

2016

#FlipMyFunnel

Account-Based Marketing
Benchmark Survey Report



What Is FlipMyFunnel? (And Why It's Better Than a Lead-Based Funnel)

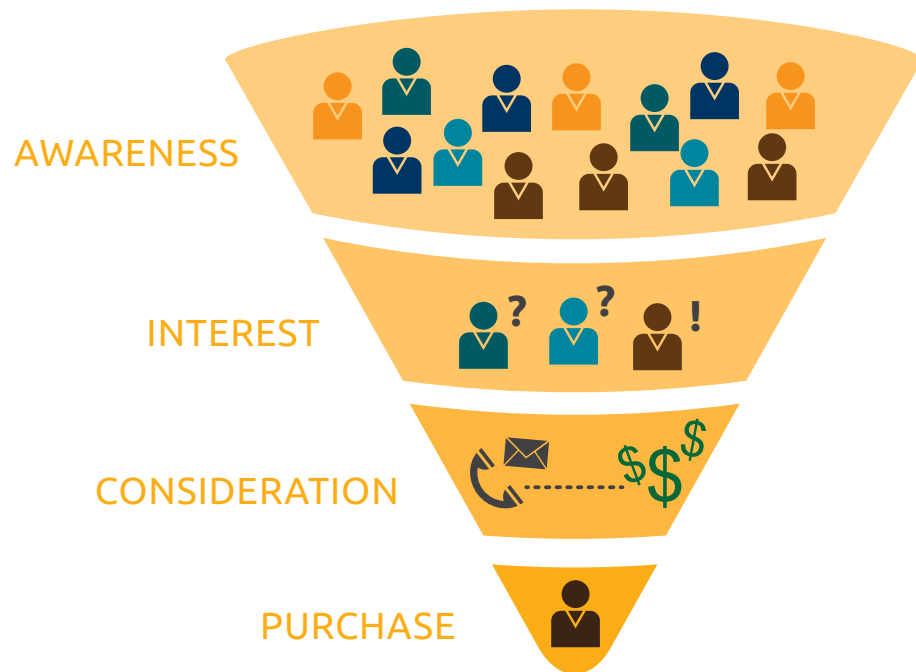
Owning customer experience has never been more important for B2B marketers than it is today. The reality is that decision-makers within accounts do not follow a linear path to purchase. Because of this, they want to be communicated with on their terms when and where they are ready.



"We have to embrace the reality of how our buyers buy and what our customers want from us," **Megan Heuer, VP and Group Director of SiriusDecisions**, said at the #FlipMyFunnel 2015 conference. "Salespeople talk about accounts, they talk about customers...they don't talk about leads. Salespeople think about how they're going to win accounts in the first place, then how they're going to keep and grow those accounts."

The traditional B2B sales and marketing funnel

is lead-based, i.e. it is based on the fact that leads come in the top and follow a linear path from awareness through purchase.



1. Awareness: It starts with an untargeted, broad approach with one primary goal: to capture as many leads as possible at the top and drop them in the sea of email communication.

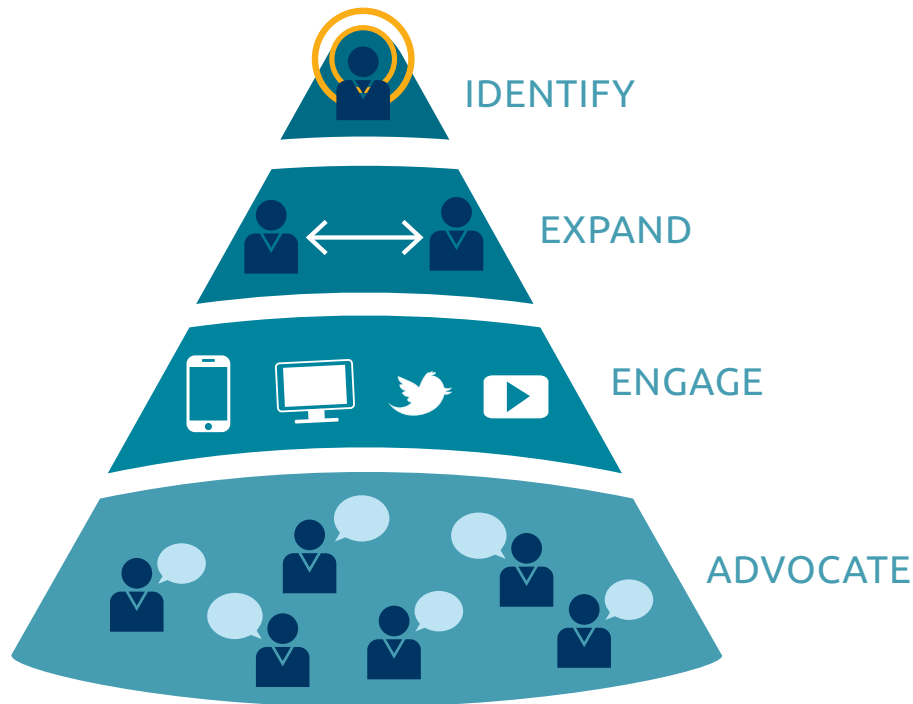
2. Interest: This stage involves combing through your massive database of leads hoping to find a few that might be interested in your product. It isn't optimized for who your best fit customer would really be.

3. Consideration: After the smaller pool of leads have been nurtured (probably through a series of emails), a few might reach this stage by do a product demo or asking for more information about your product offerings.

4. Purchase: A select few of those customers from that large pool of leads you started with will actually reach this phase. You can call this a win, but think about all the resources it took to reach this stage.

What if there was a better way that maximized your resources and outcomes?

The flipped funnel model turns this traditional funnel on its head and starts with identifying your best-fit customers first.



1. Identify: First, we need to find our best-fit customers. There are plenty of amazing technologies out there today that easily allow us to identify a list of companies that fit our best-fit customer criteria. This becomes your target list of companies to get your message in front of.

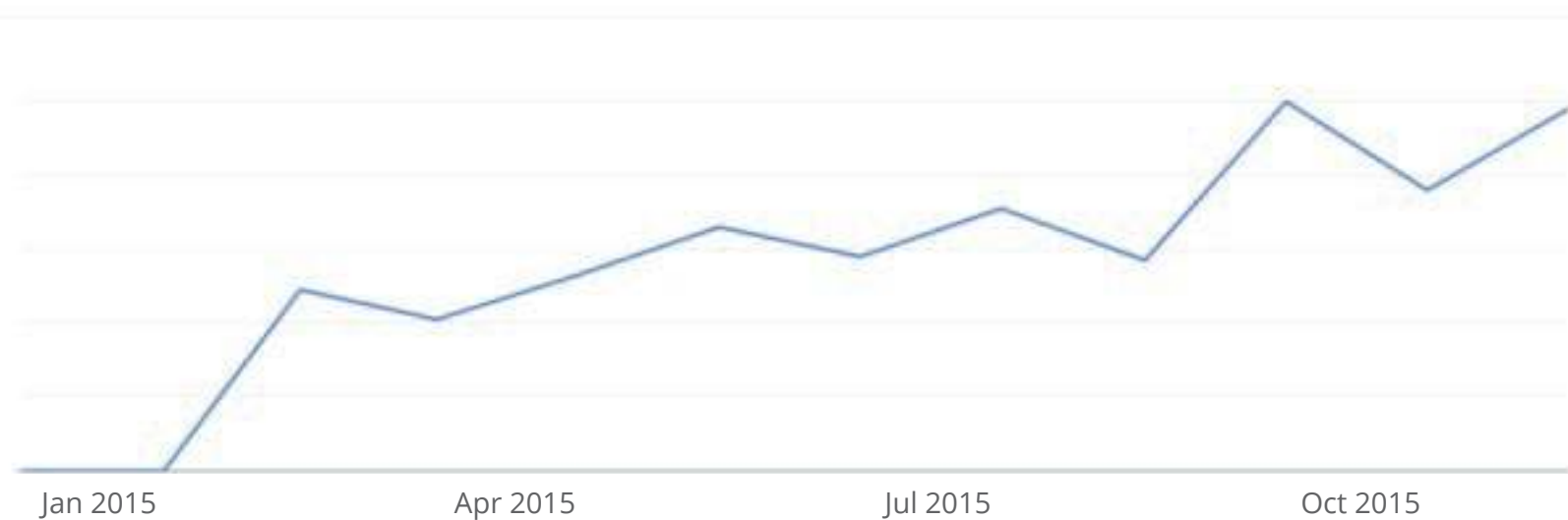
2. Expand: Once you identify your target accounts, you'll need to expand your reach within those accounts and determine the key decision-makers that need to see your message in order for your account-based marketing campaigns to be effective.

3. Engage: This is where content and channels come to life. This step would include email, webinars, e-books, targeted ads, videos, events, and any programmatic or automated ways you use to get in front of your target audience .

4. Advocate: Turning your customers into raving fans is one of the most underutilized strategies of all time in today's marketing, despite the fact that retaining current customers is far cheaper than bringing in new ones. In the so-called modern era of revenue marketing, the revenue is only looked at from a new customer perspective and not from existing customer base, which is by far the greatest opportunity to drive demand and buzz around your own products.

Why We Conducted The Survey

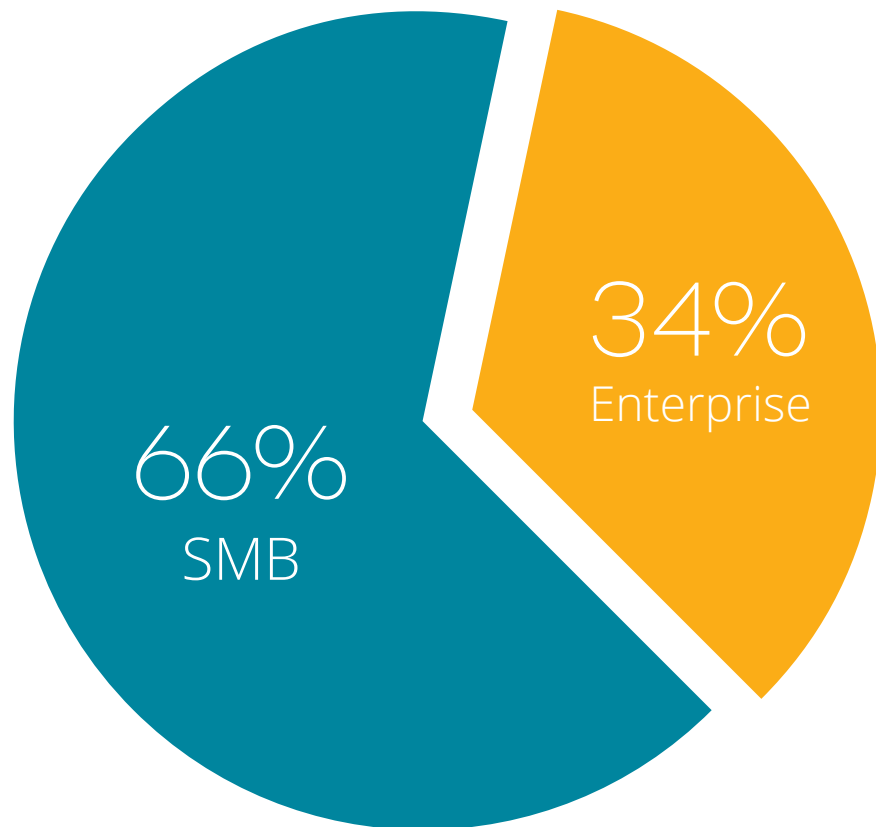
Account-based marketing has rapidly gained traction as the latest B2B marketing buzzword this year. This chart from Google Trends shows how searches for the term “account-based marketing” has grown throughout 2015.



But this chart doesn't tell the whole story. While it is true that marketers are interested in account-based marketing, we wanted to know how many are actually implementing it (or planning to in the next year), what were their goals and what technologies were they implementing.

Who Took the Survey

We surveyed more than 200 B2B marketers across a wide range of companies. The survey was powered by FlipMyFunnel in partnership with Engagio, AzaLead, LeanData, Demandbase, Infer and Terminus.

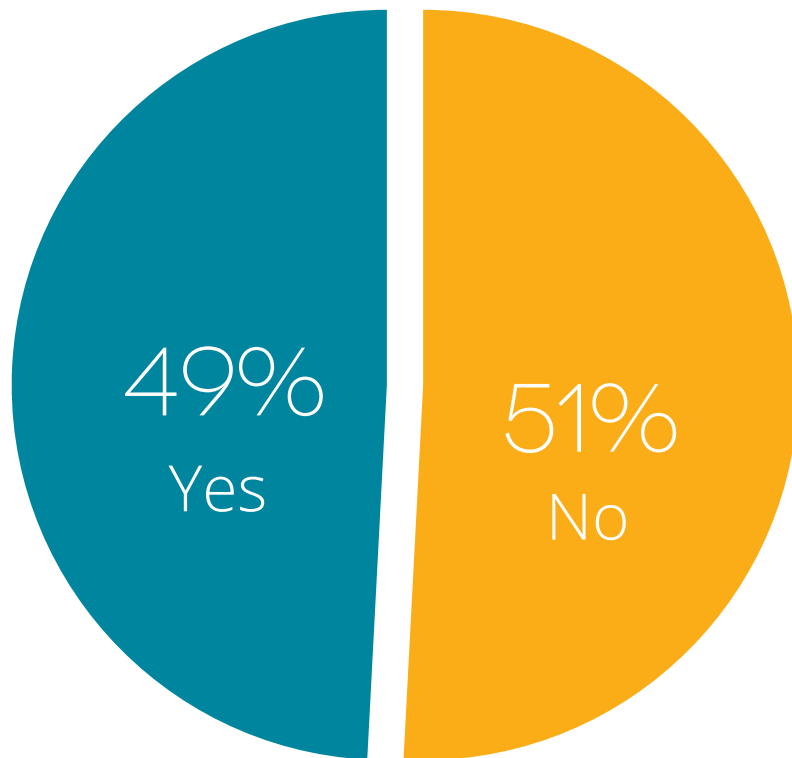


Of the companies surveyed, 66% classified themselves as small or medium sized businesses. 34% identified as enterprise.

Question 1:

Do you currently have an account-based marketing program in place?

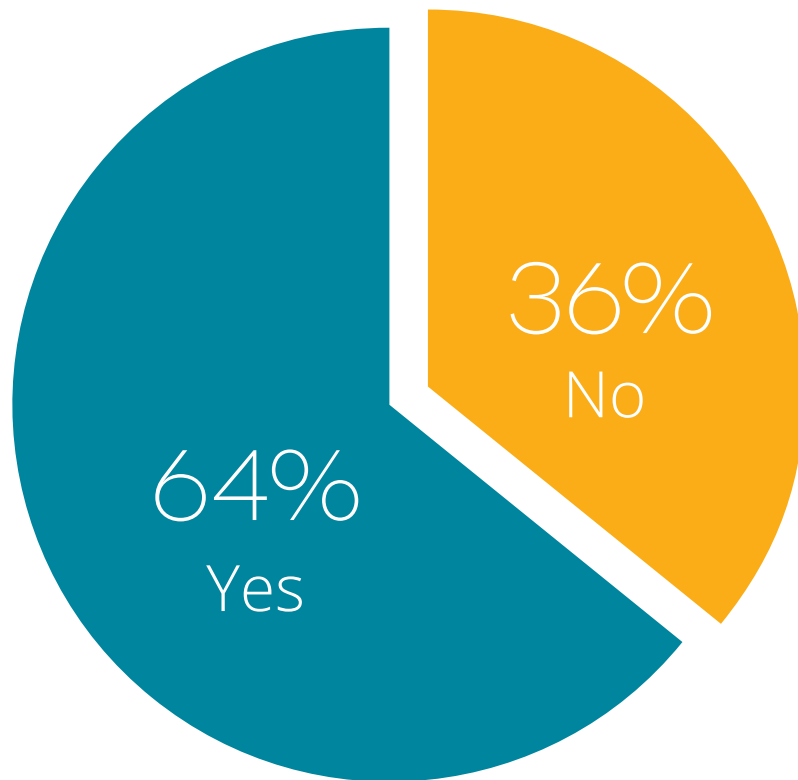
Flipping Point



The answer to this question is almost a 50-50 split. The reality is that ABM is not a new concept but the way you execute ABM campaigns might vary. It also takes on several names depending on the organization. Some call it targeted marketing while others refer to it as account-based selling. Regardless of what you call it, the majority of companies do have some kind of ABM program in place in some form. Through Mar-Tech innovations, they can do it at scale which is new and worth noting.

Question 2:

Do you plan to implement account-based marketing next year?



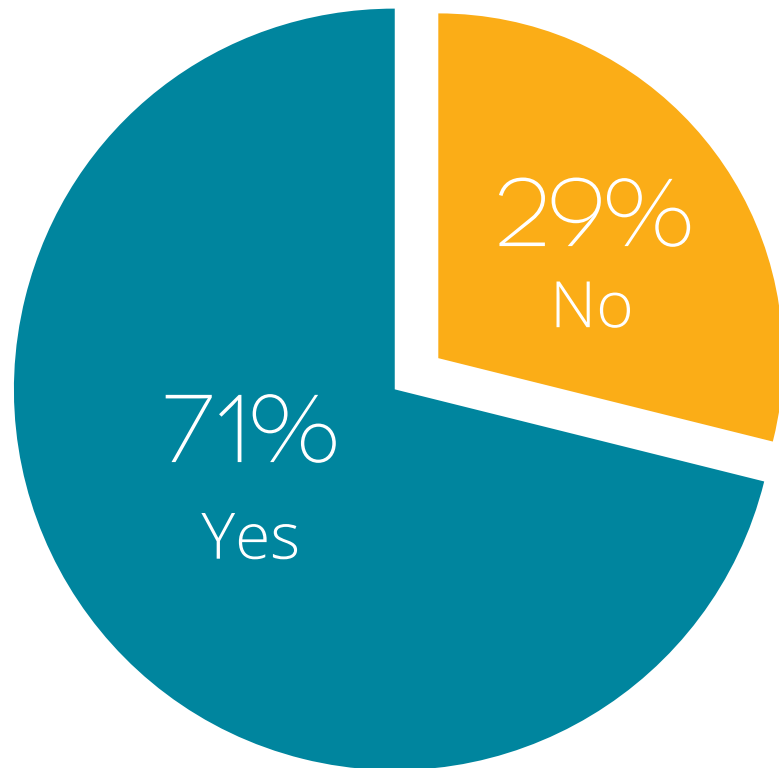
Flipping Point

This answer is fascinating, exciting, and very optimistic. The fact that 64% of the companies surveyed want to have more robust ABM programs in place in 2016 is incredible and aligns perfectly with the popularity of this topic and vendor excitement.

Question 3:

Do you plan to add any additional tools for account-based marketing in the next year?

Flipping Point



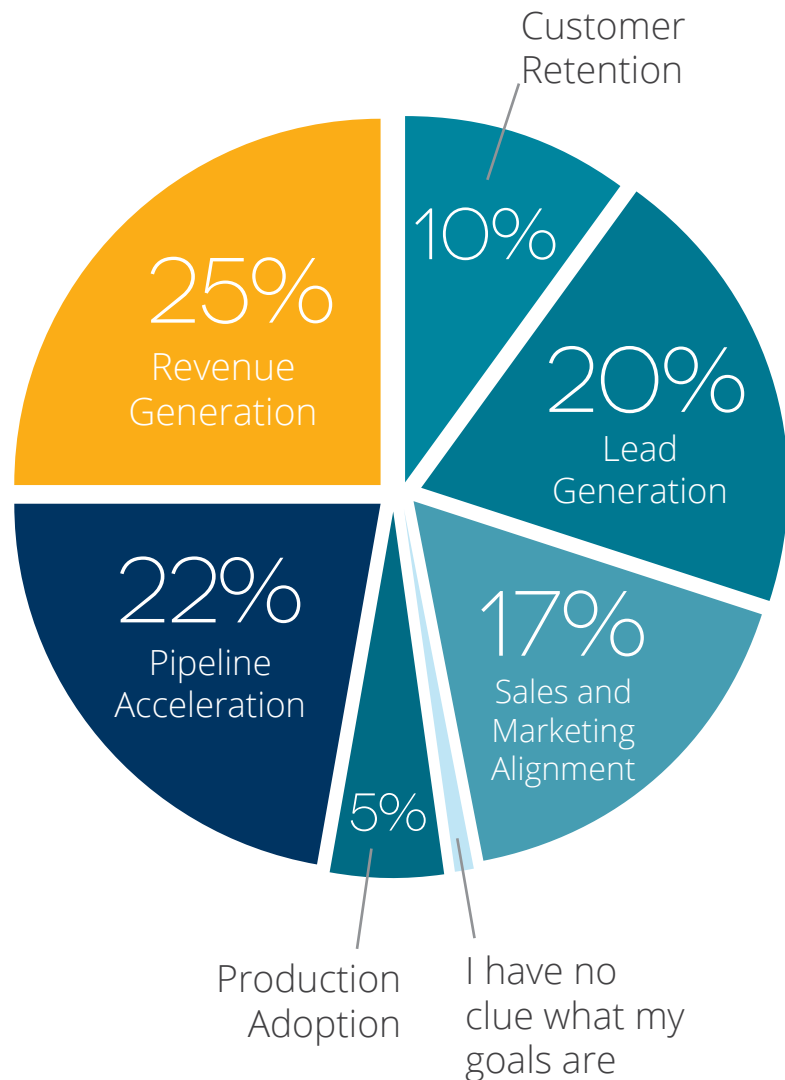
This is exciting news for both B2B marketers looking to execute ABM at scale and also to the vendors who are building the tools to support this. More and more companies are realizing that they do not have the toolset to do ABM at scale, and there are ample opportunities for vendors to help marketers do just that. The question to ponder here is “Will this help or hurt marketers?” Alternatively, will marketers with this new breed of ABM tools find themselves helped or more overwhelmed with their already overloaded MarTech stack. That’s a billion dollar question.

Question 4:

What are your goals for account-based marketing?

Flipping Point

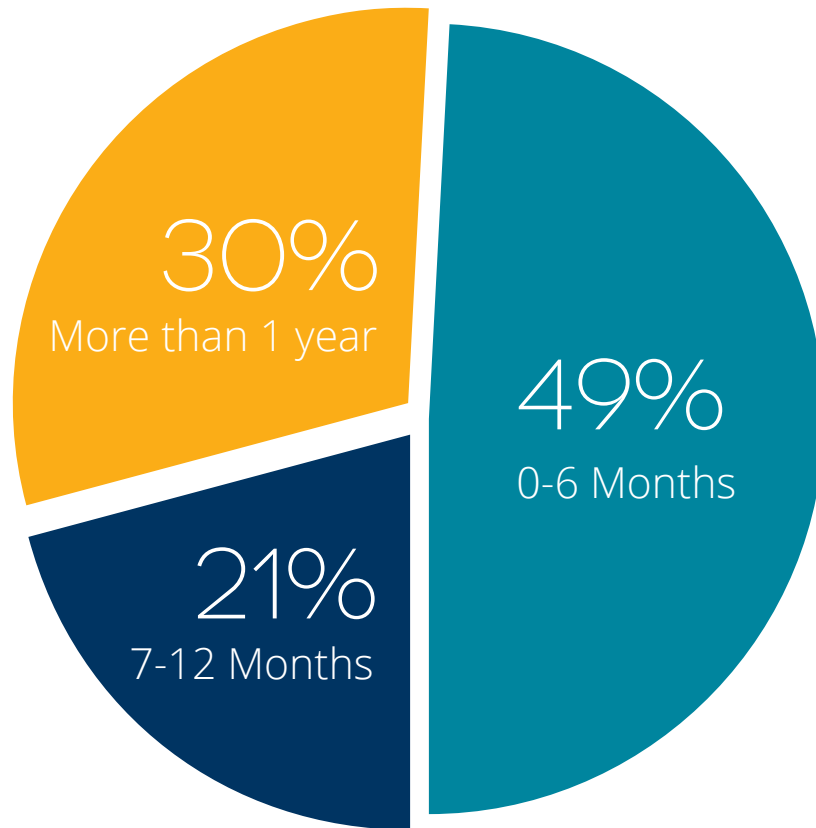
Now we talking! For years, B2B marketers have only looked at leads as the primary way to drive demand. The reality couldn't be farther from this point. Leads are great only if they come from the right accounts. The fact that close to 50% of the response to this question points to B2B Marketers looking at pipeline and revenue generation as the key goal of ABM is fascinating. Even more interesting is that this includes marketers from organizations that range from SMB to enterprise. That alone creates an awesome business case for marketers to acquire the right tools and create the right programs to build revenue generating programs.



Question 5:

How long have you been running account-based marketing campaigns?

Flipping Point



This is a great set of responses to round out the survey. The fact that about 50% of B2B surveyed marketers have been running ABM campaigns for less than 6 months points to the immaturity of the marketplace. For the majority of B2B Marketers, ABM is a complete mindshift. We have been conditioned to think about lead gen as the way to paradise but now have realized that there is more than one way to get there and probably a smarter and more efficient way to achieve business goals.

Top 5 Funnel Flipping Stats

1. 51% of B2B marketers surveyed do not currently have an account-based marketing program in place.
2. 64% of B2B marketers surveyed who do not currently have an account-based marketing program plan to implement one in the next year.
3. 71% of B2B marketers surveyed plan to expand their account-based marketing technology stack in the next year.
4. 25% of B2B marketers surveyed stated revenue generation as their goal for account-based marketing
5. 49% of B2B marketers surveyed have been running account-based marketing campaigns for 6 months or less

Participating Companies



Azalead provides account-based marketing enablement programs allow B2B marketers to help build a target account list, integrate with a CRM and marketing automation platform and deploy an account based ad nurturing program.



The Demandbase B2B Marketing Cloud includes Advertising, Personalization, Conversion and Measurement solutions and provides B2B marketers with an unprecedented ability to get results from their existing marketing technology.



Engagio is an account-based marketing analytics software purpose-built to help companies with complex, enterprise sales to engage target accounts and deepen sales-and-marketing alignment by integrating with an existing marketing automation platform.



LeanData is passionate about simplifying the B2B sales process. The lead management software is specifically built for account-based marketing and target account selling strategies.



Infer helps B2B companies analyze buying signals and predict which prospects will go on to become great customers.



Terminus is the leading account-based marketing platform that enables B2B marketers to target accounts, engage decision-makers, and accelerate marketing and sales pipeline velocity at scale.

List of top 11 thought leaders in the space to follow

Account-based marketing is the culmination of many facets of B2B marketing, sales, and technology. Across the industry, marketers and salespeople look to social media for guidance on getting started with ABM and implementing it successfully at their own companies. The best and brightest B2B thought leaders are active on Twitter and LinkedIn, consistently posting content to social media as well as their own websites. This list presents some of the top account-based marketing experts who can help guide you on your way to doing ABM at scale.

1. Craig Rosenberg

Craig (@funnelholic) is the brains behind the Funnelholic blog (www.funnelholic.com). As the co-founder of TOPO, a research and advisory firm, his mission is to help B2B companies sell and market more effectively primarily through the use of account-based marketing strategies and processes. Craig is legendary in the B2B world for his insights on best practices for demand generation. Craig believes that with account-based marketing, sales and marketing work together to create an “always-on” series of touches and relationship-building aimed at these accounts. According to Craig, one meeting with an account is just the beginning – not the end – of an ABM program. “ABM requires a truly coordinated effort between sales, sales development, marketing, and executive staff,” Craig says. His analyst team at TOPO is spending more time than ever before answering client inquiries about ABM, and he anticipates ABM becoming a critical sales and marketing capability for B2B companies.



2. Jon Miller

Jon (@jonmiller) is the CEO and co-founder of Engagio, an “all-in-one” platform for account-based marketing. Previously, Jon was a co-founder at Marketo (Nasdaq:MKTO), a leader in marketing automation. He is a speaker and writer about marketing best practices, and is the author of multiple marketing books including the Definitive Guide to Marketing Automation, the Definitive Guide to Engaging Email Marketing, and the Definitive Guide to Marketing Metrics & Analytics. Jon has a passion for helping marketers everywhere, and is on the Board of Scripted and is an adviser to Optimizely and Newscred. In 2010, The CMO Institute named Jon a Top 10 CMO for companies under \$250 million revenue. Jon holds a bachelor’s degree in physics from Harvard and an MBA from Stanford.



3. David Raab

David (@draab) is a graduate of the Harvard Business School who has spent almost 30 years in the B2B marketing and technology industry. The way David views account-based marketing is the “Integration of advertising with marketing technology potentially gives salespeople another route for generating their own prospects.” David’s written hundreds of articles on marketing technology for publications including Information Management, DM Review, DM News, Relationship Marketing Report, Bank Marketing, Target Marketing, and The Journal of Database Marketing. He’s the author of the Guide to Demand Generation Systems, Marketing Performance Measurement Toolkit, B2B Marketing Automation Vendor Selection Tool, and Guide to Customer Data Platforms. His new research appears regularly on <http://customerexperiencematrix.blogspot.com>.



4. Matt Heinz

Matt (@HeinzMarketing) is an expert in B2B revenue acceleration using a combined sales and marketing strategy, demand generation, sales pipeline and process improvement with a keen focus on customer retention and renewals. He has more than 15 years of B2B marketing, business development and sales experience. In 2007, he launched his firm Heinz Marketing to help his clients focus on their business goals for marketing and customer acquisition opportunities. Matt has published several guides to best practices on topics such as marketing automation, secrets to productivity (work/life balance and success), and sales for startups. He recently published a comprehensive workbook for developing an account-based marketing program which includes 27 pages of specifics and eight separate worksheets to guide your implementation of ABM. This workbook is available to download for free at www.heinzmarketing.com.



5. Megan Heuer

Megan (@meg_heuer) is the Vice President and Group Director at SiriusDecisions — a research analyst firm dedicated to empowering sales, marketing and product leaders to make better business decisions and accelerate growth. With more than 20 years of professional experience in the world of B2B marketing, Megan has seen firsthand the shifts in technology which allow marketing and sales professionals to become laser focused on the best-fit accounts. At SiriusDecisions, she leads the organization's account-based marketing and marketing operations services. Megan's goal is to help her clients bridge the divide between best-practice theory and real-world requirements to deliver exceptional customer experiences. According to Megan, account-based marketing represents the future of the B2B marketing industry.



6. Matthew Senatore

Matt (@MattSenatore) is the Research Director of the Account-Based Marketing practice at SiriusDecisions. He brings more than 15 years' experience in strategy, marketing and account management on both the consulting side and the client side. Through his experience, he has led strategic marketing planning and execution of comprehensive global and country-specific marketing activities, including branding and positioning, content creation, digital media, customer marketing, communications, demand generation, events, analyst relations, and agency and vendor management initiatives. Matt was the first to write about an increase in search activity around account-based marketing and continues to lead the way in ground-breaking research through his role at SiriusDecisions.



7. Christopher Engman

Chris (@chrisengman) is a pioneer in account-based marketing. He is the CEO of Vendemore, a global company that has been around for over nine years and has clients from six continents and has a goal of being the SAP of ABM companies. He established himself as an expert in the ABM space well before it was on anyone else's radar. Prior to Vendemore, he amassed 16 years of experience in both marketing and software sales solutions.



8. Adam New-Waterson

Adam (@RevTechCMO) is a marketing technologist turned account-based marketing expert. He is currently Chief Marketing Officer at LeanData where he manages the positioning, shapes the vision for the product and develops the team. Prior to joining LeanData, Adam was Marketing Technologist at BloomReach where he helped build the company's marketing machine. Before that he held marketing operations and event coordination roles at Planon and 3B Scientific. He began his marketing career at the public relations firm, The Reynolds Group. He is passionate about simplifying sales and marketing.



9. Peter Issacson

Peter (@peisaacson) is the CMO at Demandbase. He is responsible for the company's overall marketing strategy and execution — including corporate, product and field marketing — closely aligning marketing strategies with increased revenue and business results. Prior to joining Demandbase, he served as CMO at Castlight Health (NYSE: CSLT), a leading provider of enterprise healthcare cloud software, where he was responsible for the company's overall marketing strategy and execution and helped scale the company prior to their IPO.



10. Kelly Waffle

Kelly ([linkedin.com/in/kellywaffle](https://www.linkedin.com/in/kellywaffle)) is the Executive VP and co-founder of Markistry, a bespoke marketing firm that specializes in account-based marketing. As a master marketing tailor, Kelly spends most days fitting his clients with customized actionable planning and campaign execution draped in the fabric of customer experience. He meticulously stitches together his experience and expertise with best practices and trust to ensure that his deliverables and advice measure up to the business goals of his clients.

In addition to being a tailor, Kelly is a seasoned Sherpa and practitioner with more than 12 years' experience guiding traditional marketing departments across the marketing automation chasm and leading journeys to the digital marketing summit. He is a recognized thought leader helping audiences better leverage and integrate people, processes, strategies, technologies, and content.

Unlike some consultants, Kelly has walked in his clients' shoes and has experienced his clients' pain, with more than 14 years of marketing management experience working for companies of different sizes including Cisco, Datazen, Software AG, and Sourcefire. Kelly's work and expertise has been recognized with a Revvie award from Marketo, a Markie award from Eloqua, and a handful of ADDY awards from the American Advertising Federation.



11. Sangram Vajre

Sangram (@sangramvajre), co-founder and CMO of Terminus, and Founder of FlipMyFunnel Movement is a passionate Marketing geek at heart and loves to solve problems, both analytically and creatively. In today's marketing world, when companies need to rapidly adapt to changing buyer-centric communication, Sangram finds comfort in all things technology to keep pace with this challenge. Over the years, Sangram has amassed invaluable experience from his exposure to startups, consulting, and global companies. Most recently, Sangram headed up Marketing at Pardot, which was acquired by Salesforce in 2013. Sangram is putting all that knowledge to good use as he is currently authoring the first-ever "Account-Based Marketing for Dummies," to be released in 2016.





Final Thoughts

Account-based marketing is a rapidly changing field and technology is allowing B2B marketers to scale their efforts like never before. This opens the door great opportunities like FlipMyFunnel for marketers to come together and support each other by sharing best practices and stories. It also means that it is prime time for vendors to innovate to meet the new and ever-changing demands of B2B marketers. Let's market smarter and win together.

