

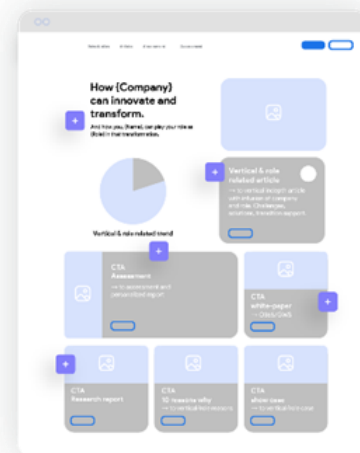
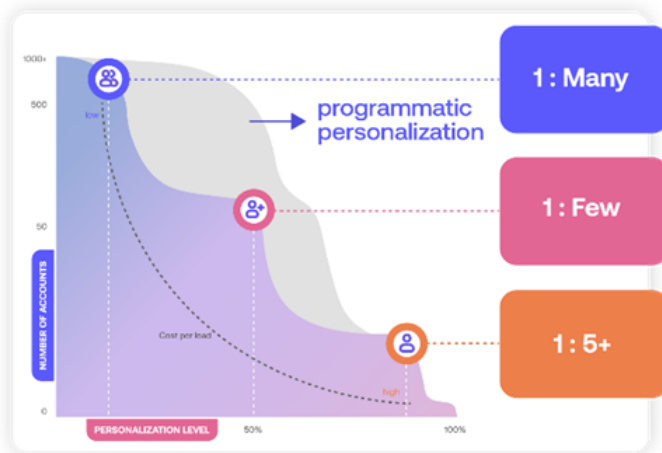
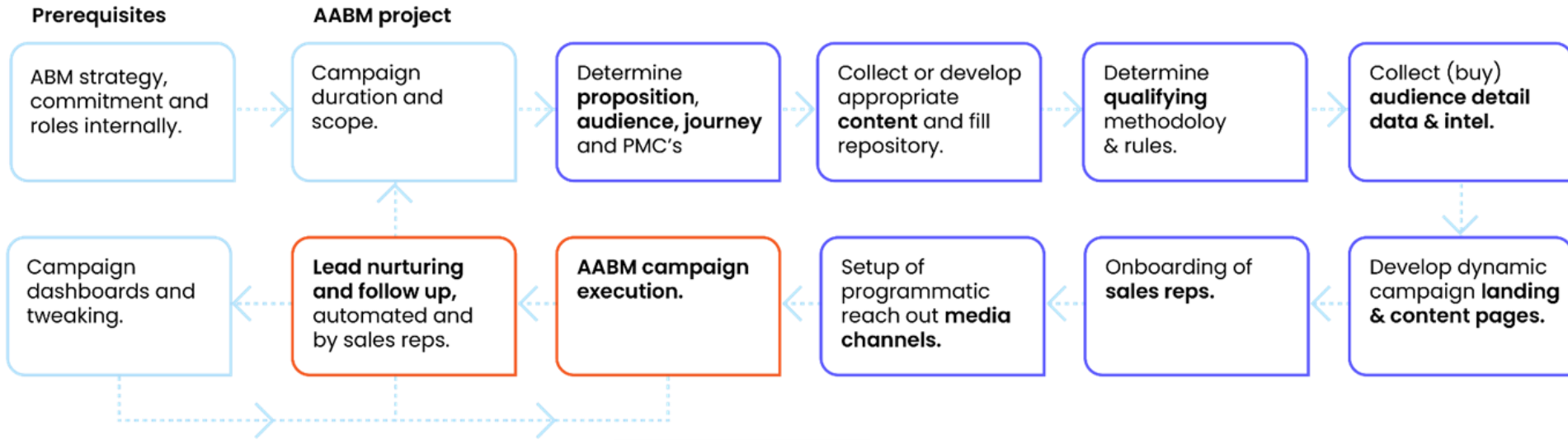


Automated Account Based Marketing Roadmap to Deployment

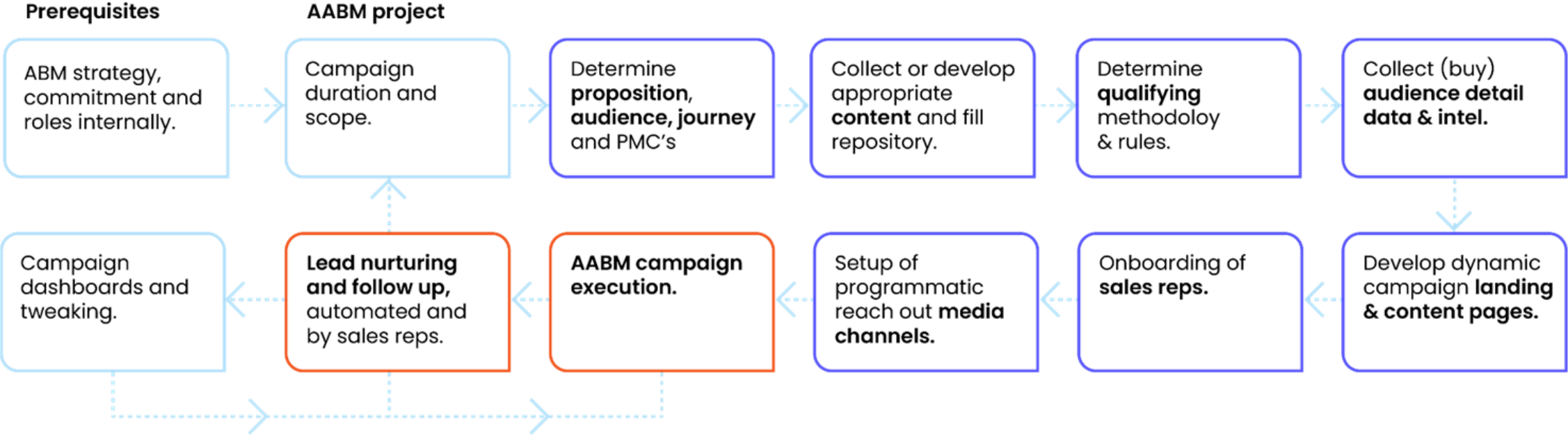
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Programmatic Automated Account Based Marketing



AABM roadmap



Determine Automated ABM scope

- Duration of campaign; mostly only viable as of 6 months. You want to 'drip nurture' as much as possible instead of an 'in your face' push, so some time is needed.
- Determine the scale. With 'Automated' you want to reach some scale or you better do it manually.
- How many industries you want to target?
- What type of companies you want to target? How small or big?
- How many decision makers (DMU, or buyer group) you want to target within each company?
- Through how many journey phases do you want to nurture your audience?

Proposition, Audience, Product/Market

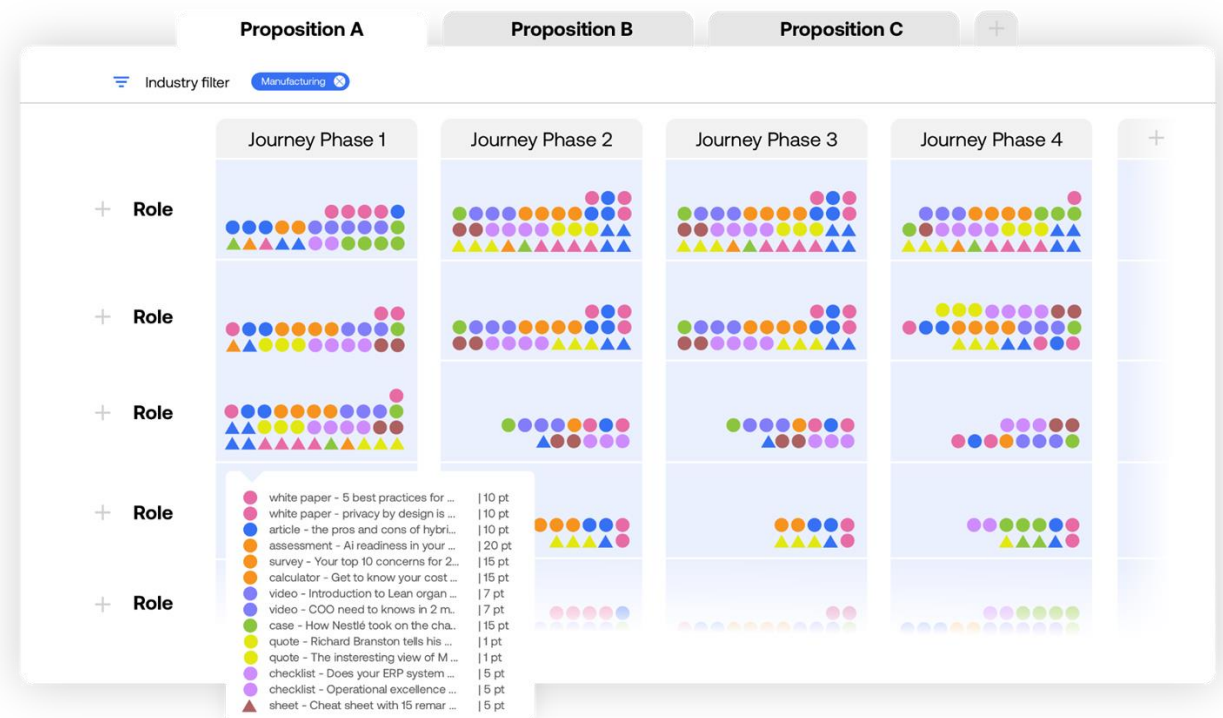
- Decide which audience you want to reach with which proposition.
- You have to consider our '**4 dimensional grid**', the product/market combinations you want to target are represented in that grid, for instance:
 - Your Key proposition divided into sub-propositions or key USP's (per:)
 - The roles within the buyer group of your audiences
 - The companies within a vertical/industry that fit your desired profile
 - The phases you want audiences to go through that require different content, highlights, call to actions, details, following the previous phase.

Campaign content

Campaign content is needed to address different audiences and roles in your buyer group. The scope of your campaign determines the amount of content you need and the way it is sliced.

1. Amount of propositions and sub-propositions.
2. Amount of verticals.
3. Amount of different roles in your buyer group.
4. Amount of journey phases to guide your audience through.

Definition of a '4 dimensional' grid



content calculator

Lead qualifying

Determine the way you want leads to be qualified. In most cases it's a combination of:

- Buyer intent / propensity data
- Scoring on content 'consumed', resulting in a minimum amount of points.
- Other behaviour, like times visited, content shared or liked.
- A 'multi-touch' requirement.
- A certain journey phase reached.

Determine how this scoring is reflected in an MQL and SQL model and dashboards, possibly with subtypes within each category (e.g. A1, A2, A3 MQL).

Base content consumption value

Content Type - Consumed	ContentSubType	Content Value
Event	Invitation (open)	2
Event	Subscription	5
Event	Visit	15
Contact page		10
Search page		5
History page		5
Consent page		5
Ad page		10
Homepage		10
Intro		0
Graph - Insight		5
Call To Action Banner		10
Webinar		15
Research Report		15
Promotion offer		10
Quote		5
Slide deck		10
Testimonial - Showcase		10
Survey small		10
LinkedIn script (response)		5
LinkedIn invite accepted		10
Social post		8
Display Ad - Banner		3
Video		10
Email script (response)		5
White Paper - E-book		10
Podcast		10
Infographic		8
Factsheet		10
Checklist		5
Call script (response)		5
Assessment start		5
Assessment complete		15
Article		10

Phase markup

Increased value of content

Content markup / phase

1 Engagement	0%
2 Education	10%
3 Research	10%
4 Evaluation	10%
5 Justification	
6 Purchase	

An Article in phase 2 is worth: 11 points.

An Article in phase 3 is worth: 12 points.

Buyer group points

Added points to all individuals engaging

Individuals engaged from buyergroup

One	0
Two	15
Three	20
Four +	25

Additional points

Per activity / action

Content shared with (buyer group) colleague	20
Content shared outside company	15
Organic campaign entry / sign up	20
Rate content	10
Change profile	10
Opt-in consent	5

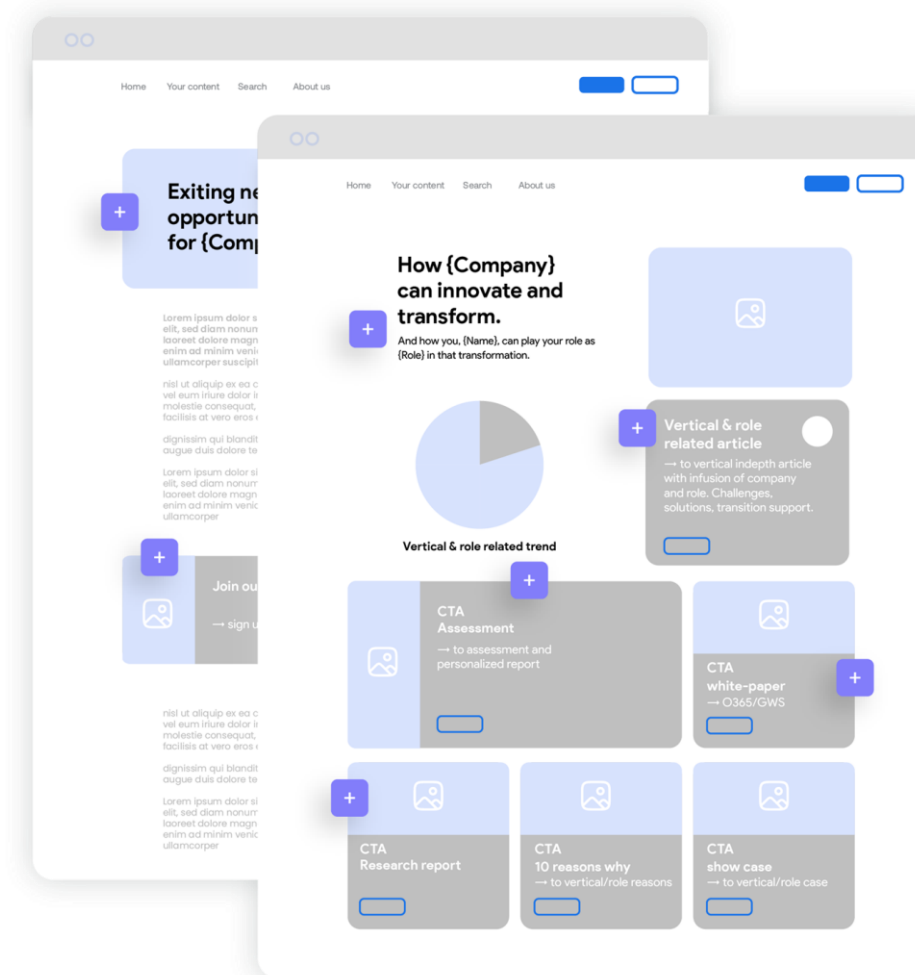
Determine scoring points for different actions and content.

Design dynamic landing & content pages

Content is added dynamically, via programmatic logic, dependant on visitors profile and journey phase.

During the campaign, content will constantly change, for everyone differently.

The senders brand is infused in all content and layouts.



Audience detail data

When product/market is selected, we need detailed data for the companies and buyer group we want to target.

This data might be found internally, but most likely details and buyer intent data is bought.

buy audience data

Data needed from each company:

Need	Company ID(s) for reference
Nice	Company full legal name
Nice	Company VAT number
Need	Company name as used in a sentence
Need	Company Vertical
Need	Company Full HQ address + country
Need	Company size (employees)
Nice	Company key events (M&A) and press messages < 1 year
Nice	Company buyer intent data and/or propensity model score
Important	If 'grey space' or churn; other products, purchase history, time of drop out
Important	Company current supplier(s) / alternative details to your product

Data needed from each individual:

Need	Individual first name
Need	Individual last name
Need	Individual job role title
Nice	Individual gender: only if company policy & marketing approach allow/require
Need	Individual job role title - plotted to system buyer group roles
Need*	Individual direct business e-mail address
Need*	Individual LinkedIn profile url/address
Nice	Other direct social message accounts (e.g. Xing)
Nice	Individual direct (business) phone number
Important	Individual office address (can differ from HQ)
Nice	Keywords from social posts

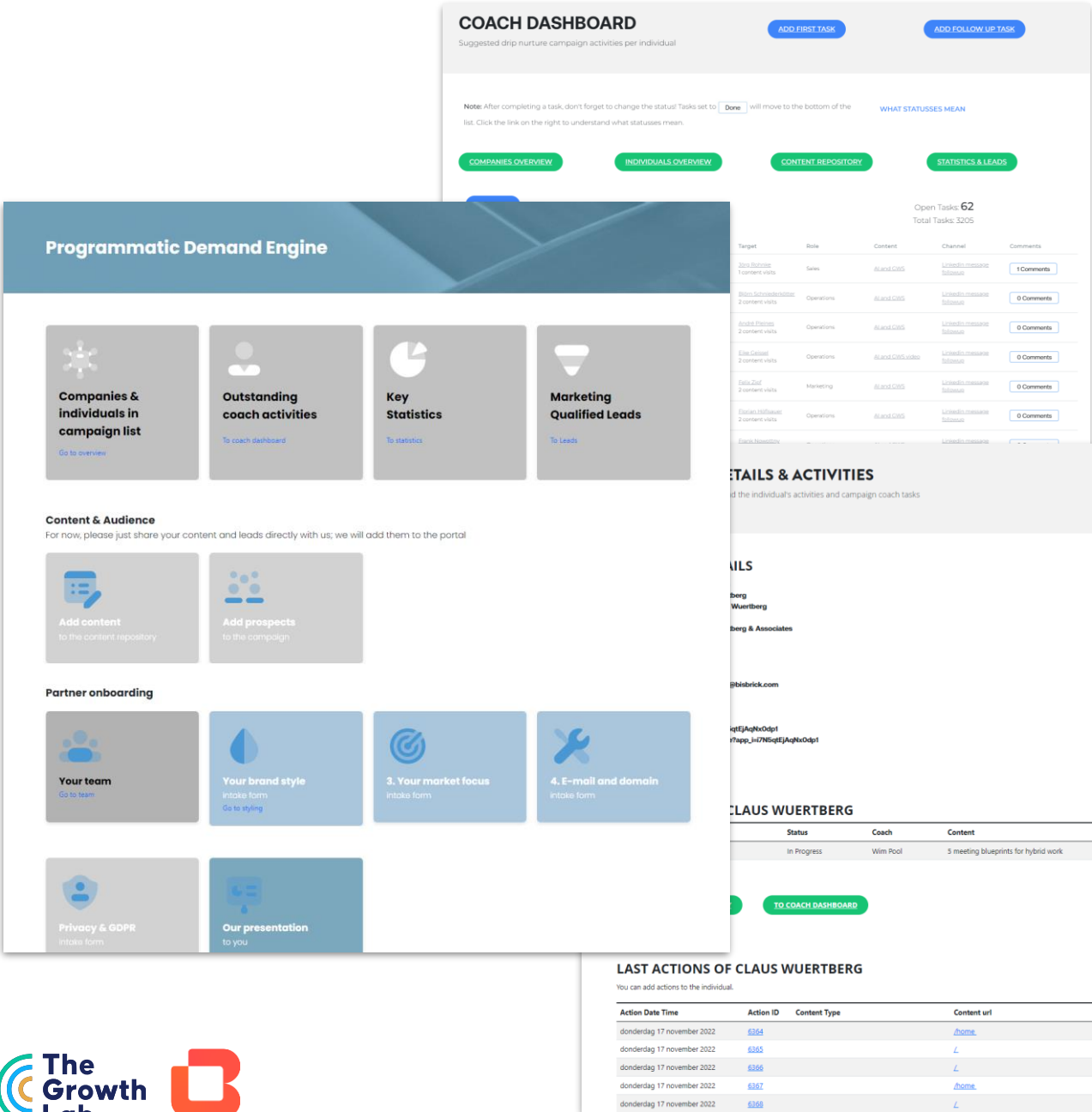
With all items labeled 'Important' and 'Nice' when not supplied, will hinder campaign performance and effectiveness
Need*: means at least one of those at minimum

Onboarding

All participants are onboarded in the campaign so they understand how to operate the programmatic engine, how dashboards and action lists work.

Much of the engine is automated, but ultimately, sales reps need to follow up on solid leads.

Also at onboarding, we connect the engine to the LinkedIn Sales Navigator accounts of the sales reps that will be participating.



Examples

The collage displays several examples of content from the Cloudwürdig website:

- SEIBERT / MEDIA**: A personal portal with a green header and a photo of a man. Text includes "YOUR PERSONAL PORTAL Different Content, Once Again" and "Dear Senne, your portal is dynamically changing its content." A statistic shows "171 hours saved per user per year with Google Workspace".
- CLOUDWÜRDIG**: A navigation bar with links for HOME, YOUR CONTENT, SEARCH, and PRIVACY.
- CONTENT PREVIOUSLY VISITED BY YOU**: A section with the text "Underneath content has been previously visited by you. You can get back here any time to find the content you've been looking at before."
- YOUR PERSONAL PORTAL**: A blue header with a "CONTACT" button. Text includes "Hi Claus, Your portal is dynamically changing its content." and "99.9% of spam, malware, and phishing emails filtered by Gmail".
- Assessment [All Verticals]**: A section with a 3D graphic of buildings and the text "Why settle for the status quo? The future of work is here. COVID-19 has accelerated a shift in how organizations like Wuertberg & Associates get work done. Take this 2-minute assessment below to see where you're at on the journey to the future of work, and get a free guide to help you take the next step."
- White Paper - E-book | [All Verticals]**: A section titled "Giving people helpful tools to maximize their impact" with a photo of people in a meeting.
- White Paper - E-book | [All Verticals]**: A section titled "Giving front more control" with a photo of a woman.
- Share this content with someone else**: A sharing interface with fields for "First name" and "Last name", and radio buttons for "This is a colleague within my organization" and "This is someone external". A "COMPLETE" button is at the bottom.
- 5 Best Practices für den Erfolg hybrider Arbeit**: A section with a yellow header and text: "Best Practices zur Unterstützung einer hybriden Arbeitskultur bei Wuertberg & Associates. Basierend auf Googles eigenen Experimenten und Forschungsergebnissen haben wir eine Reihe von Best Practices für den Erfolg hybrider Arbeit zusammengestellt. Unser Ansatz kombiniert Kultur, Software, Hardware und Konferenzraum-Layouts basierend auf Meeting-Typen. Obwohl Technologie nicht alles lösen kann, gibt es konkrete Möglichkeiten, wie Cloudwürdig Menschen helfen kann, Tools zu verwenden, um stärkere Verbindungen zueinander aufzubauen, ihre Zeit und Ihr Wohlbefinden besser zu verwalten und mehr zu erreichen - gemeinsam."
- Testimonial - Showcase (Healthcare)**: A section with a photo of a building and text: "Hunterdon Healthcare reclaims 30% of caregivers' time for patient interactions. Hunterdon Healthcare uses Google Workspace to improve collaboration and efficiency, reclaiming 30% of caregivers' time for patient interactions while reducing costs by \$1.3 million."
- WIE ES GEHT MIT Google Workspace**: A section with a blue header and text: "Google Workspace Collaboration findet überall und jederzeit statt. Ein Team erstellt einen Projektplan in einem freigegebenen Dokument und verwendet @-Erwähnungen mit Ein informeller Flur-Chat im Büro zwischen zwei Kollegen wird durch einen Gruppenchat oder über Google Meet fortgesetzt und erweitert."
- Best Practice 1**: A section with a green header and text: "Steigern Sie die Produktivität durch Zusammenarbeit überall und jederzeit. Die hybride Zusammenarbeit ist schnelllebig und fließend. Es passiert nicht nur in geplanten Meetings, die sich über mehrere Standorte erstrecken; Es passiert in unzähligen alltäglichen Momenten, von spontanen Diskussionen über Chats bis hin zu gemeinsamen Brainstorming-Dokumenten. Tools müssen flexibel respond to your invitation, the information you provided (name / company)".