

# Go for a triple win with account-based marketing

## Customers deserve more personal attention

You want to get started with sales and marketing campaigns tailored to specific accounts? And your goal is to develop deeper relationships and close those dream deals?

From your account strategy to specific campaigns, we'll help you succeed. Our approach is actionable and scalable. With a highly personal campaign you can win more accounts. It's a triple win! For your prospects, your marketing and your sales!



## Advantages of account-based marketing with SPOTONVISION



In 5 (online) sprints from kick-off to a customized ABM-plan, with a clear process and actionable results



Working closely together and gain better insights in buyer and buying process



Optimal co-operation between marketing and sales, focused on result



Building your personal go-to-market approach



Better results: more AND bigger deals



# Use case: Deloitte – 1:1 ABM campaign

## Deloitte.



### Challenge

- Create brand awareness and become preferred supplier for robotics at key account
- Increase the reach and engagement of IT stakeholders



### Solution

- Generated account-relevant messages and content
- Mapped content for each target group in different phases of the buyer journey including a video, personalized brochure and roundtable
- Campaign execution through targeted LinkedIn campaign and personalized landing pages linked to the Marketo marketing automation platform



### Result

#### MEETING: “AWARENESS” GOAL

**267** new names within the chosen accounts were identified

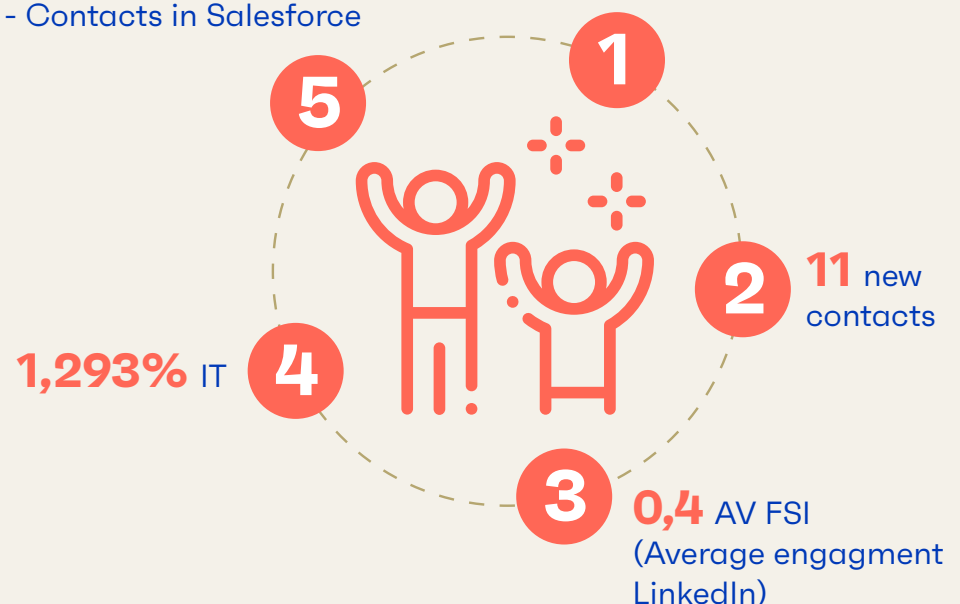


**155** opened emails (74%)

#### MEETING: “ENGAGEMENT” GOAL

**0,951%** Other  
- Enhanced contacts  
- Contacts in Salesforce

**11** requests for reports



## ABM-package in 5 or 7 online sprints:

# Start today with your account-based marketing and go for the triple win!

We make ABM easy, whether we collaborate face-to-face or online. Most important ingredient for success is close co-operation between your marketing and sales.

So, when you are ready to work together, SPOTONVISION can facilitate and support with impact. We work in pre-defined sprints, no surprises in the process.

\* Free first intake consult

### ABM-package: 5 sprints

- ✓ Sprint 1: Kick-off and define scope
- ✓ Sprint 2: Account, industry and segment insights
- ✓ Sprint 3: DMU and buyer journey
- ✓ Sprint 4: Content and campaign
- ✓ Sprint 5: Finalize ABM plan
- ✓ Weekly update call
- ✓ Evaluation
- ✓ Runtime: 12 weeks

### ABM-package: 7 sprints

- ✓ Sprint 1: Kick-off and define scope
- ✓ Sprint 2: Account, industry and segment insights
- ✓ Sprint 3: DMU and buyer journey
- ✓ Sprint 4: Content and campaign
- ✓ Sprint 5: Finalize ABM plan
- ✓ Sprint 6: Campaign development, including Sales playbook
- ✓ Sprint 7: Campaign execution, including coordination and content
- ✓ Weekly update call
- ✓ Evaluation
- ✓ Runtime: 6 to 9 months



From strategy to campaigns and marketing technology. Ever since 2006 we have helped leading companies in B2B. For customers such as ANWB, De Persgroep, Salesforce, Schiphol and T-Mobile we develop meaningful conversations. Interactions leading to growth of people and businesses.

By adding meaning to metrics, we build relationships that last, one interaction at a time. This way we create seamless B2B experiences that are truly B2Me.

By initiating the B2B Marketing Forum and B2B Marketing Awards we have added an extra dimension to the B2B community. Our passionate team of ambitious superheroes use knowledge, creativity and engagement to achieve their goals. Together with our customers and partners we shape the future of B2B.

[www.spotonvision.com](http://www.spotonvision.com)

**Do you want to get started with account-based marketing?**

Contact one of our ABM experts. You can send us an email to [shimon@spotonvision.com](mailto:shimon@spotonvision.com) or call us at +31 (0)6 15 95 22 46.