



A B2B CASE STUDY

OMNI-CHANNEL ABM PLAYBOOK

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In our lives and in B2B marketing, technology can take us places we never dreamed of. This is especially true when it comes to targeting key accounts, or in today's terms--account-based marketing (ABM). But even with all the technological advances, ABM is not a strategy you can just buy and activate. Integrated technology can certainly help with insights, intent data and automation, but it's not the whole answer.

When it comes down to it, a highly successful ABM program requires multiple marketing disciplines and tactics, including:

- Strategy
- Customer insights
- Sales & Marketing alignment
- Process
- Technology
- Quality content & creative

Regardless of whether you're launching an ABM pilot or rolling out an entire ABM program, there's a seven-step roadmap to ensure the best results for your efforts. And at each step, you can stick to the basics or take it to the max. It all depends on the level of your marketing team's experience, commitment and resources.

On the following pages, you'll see how one omni-channel ABM program that incorporated each step resulted in a 40% success rate and a big increase in ROI.

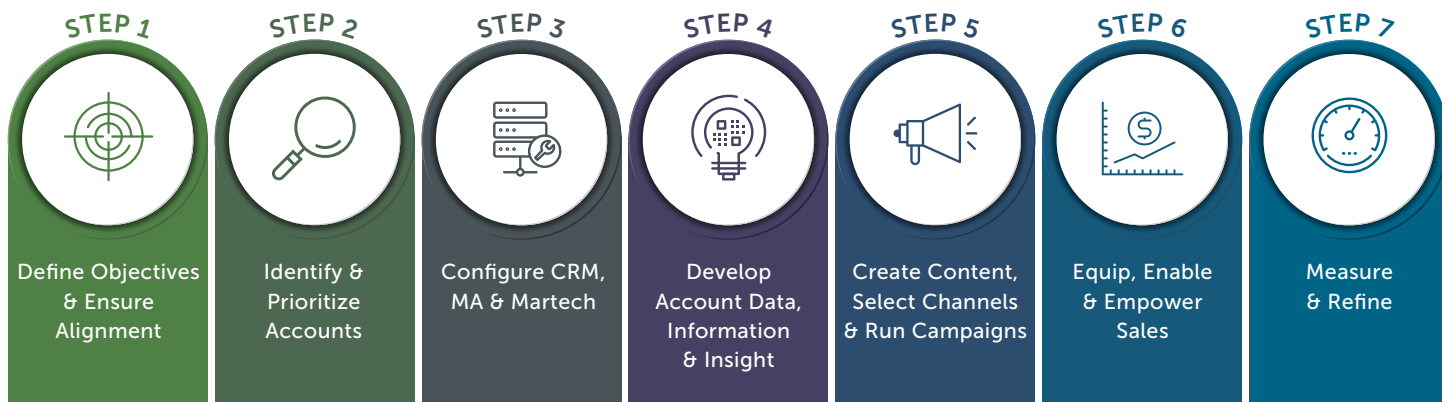


ABM is a big endeavor for any organization.

Drive it successfully with our seven-step roadmap.

[CLICK HERE TO DOWNLOAD](#)

7 STAGES OF ACCOUNT-BASED MARKETING



ABM PROGRAM OPENS DOORS

Tempur Sealy Hospitality is the B2B division of a top mattress manufacturer. They sell into the hospitality industry, targeting new properties as well as opportunities to close large-scale deals for replacement mattresses on a predictable cycle.

Though individual hotel properties can represent smaller sales, the biggest opportunity lies with ownership companies that hold a variety of hotels in their portfolio. These centralized targets can each represent \$1M+ annually and \$10M in lifetime revenue for Tempur Sealy.

On the following pages, learn how The Mx Group helped Tempur Sealy Hospitality:

- Create a scalable pilot program that could prove ABM's potential and then expand at scale
- Utilize public and proprietary data to identify and focus on high-value targets
- Develop customer insights to make content more personalized, relevant and impactful
- Combine digital and traditional tactics to break into hard-to-reach accounts
- Align Marketing and Sales around the most important opportunities
- Operationalize an ABM model that preserved the sales team's time for the most valuable activities



STEP 1

Define Objectives & Ensure Alignment

The key to any ABM program is starting with a clear objective in mind. The Mx Group partnered with Tempur Sealy to develop an ABM program that would open doors at the hardest-to-reach ownership companies. Working together with Marketing and Sales, we created a highly effective omni-channel program.



STEP 2

Identify & Prioritize Accounts

Many companies assume that doing the legwork of digging into the data and identifying / prioritizing accounts is something they must take care of on their own. But The Mx Group has a full data and insight capability to take this burden off of marketers. For Tempur Sealy Hospitality, we researched, segmented and prioritized data to identify the most important targets for the ABM program.

RESEARCH

We combined proprietary data, purchased data and additional intelligence to create a complete picture of the total addressable market.



SEGMENT

We sliced and diced the data, digging into the details to analyze each opportunity.

HOTEL SEGMENT

Indicator of purchase size propensity

- Economy
- Luxury

PROPERTY TYPE

Approved supplier status

- Hotel Chain
- Independent Hotel

OWNERSHIP TYPE

Understanding portfolio mix & opportunity scale

- Corporate Owned
- Independent

PRIORITIZE

We created a custom algorithm to roll up complex data points into easy-to-understand opportunity scores. This helped Sales and Marketing identify ideal targets based on which accounts were most likely in an active buying cycle and represented the biggest potential over the long term.

	# of Properties	Annual Potential	Active Pipeline	Friendly Score
COMPANY A	161	\$1,387,240	Yes	3 out of 10
COMPANY B	118	\$1,275,935	Yes	7 out of 10

"Friendly score" simplifies complex data into easy-to-understand rankings that help align Sales and Marketing around ideal targets.

TIP

Data is no substitute for what can be gained from experience and interaction. Collaborate with the sales team to overlay qualitative insights with the data you've gathered.

Insight + Data = Ideal Targets



STEP 3

Configure CRM, MA & Martech

Whether you're conducting a pilot or expanding your program, it's critical to have a solid technology foundation that can support your ABM goals. Many tools don't automatically enable an account-based view "out of the box." Consider working with a partner to make sure all of your tools and processes support account-based marketing and are integrated to seamlessly orchestrate campaigns and enable accurate data and reporting

While there's lots of technology on the market that can power-up your ABM, don't feel limited if you don't have all the latest tools. Although things like intent data and other tools might be attractive, there may be viable alternatives if those options are out of budget or scope for you.

AI and intent tools are often part of the ABM martech stack. But in some cases, there's a less complex route to the same information. For Tempur Sealy, understanding intent doesn't require new technology. Industry associations and publications actively build and manage renovation and construction pipeline reports.

These reports can be purchased to identify companies that are actively building or renovating. With a wealth of details, including property type, location and project phase, data sources like this can enrich your account selection, messaging and sales activities.

TOOLS TO CONFIGURE AND INTEGRATE:

- Customer Relationship Management (CRM)
- Marketing automation (MAP)
- Social networks
- Multi-channel digital advertising
- Business intelligence and data
- Content personalization
- Website personalization
- Website analytics
- Telemarketing
- Direct mail / fulfillment
- Sales enablement

TIP

Need a partner to help you integrate your sales and marketing systems or get creative about how to get your hands on the right data?

Let us know!



STEP 4

Develop Account Data, Information & Insight

Buyer expectations about personalization and relevance continue to increase. To break through B2B buying group complexity, your ABM program needs to pack a punch. The more your organization knows about accounts, the more you can create sales and marketing plays that speak directly to buyers' needs and concerns.

Once you have identified the right accounts, you need to dig deeper to understand the needs and priorities of individuals in the target account. For Tempur Sealy Hospitality, we developed insights in three key areas:

1. THE BUYER'S JOURNEY & BUYING ECOSYSTEM

Though there are many influencers of the mattress purchase, we used insight into the buying process to determine where to focus the ABM effort.



2. BUYER PERSONAS

Understanding priorities of the different members of the buying group helped identify messages and tactics that would connect.



IAN INVESTOR



OWEN OPERATIONS

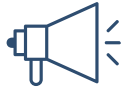


PAM PROCUREMENT

3. INDIVIDUAL ACCOUNT INTELLIGENCE

To enable content personalization and ensure relevant messages and offers, we gathered information for each account, including:

- Buying group contacts
- Company mission
- Hotel brands
- Properties that are already customers
- Total number of rooms
- Insights for content personalization
- Property characteristics

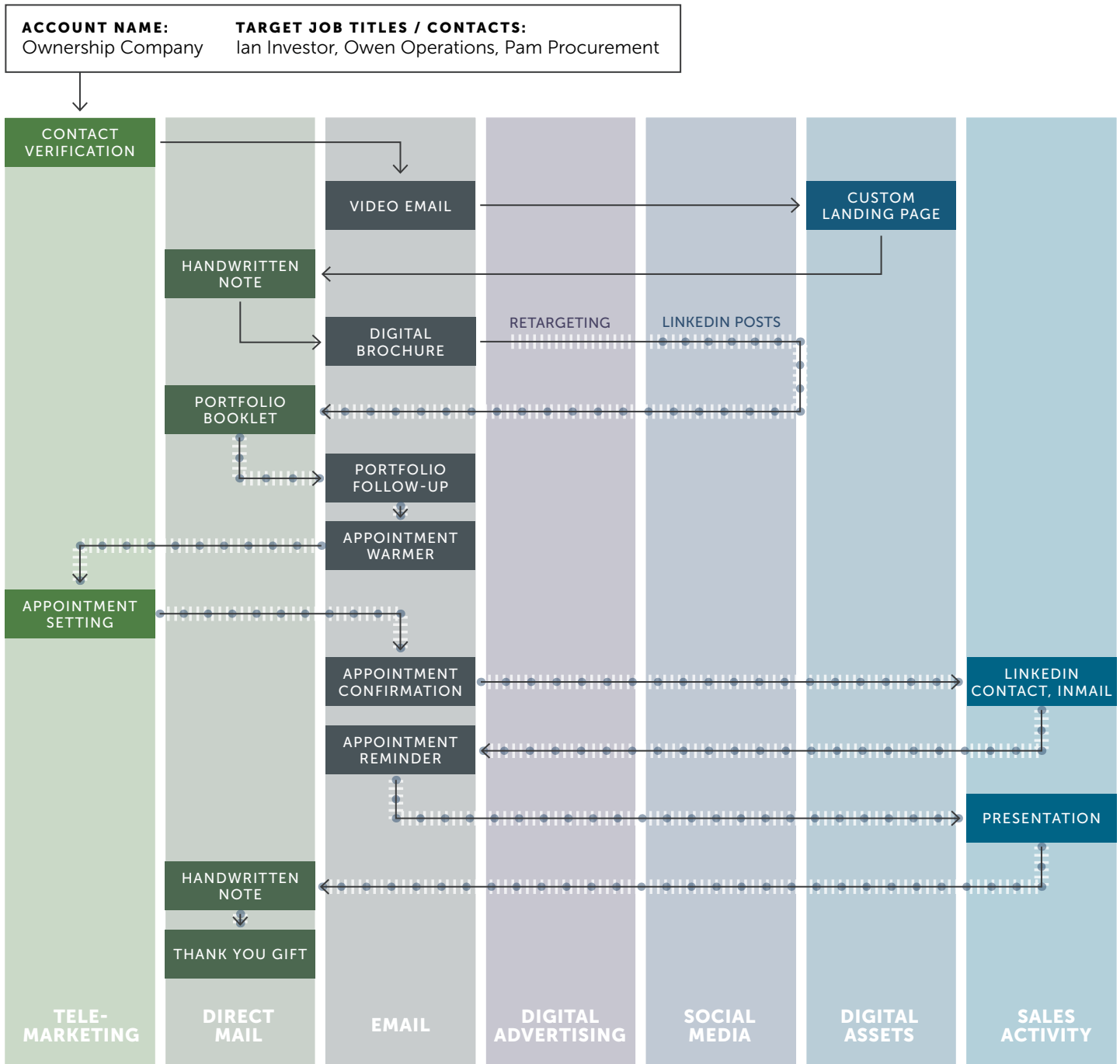


STEP 5

Create Content, Select Channels & Run Campaigns

Effective account-based marketing plans require an omni-channel approach that optimizes inbound and outbound activities to drive engagement and create opportunities. Once you

understand the buyer's journey and the needs and priorities of the buying group, you can create campaign plans that utilize digital and traditional tactics to deliver results.



USE AN OMNI-CHANNEL APPROACH TO ENGAGE TARGETS

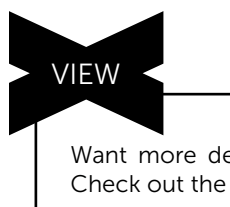
Campaign elements for Tempur Sealy Hospitality combined persona-based messages with personalized data gathered from account research to drive engagement and conversion.



PERSONALIZED BROCHURE

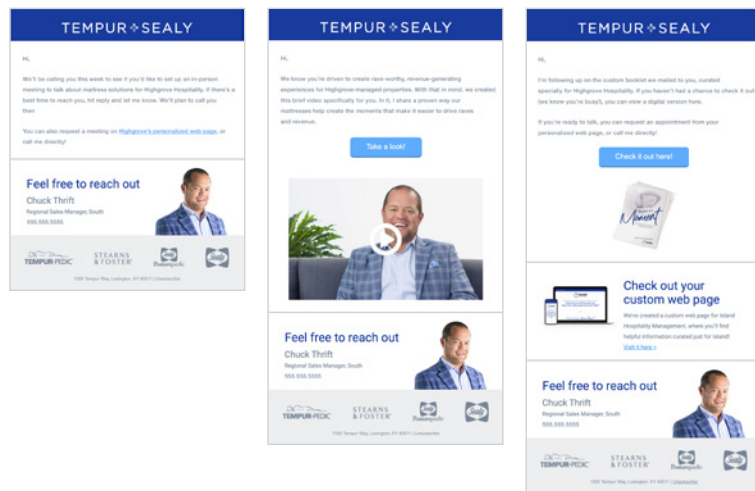


HANDWRITTEN NOTES

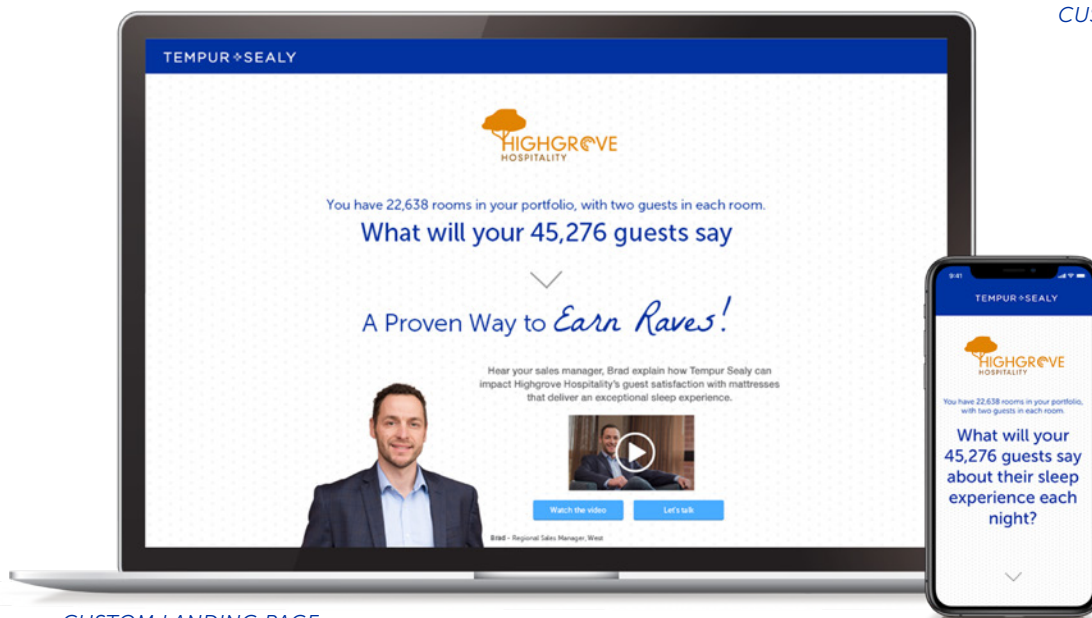


Want more details on the messaging and tactics?
Check out the in-depth case study in this webinar.

[Register Now](#)



CUSTOMIZED EMAILS



CUSTOM LANDING PAGE



STEP 6

Equip, Enable & Empower Sales

An effective ABM program requires seamless coordination between Sales and Marketing. At The Mx Group, we help clients create a powerful end-to-end program that combines deep account insights with powerful messaging and sales enablement to help sales teams open doors and close sales. To create customized content and enable personalized dialogue with top targets, you must move beyond basic data and really get to know the accounts you're pursuing.

For Tempur Sealy Hospitality, our team led the research effort into target accounts and key contacts to ensure outreach was impactful. In addition, we coached the sales team on effective ways to connect with prospects on LinkedIn.

We mined target account websites and sales collateral as well as LinkedIn profiles to identify priorities. We combined these insights with data we had captured earlier in the account selection process to understand product fit, potential purchase timelines and other key factors.

We then facilitated meetings with sales leaders and regional sales managers to determine how to tailor the ABM program for maximum impact.



Want more ideas about the types of account and contact insights you can apply in your ABM program?

[Check out our Account Insights worksheet.](#)

HERE ARE SOME OF THE QUESTIONS WE EXPLORED TO HELP US OPEN DOORS WITH EACH TARGET ACCOUNT:

- What are their corporate values?
 - How can we create deeper connections?
- What is the guest experience they create in their hotel?
 - How does this relate to the benefits offered by Tempur Sealy beds?
- Do they demonstrate a commitment to quality products and services in other ways within their properties?
 - How can we connect this with Tempur Sealy's quality differentiators?
- Which hotel segments and brands are represented in their portfolio?
 - How does this influence the best products to lead with or which case studies to share?
- What does the sales team already know about the buying group?
 - How can we leverage this information to tailor the approach?



STEP 7

Measure & Refine

MEASURE

Measuring an ABM program can be tricky, especially in the beginning. Depending on the length of your average sales cycle, it can take a long time to see if you're having success. That's why it's important to identify other KPIs you can measure along the way to get an early read on program performance.

When you're just getting started, you may want to measure things like:

- Account data hydration
- Tactic engagement rates
- Contact engagement rates
- Account engagement rates

READY?

Want to drive results like these for your business?

Contact us today!

REFINE

In addition to delivering pipeline revenue, Tempur Sealy's pilot program was also created to be scalable over time. It's important to plan from the beginning to structure processes, data and tactical elements so they can be leveraged at scale. As the program matures, you can operationalize it for impact even on lower-value targets.

Here are some considerations to keep in mind for refinement:

- Ensure that processes can be automated and scaled over time
- Create data structures that will enable seamless integration
- Operationalize insight-gathering to reduce the time investment
- Develop creative asset templates that can be easily customized as the program matures
- Measure the impact of each channel and tactic to focus time and resources

TEMPUR SEALY'S ABM PROGRAM RESULTS:

40%
SUCCESS RATE

\$28M
REVENUE OPPORTUNITY



The Mx Group

The Mx Group is an integrated B2B marketing agency that has been solving clients' complex marketing challenges for more than 30 years.

We connect strategy, creative, demand generation and digital development to deliver impactful customer experiences.

We are aligned around one goal:
creating solutions for clients that
propel businesses and buyers forward.

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