

# Account-Based Marketing (ABM)

ABM Example: *Personalized Campaign for a Target Account*

Company: *TechCo, a B2B SaaS company offering data analytics software*

Target Account: *HealthFirst, a large healthcare organization*

Goal: *Land HealthFirst as a high-value enterprise customer worth \$500k+ annually*

## Step-by-Step ABM Strategy

### 1. Account Selection

TechCo's marketing & sales teams identify HealthFirst as a high-fit account based on:

- Industry (healthcare)
- Company size (5,000+ employees)
- Current tech stack (uses tools TechCo integrates with)
- Public business challenges (data silos, slow reporting)

### 2. Deep Research

The team digs into:

- HealthFirst's leadership on LinkedIn
- Press releases and interviews
- Pain points mentioned in earnings calls
- Recent industry changes affecting the company

This information helps to form a tailored message focused on improving reporting accuracy and reducing compliance risk.

### 3. Personalized Outreach

- **Sales** sends a LinkedIn message to the Director of Data Strategy referencing a recent interview and offering a short diagnostic call.
- **Marketing** creates a custom microsite for HealthFirst with:
  - A personalized video message
  - Relevant case studies (other healthcare wins)
  - A calculator showing ROI using HealthFirst's metrics
- **Ads** are targeted to HealthFirst's buying committee on LinkedIn with custom messaging.

### 4. Multi-Touch Engagement

- **Week 1:** Warm intro and custom video from sales
- **Week 2:** ABM ad campaign launches with decision-maker targeting
- **Week 3:** Webinar invite tailored for healthcare IT leaders

### 5. Sales and Marketing Sync

Marketing shares engagement data (microsite visits, ad clicks, webinar attendance) with the sales team, allowing for smarter follow-up based on what the account interacted with most.

### The Outcome

- HealthFirst engages with the content, attends the webinar, and books a meeting.
- After a 60-day cycle, they sign on as an enterprise customer.
- Because of the personalized experience, the buying committee is more confident and aligned—cutting the usual sales cycle by 30%.

**Start small, go deep, and be relevant.**

