



# A Fortune 500 Tech Giant leverages targeted **ABM** for **Indian MNCs** & builds a strong sales pipeline



## Client

Fortune 500 technology company in the finance, legal, tax & trade space.



## Industry

Information Technology



## Challenge

Scaling the stagnant sales pipeline with the existing marketing approaches.



## Solution

A highly targeted ABM approach combined with personalized traditional activities.

## Results

**38 SQLs**

in 6 months



**250+**

Potential Leads

## The Client

The client is a leading Fortune 500 company operating in the space of finance, tax, legal, and trade technology. They had erstwhile used traditional approaches, including meetups, events, and digital mass campaigns to grow their pipeline. But this drained their budget and delivered little success.

With a goal to expand in India and SouthEast Asia, the organization approached The Smarketers to help them plan, strategize and execute initiatives that can build the sales pipeline while targeting specific accounts.

However, due to budget and technology limitations, personalized and targeted ads were not possible but mass advertising was. This void of media spend gave way for innovative and unique ideas for targeting, thereby, helping the campaign at large.

## Challenge

The client was facing stagnancy in their sales pipeline with the erstwhile marketing approach and wanted to shift to a predominantly digital approach to enhance the same. They were facing the following challenges before their engagement with The Smarketers.



Connecting with C-level executives of  
Billion Dollar companies in India



Lack of online presence of Target  
Personas from various Industries



Awareness about the solution



The existing website was dated and  
changes would have required time



Availability of accurate account data

## Understanding the market

The Smarketers team spent time with the client to understand the market and also did secondary research for the same. It was observed that the target companies had undergone transformations in recent times owing to regulatory changes, as well as the wave of digital transformation that compelled them to incorporate ERPs.

On the other hand, client's technology integrates with an organization's existing business systems and automates processes for trade, tax, finance, and legal compliance. Even with an evident need and proven results, the potential customers were reluctant to spend on core transformation again so soon.

## Solution

Based on client's needs and the market perception, a multi-channel Account-Based approach was suggested. The campaign was bifurcated into three segments - 1:1, 1:few, and 1:many. These segments were based on various factors including account size, lifetime account value, location, business, etc. This was also aligned with mass advertising for named and similar accounts.

Additionally, more campaigns were proposed to establish thought leadership. This included leveraging the content from various conversations that were happening with CXOs across many meetings, roundtables, and interviews. Proposition based targeted ads were also proposed and an unindexed microsite was built specifically for the campaign.

To streamline the entire process and coordination between the client and The Smarketers' team, a manager was placed on client site to work with the solution team and ensure effective acquisition of knowledge.

## Ideation & Orchestration

The Smarketers sketched a holistic plan that targeted specific accounts across various channels and platforms. Adequate room was left for experimentation and innovation based on analysis and new knowledge being acquired during the campaign.

### The ABM Process was bifurcated into three phases

Phase  
**01**

Account Identification

Profiling & Account Planning

Phase  
**02**

Content Creation

Campaign Execution

Phase  
**03**

Analysis // Reporting

Nurture



## Phase 01



### Account Identification

The Smarketers team worked with the client to identify target accounts. These accounts were divided into three tiers and approached with a 1:1, 1:few or 1:many strategy.

Over time, accounts with high engagement (based on scoring) were moved to a more personalized workflow.



### Profiling & Account Plans

Upon account selection, thorough research was done for accounts, industries, and personas to be targeted.

Our team then sketched out plans for each account along with the sales, marketing, and solutions team of the client. This took into consideration the account history and past connects, if any.



Phase  
**02**

## Content Creation & Campaign Orchestration

An assessment of existing collateral helped identify the content void and fresh collateral was created targeting the personas and propositions.



### Campaign website

A fresh website, optimized for CTAs with relevant propositions, assets, and landing pages was created. The messaging was highly targeted for personas.



### Company specific content

Company specific reports, infographics and videos were created for specific personas. Persona targeted ebooks, whitepapers, webinars, infographics, blogs, and other assets were created.



### Content to drive thought leadership

Persona targeted ebooks, whitepapers, webinars, infographics, blogs, and other assets were created.



### Handwritten Messages

A few specific personas who had little online presence were targeted via handwritten personalized messages sent along with campaign messaging.

## Webinars



Propositions specific webinars that saw approx 60% audience attendance were well received and helped in creating

## Roundtable conferences



The discussions of the same were sketched in a whitepaper - a powerful content piece to target other C-level executives.

## LinkedIn Ads



Ads helped us drive inbound leads as well as engagement via thought leadership campaigns and MQLs.

## LinkedIn InMails & Direct Messaging



More than 100 personas were connected with on LinkedIn via direct messaging and InMails. These resulted in higher engagement via accounts and direct queries for offerings.

## Surveys



Targeted surveys were conducted to collect data and establish the need for client platform with rhetoric.

## Videos



Existing videos were leveraged to create social media shorts and promoted via ads to drive thought leadership.

## Channels Leveraged



Major channels that were leveraged to reach out to the target personas:

Social Media // Emails // Direct Mails // Warm Calls // Events // Interviews

✓ Accepted your InMail  
[redacted] thanks for reaching out. I'd love to hear more about this.  
We can setup an online connect

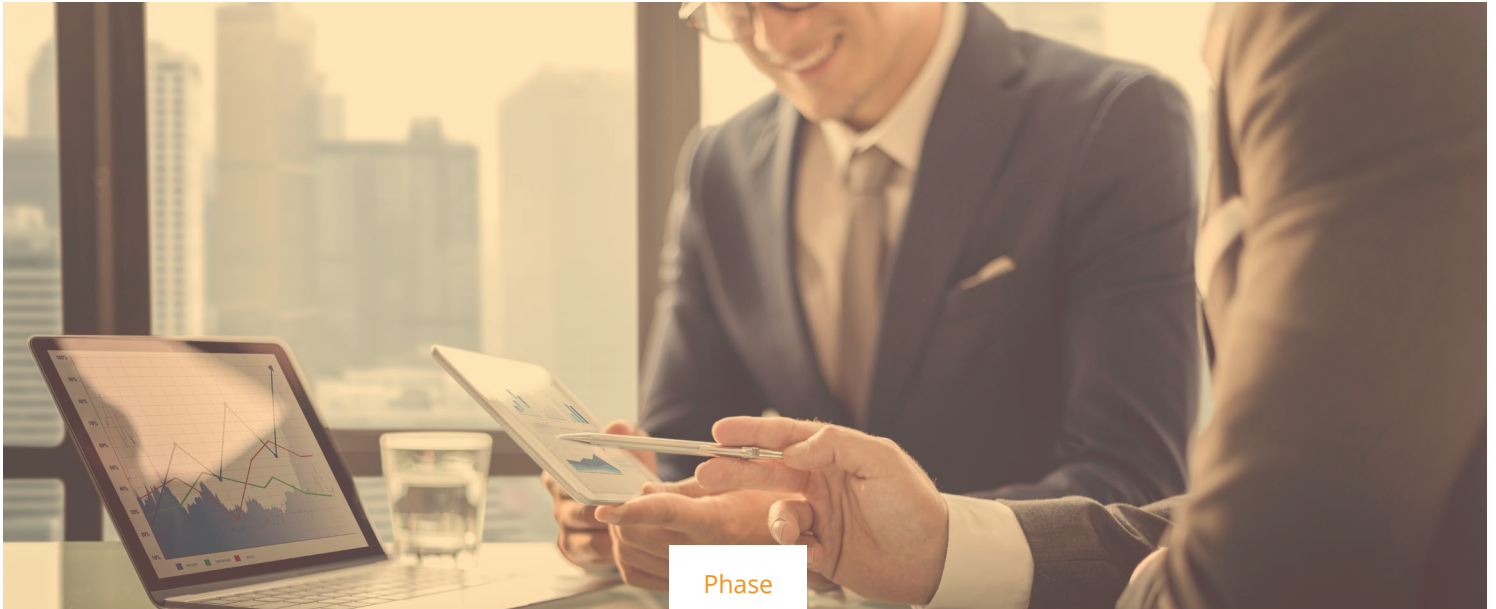
✓ Accepted your InMail  
[redacted] could I know what solutions you offer?

✓ Accepted your InMail  
Hi [redacted] thanks for reaching out. I'd like to learn more.

Responses with LinkedIn personalized messaging

A case-study email series was started for CXOs with the purpose of increasing engagement and creating awareness.

*It garnered 200+ subscribers.*



Phase  
**03**



## Analysis and Optimization

The campaign had multiple variables and therefore regular analyses were needed. Optimization was done for content, design, platform, and other orchestration points of the campaign. Refining the messaging with every step was a major orchestration piece of the entire campaign.



## Account Scoring and Reporting

For ABM campaigns, the account penetration was judged based on lead and account engagement scoring. Each persona was scored for every action taken by that individual (considered an engagement metric). Based on the cumulative engagement scores, accounts were reached out for meetings. Reporting was done for each account separately based on engagement scoring.



Incremental Growth in Targets Achieved

## Business Results

The first three months were a gestation period for the campaign that included research, content creation and some awareness campaigns. The initiative started showing results from 4th month. Within the last three months, a total of **38 meetings** were generated. **44 accounts were engaged via ABM campaigns and 80+ from other campaigns.** The client expanded the geographical range and indulged in targeting across APAC market.

Other non-measurable metrics that were impacted: Interest from influencers and decision makers of new accounts // Brand awareness // thought leadership.

**Schedule a 30-minute free  
marketing assessment.**

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