The Content-Driven ABM Strategy

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

May 25, 2021

Orbit Media Studios

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

Orbit Media Studios | Content-Driven ABM Strategy

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

"Flip the Funnel"

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

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

High-value, low-volume value props (B2B, enterprise)
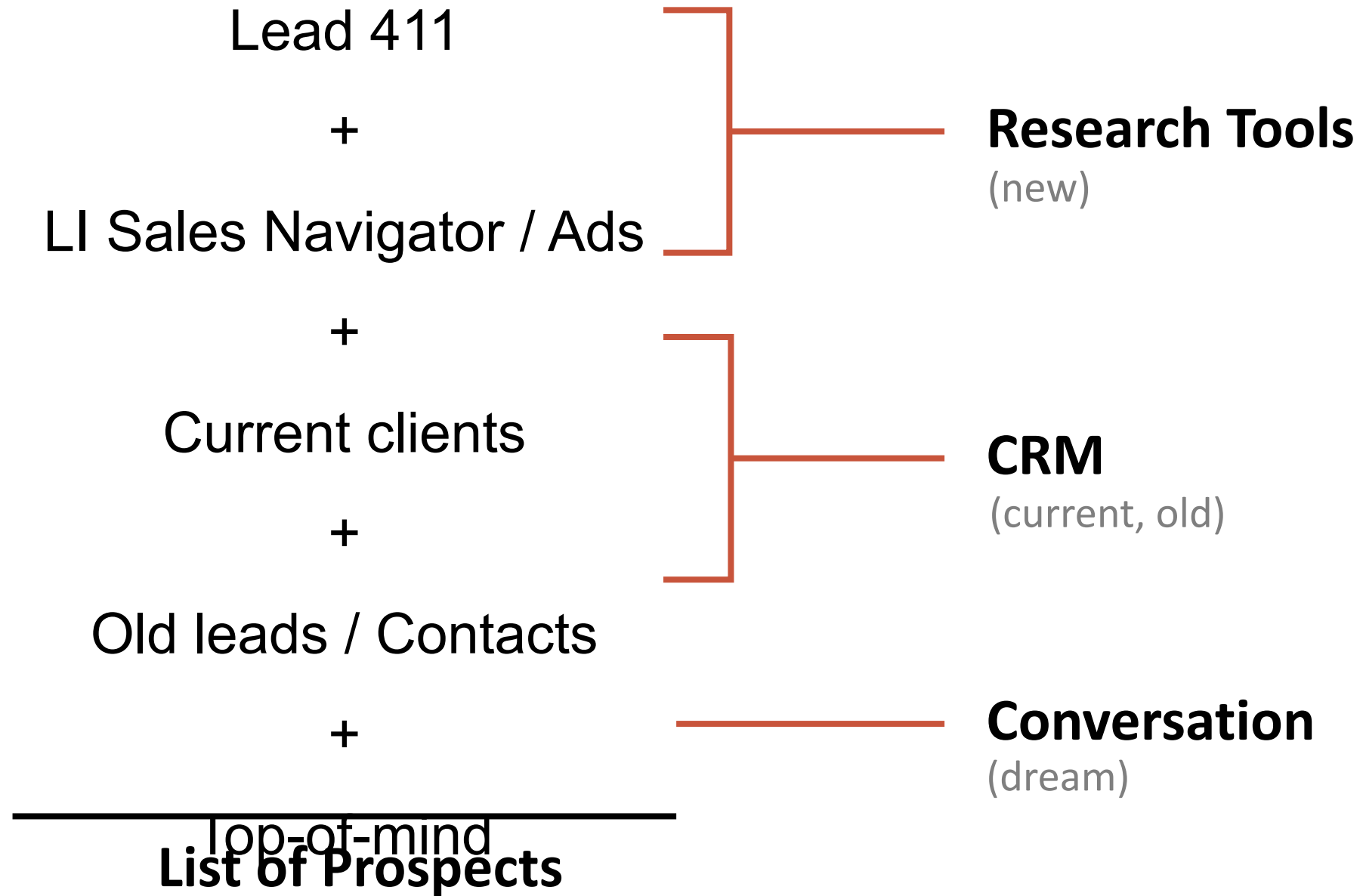
This ABM program is great if…

- 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)

Orbit Media Studios

Key Account Selection criteria

- Industry

- Revenue ($10M+)

- Marketing team roles

- Geography

- …plus existing relationships

Lead 411

+

LI Sales Navigator / Ads

+

Current clients

+

Old leads / Contacts

+

Top-of-mind

List of Prospects

Research Tools
(new)

CRM
(current, old)

Conversation
(dream)

Total: 5,341 (8 v.)   Company Search   People Search   **All Filters**   New Search   Show Results

Company/People

Company Name

People Details

Title / Dept   Title   Department

Employee Level

VP Level   Director Level   Manager Level

Limit People Per Company to:

Location Search

Company   People

Country: United States Only

Upgrade

State/Region

Leave Empty For All

Zip/City

Distance: City Limits

Area Codes (US & CA)

Industry / SIC / Keyword

Exact   Include

Industry Keywords

1 Industries

SIC Code or SIC Description

Type a SIC Code / Description

Company Keyword Search

Keyword

Advanced People Filter   Upgrade to Pro

News Search

Date Range

2021-08-01

To

2021-08-01

News Category

News

Account Filter

People Filter

Email Filter

Off   Has Email   Verified Email

Email Verified Since

Verified Since

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 Role / Job Date

Start Date

Company Filter

Company Status

All   Public   Private

Employee Size Filter

Leave Empty For All

Revenue Filter

1 Company Revenue

Where is your target audience?

Locations (Recent or Permanent) ✏

United States

Exclude people in other locations

Your 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

🔍 Search   Learn more about matched audiences

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

List upload

Lookalike

Other

Retargeting

Third party

Audience attributes
Add targeting criteria like job title, industry, or skills

Exclude people by audience attributes and Matched Audiences

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

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 ads

Step 4
Review & Launch

Back to account

Exclude people in other locations.

Your 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?

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 actual or perceived

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

Orbit Media Studios

What do the top financial firms put on their websites?

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.)	Slide Show	Content (blog, news) on the home page?
www.bcoinvest.com	1	1	0	0	0	1	1	0	0	0	0
www.sequoia-financial.com	1	1	0	0	0	0	1	0	0	1	0
www.bdflc.com	1	0	1	1	0	1	1	0	1	0	1
www.wealthspire.com	1	1	1	0	0	1	0	0	0	0	0
www.sgs-family.com	1	1	0	1	0	1	0	0	0	1	0
www.forumfc.com	1	0	1	0	1	1	0	0	0	1	0
www.plancorp.com	1	1	1	1	0	1	0	0	1	0	1
www.primebuchholz.com	0	0	0	0	0	0	0	0	0	0	1
www.sbsllc.com	1	1	0	0	1	1	0	0	0	0	0
www.brightworth.com	0	1	1	1	1	1	1	1	0	0	1
www.theberinggroup.com	0	1	0	1	0	1	1	1	1	0	1
www.focuspointsolutions.com	0	1	0	0	0	1	0	0	0	0	0
www.lipscomb-williams.com	1	1	0	1	0	1	1	1	0	1	1
www.afadvisors.com	0	1	0	0	1	0	0	0	0	0	1
www.wellspringcap.com	1	1	0	0	0	0	0	0	0	0	0
www.tmglo.com	0	0	0	0	0	0	0	0	0	0	0
www.cumber.com	0	1	0	0	0	1	0	0	0	0	0
www.alessadvisors.com	1	1	0	1	1	0	1	0	0	0	0
www.invernesscounsel.com	0	0	0	1	0	0	0	0	0	0	0
Total	53	50	29	32	30	39	28	20	26	20	51
Percentage	53%	50%	29%	32%	30%	39%	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

Orbit Media Studios

Acoustic tiles

Light

DSLR camera

Mic on boom

cam link

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

Hi, this is Andy from Orbit Media. We're a web design company here in Chicago

source: How to Make Social Media Videos, Orbit Media
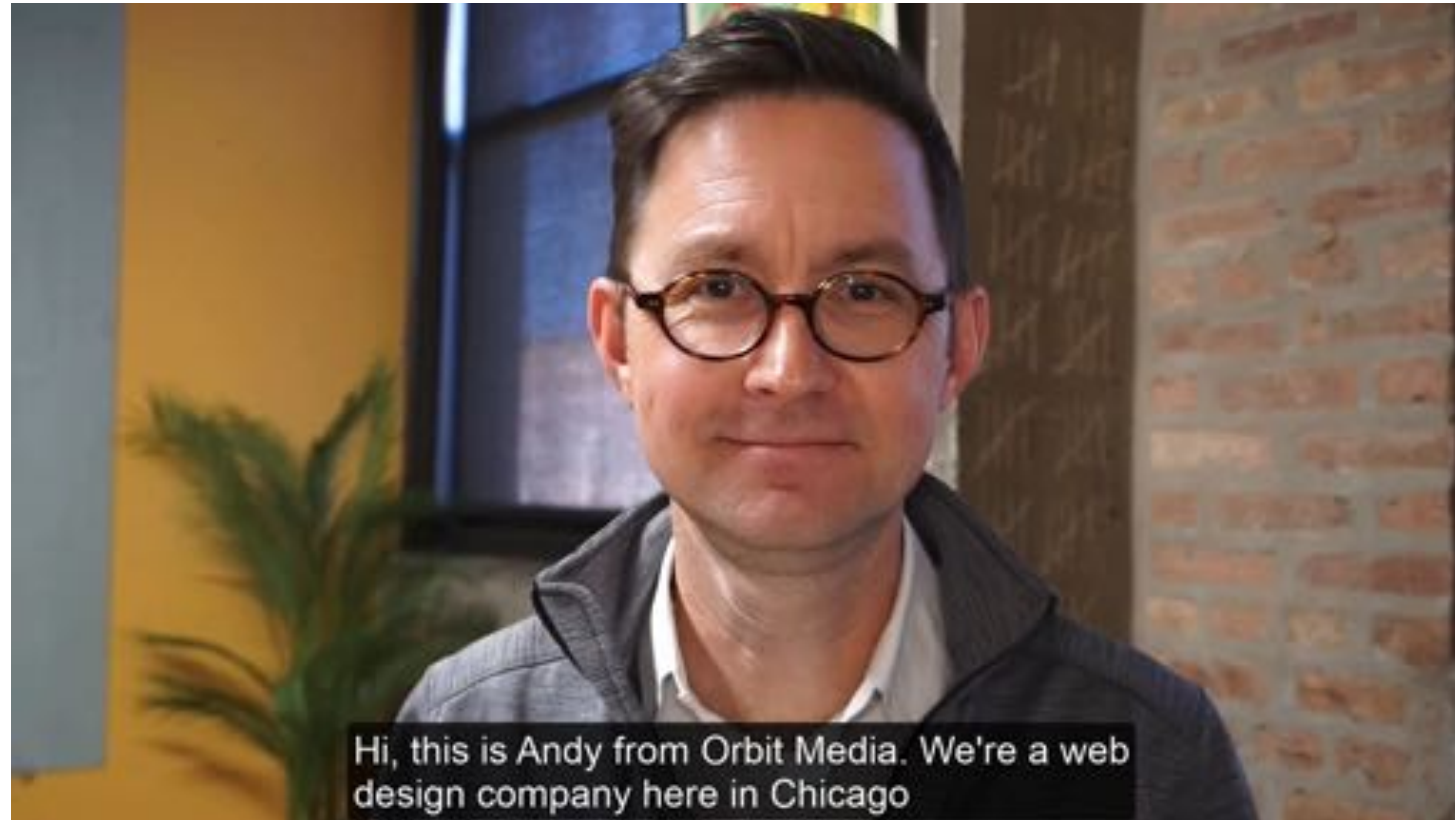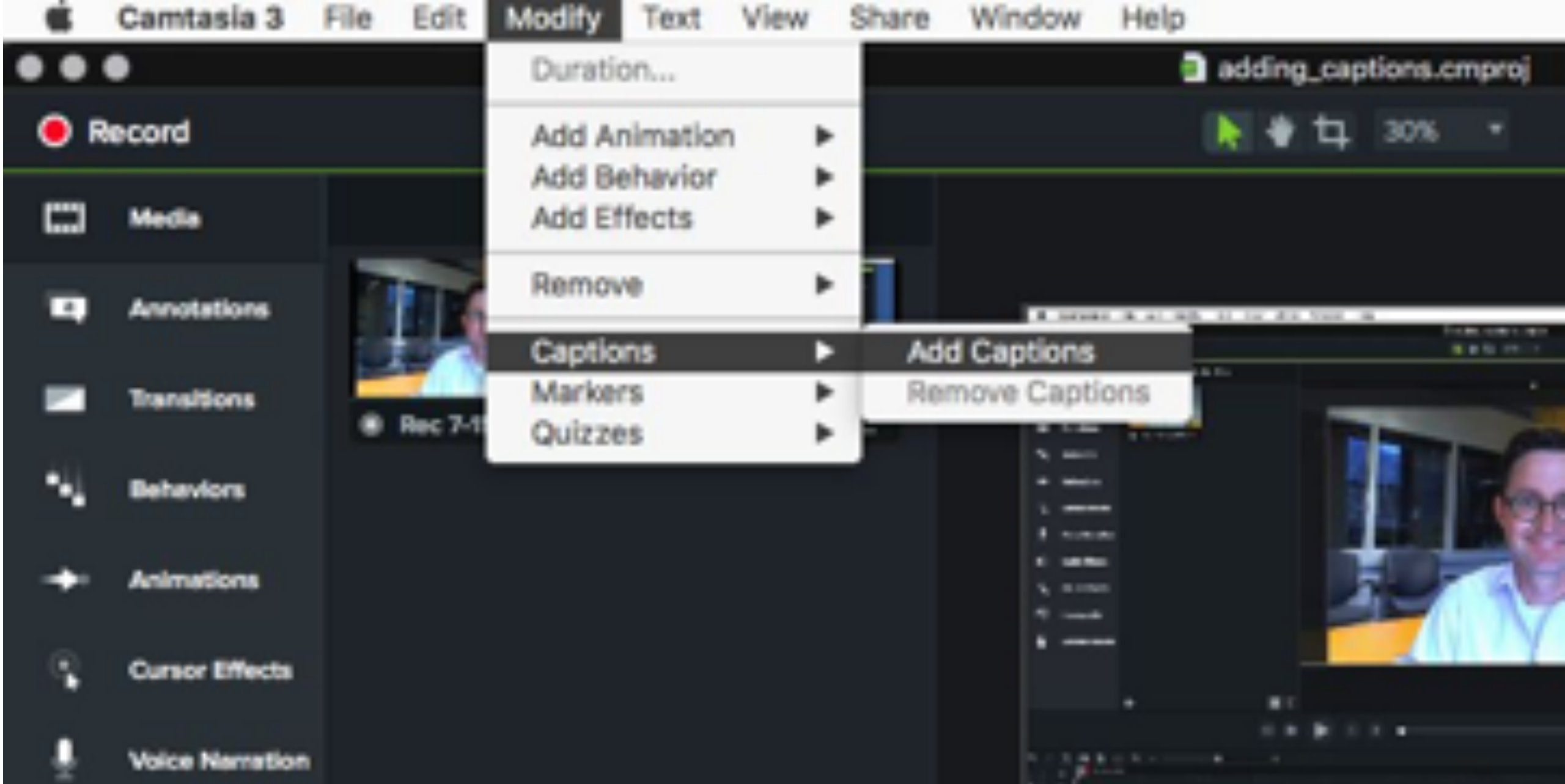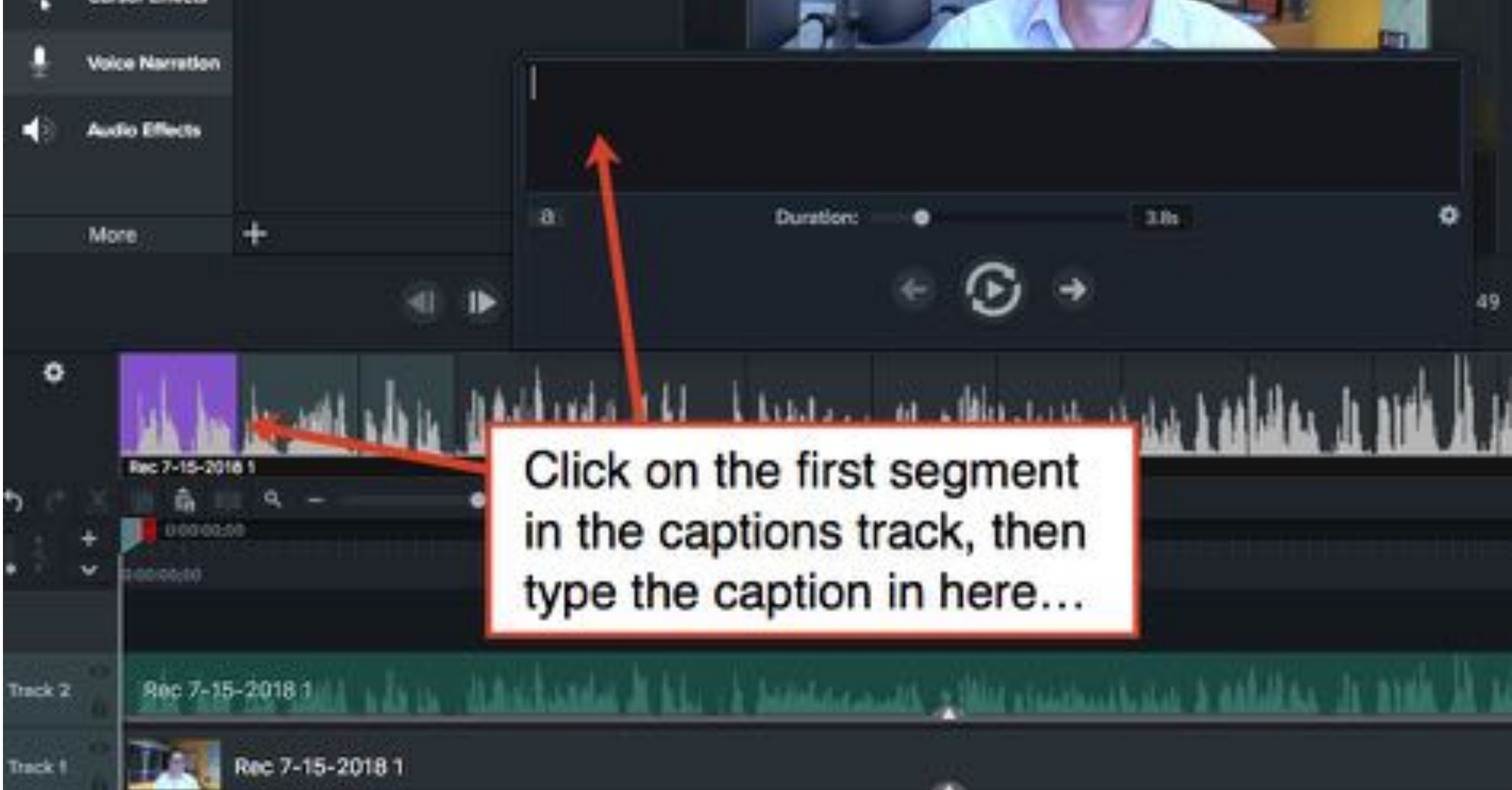
Click on the first segment in the captions track, then type the caption in here…

source: How to Make Social Media Videos, Orbit Media

Social Metrics vs. Website Metrics

Social Metrics vs. Website Metrics

Social Engagement → **Website Engagement**

	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

source: URL Builder

source: URL Builder

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

source: URL Builder

The Landing Page

Video, bullets, CTA

Orbit Media Studios

Orbit Media Studios

Web Design & Development   Analytics & Optimization   Portfolio   Blog   About   Contact

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

MAY 18, 2021 FROM 12-1PM CT

Format + Question = Title

Video with captions
(hosted on Vimeo, not YouTube)

SIGN ME UP →

Call to action

After careful analysis of the websites of the top 100 manufacturing company websites, we are presenting the UX 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?

Hi, this is Andy from Orbit Media. We're a web

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

Orbit Media Studios

Sponsored content

Budget: $1000
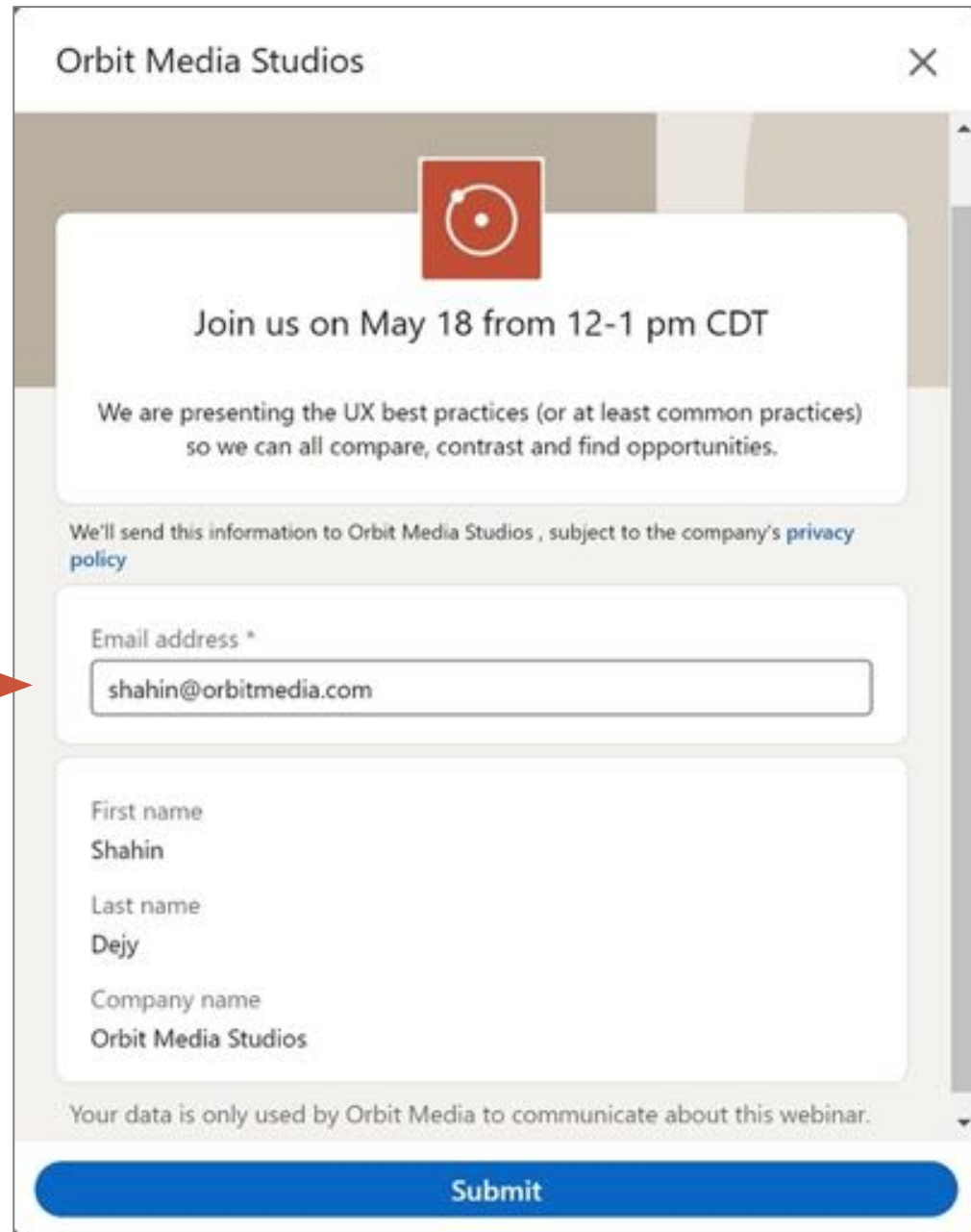
Appears in streams →

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

Orbit Media Studios
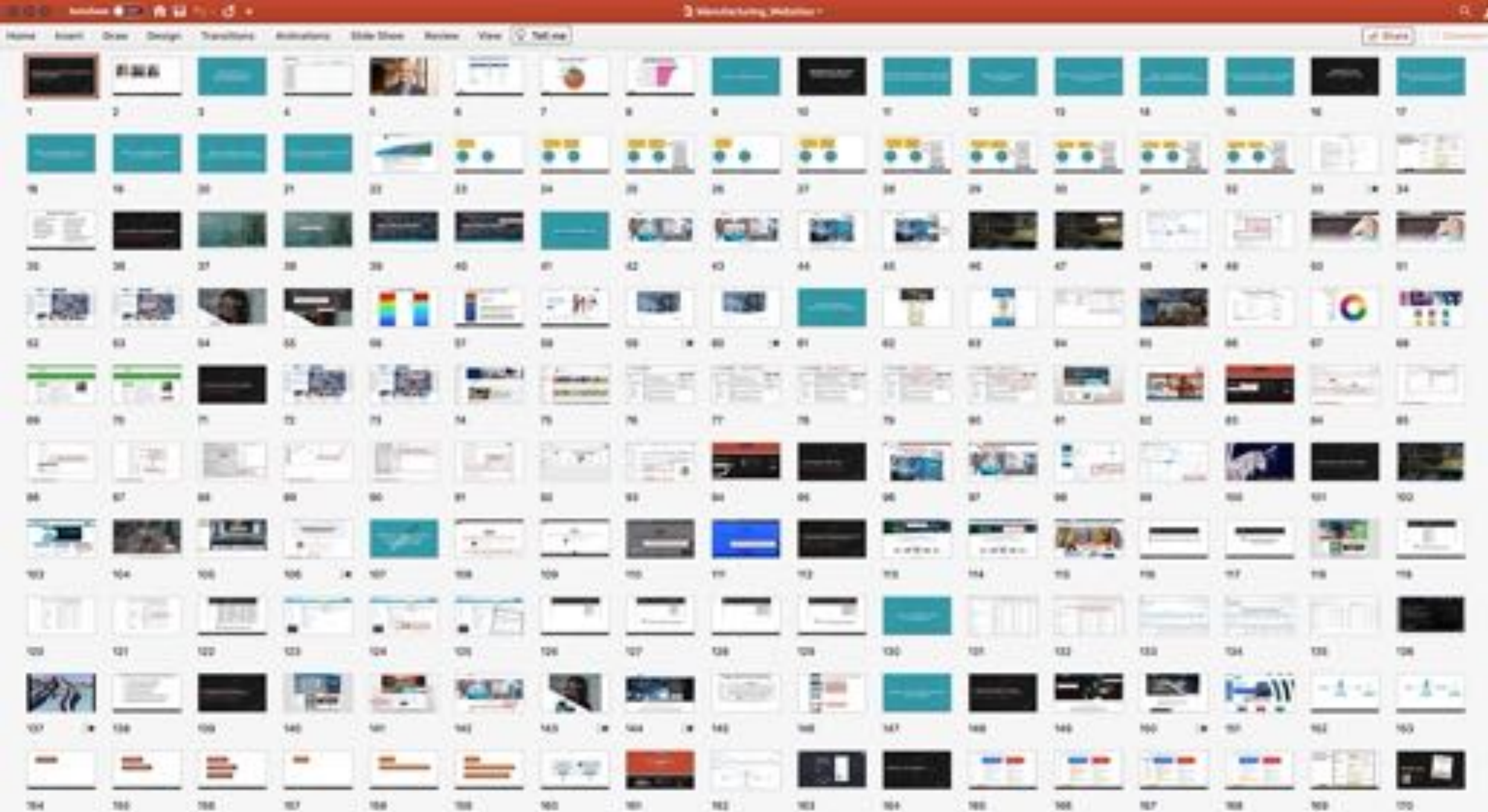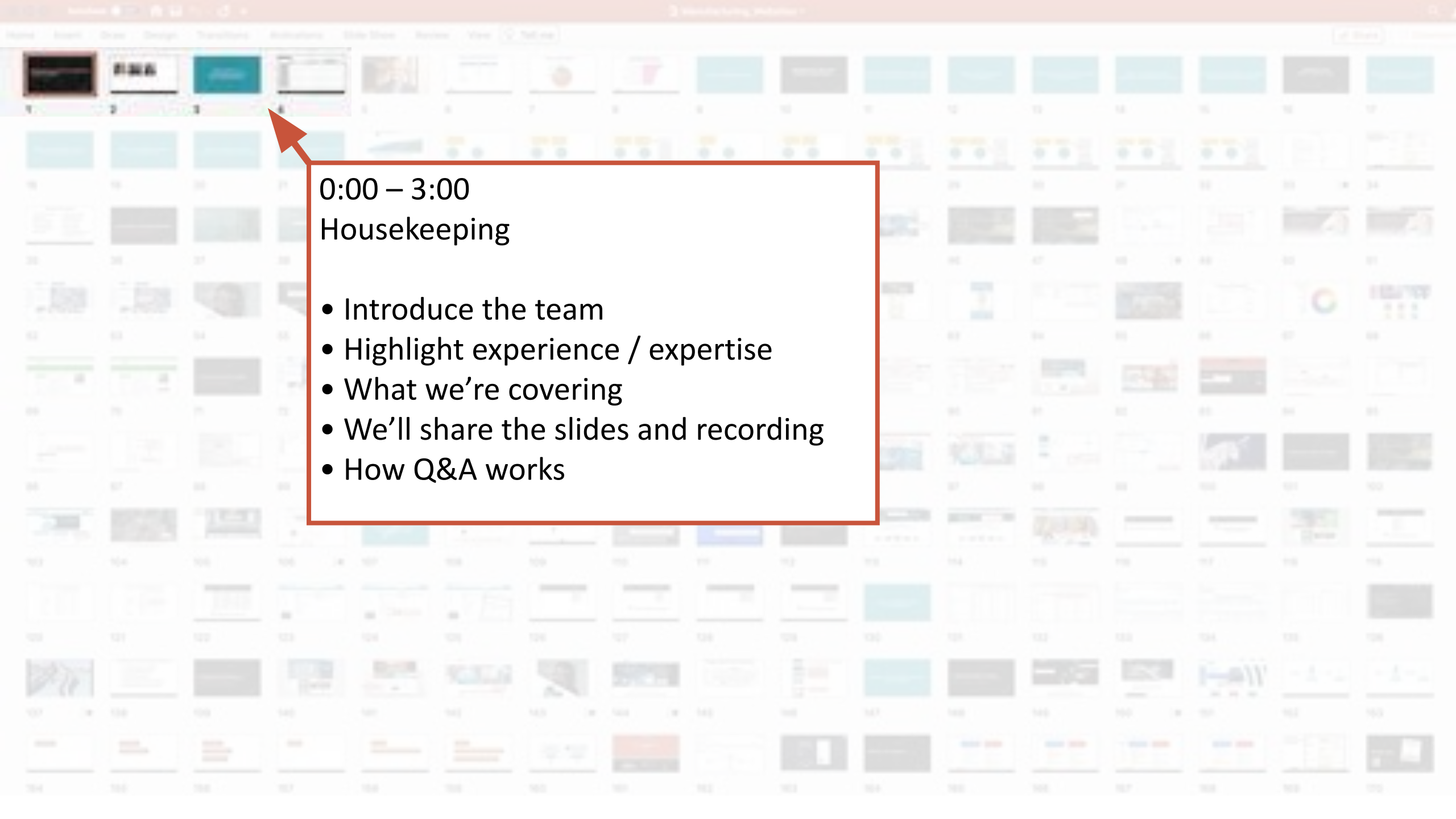
0:00 – 3:00
Housekeeping

- Introduce the team
- Highlight experience / expertise
- What we're covering
- We'll share the slides and recording
- How Q&A works
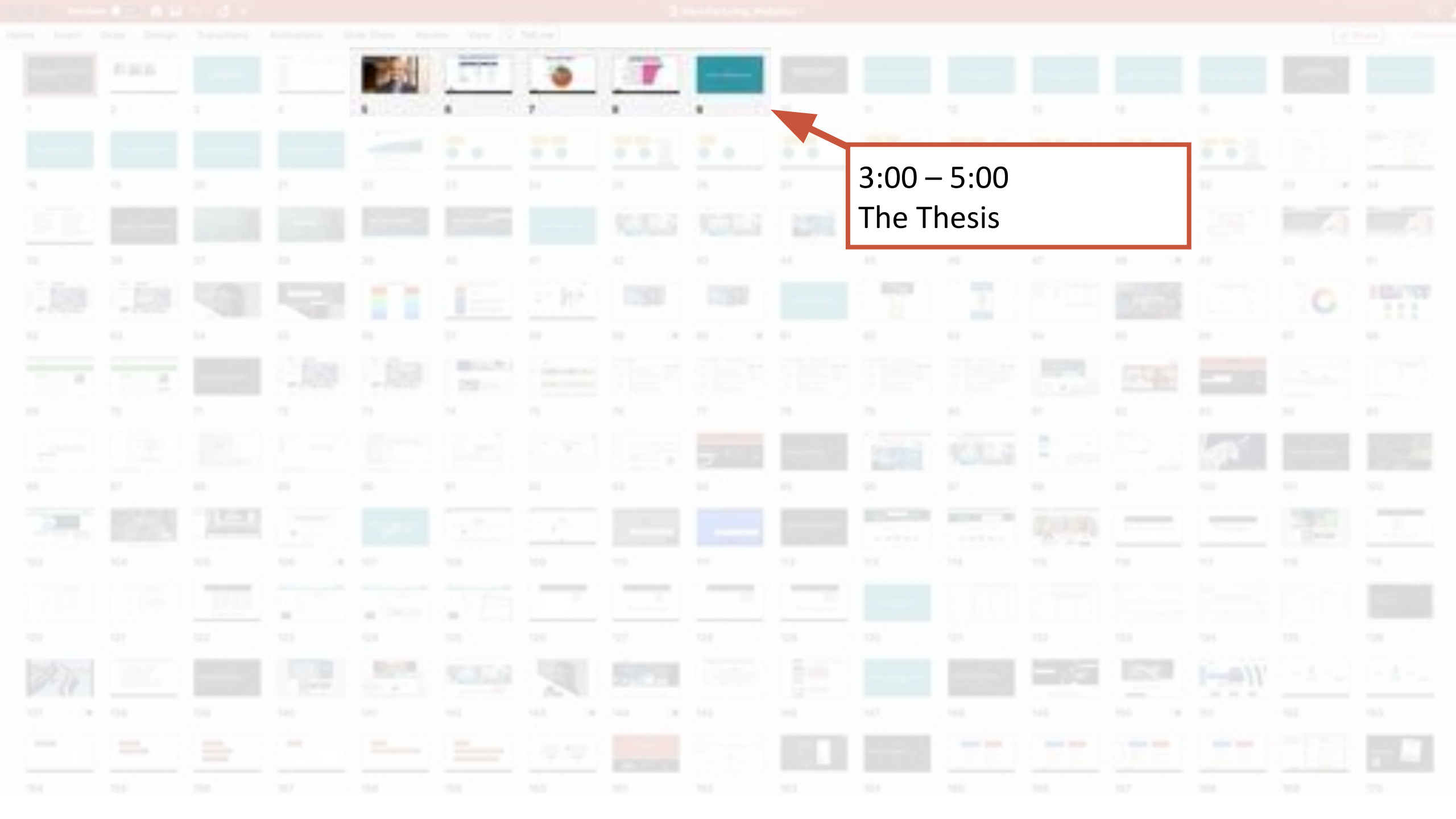
3:00 – 5:00
The Thesis
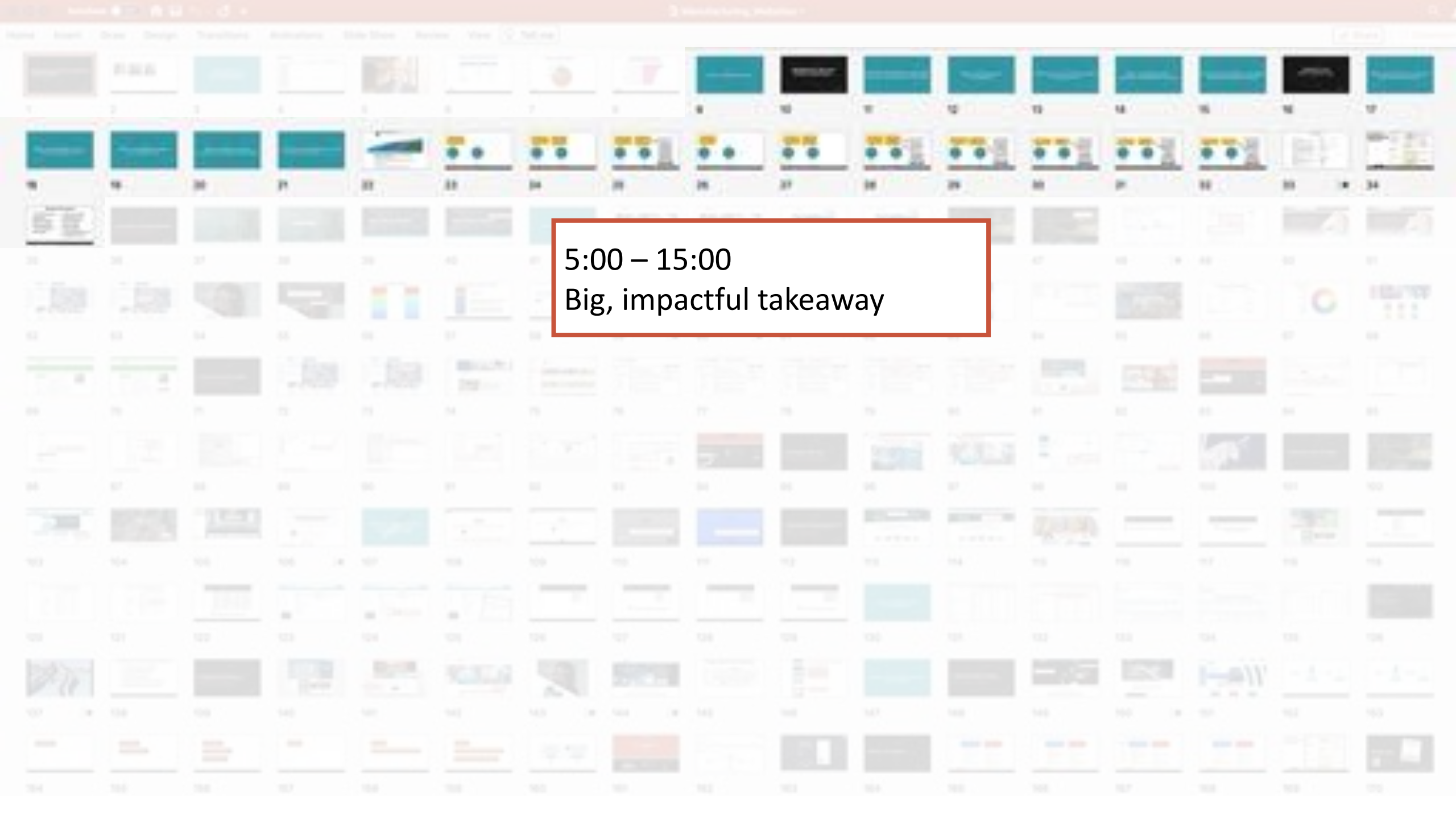
5:00 – 15:00
Big, impactful takeaway

15:00 – 20:00
First key point with research, data and examples
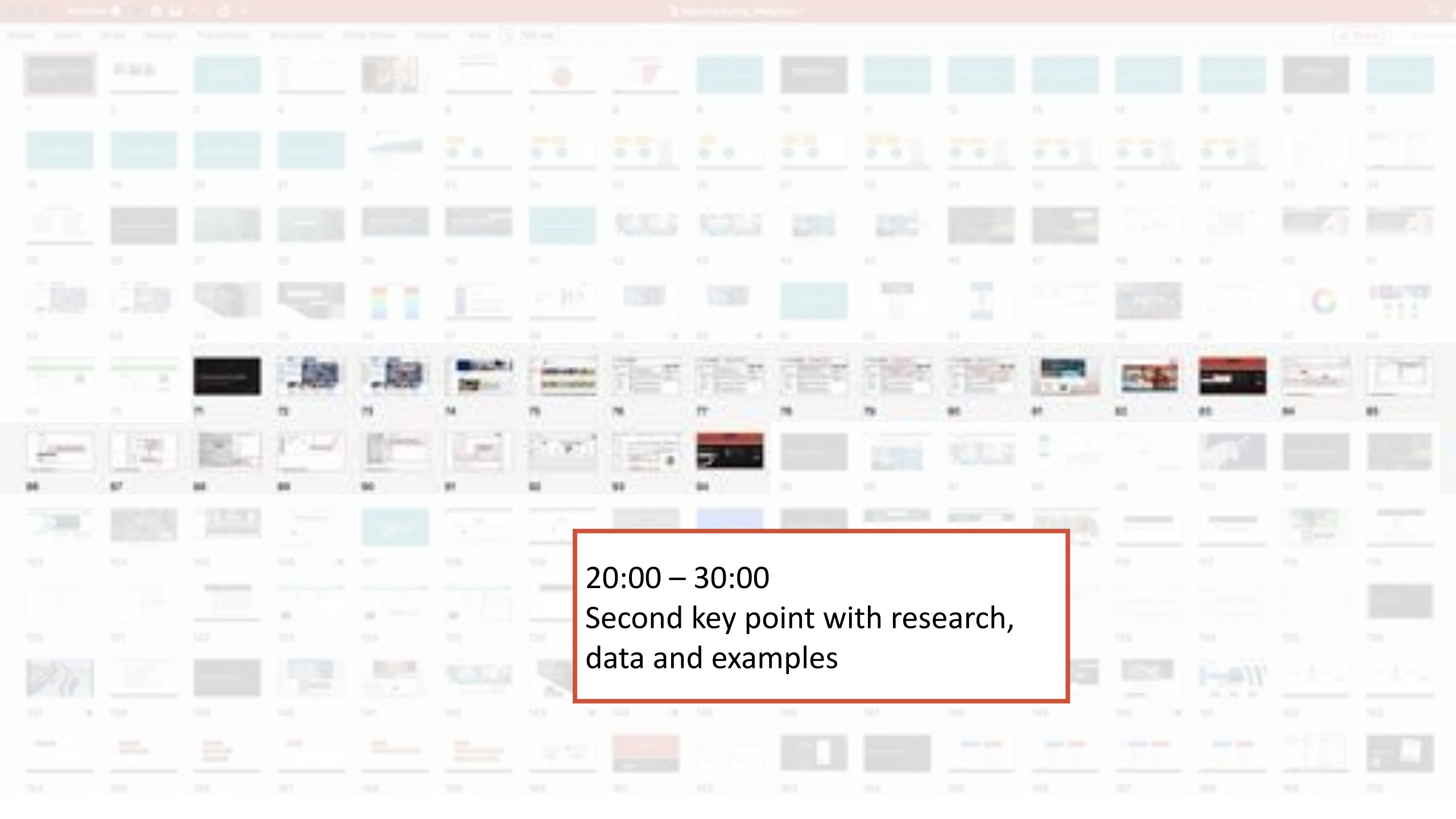
20:00 – 30:00
Second key point with research, data and examples
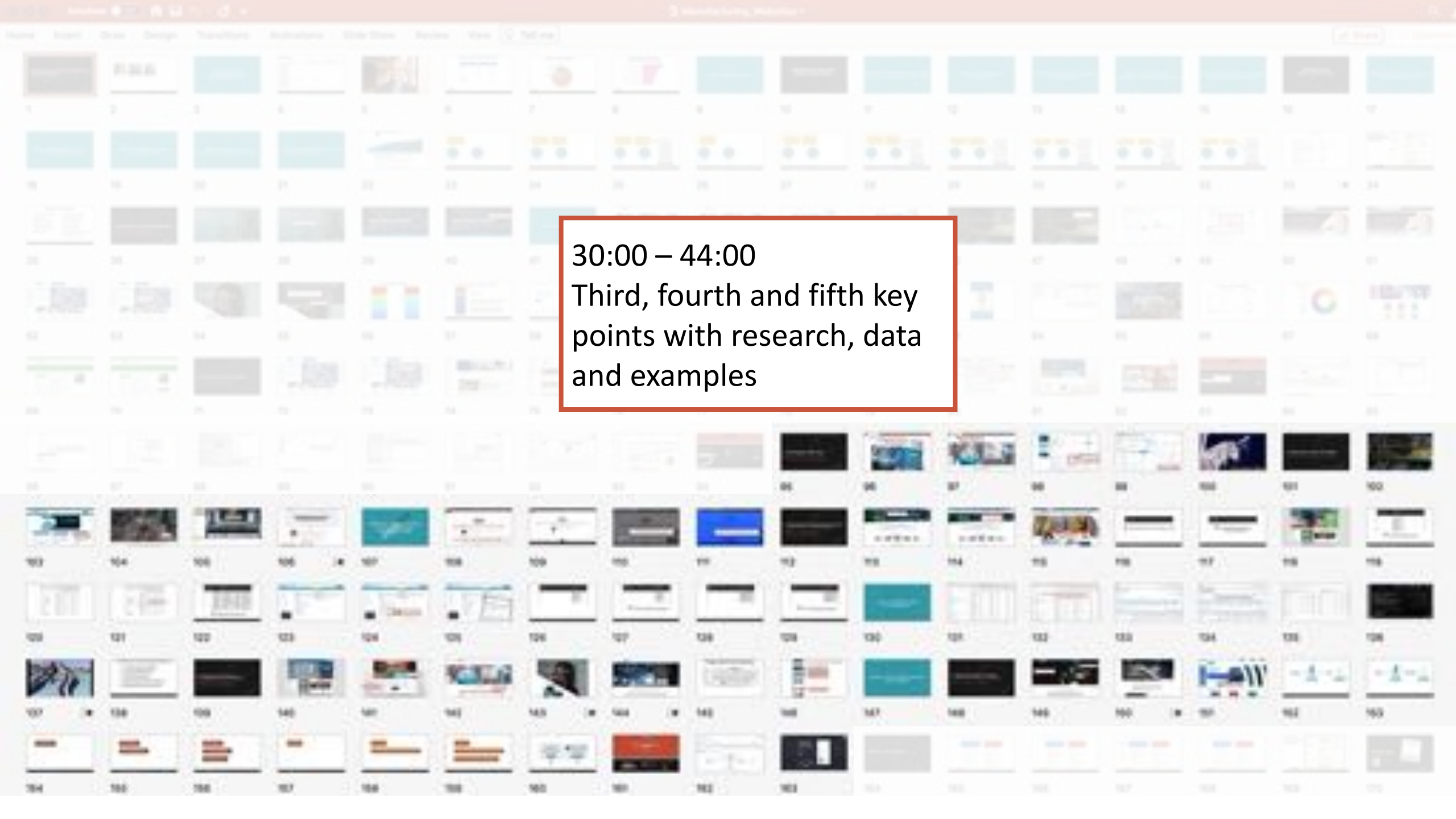
30:00 – 44:00
Third, fourth and fifth key points with research, data and examples
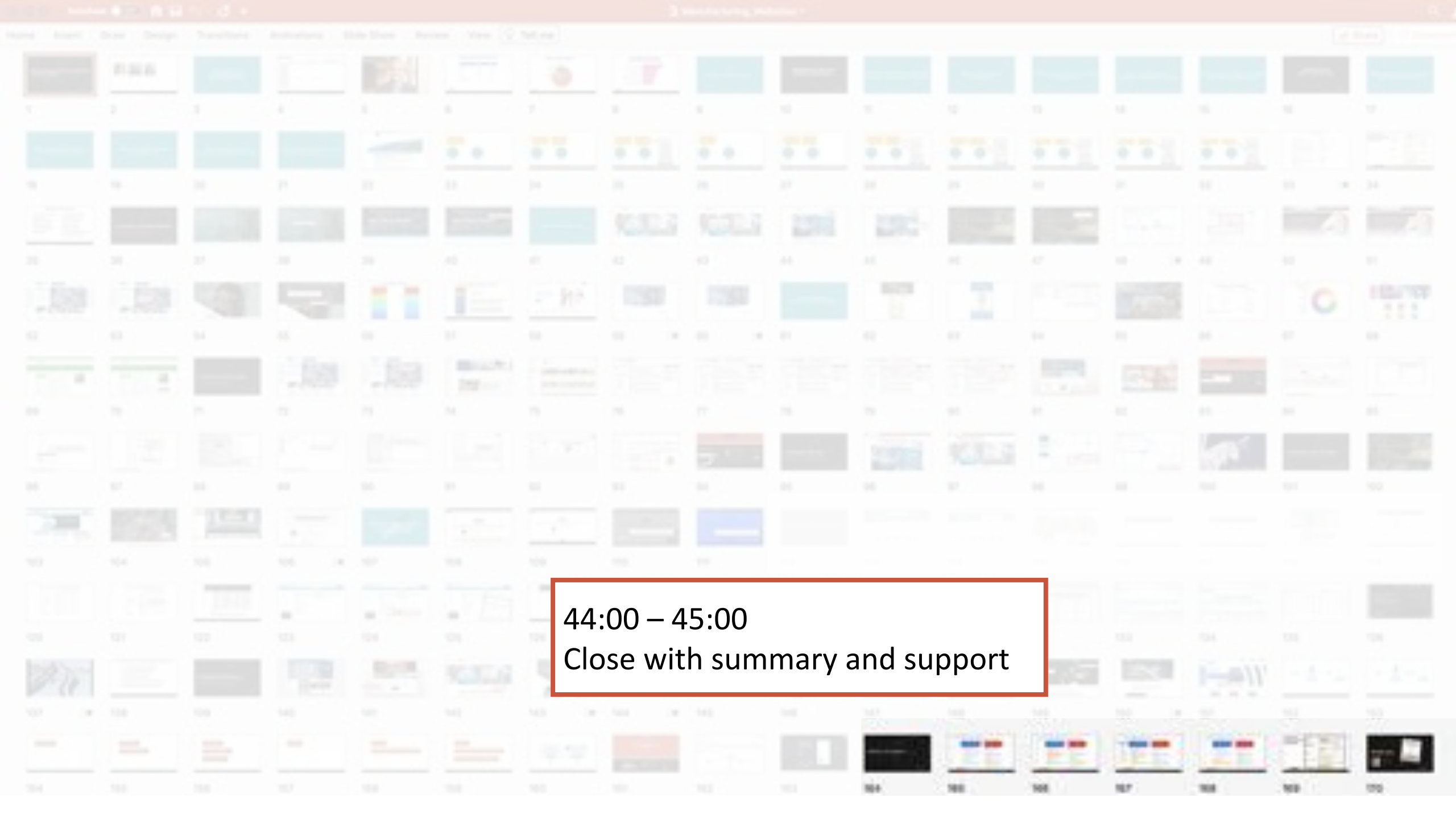
44:00 – 45:00
Close with summary and support

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…"

Orbit Media Studios

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)

Flip the event page!

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

After careful analysis of the websites of the top financial services companies, we are presenting the US best practices (or 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) →]

Additional reading:

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

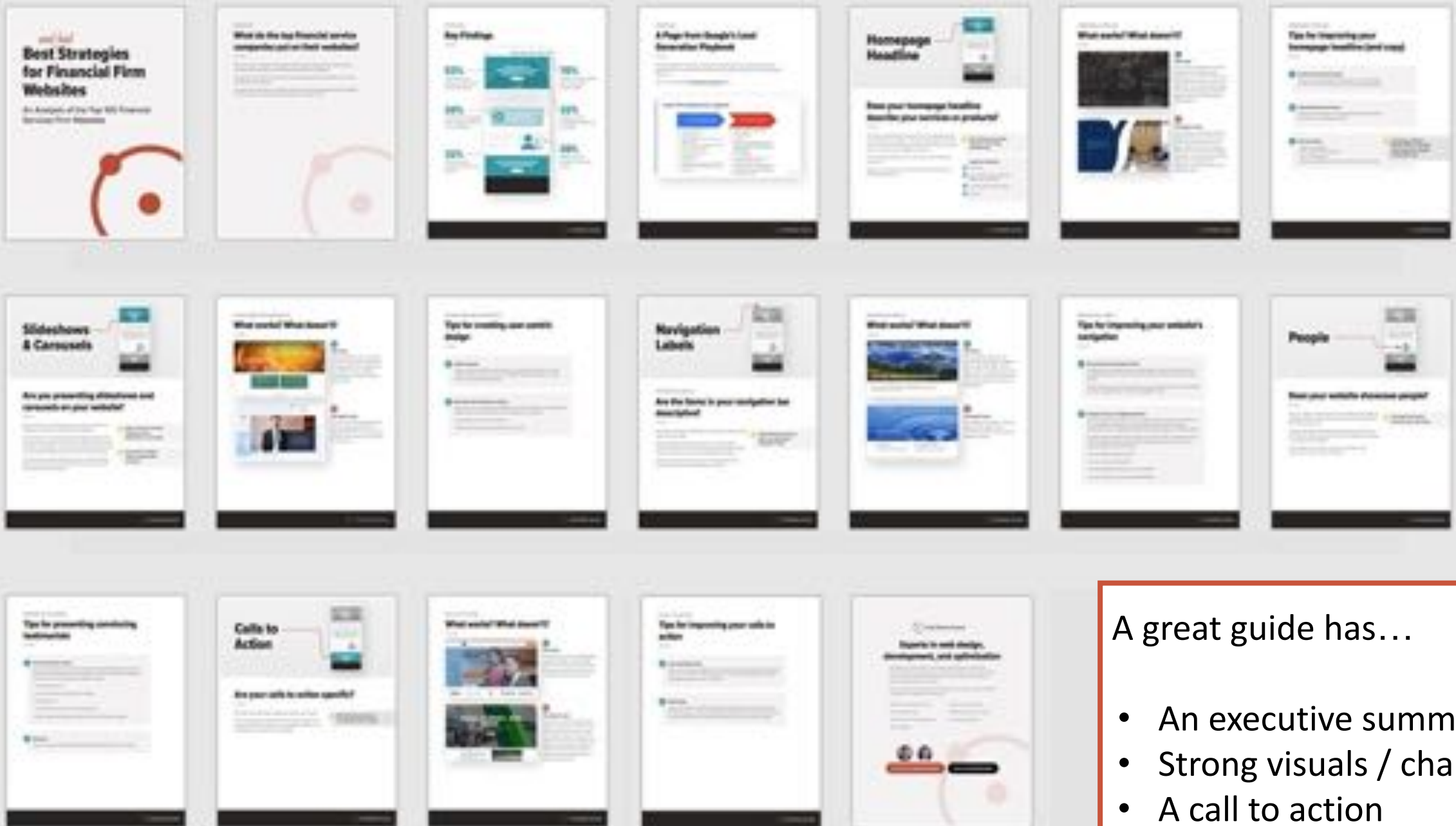**Want more webinars like this?**

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

[Sign me up →]

Post the video
(Vimeo, not YouTube)

Link to the guide/ebook

Another CTA

Send your strongest printed piece

USPS ...the forgotten inbox

Next Steps

Rinse and repeat…

Orbit Media Studios

**The next webinar
(guest presenter)**

The trade pub pitch

A great guide has…

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

Guide vs eBook

vs

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.

Orbit Media Studios

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.

Andy Crestodina
Co-founder / CMO
773.353.8301
andy@orbitmedia.com

Orbit Media Studios