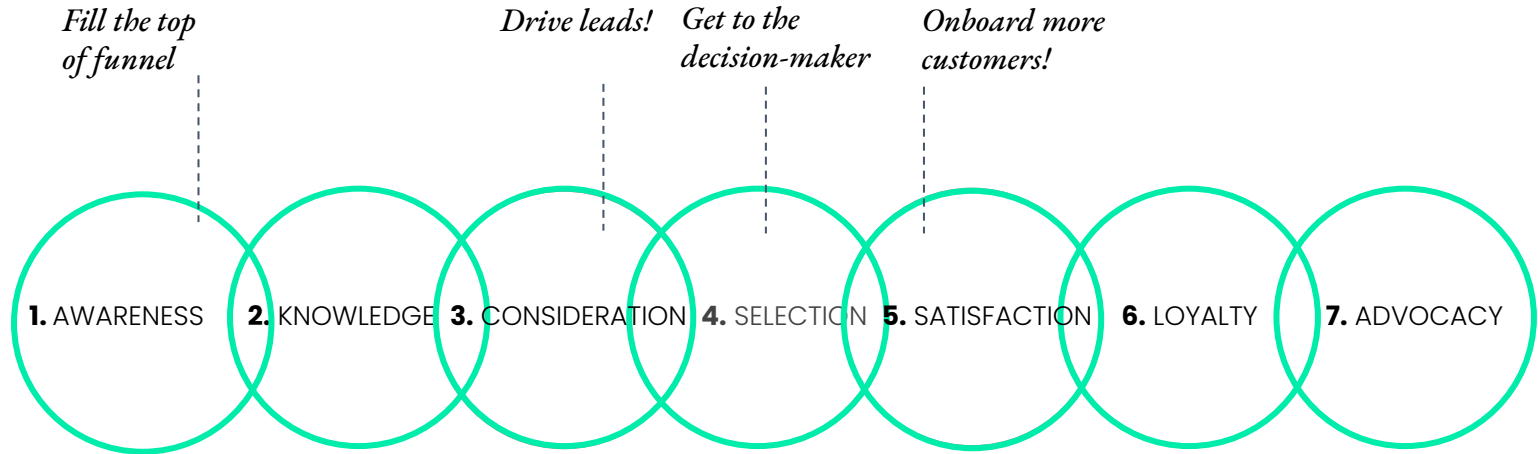
SO MARKETERS...



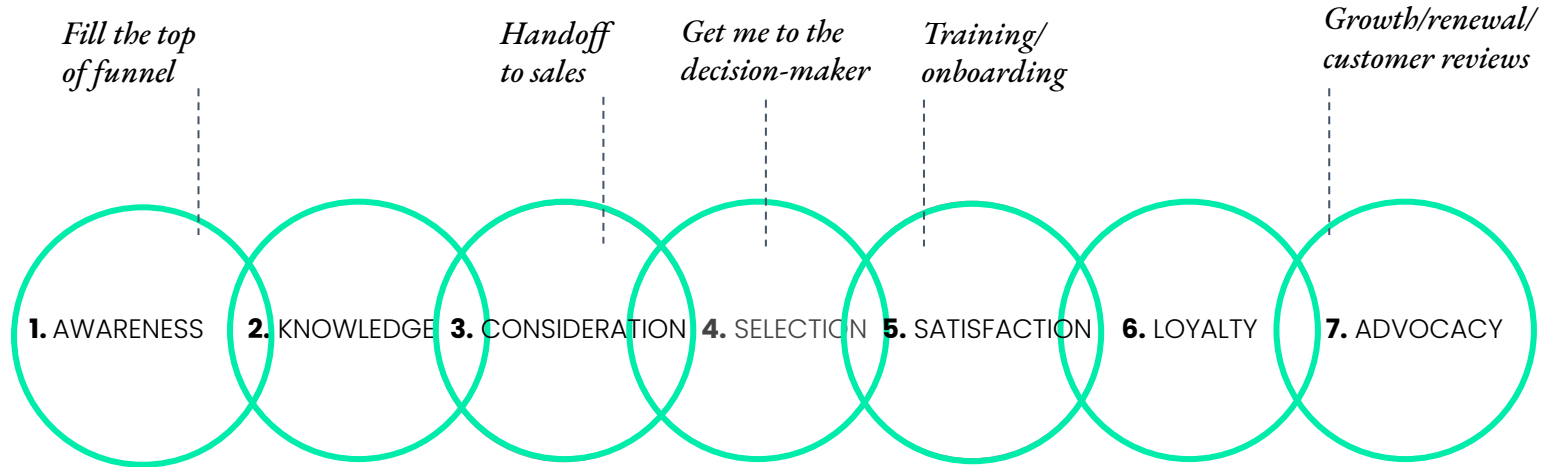
SO SALES CAN...



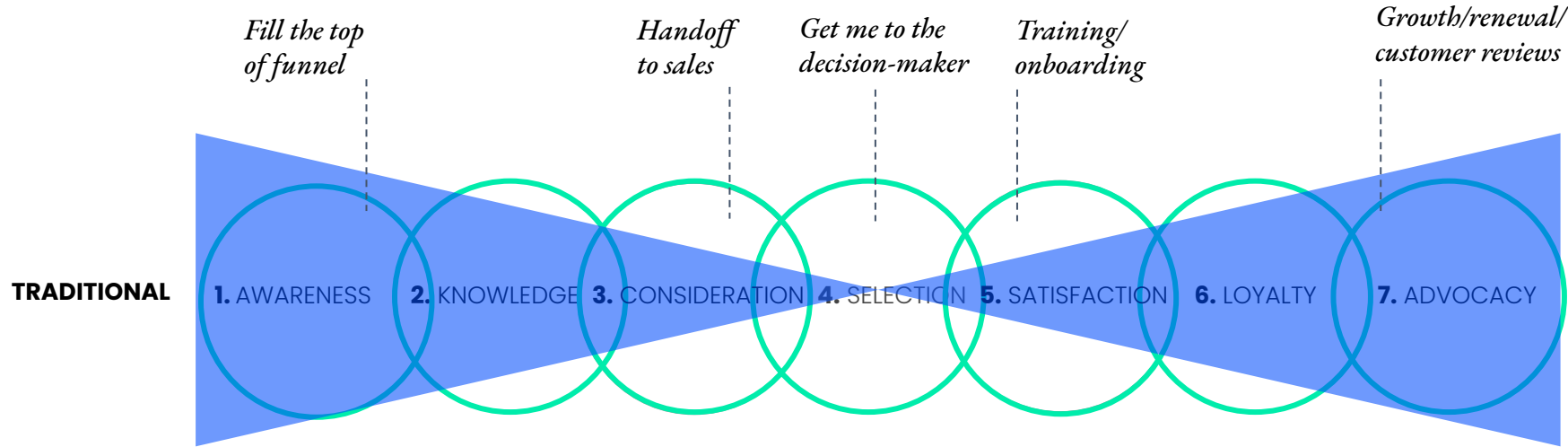
IN ORDER TO...



ARE THE CUSTOMERS HAPPY?



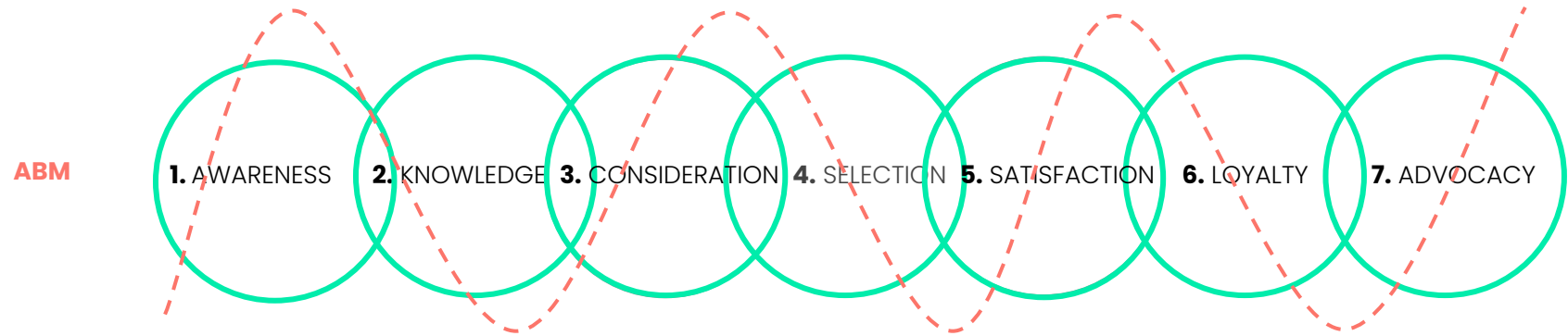
THE CUSTOMER JOURNEY



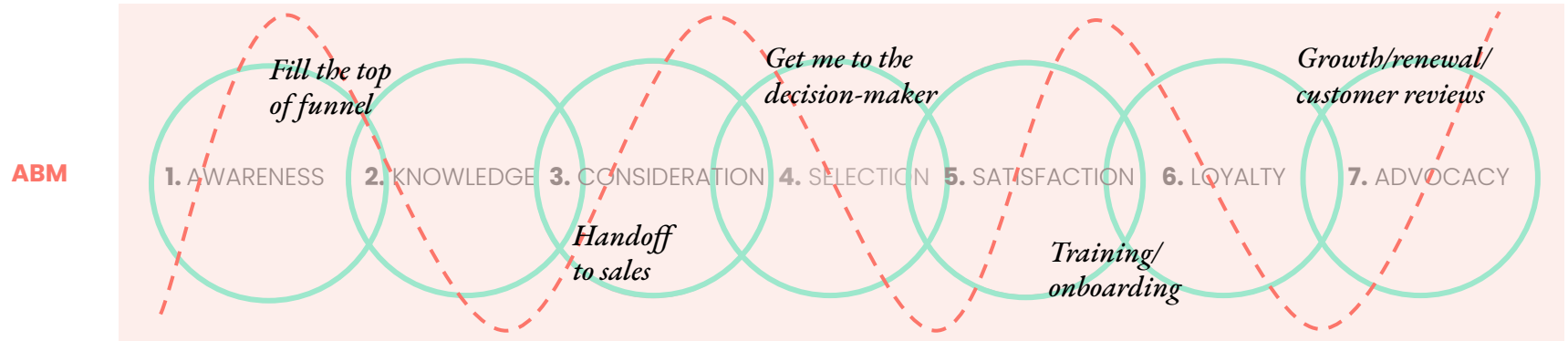
THE CUSTOMER JOURNEY WITH ABM

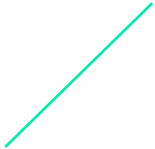


THE CUSTOMER JOURNEY WITH ABM

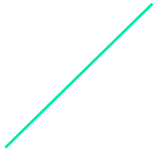


THE CUSTOMER JOURNEY WITH ABM





Question for the group:
How does your team think about owning existing client
accounts? Cross sell/up sell? Account penetration?
Customer Growth?



003

SO, WHEN DOES ABM FIT?



ACCOUNT-BASED FITS WHEN...

*TARGET MARKET IS
LIMITED & DEFINED*



ACCOUNT-BASED FITS WHEN...

*TARGET MARKET IS
LIMITED & DEFINED*



*CONSULTATIVE SALES IS
REQUIRED TO CLOSE*



ACCOUNT-BASED FITS WHEN...

*TARGET MARKET IS
LIMITED & DEFINED*



*CONSULTATIVE SALES IS
REQUIRED TO CLOSE*

*BUYING IS BY
COMMITTEE*



ACCOUNT-BASED FITS WHEN...

*TARGET MARKET IS
LIMITED & DEFINED*



*CONSULTATIVE SALES IS
REQUIRED TO CLOSE*

*BUYING IS BY
COMMITTEE*



*CUSTOMER RETENTION &
GROWTH IS A PRIORITY*



**FOR THE CUSTOMER, THERE'S ONLY ONE
CUSTOMER JOURNEY.**



**FOR THE CUSTOMER, THERE'S ONLY ONE
CUSTOMER JOURNEY.**

WHO OWNS IT ONLY MATTERS INTERNALLY.



THE CUSTOMER JOURNEY



**AN ACCOUNT MOVES THROUGH
AWARENESS TO ADVOCACY,
*NOT A SINGLE PERSON.***



THE CUSTOMER JOURNEY

**WHO IS
INVOLVED
FROM THE
ACCOUNT?**

PROCUREMENT

CFO

CLINICIAN



AN EXAMPLE JOURNEY WITH ABM

WHO IS
INVOLVED
FROM THE
ACCOUNT?

PROCUREMENT

CFO

CLINICIAN

ABM

1. AWARENESS

2. KNOWLEDGE

3. CONSIDERATION

4. SELECTION

5. SATISFACTION

6. LOYALTY

7. ADVOCACY



004

*DOES ABM REPLACE
MARKETING/SALES/
CUSTOMER SUCCESS?*



AN EXAMPLE JOURNEY WITH ABM

WHO IS
INVOLVED
FROM THE
ACCOUNT?

PROCUREMENT

CFO

CLINICIAN

ABM

1. AWARENESS

2. KNOWLEDGE

3. CONSIDERATION

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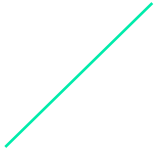
WHO IS
INVOLVED
INTERNALLY?

MARKETING

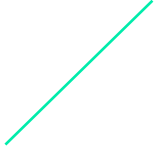
SALES

SUCCESS/SERVICE





Question for the group:
Who manages your customers after a sale closes?
Does sales continue the relationship?
Or do they hand to another team?
Customer Success? Key Account Managers?



005

*WHO “OWNS” ABM?
HOW DO THEY OVERLAP?*





THE FIRST DATE





Hi, WE'RE
MARKETING

Hi, WE'RE
SALES. IT'S
NICE TO
FINALLY
WORK
TOGETHER

**THE HANDOFF FROM SALES TO ONBOARDING
IS MADE EASIER THROUGH
*UNDERSTANDING BUYER PERSONAS.***



JOSHUA

*Senior Director
of Biostatistics*



MICHEL

*Vice President of
Information
Technology*



LAN

*Senior Director
of Privacy*



JOSHUA

*Senior Director
of Biostatistics*

CLINICAL SCIENCE

MICHEL

*Vice President of
Information
Technology*


CLINICAL SCIENCE

DATA PRIVACY

LAN

*Senior Director
of Privacy*

DATA PRIVACY

A portrait of a man with short, dark hair, wearing a white polo shirt with a red collar. He is looking directly at the camera with a slight smile. The background is a blurred indoor setting with large windows.

— get to know

JOSHUA (Clinical Science Buyer)

VP of Clinical Operations at major pharma company

- Oversees multiple research programs
- Provides scientific leadership and strategic partnerships
- Leads the portfolio of research granting programs
- Manages the grants management team

TEAM PAIN POINTS:

Confidence and trust in the computing environment

Results are not coming fast enough and/or difficult to obtain

Difficult to see the impact of the work on patient outcomes

Lack of past learnings or access to previous examples/
institutional knowledge

Must interact with multiple systems during the trial

Concern about the quality of data

Too much paperwork – filling forms, data entry, coordination with other departments

KEY VALUE PROPOSITIONS::

Cloud storage provides greater accessibility and transparency of data across distributed teams in your organization

Make more strategically- minded decisions with better retrieval and re-use of data

Greater flexibility in your SCE provides the opportunity to trace and audit your data, programs, and outputs

Accelerate product discoveries with more actionable insights provided in a fully integrated and seamless system

Enhanced value and quality of data

Run faster trials by using automated processes that reduce the time spent on labor-intensive, manual data processing

Rapidly identify and advance scientific discoveries across the organization with connected data and capabilities

Reduce operational costs with a streamlined solution for clinical data handling

CONTENT MATRIX

EMOTIONAL

ENTERTAIN

Brand Video
Partner Sponsored
Events
Charity Event

INSPIRE

Customer-Focused Stories
Peer Success Stories
Testimonials/Interviews
Social Media

RATIONAL

EDUCATE

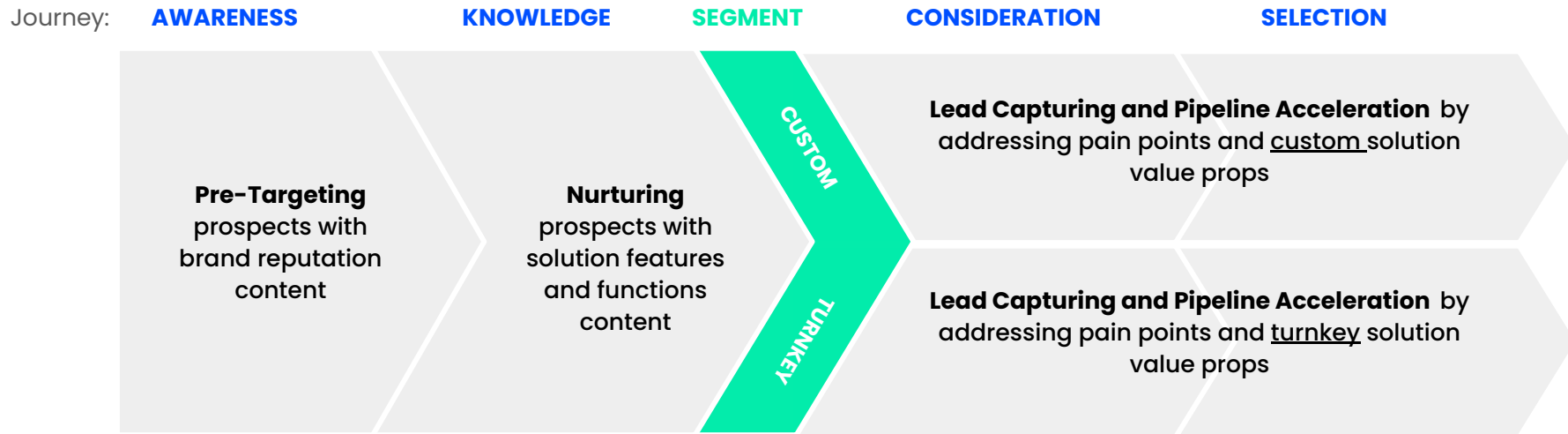
Podcast
Infographics
Demos
Solution Case Studies
Email Marketing
Presentations

PERSUADE

Testimonials/Interviews
Email Marketing
Website
Social Media
Podcast
Solution Case Studies
Presentations



BUYER JOURNEY ARC



ABM Goal: *Automated engagement and education*

Sales-led, personalized communication





JOSHUA

Senior Director of Biostatistics

Clinical/Scientists/Trial Acceleration

CUSTOMIZATION
DECISION

AWARENESS

KNOWLEDGE

CONSIDERATION

SELECTION

EMOTIONAL

- OVERVIEW VIDEO
- ADVERTISEMENTS HIGHLIGHTING OVERARCHING VALUES

- PATIENT-FOCUSED PRODUCT DEVELOPMENT STORIES

- PEER-REVIEWS
- VIDEOS OF CORE FEATURES/FUNCTIONS

ADDRESS PAIN POINTS:

- **Confidence** and **trust** in the computing environment
- **Results** are not coming fast enough and/or **difficult to obtain**
- **Lack of past learnings** or access to previous examples/institutional knowledge
- Must interact with **multiple systems** during the trial
- Too much **paperwork**

RATIONAL

- CASE STUDIES
- UNDERSTANDING ASPECTS OF PRODUCT DEVELOPMENT

- CASE STUDIES WITH RESULTS DATA
- ADS HIGHLIGHTING STAFF

- LANDING PAGES
- INFOGRAPHICS MAPPING SOLUTIONS

STORY

Modernization
Efficiency
Confidence
Collaboration

Company's transparent computing environments and focus on human health and wellbeing helps your organization have a positive impact on patient outcomes

Company provides your clinical research team with an automated computing environment that reduces time spent on manual tasks, helping you focus on scientific research and results

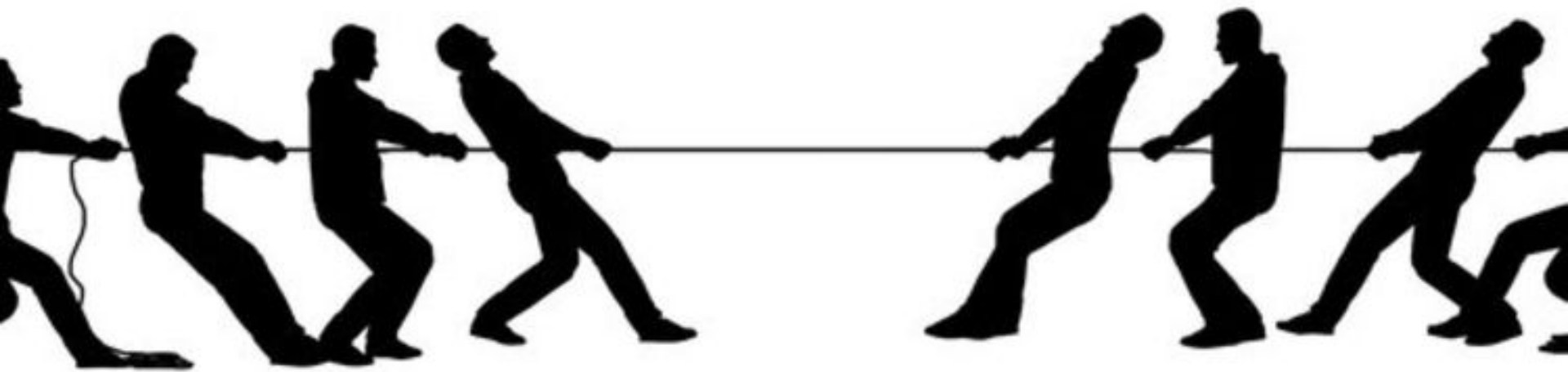
CUSTOM OR TURNKEY SOLUTION?

Company's solutions provide efficient access to data for everyone in your organization and through the entire lifecycle of your clinical trial—resulting in faster speed-to-market and faster patient outcomes

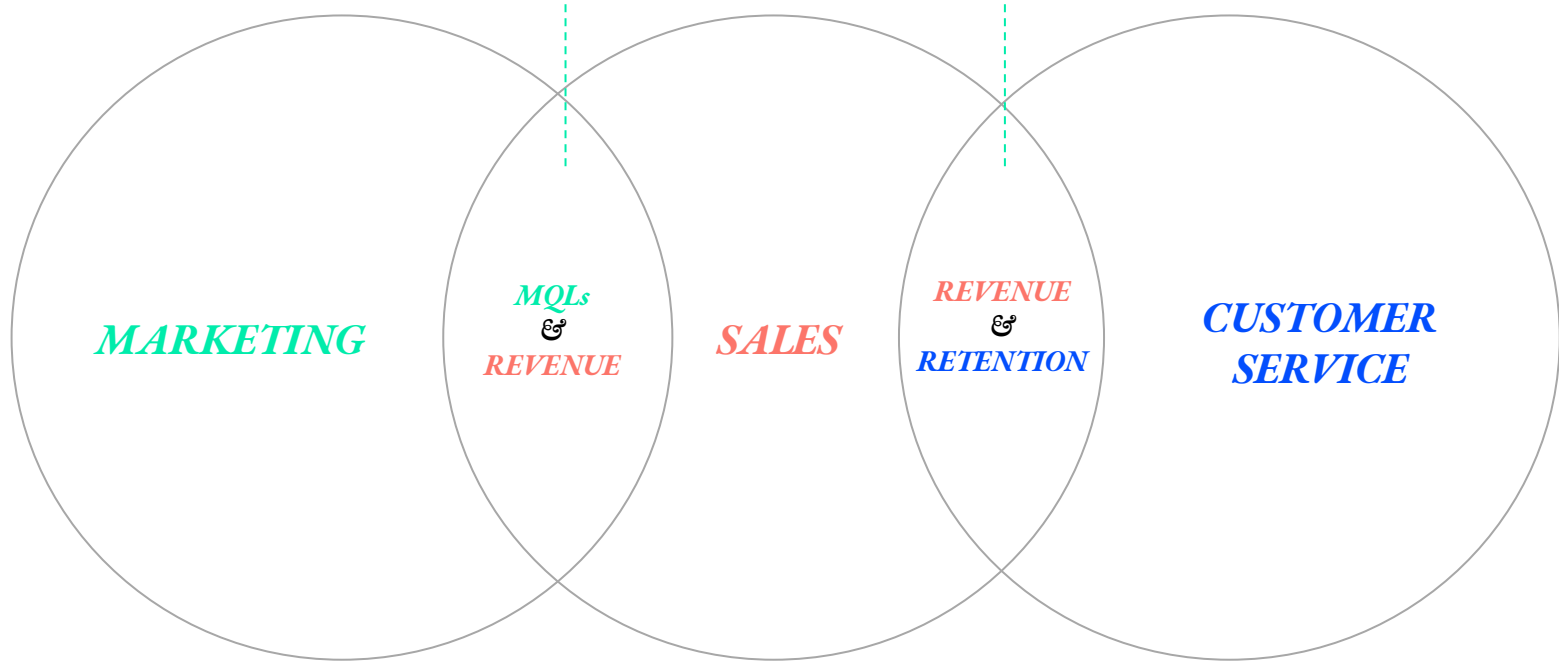
006

HOW DO I KNOW IF ABM IS SUCCESSFUL?





OVERLAPPING KPIs



007

PROS & CONS OF ABM



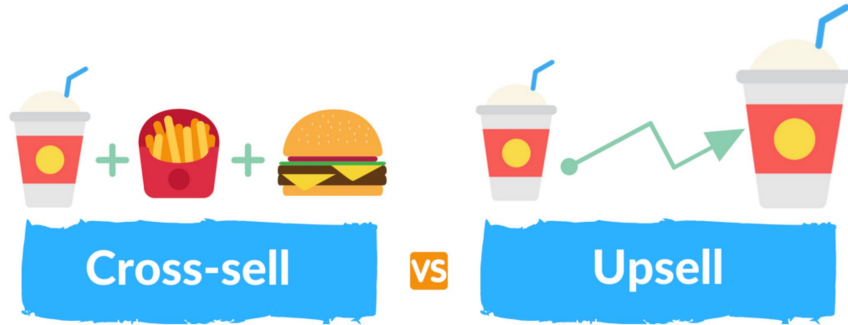
*Promotes organization-wide growth
(drives revenue across sales/marketing/success)*



*But can make it more challenging to define
departmental success.*



Increases lifetime value



But requires mental shift to look inside customer base for growth.



"IN THE GOOD OLE DAYS ALL YOU HAD TO DO WAS GET NEW CUSTOMERS. NOW THEY WANT US TO KEEP 'EM, TOO!"

RESOURCEFULSELLING.COM



Like a high-engineered machine: when it runs, it runs.



But even a small misalignment can have big consequences.



008

QUESTIONS?



THANK YOU!!

DEVIN KELLEY

VP, CLIENT SERVICES



devin@methodsavvy.com



THANK YOU!