

The Content-Driven ABM Strategy

How to use research-backed content
to fill the sales pipeline

May 25, 2021

Account-Based Marketing (ABM)

“A focused approach to B2B marketing, in which marketing and sales teams work together to identify best-fit accounts and turn them into customers.”

Marketo



The Net

Traditional content marketing

1. Become relevant to a large audience
2. Maximize the % who fill out forms
3. (Dis)qualify during the sales process



The Spear

Account-based marketing

1. Identify your top prospects
2. Create content for them specifically
3. Follow up, build relationships/relevance



Right now

43

active users on site

DESKTOP MOBILE TABLET

Top Referrals:

Source	Active Users ↓
1. [unclear] google.com	8

Top Social Traffic:

Source	Active Users ↓
1. LinkedIn	4
2. Facebook	1
3. Twitter	1

Top Keywords:

Keyword	Active Users ↓
1. [unclear]	10

Pageview

Per minute



Top Active Pages:

Active Page	Active Users ↓
1. [unclear]	14 33.33%
2. [unclear]	4 9.09%
3. [unclear]	4 9.09%
4. [unclear]	3 6.82%
5. [unclear]	3 6.82%
6. [unclear]	2 4.55%
7. [unclear]	1 2.27%
8. [unclear]	1 2.27%
9. [unclear]	1 2.27%
10. [unclear]	1 2.27%

Top Locations:



Visitors from content marketing and SEO just aren't very targeted...

“Flip the Funnel”



source: Sangram Vajre

ABM marketing is great for...

- Improving the relevance of your audience
- Engaging prospects earlier in their process
- Aligning marketing and sales
- Making marketing more efficient

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High-value, low-volume value props (B2B, enterprise)

This ABM program is great if...

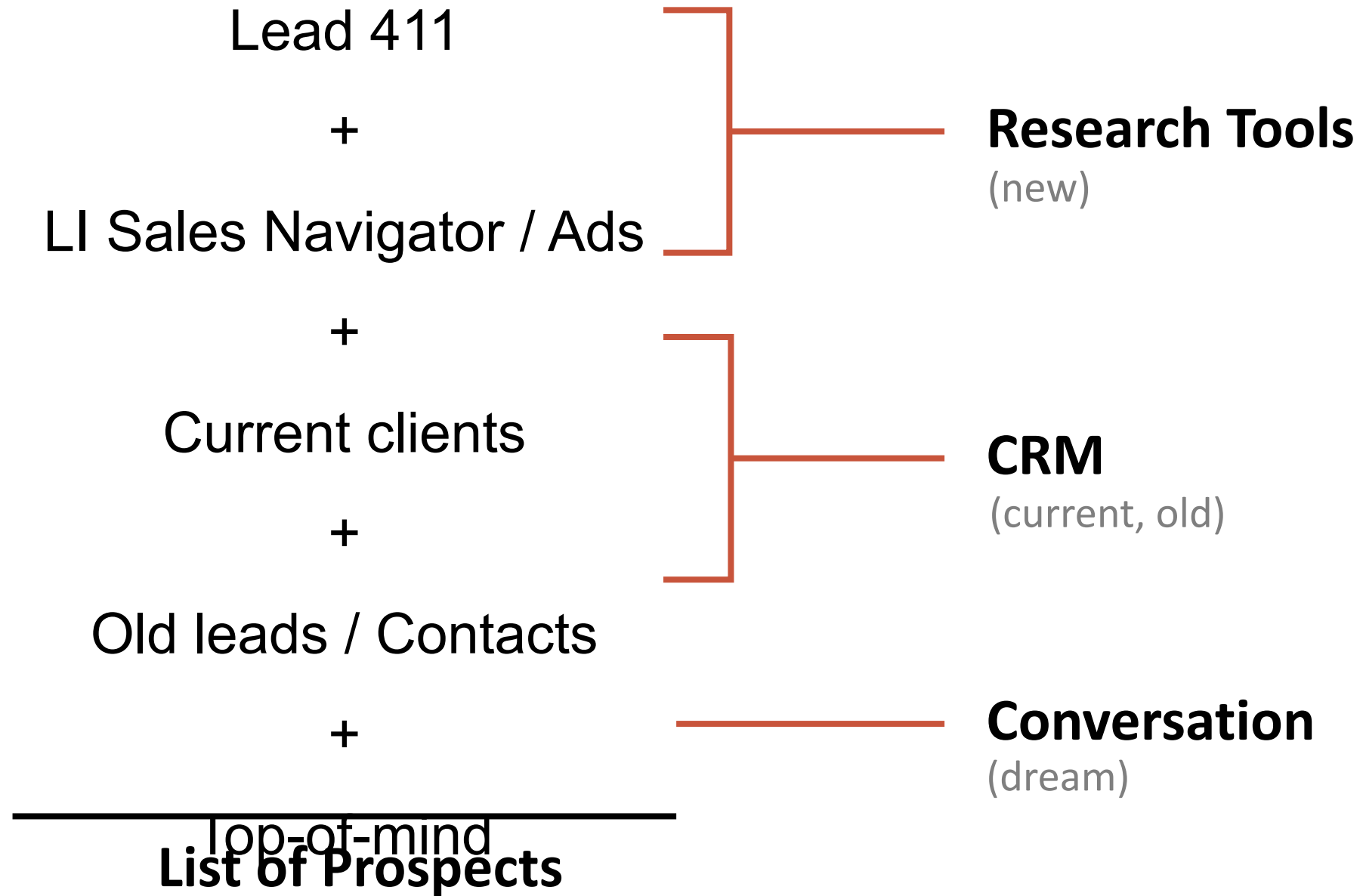
- Your **budget is small**
- You're **active on LinkedIn**
- You have an active content marketing program
 - Ability to publish **relevant research**
 - Ability to create **video & webinars**
 - Ability to create **long-form guides**

Identify your prospects

What is your ICP? (ideal client profile)

Key Account Selection criteria

- Industry
- Revenue (\$10M+)
- Marketing team roles
- Geography
- ...plus existing relationships



Total: 5,341 (v1)

Company Search

People Search

All Filters

New Search

Show Results

Company/People

Company/People

Format (Company/People) (v1)

People Details

Title / Dept Title Department

A. Marketing A. Sales

Employee Level

A. VP Level A. Director Level

A. Manager Level

Limit People Per Company

5

Location Search

Company People

Country: United States Only

Upgrade

State/Region

Leave Empty For All

Zip/Zip

Type a zip or city, state

Distance City Units

0

Area Codes (US & CA)

Area Code or Region

Industry / Sub / Keyword

Industry / Sub / Keyword

Industry Keywords

1 Industries

Sub Sectors or Sub Descriptions

Type a Sub Code / Description

Company Keyword Search

Keyword

Advanced People Filter

Upgrade to Pro

News Search

Date Range

2021-01-01

To

2021-01-01

News Category

Keyword

Account Filter

Account Filter

Email Filter

Email Filter

Off No Email Verified Email

Email Verified Status

Verified Email

Has a LinkedIn Profile?

No Yes

Has a Direct Dial?

No Yes

Has a Direct Mobile?

No Yes

Contacts Added Since

Added Since Date

New Date / Job Date

New Date

Company Filter

Company Filter

Public Private

Employee Size Filter

Leave Empty For All

Revenue Filter

1 Company Revenue



Step 1

Select Campaign Group

Step 2

Set up Campaign

- Objective selection
- **Audience**
- Ad format
- Placement
- Budget & Schedule
- Conversion Tracking

Step 3

Set up Ads

Step 4

Review & Launch

[Back to account](#)

Where is your target audience?

Locations (Recent or Permanent)

United States

Exclude people in other locationsYour audience has their Profile Language set to **English**

Your audience size will vary depending on the language selected here. English may be selected as the default language, even in areas where a local language is available, to reach all users in the region.

Who is your target audience?

Start building your audience by searching for attributes of professionals you want to reach [Close](#)

Q Search

[Learn more about matched audiences](#)

Audiences

Use your data to retarget website visitors or reach known contacts and accounts



Audience attributes

Add targeting criteria like job title, industry, or skills

List upload

Localize

Other

Retargeting

Third party

Exclude people by audience attributes and Matched Audiences

Forecasted Results

Target audience size

180,000,000+

Forecasting for automated bidding is not yet available with your current campaign setup.



Step 1

Select Campaign Group

Step 2

Set up Campaign

- Objective selection
- **Audience**
- Ad format
- Placement
- Budget & Schedule
- Conversion Tracking

Step 3

Set up bids

Step 4

Review & Launch

[Back to account](#)**Exclude** people in other locationsYour audience has their Profile Language set to **English**

Your audience size will vary depending on the language selected here. English may be selected as the default language, even in areas where a local language is available, for reach all users in the region.

Who is your target audience?

Include people who have **ANY** of the following attributes

Company Industries

Construction

AND also have **ANY** of the following attributes

Job Seniorities

Manager, Director, VP

AND also have **ANY** of the following attributes

Job Functions

Marketing

Narrow audience further**Exclude** people by audience attributes and Matched Audiences

LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or school or personal

Forecasted Results



Target audience size

16,000+

Segment breakdown

Function

Marketing	100%
Sales	23%
Business Development	18%
Operations	12%
Arts and Design	8%

[Hide segments](#)


Forecasting for automated bidding is not yet available with your current campaign setup.

The Research

Custom and industry-specific



**What do the top financial firms
put on their websites?**

 Audax Group

Morgan Stanley

 MEDIABOOM

INSIGHT
PARTNERS

NEUBERGER BERMAN

PIMCO

AXONIC

Sculptor

BRIGHTWOOD

EXODUSPOINT

CapitalDynamics 



BNY MELLON

J.P.Morgan

 LONG RIDGE

 CARMIGNAC
RISK MANAGERS

London
& Capital

 COLUMBIA
THREADNEEDLE
INVESTMENTS

 JUPITER

 Lightspeed

	A	B	C	D	E	F	G	H	I	J	K	L
1	Top 50 Financial Services (Private Equity - Asset Investment Management)	Descriptive headline (clearly states what they do)	Contact Top Right	Search in Header	Call to action (not just: contact, read, visit, learn)	Descriptive navigation labels (not just: what we do, services, products)	Dropdown menus	People pictures (beyond stock photos)	Corporate Video (Specific to what company does versus a generic background video)	Evidence (Most importantly DATA, followed by testimonials, case studies, client logos, awards, etc.)	Side Show	Content (blog, news) on the home page?
61	www.bosinvest.com	1	1	0	0	0	1	1	0	0	0	0
64	www.sequoiafinancial.com	1	1	0	0	0	0	1	0	0	1	0
68	www.bdfll.com	1	0	1	1	0	1	1	0	1	0	1
69	www.westhispire.com	1	1	1	0	0	1	0	0	1	0	1
67	www.sps-family.com	1	1	0	1	0	1	0	0	0	1	1
68	www.forumfco.com	1	0	1	0	1	1	0	0	0	1	1
69	www.slanota.com	1	1	1	1	0	1	0	0	1	0	1
90	www.primebuchholz.com	0	0	0	0	0	0	0	0	1	0	1
91	www.sbsbl.com	1	1	0	0	1	1	0	0	0	0	0
92	www.brightworth.com	0	1	1	1	1	1	1	1	0	0	1
93	www.theberinggroup.com	0	1	0	1	0	1	1	1	1	0	1
94	www.focuspoint-solutions.com	0	1	0	0	0	1	0	0	0	0	0
95	www.linscomb-williams.com	1	1	0	1	0	1	1	1	0	1	1
96	www.afs-advisors.com	0	1	0	0	1	0	0	0	0	0	1
97	www.westspringcove.com	1	1	0	0	0	0	0	0	0	0	0
98	www.trnglo.com	0	1	0	0	0	0	0	0	0	0	0
99	www.cumber.com	0	1	0	0	0	1	0	0	0	0	0
100	www.alexcoadvisors.com	1	1	0	1	1	0	1	0	0	0	1
101	www.livethesecounsel.com	0	0	0	1	0	0	0	0	0	0	0
102	Total	53	50	29	32	30	30	28	20	26	20	51
103	Percentage	53%	50%	29%	32%	30%	30%	28%	20%	26%	20%	51%



**What are the top X
companies doing with Y?**

The Promo Video

We live in a golden age for LinkedIn video



Acoustic tiles

Light

DSLR camera

cam link

Mic on boom

Camtasia
(record/edit software)



The Breakdown

0:00 Smile!

0:02 Introduce yourself

0:05 Tell the viewer what you're doing here

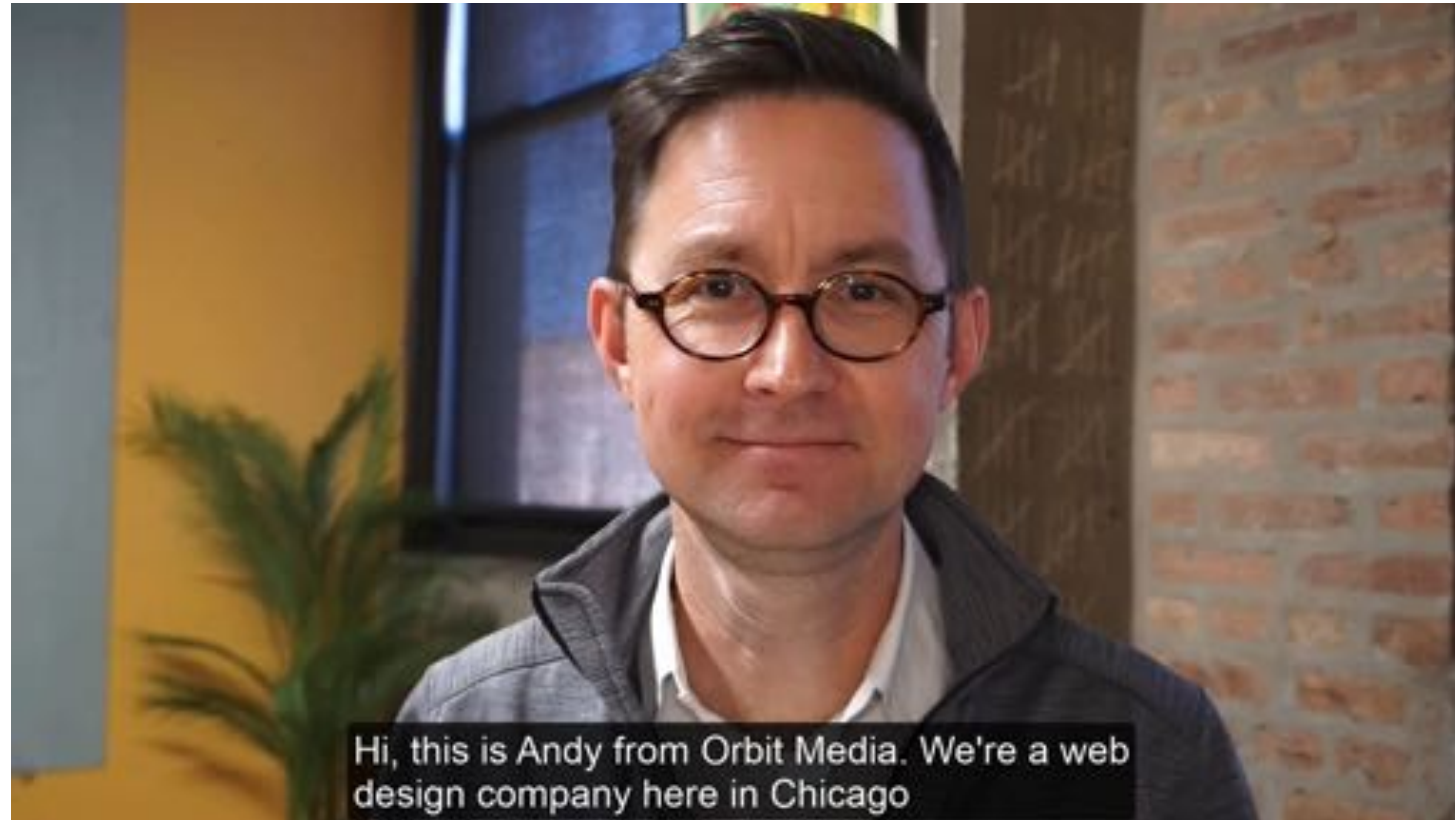
0:45 Summarize the webinar

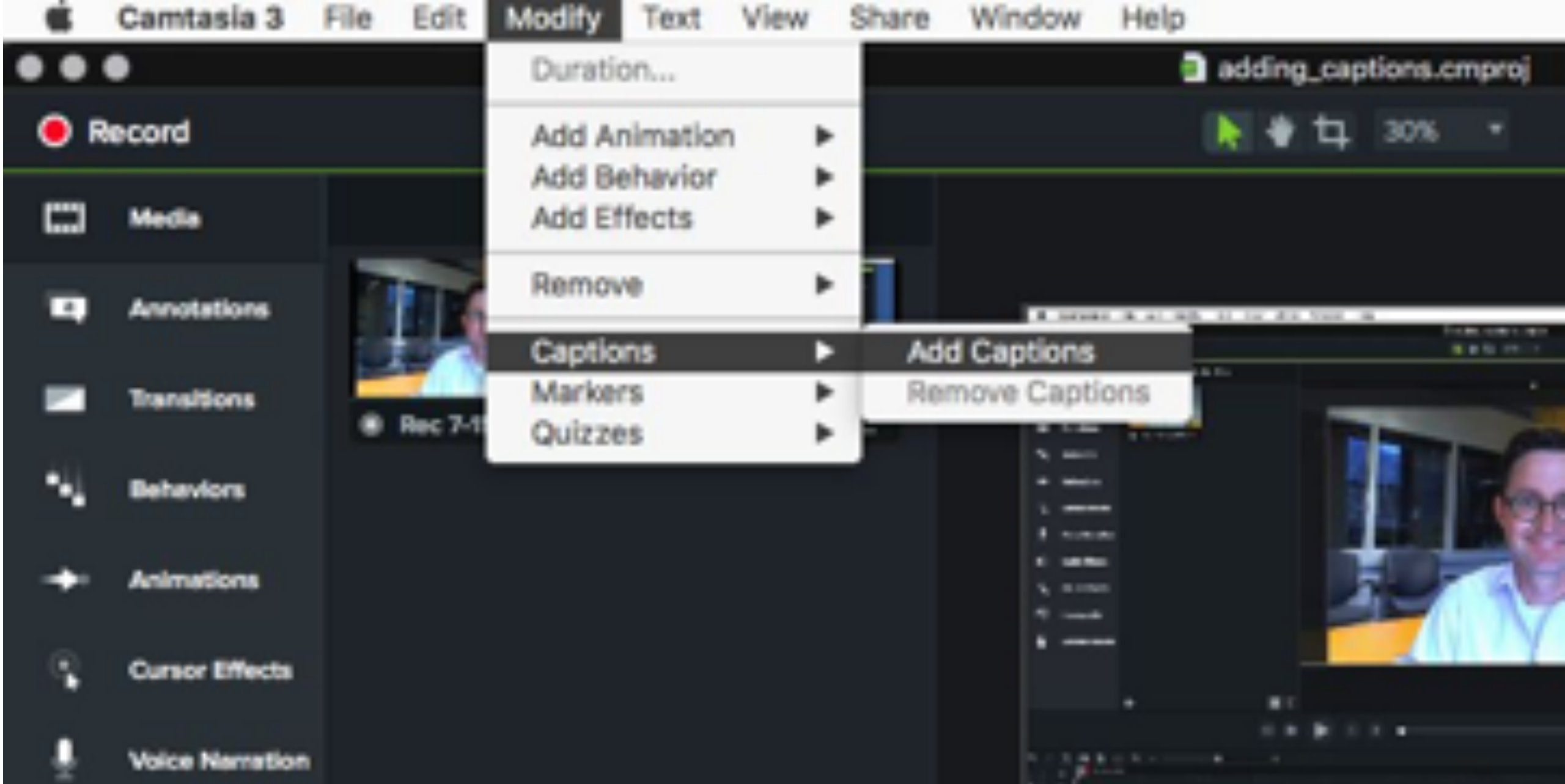
0:55 Your CTA: Suggest that they click!

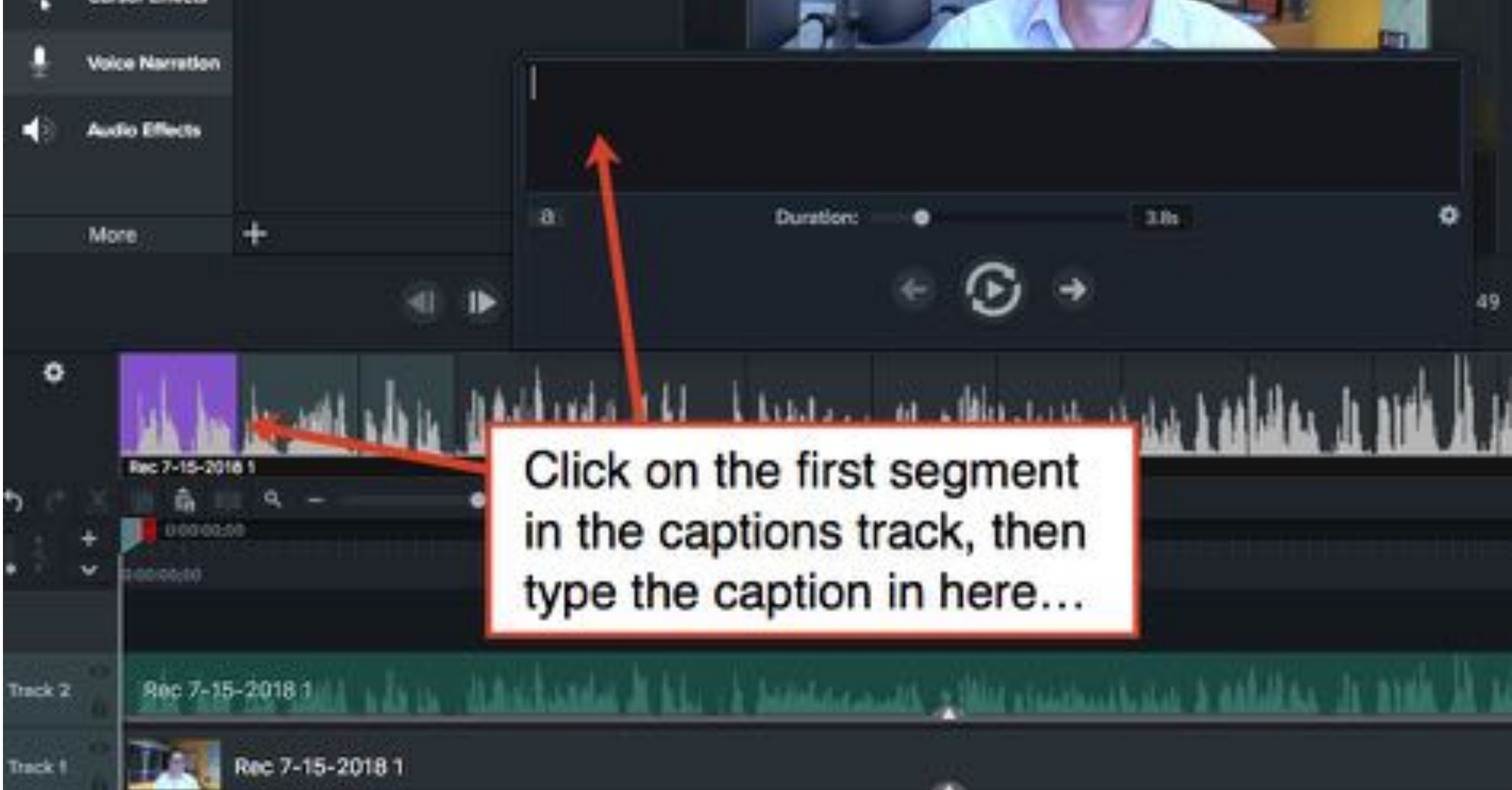
1:00 Thanks for watching!

source: [How to Make Social Media Videos, Orbit Media](#)

Social Promo Video Example







Click on the first segment in the captions track, then type the caption in here...

Social Metrics vs. Website Metrics

Social Engagement

Website Engagement



Social Metrics

Shares

Likes

Comments

Click through
rate

Social Metrics vs. Website Metrics

Social Engagement

Website Engagement



Social Metrics

Shares

Likes

Comments

Click through
rate

Analytics Reports

Visits from
social

Bounce
rate

Time on page /
Pages per visit

Conversion
rate



1) Create your campaign URL

Landing Page URL

website.com/article

Campaign Source - Enter the specific traffic source (e.g., july10-newsletter, facebook, linkedin, etc...)

newsletter

Campaign Medium



email



display



cpc



social



other

Campaign Name (e.g., blog-post-name, spring-sale, july-event)

spring-sale

2) Copy and paste your campaign URL

website.com/article?

utm_source=newsletter&utm_medium=email&utm_campaign=spring-sale

COPY URL



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Campaign Medium



email



display



cpc



social



other

Campaign Name (e.g., blog-post-name, spring-sale, july-event)

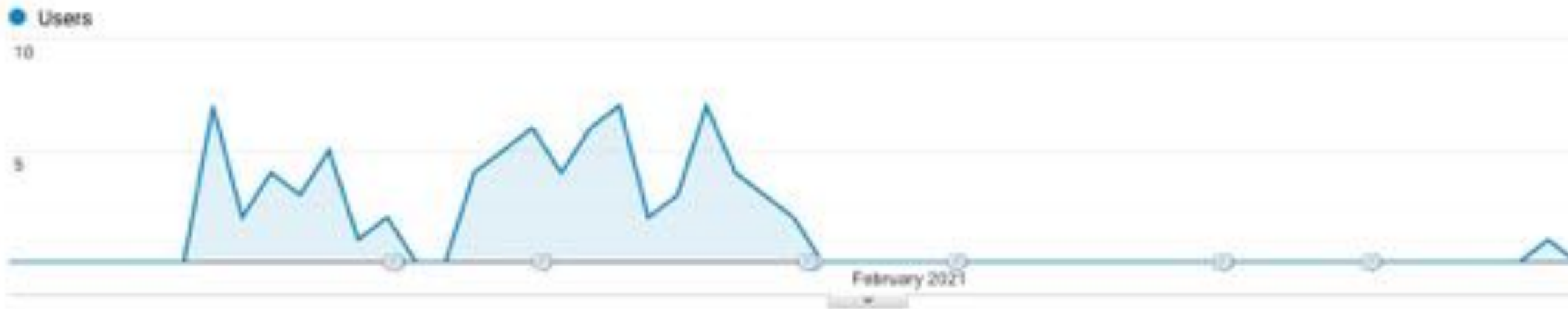
spring-sale

2) Copy and paste your campaign URL

website.com/article?

utm_source=newsletter&utm_medium=email&utm_campaign=spring-sale

COPY URL



Primary Dimension: Campaign Source Medium Source / Medium Other +

<div> <div>Plot Rows</div> <div>Secondary dimension: Source / Medium +</div> <div>Sort Type: Default +</div> <div>Advanced Filter ON X edit</div> </div>		Acquisition			Behavior		
Campaign	Source / Medium	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
		75 % of Total: 0.04% (170,995)	72 % of Total: 0.04% (166,194)	79 % of Total: 0.04% (205,563)	88.61% Avg for View: 84.51% (4.85%)	1.10 Avg for View: 1.23 (-10.63%)	00:00:11 Avg for View: 00:00:55 (-79.86%)
1. industry-webinars	linkedin / social	75(100.00%)	72(100.00%)	79(100.00%)	88.61%	1.10	00:00:11



The Landing Page

Video, bullets, CTA

Webinar: What do top manufacturing companies put on their websites?

MAY 18, 2021 FRIDAY 12-1PM CT



SIGN ME UP

After careful analysis of the websites of the top 100 manufacturing company websites, we are presenting the 10 best practices (or at least common practices) so we can all compare, contrast and find opportunities.

During this one-hour session you'll learn:

- What features are the most common on manufacturing company websites?
- What are the biggest missed opportunities?

Format + Question = Title

Video with captions
(hosted on Vimeo, not YouTube)

Call to action



[SIGN ME UP →](#)

After careful analysis of the websites of the top 100 manufacturing company websites, we are presenting the best practices (or at least common practices) so we can all compare, contrast and find opportunities.

During this one-hour session you'll learn:

- What features are the most common on manufacturing company websites?
- What are the biggest missed opportunities?
- What percentage pass the "backyard BBQ test"?

Big brands often make big mistakes. And not all best practices are the best thing for results.

Attendees will leave this session with specific actions that can immediately be applied to improve results from their own websites **and how to measure the impact of that improvement**

BONUS! This session will also include a live review of websites on a first-come-first-serve basis. Let us know if you'd like to volunteer your site.

[SIGN ME UP →](#)

Can't make it live? No problem. Register and you'll get the recording and slides after.

Brief and direct

Specific benefits

Plenty of formatting
(subhead, bullets,
bolding, short paragraphs)

Another CTA

LinkedIn Ads

Paid channels supporting organic channels



CAMPAIGN PERFORMANCE

WEBSITE DEMOGRAPHICS

ACCOUNT ASSETS

Accounts

1 selected X

Campaign Groups

1 selected X

Campaigns

1 selected X

Ads

2 total ads

Create campaign

Performance Chart

Demographics

Insights

Export

Search by name or ID

Filters

Columns: Conversions & Leads

NEW

Breakdown

Time range: 4/22/2021 - 5/25/2021

Ad Name

Status

Spent

Key Results

Cost Per Result

Impressions

Clicks



2 ads

-

\$881.28

-

-

11,304

12



We analyzed the top 100 financial firm websites. Now we're sharing the research and best practices in this webinar

Creative name: 50% Video Ad

Campaign: Lead generation - May 5, 2021

Creative ID: 1114871081 - Sponsored Content - Video



Paused

\$15.10

1 Lead

\$15.10

128

1



May 18 (12-1 pm CDT) - We analyzed the top 100 manufacturing websites. Now we're sharing the research and best practices in this webinar

Creative name: 50% Video Ad 2

Campaign: Lead generation - May 5, 2021

Creative ID: 111576114 - Sponsored Content - Video



Active

\$846.18

1 Lead

\$146.24

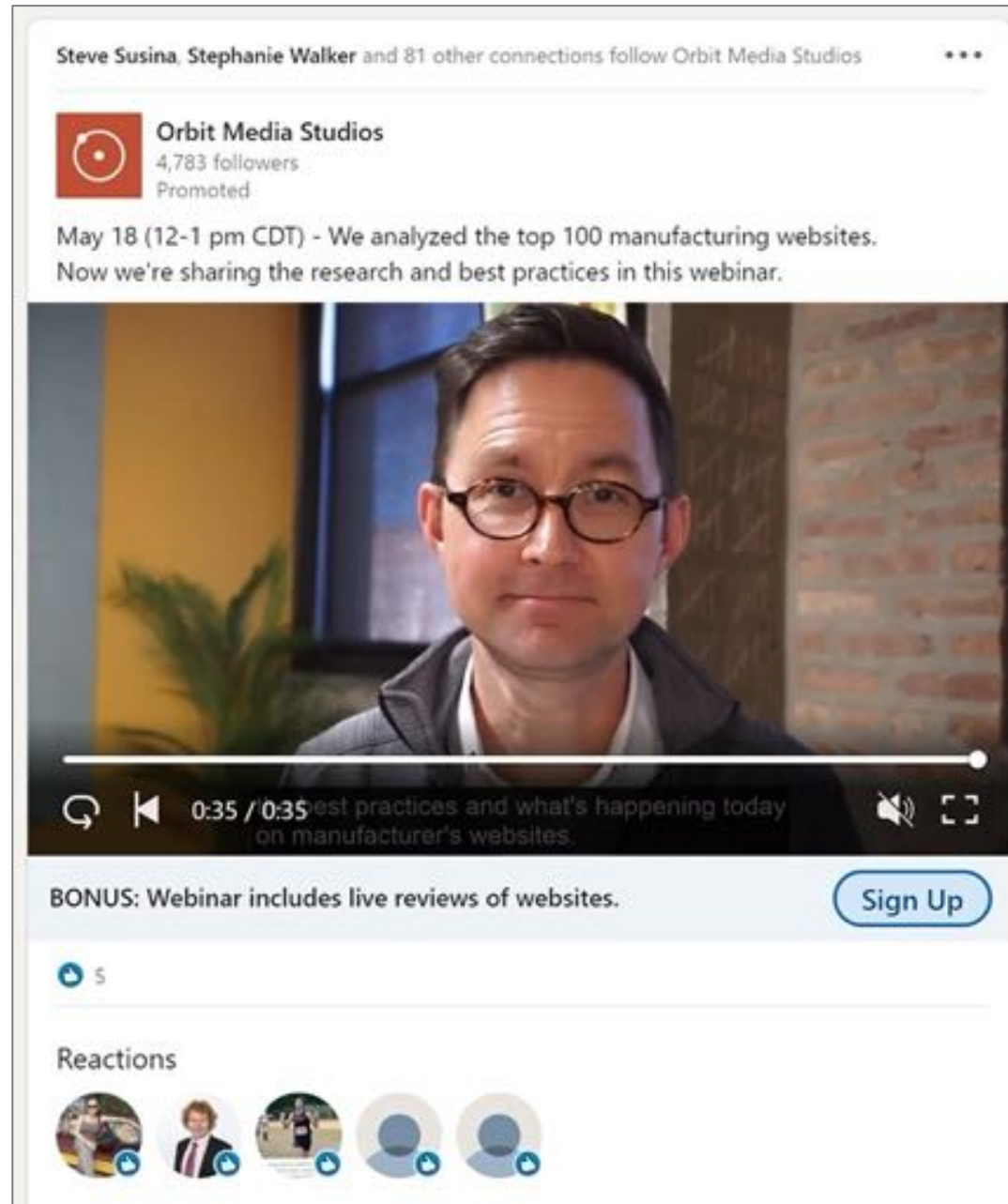
12,776

47

Sponsored content

Budget: \$1000

Appears in streams



Steve Susina, Stephanie Walker and 81 other connections follow Orbit Media Studios

Orbit Media Studios
4,783 followers
Promoted

May 18 (12-1 pm CDT) - We analyzed the top 100 manufacturing websites. Now we're sharing the research and best practices in this webinar.

0:35 / 0:35 Best practices and what's happening today on manufacturer's websites.

BONUS: Webinar includes live reviews of websites. [Sign Up](#)

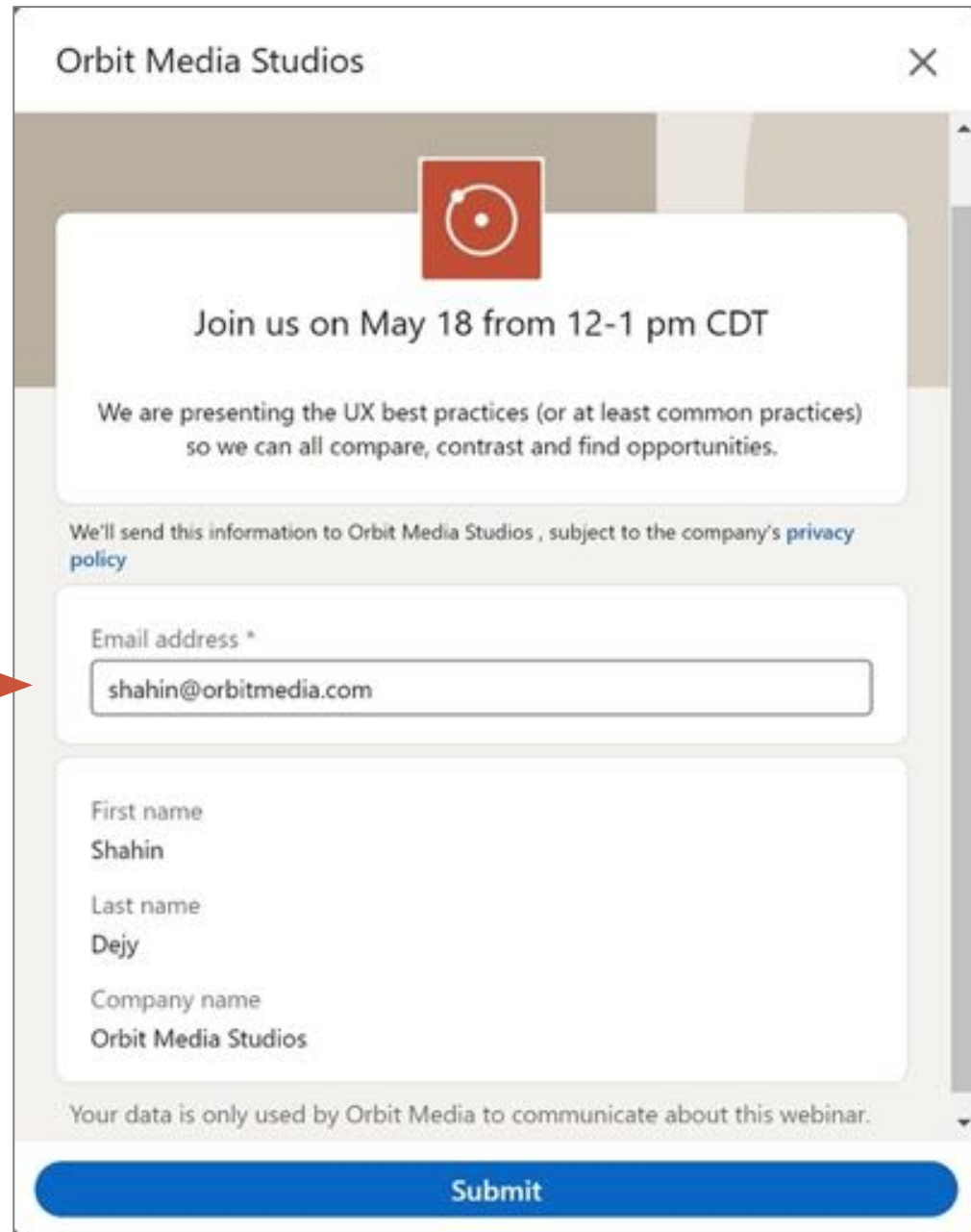
5

Reactions

5 profile pictures with thumbs up icons

Actual Lead Gen

Convert within the post
(fields are pre-populated)



Orbit Media Studios

Join us on May 18 from 12-1 pm CDT

We are presenting the UX best practices (or at least common practices) so we can all compare, contrast and find opportunities.

We'll send this information to Orbit Media Studios, subject to the company's [privacy policy](#)

Email address *

shahin@orbitmedia.com

First name

Shahin

Last name

Dejy

Company name

Orbit Media Studios

Your data is only used by Orbit Media to communicate about this webinar.

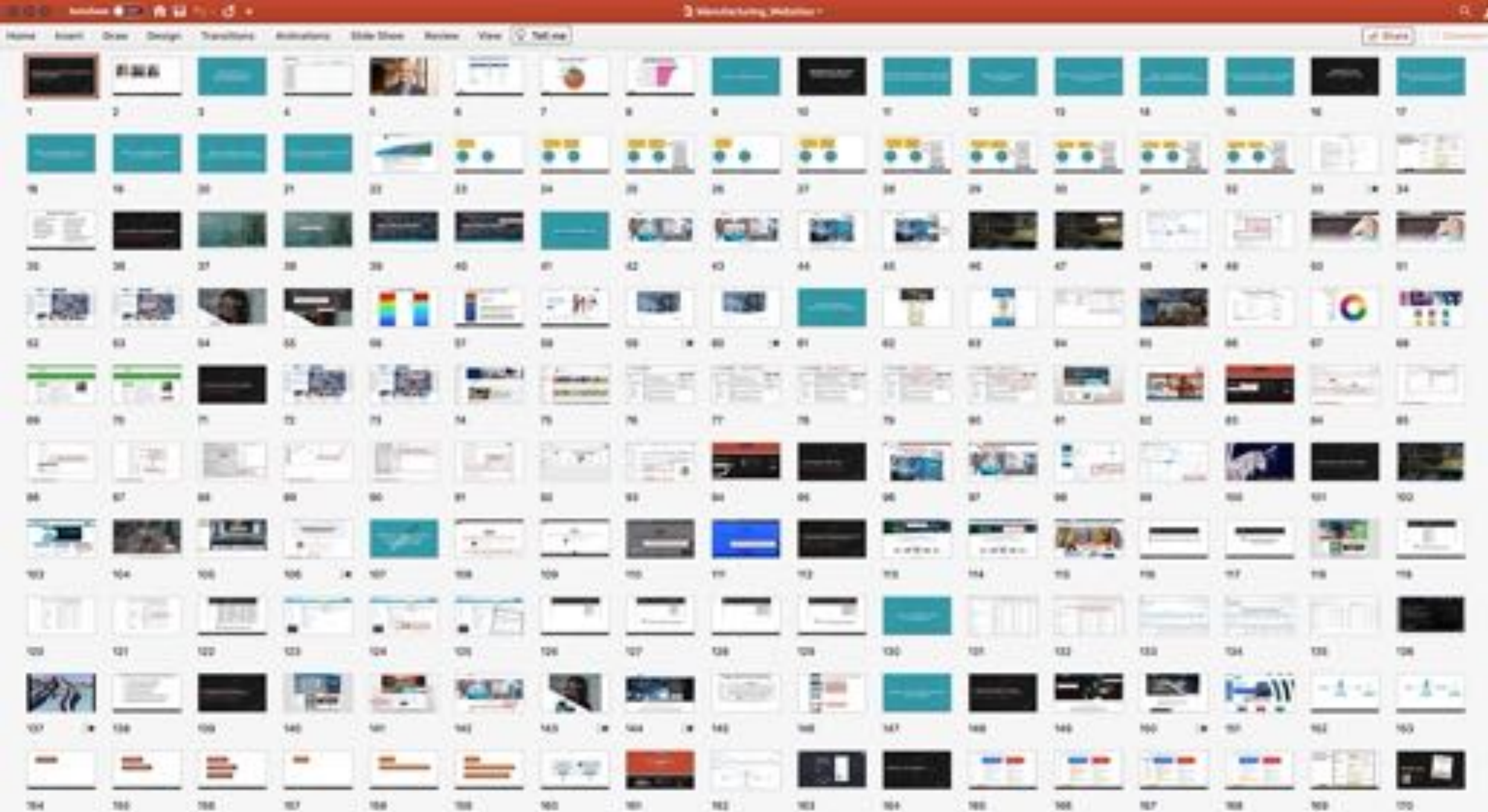
Submit

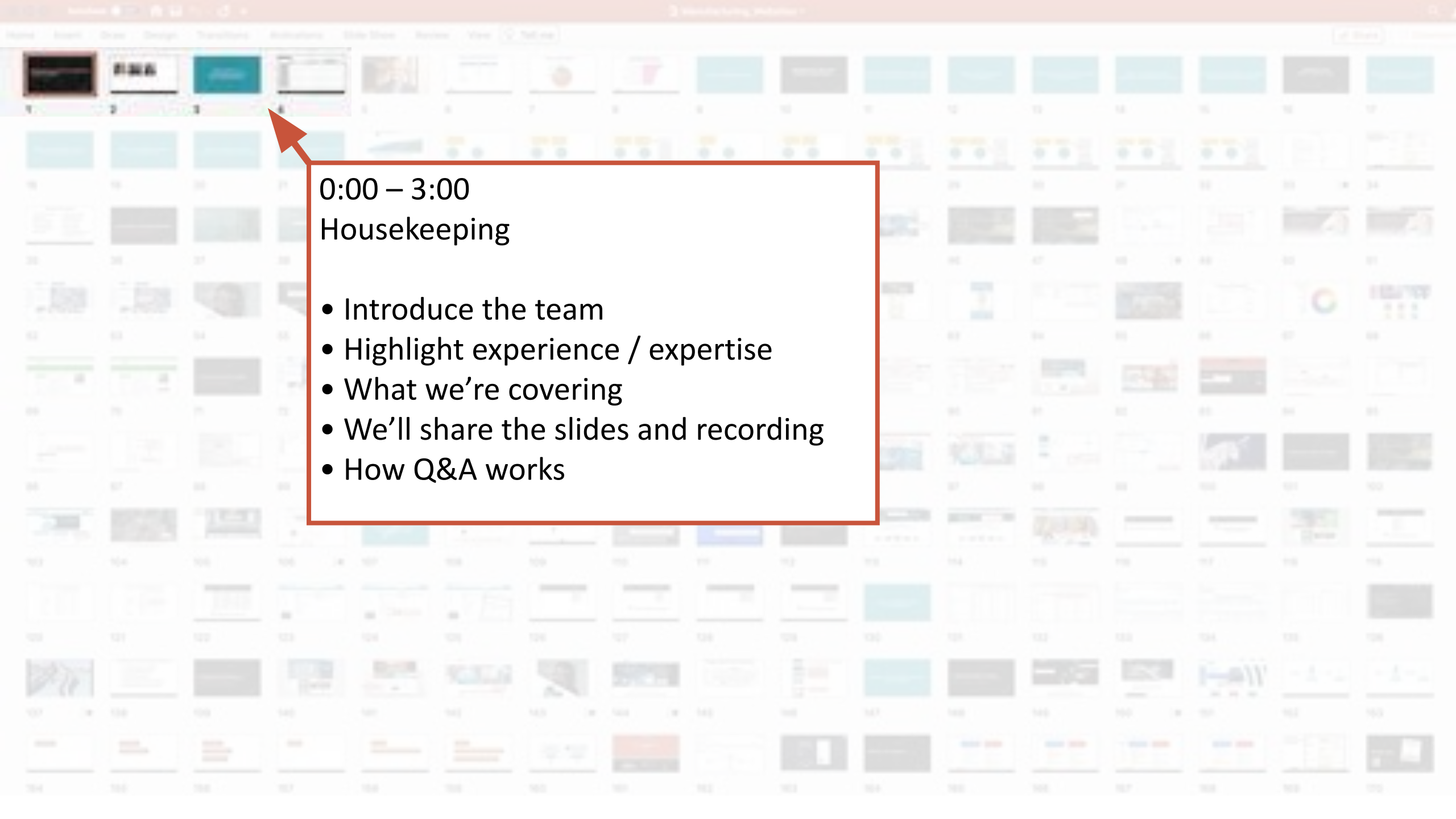
Who is registering and engaging?

Build a lead list, start tracking,
engage manually

The Webinar

Research + Recommendations + Live Interaction

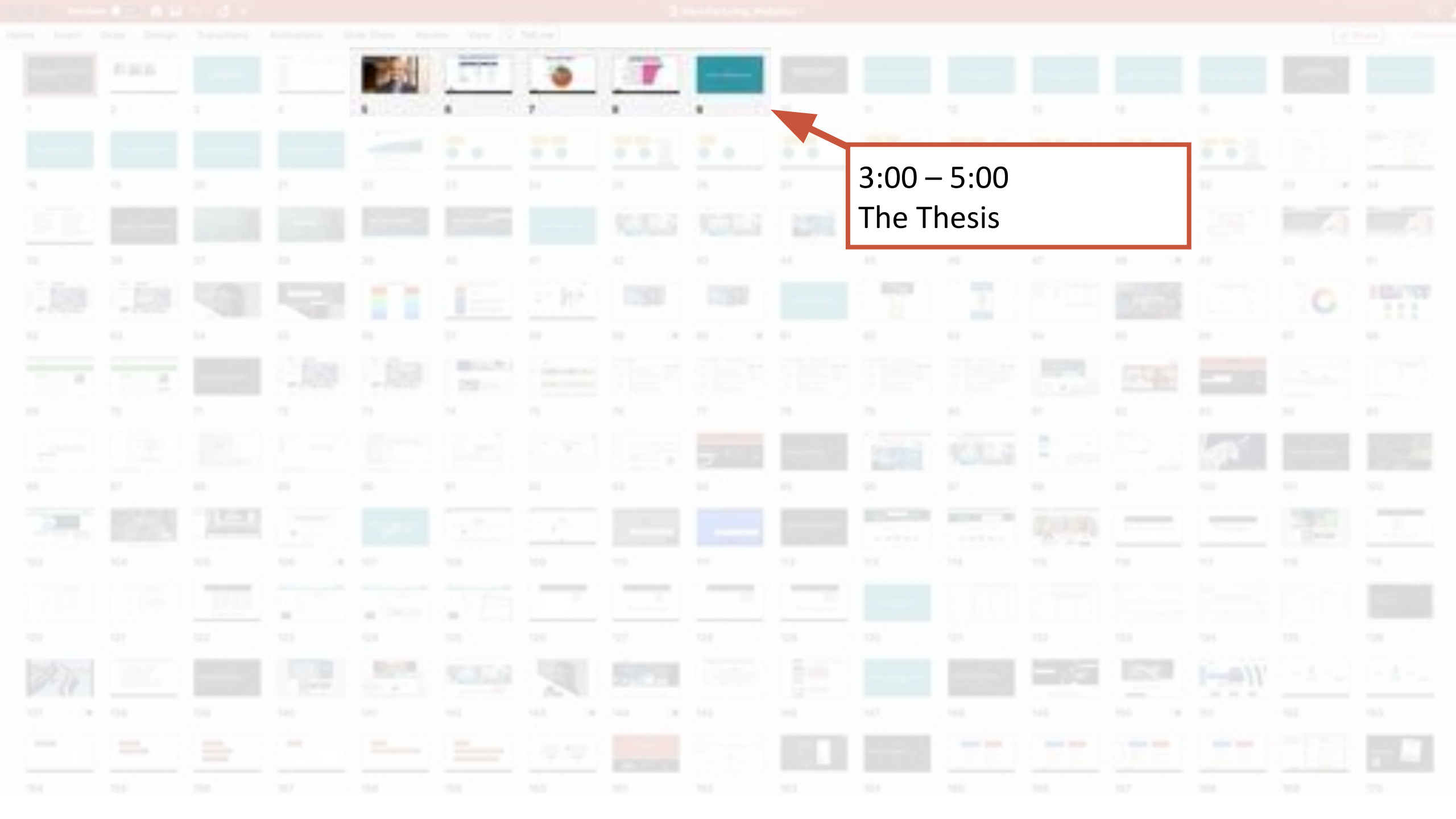




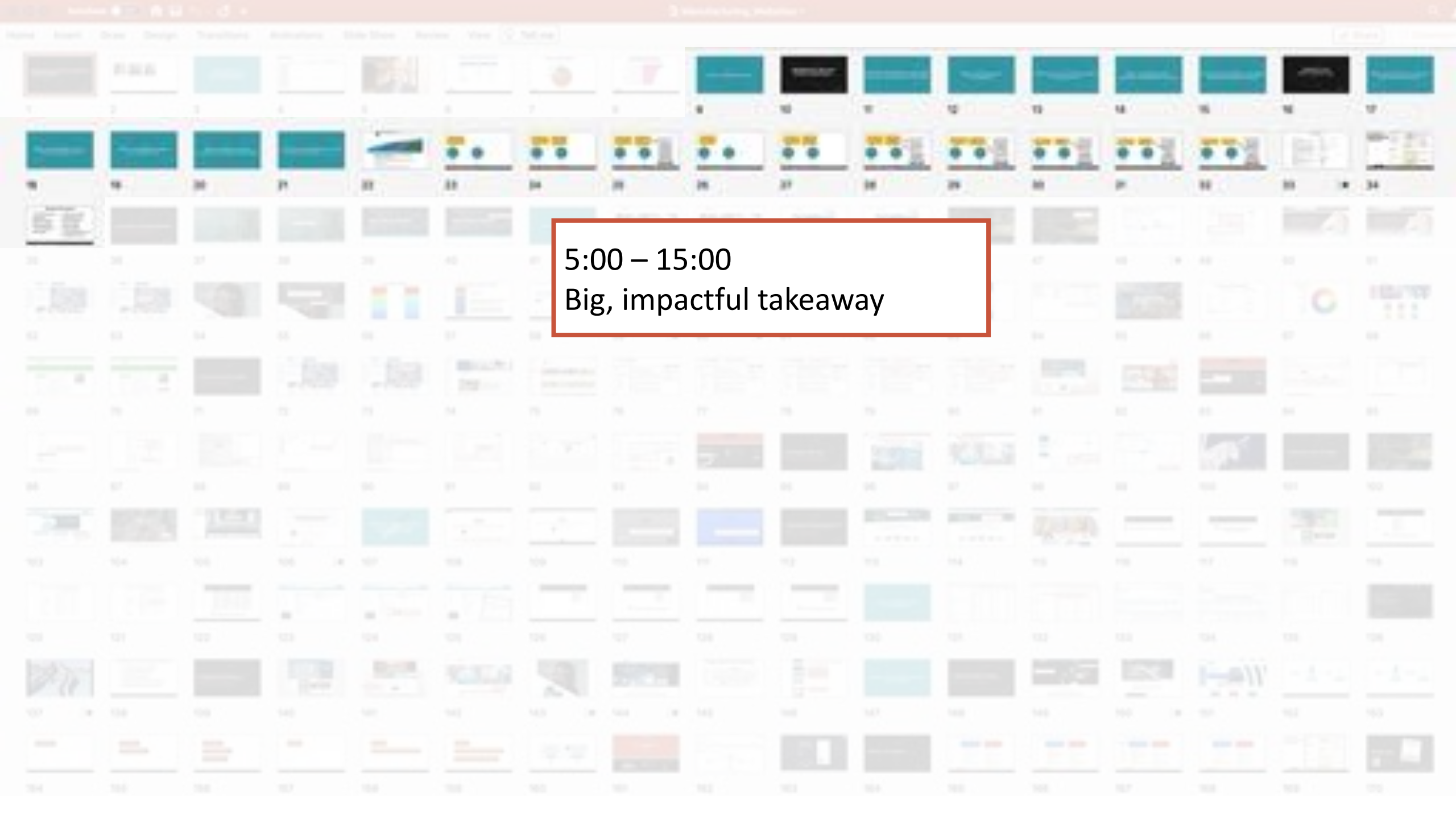
0:00 – 3:00

Housekeeping

- Introduce the team
- Highlight experience / expertise
- What we're covering
- We'll share the slides and recording
- How Q&A works



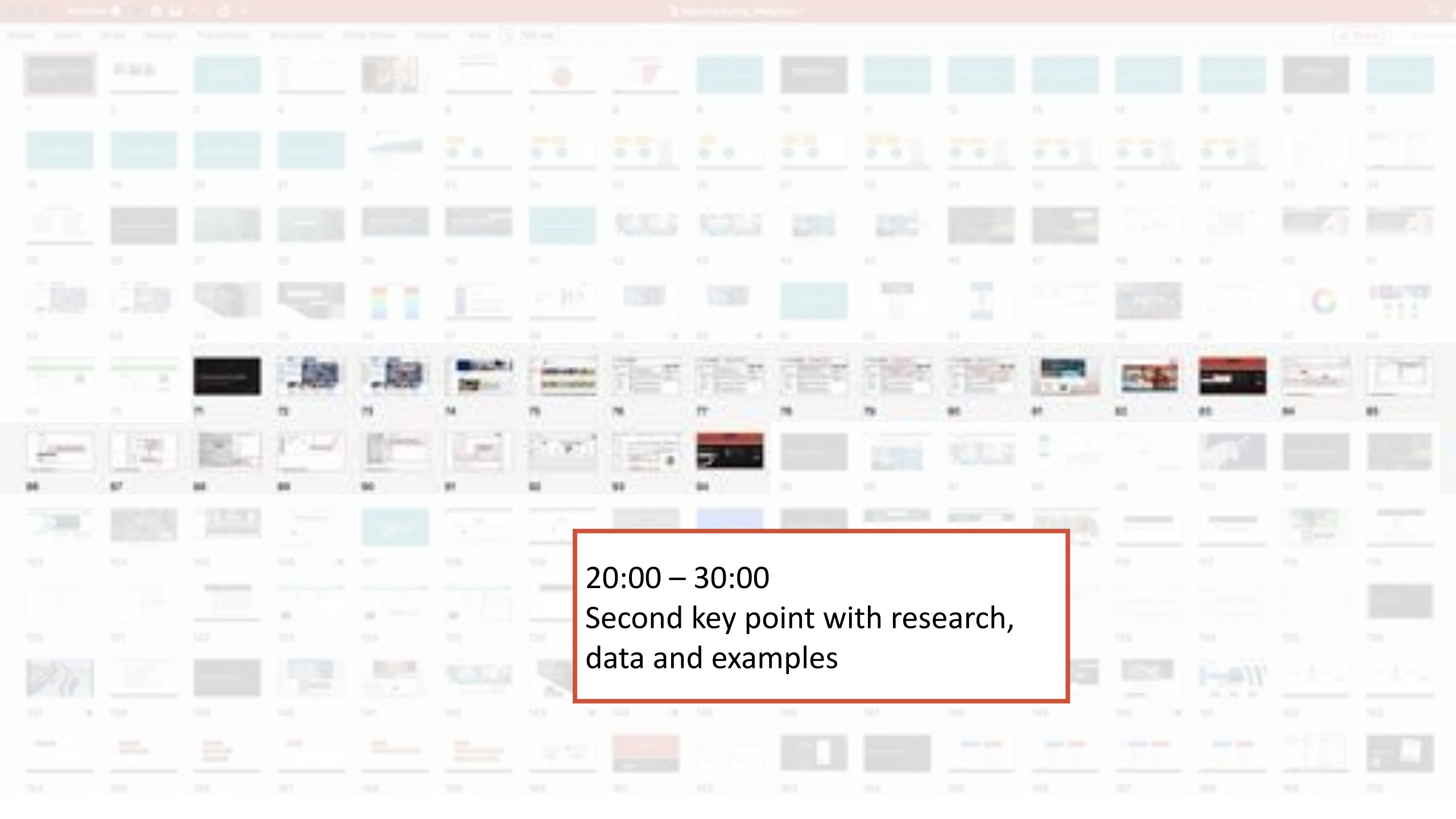
3:00 – 5:00
The Thesis



5:00 – 15:00
Big, impactful takeaway

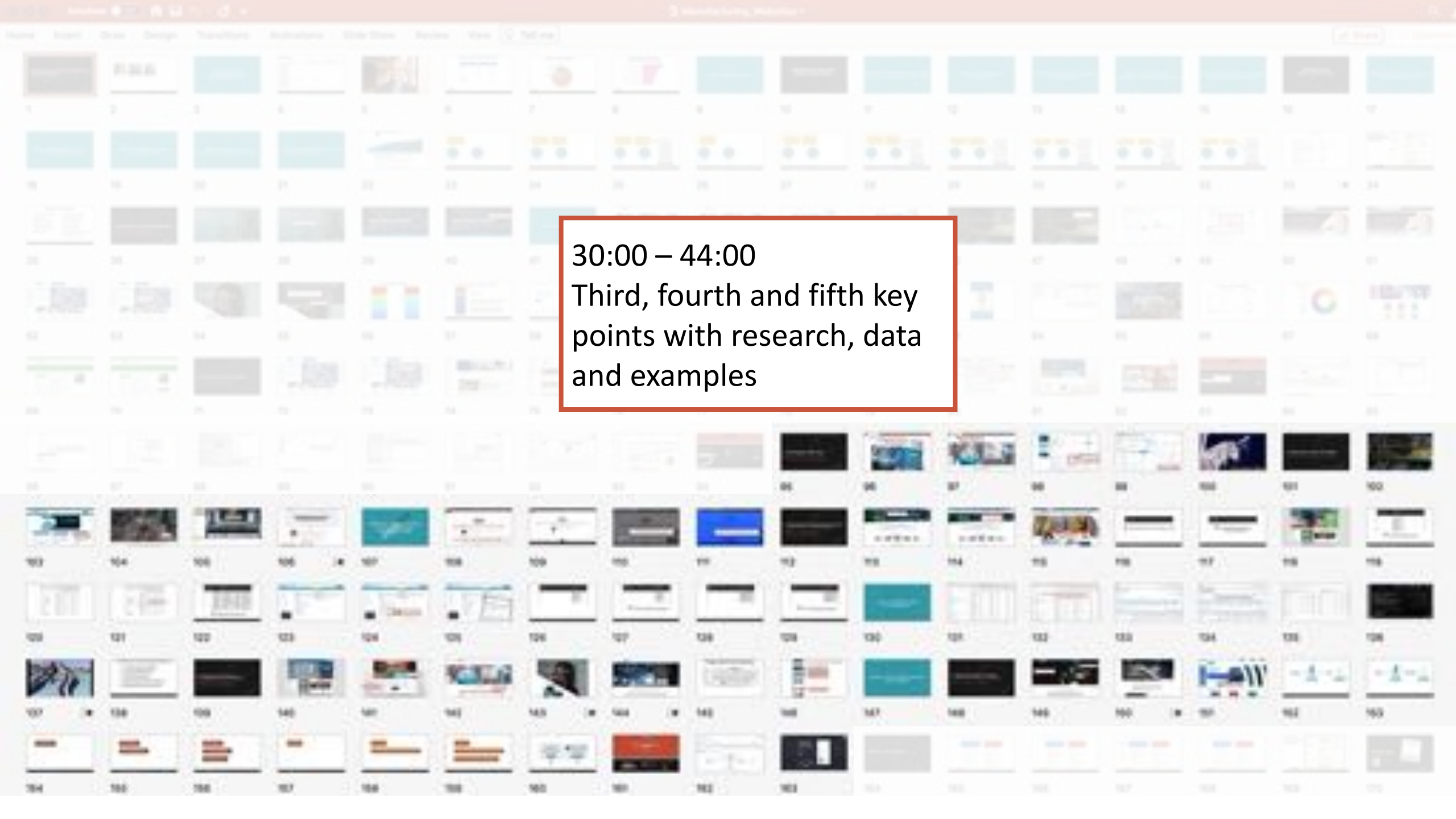


15:00 – 20:00
First key point with research,
data and examples



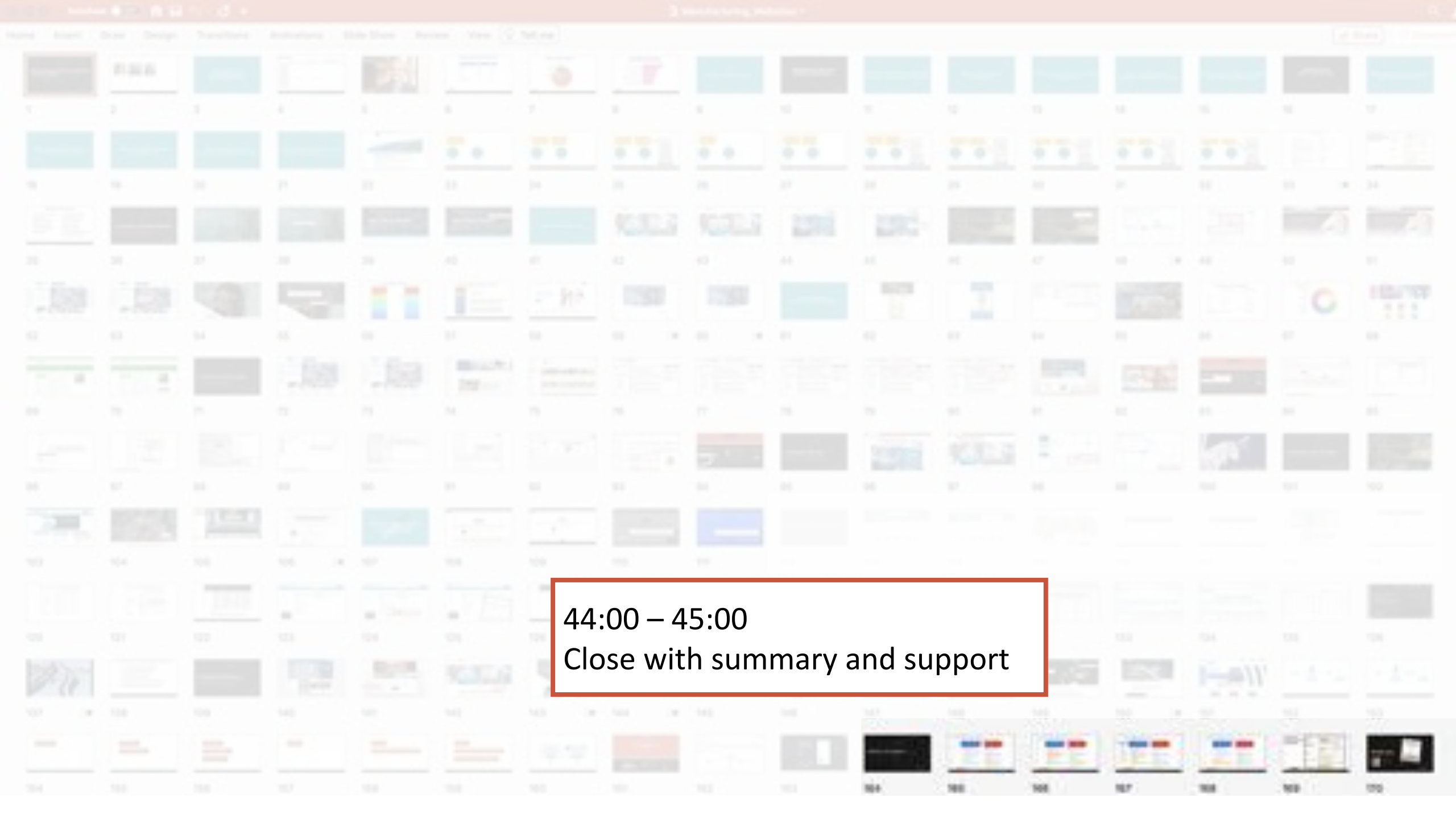
20:00 – 30:00

Second key point with research,
data and examples



30:00 – 44:00

Third, fourth and fifth key
points with research, data
and examples



44:00 – 45:00

Close with summary and support



Joke slides!

The Interactive Portion

(the final 15 minutes)

Q & A

- Capture questions
- Invite a panelist (relevant client)

Live Reviews

- Demonstrate expertise (live consulting)
- Create FOMO

Promise more value in the follow up

- Send us your questions
- Schedule a time to chat
- Who asked questions? Showed interest?

Follow Up

“Hope you had a chance to join us!
Here’s a summary of the findings...”

Follow Up

Typical	Custom and High-Touch
Upload video / slides	Post-event landing page
Bulk “thank you” email	Personal emails, based on engagement
	Reformat content into a PDF guide
	Send a physical book
	Offer to consult (review website/Analytics)

Search for leads and accounts










25 items

Save members

Lead Lists > Webinar Registrants

Last updated Apr 22, 2020

Copy list

<input type="checkbox"/>	 John Doe <small>1st</small> John Doe, Sales Representative	View profile	New York, New York, United States	Add note	Message sent	4/21/2020	***
<input type="checkbox"/>	 Jane Smith <small>1st</small> Jane Smith, Marketing Manager	View profile	Philadelphia, Pennsylvania, United States	Add note	Message sent	3/1/2020	***
<input type="checkbox"/>	 Mike Wilson <small>1st</small> Mike Wilson, Project Manager	View profile	Red Bank, New Jersey, United States	Add note	Message received	3/1/2020	***
<input type="checkbox"/>	 Greg Brown <small>1st</small> Greg Brown, Sales Representative	View profile	Jeffersonville, Indiana, United States	Add note	No activity	3/1/2020	***
<input type="checkbox"/>	 Lisa Green <small>1st</small> Lisa Green, Sales Representative	View profile	Dallas, Texas, United States	Add note	No activity	3/1/2020	***
<input type="checkbox"/>	 David White <small>1st</small> David White, Sales Representative	View profile	Portland, Oregon, United States	Add note	Message sent	3/1/2020	***
<input type="checkbox"/>	 Sarah Black <small>1st</small> Sarah Black, Marketing Manager	View profile	New York City Metropolitan Area	Add note	No activity	3/1/2020	***
<input type="checkbox"/>	 Robert Gray <small>1st</small> Robert Gray, Sales Representative	View profile	Brownsville, Texas, United States	Add note	Message sent	3/1/2020	***
<input type="checkbox"/>	 Emily King <small>1st</small> Emily King, Sales Representative	View profile				3/1/2020	***

Flip the
event page!

Webinar: What do top financial services companies put on their websites?



Post the video
(Vimeo, not YouTube)

After careful analysis of the websites of the top financial services companies, we are presenting the 10 best practices for at least common practices so we can all compare, contrast and find opportunities.

[Download the guide: Best and Bad Strategies for Financial Firm Websites \(PDF\)](#)

Link to the guide/ebook

Additional reading:

- [The Perfect B2B Service Page Checklist](#)
- [Google's Lead Generation Playbook \(PDF\)](#)

Want more webinars like this?

Sign up for our newsletter where we share all of our best advice and upcoming events every first and third Tuesday.

Another CTA

A large, faint sunburst graphic is centered in the background of the slide. It consists of numerous thin, light blue lines radiating outwards from a central point, creating a starburst or sunburst effect. The lines are of varying lengths and are set against a solid teal background.

Send your strongest printed piece

USPS ...the forgotten inbox

The Illustrated Handbook for
Content Marketing

How to create, distribute and promote
your content in the digital age
and how to measure its success



CONTENT CHEMISTRY

ANDY CRESTODINA

 Orbit Media Studios

Next Steps

Rinse and repeat...

The next webinar (guest presenter)

 Orbit Media Studios

Web Design & Development Analytics & Optimization Portfolio Blog About Contact

Webinar: Email Marketing Lessons from 10 Best in Class Financial Institutions

Email marketing had one of its best years yet in 2020 — not many channels can say that. But who's leveraged it well? And what do the "big brands" do in the space that we can learn from?



Download Jessica's slides (PDF) →

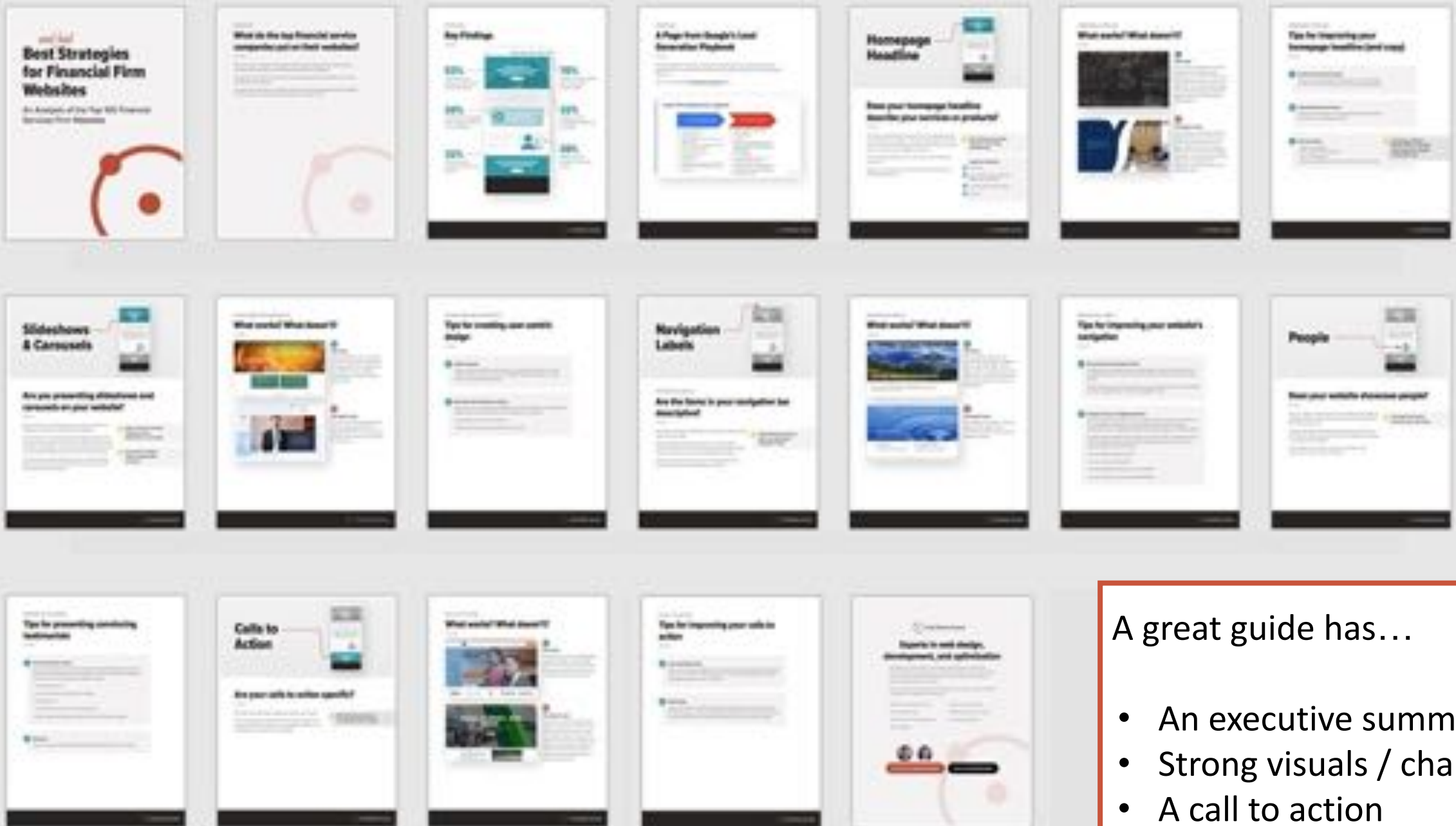
Want more webinars like this?

Sign up for our newsletter where we share all of our best advice and upcoming events every two weeks.

Sign me up →

The trade pub pitch





A great guide has...

- An executive summary
- Strong visuals / charts
- A call to action

Guide vs eBook

LinkedIn Marketing Solutions

Here's everything you need to know about content marketing. Download the ebook today: <http://bit.ly/2bJaxQj>



89%

of marketers said their primary high-level objective for investing in content marketing is to acquire new customers.

Source: Starfleet

LinkedIn

THE Sophisticated MARKETER'S Guide to CONTENT MARKETING

VS

LinkedIn Marketing Solutions

Here's everything you need to know about content marketing. Download the guide today: <http://bit.ly/2bJaxQj>



89%

of marketers said their primary high-level objective for investing in content marketing is to acquire new customers.

Source: Starfleet

LinkedIn

THE Sophisticated MARKETER'S Guide to CONTENT MARKETING



100% higher click through rate

B2B Tech

Webinar:
website research

Webinar:
digital marketing

Ebook/Guide:
website research

Financial Services

Webinar:
website research

Webinar:
email marketing

Ebook/Guide:
website research

PR:
Trade pub article

Architects Construction

Webinar:
website research

Manufacturing

Webinar:
website research

Webinar:
digital marketing

???

Webinar:
website research

The Investment. The Returns.

Task	Role	Time / Cost
Research	Virtual Assistant	4 hours
Prospect identification	Marketing / Sales	4 hours
Presentation planning / prep	Marketing	4 hours
Webinar logistics (publish, promotion)	Marketing / Sales	6 hours
Day-of presentation	Marketing / Sales	4 hours
Follow Up	Sales	8 hours

Total Time: 30 hours

Outcome	Number
1:1 Conversations with new prospects	18
Qualified leads	6*
Proposal generated	3
Projects won	1
Revenue impact	\$99,000

**We suspect that some leads snuck past us
and went straight through the website*

Thank you.

Reach out anytime.



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