

Index

A

- A/B creative testing, 295–296
- ABM. *See* account-based marketing; account-based marketing platform
- ABS (account-based selling), 321
- ABSD (account-based sales development), 108, 321, 326
- account lists
 - of customers, 273
 - prioritizing, 218–219
 - tiered, 121, 132
- account managers
 - football analogy, 216
 - roles and goals of, 148
 - “smarketing” tasks, 234
- account marketing plans, 41–42
- account scoring system, 273
- account-based marketing (ABM)
 - Advocate stage, 17, 25
 - buyer’s journey, 24–25
 - customer’s journey, 26–27
 - defined, 1, 10
 - driving more revenue from, 28–30
 - Engage stage, 16–17, 25
 - Expand stage, 16, 25
 - Identify stage, 15, 25
 - lead-based marketing versus, 10–13
 - making case for, 20–22
 - number of companies using or planning to use, 21
 - obstacles facing, 319–324
 - reasons for using, 313–318
 - resources needed for, 23
- account-based marketing (ABM) platform
 - integrating other software with, 54
 - marketing technologist and, 57
 - overview, 51
 - reports, 303
 - tying back to accounts, 57
- account-based sales development (ABSD), 108, 321, 326
- account-based selling (ABS), 321
- accounts. *See also* target accounts
 - as data point in CRM, 83
 - defined, 14
 - Engage stage, 16–17
 - Expand stage, 16
 - leads versus, 22
- account’s journey, 106–108, 148–152, 183, 222–230, 232–233
- account-specific plans
 - champions, 114, 117
 - decision-makers, 114
 - defined, 114
 - detractors, 118
 - power sponsors, 114, 118
 - stakeholders, 114–117
- Act-On, 79
- Adobe Design Suite, 61
- Adoption stage of customer’s journey, 26, 242–244
- AdRoll, 182
- advertising
 - as air cover, 145
 - automation, 185–186
 - campaigns, 178–181, 186, 232–233
 - changing message by stage, 183–185
 - connecting outside of business hours, 173
 - to customers, 268–269
 - display ads, 53, 58, 119, 177
 - mobile ads, 53, 58, 172–177, 180
 - nurturing throughout buying process, 164
 - outbound marketing, 129
 - pipeline acceleration campaigns, 161
 - purpose of, 58
 - pushing the envelope, 181–183
 - search ads, 53

- advertising (*continued*)
 - sharing best practices, 276
 - social media ads, 58–59
 - software for, 119–120
 - tiering targets by, 79
 - types of, 177
 - video ads, 53, 58, 128–129, 177, 182–183
- advocate marketing, 204, 230, 295
- Advocate stage of ABM
 - account's journey, 107
 - buyer's journey compared to ABM funnel, 25
 - customer advocates
 - building buzz, 262–263
 - event marketing, 261–262
 - general discussion, 249
 - getting customers talking, 254–257
 - interviewing customers, 257–259
 - joy, 250–251
 - marketing technology, 256–257
 - product development, 263–265
 - reaching new contacts, 261
 - referrals and references, 259–261
 - relationships, 252–254
 - surprise, 251–252
 - customer's journey
 - Adoption stage, 242–244
 - continuing education, 245
 - engaging end-users, 244–245
 - Land and Expand stage, 246–247
 - overview, 242
 - Upsell and Cross-sell stage, 247–248
 - lessons learned from *Mad Men*, 184
 - nurturing, 268–272
 - overview, 17
 - prospecting to contacts, 240–242
 - selling to existing customers, 245–248
 - “smarketing success,” 272–276
 - sustainable “smarketing” process, 152
 - user conferences
 - content, 279
 - defined, 276
 - new product development announcements, 282
 - sponsors, 279–282
 - treating clients like VIPs, 277–279
 - venues, 277

- AEs. *See* sales account executives
- agile and project management, 53
- air cover, 27–28, 34, 42–43, 144–146, 241, 321
- “Always-on air cover” stage of customer's journey, 27–28, 321
- Ambassador, 256
- annual recurring revenue (ARR), 70, 83
- application programming interface (API), 54
- Attend, 282
- awareness metric, 36
- Awareness stage of lead-based marketing, 10–11
- Azalead, 119

B

- banner ads, 180
- BANT qualification process, 100–101, 106, 117, 122, 219, 226
- BDRs. *See* business/sales development representatives
- best practices, 276
- best-fit customers and accounts
 - criteria for, 70
 - general discussion, 69
 - ideal customer profile, 72–75
 - identifying, 15
 - segmenting by industry and company size, 71–72
 - specifying company size, 71
 - specifying industry, 70–71
 - tiering targets, 77–80
 - value proposition, 76–77
- Bit.ly, 196
- blacklists, 214
- blogs
 - in content library, 196
 - cross-promotion, 213
 - marketing content, 62
 - most useful, 325–329
 - posting outside business hours, 174
- Bombora, 87
- Boulder Logic, 257
- bounce rates metric, 65
- brand identity, 207–209
- BrightTalk, 63
- Brinker, Scott, 52, 328, 335

- BuiltWith, 86–87
- business intelligence, 53
- business software review platform, 120
- Business2Community, 327
- business/sales development representatives (BDRs/SDRs)
 - connecting through LinkedIn, 188
 - converting accounts to opportunities, 105
 - as CRM account owner, 94
 - defined, 39, 141
 - establishing relationships, 252
 - football analogy, 216–217
 - gauging interest, 100–101
 - generating velocity, 169–170
 - handling prospects, 223–224
 - qualifying revenue opportunities, 107–108
 - roles and goals of, 146–147
 - “smarketing” tasks, 234, 305
- buyer’s journey
 - ABM compared to, 25
 - Closed/Won stage, 24–25
 - Demand Generation stage, 23–24
 - Opportunity stage, 24–25
 - showing engagement in, 299
 - stages of, 218
 - with traditional lead-based marketing, 47
- buying centers
 - defined, 122
 - identifying, 123

C

- CABs (customer advisory boards), 282
- calls and call centers, 53, 66
- calls-to-action (CTAs), 65, 179, 184, 210, 296
- Canva, 62
- case studies
 - adding to Knowledge Center, 271
 - advertising to customers, 268
 - content for marketing activities, 62
 - in content library, 194–195
 - producing content by industry vertical, 201
 - producing effective, 274–276
- certified meeting planners (CMPs), 279
- CHAMP acronym, 102

- champions
 - account-specific plans, 114, 117
 - as customer advocates, 84
 - defined, 114
 - enabling and empowering, 117
 - establishing relationships, 253
 - pipeline acceleration campaigns, 159
 - training, 243
- channel/local marketing, 53
- Chief Marketing Technologist, 335
- Chief MarTec, 52, 328
- churn
 - defined, 30, 252
 - preventing, 30
- ChurnZero, 256
- C-level executives
 - changing assumptions of, 324
 - content development based on, 204
 - generating velocity, 169
 - roles and goals of, 148
 - as stakeholders, 116
- clicks metric, 32, 58, 235
- click-through rates metric, 65
- “click-to-close,” 158
- ClickZ, 326
- closed accounts, 95
- Closed/Lost stage, 150, 165–166, 219
- Closed/Won stage, 24–25, 166, 235
- Cloudingo, 93
- CMPs (certified meeting planners), 279
- CMS (content management system), 50–51
- cold leads, 321–322
- communities, 53
- company lists
 - applying ideal customer profile to, 78–80
 - tiering targets, 77–78
- company size
 - content development based on, 200–201
 - in ideal customer profile, 73
 - identifying stakeholders, 115–116
 - segmenting by, 71–72
 - specifying, 71
 - tiering targets by, 79
- Consideration stage of lead-based marketing, 11

- contacts
 - account-specific plans
 - champions, 114, 117
 - decision-makers, 114
 - defined, 114
 - detractors, 118
 - power sponsors, 114, 118
 - stakeholders, 114–117
 - adding to accounts, 121–123
 - connecting through social media, 187–189
 - as data point in CRM, 83
 - defined, 14
 - Expand stage, 16
 - filtering, 131–133
 - general discussion, 113
 - Identify stage, 15
 - marketing technology, 119–121
 - “Most Wanted” list of, 176
 - reaching new through customer advocates, 261
- content development
 - based on company size and type, 200–201
 - based on personas, 201–204
 - content libraries, 191–197
 - general discussion, 191–192
 - humanizing content
 - addressing wants, needs, and pain points, 206–207
 - brand identity, 207–209
 - general discussion, 204
 - personalizing message, 207
 - thought leadership, 205–206
- marketing technology
 - context considerations, 209, 211–212
 - cross-promotion, 212–213
 - delivering content on right channel, 212
 - general discussion, 209
 - measuring effectiveness, 213–214
 - strategic formula, 209–212
 - storytelling, 197–199
 - viewing from ABM perspective, 199
- content downloads metric, 235
- content management system (CMS), 50–51
- content managers
 - assigning “smarketing” tasks, 234
 - defined, 39
 - football analogy, 216
- content marketing
 - based on stage of account’s journey, 232
 - buying signals, 143
 - formula for content strategy, 228
 - key components of, 61
 - marketing technology, 53
 - nurturing throughout buying process, 164
 - strategizing content, 231–232
 - testing campaigns, 296–297
 - types of content, 62–63
- contract terms, 276
- conversions metric, 32
- cost-per-click (CPC), 290–291
- cost-per-thousand impressions (CPM), 290–293
- coverage metric, 36
- creative and design tech, 53
- CRM. *See* customer relationship management system
- cross-promotion, 212–213
- cross-selling, 26–27
- CrunchBase, 86
- CSMs. *See* customer success managers
- CTAs (calls-to-action), 65, 179, 184, 210, 296
- customer advisory boards (CABs), 282
- customer advocates. *See also* Advocate stage of ABM
 - Advocate stage, 17
 - building buzz, 262–263
 - champion or VIP customers, 84
 - event marketing, 261–262
 - forgetting about, 323
 - general discussion, 249
 - getting customers talking, 254–257
 - interviewing customers, 257–259
 - joy, 250–251
 - marketing technology, 256–257
 - product development, 263–265
 - reaching new contacts, 261
 - referrals and references, 259–261
 - relationships, 252–254
 - surprise, 251–252
 - turning customers into, 230
- customer experience, 53, 143

- customer relationship management (CRM) system
 - creating new accounts, 91–95
 - flowing marketing automation data back into, 138–140
 - importing data feeds into, 90
 - integrating other software with, 54–56
 - managing existing data, 82–84
 - marketing experience manager and, 56
 - marketing technologist and, 56
 - obtaining new data on target accounts
 - general discussion, 84–85
 - predictive analytics, 89–90
 - resources for company information, 85–86
 - resources for persona information, 87–89
 - starting data points, 85
 - overview, 48–49
 - protecting data quality
 - checklist for, 97
 - data profiling, 96–97
 - general discussion, 95–96
 - identifying bad data, 97–98
 - updating account information, 98
 - reports, 28–29, 302–303
 - retargeting, 182
 - tiering targets by, 79
 - tying back to accounts, 57
- customer retention
 - acquisition versus, 13
 - not paying attention to, 323
- customer success managers (CSMs)
 - connecting new customer accounts to, 166
 - connecting through LinkedIn, 188
 - continuing to improve, 309–310
 - as CRM account owner, 95
 - defined, 39
 - establishing relationships, 253–254
 - football analogy, 216–217
 - interviewing customers, 258
 - “smarketing” tasks, 234, 306
- customers
 - account list of, 273
 - stage of account’s journey, 150
 - turning into advocates, 230
 - turning opportunities into, 227–230
- customer’s journey

- Adoption stage, 26, 242–244
- “Always-on air cover” stage, 27
- continuing education, 245
- engaging end-users, 244–245
- Land and Expand stage, 27, 246–247
- overview, 242
- Upsell and Cross-sell stage, 26–27, 247–248
- CustomerThink, 327
- Cvent, 282

D

- dashboards, 53
- data
 - creating new accounts, 91–95
 - general discussion, 81–82
 - managing existing CRM data, 82–84
 - marketing data resources, 20
 - obtaining new data on target accounts
 - general discussion, 84–85
 - predictive analytics, 89–90
 - resources for company information, 85–86
 - resources for company technology information, 86–87
 - resources for persona information, 87–89
 - starting data points, 85
 - protecting quality of
 - checklist for, 97
 - data profiling, 96–97
 - identifying bad data, 97–98
 - overview, 95–96
 - updating account information, 98
- data silos, 49
- DataFox, 86
- Datanyze, 87
- decision-makers
 - defined, 114
 - pipeline acceleration campaigns, 159–160
 - stakeholders’ influence on, 115
- demand generation, 23–24, 47, 178, 222–224
- Demand Generation stage of buyer’s journey, 23–24
- Demandbase, 119
- demos, 223–225
- design suites, 57, 61–62
- detractors, 118

digital asset management, 53

direct mail marketing

- as air cover, 145

- content for, 196

- outbound marketing, 129

- overview, 60–61

- pipeline acceleration campaigns, 161

directors, 117, 169, 204

DiscoverOrg, 88

display ads, 53, 58, 119, 177

domain-keys identified mail (DKIM), 214

drip emails, 104, 129, 144–145, 224

Dun & Bradstreet, 85

Dun & Bradstreet Optimizer, 93

D-U-N-S numbers, 85–86, 93

E

ebooks, 62, 193–194

editorial calendars, 197

Eloqua, 49, 79

email

- as air cover, 145

- asking for customer feedback, 255

- blacklists, 214

- blasting too quickly, 320

- connecting new customer accounts to point of contact, 166

- connecting outside of business hours, 174

- drip emails, 104, 129, 144–145, 224

- effective, 65–66

- general discussion, 64–65

- interviewing customers, 259

- marketing technology, 53

- metrics, 65

- newsletters, 145

- outbound marketing, 129

- personalized, 220

- pipeline acceleration campaigns, 160

- surprising clients, 251

EmailOnAcid, 214

Engage stage of ABM

- assigning “smarketing” tasks, 233–234

- buyer’s journey compared to ABM funnel, 25

- content development

- based on company size and type, 200–201

- based on personas, 201–204

- content libraries, 191–197

- general discussion, 191–192

- humanizing content, 204–209

- marketing technology, 209–214

- storytelling, 197–199

- viewing from ABM perspective, 199

football analogy, 216–217

launching advertising campaigns, 232–233

lessons learned from *Mad Men*, 184

overview, 16–17

personalizing buyer’s channel

- advertising campaigns, 177–186

- general discussion, 171

- mobilizing message, 172–177

- social media, 187–190

playbook of activities by stage

- advocate marketing, 230

- demand generation, 222–224

- pipeline velocity, 225–227

- sales velocity, 227–230

prioritizing account list, 218–219

ranking success, 235–236

strategizing content, 231–232

sustainable “smarketing” process, 152

velocity to advance accounts

- advancing opportunities to Closed/Won deals, 163–166

- general discussion, 157

- growing revenue, 166–170

- overview, 219–220

- pipeline acceleration campaigns, 158–163

engagement metric, 36

engagement reports, 307–308

Engagio, 36, 120, 294, 333

Engman, Chris, 333

enterprises, 71, 116

events

- advertising to customers, 268

- as air cover, 145

- customer advocates, 261–262

- filtering contacts, 131

- inbound marketing, 128

- marketing technology, 53

- networking in-person, 175
- nurturing throughout buying process, 164
- outbound marketing, 129
- pipeline acceleration campaigns, 160
- prospects arriving via, 222
- roadshows, 60
- sharing best practices, 276
- surprising clients, 251
- tradeshows and conferences, 59
- evergreen videos, 182
- EverString, 89
- EVPs (executive vice presidents), 116–117
- ExactTarget, 134
- executive stakeholders
 - assigning “smarketing” tasks, 234
 - defined, 39
 - football analogy, 216–217
 - roles and goals of, 148
- executive vice presidents (EVPs), 116–117
- Expand stage of ABM
 - buyer’s journey compared to ABM funnel, 25
 - lessons learned from *Mad Men*, 184
- marketing automation system
 - filtering contacts, 131–133
 - flowing data back into CRM, 138–140
 - general discussion, 125–126
 - grading, 137–138
 - monitoring marketing activities, 130–131
 - nurturing, 126–129
 - scoring, 135–137
- overview, 16
- reaching right people in target accounts
 - account-specific plans, 114–118
 - adding contacts to accounts, 121–123
 - general discussion, 113
 - marketing technology, 119–121
- sales as marketing’s primary client
 - creating sustainable process, 151–152
 - detecting urgency, 143–144
 - general discussion, 141
 - greasing the wheel to revenue, 153
 - marketing sourced pipeline, 150

- providing air cover, 144–146
- reestablishing marketing’s mission, 142–143
- roles and goals for each team member, 146–148
- serving versus selling, 153
- targeting accounts across all stages, 148–150
- sustainable “smarketing” process, 151–152

F

- Facebook
 - connecting through, 189
 - following accounts through, 190
 - general discussion, 51, 59
 - networking through, 174
 - product reviews, 269
 - sponsoring posts, 190
- Fiverr, 62
- Flip The Funnel* (Jaffe), 13
- #FlipMyFunnel events, 169, 174–175
- forms
 - form completions metric, 33, 144
 - form-free campaigns, 186
 - inbound marketing, 127
- funnel (sales pipeline)
 - buyer’s journey, 23–25
 - defined, 10
- flipping
 - Advocate stage, 17
 - compared to buyer’s journey, 25
 - Engage stage, 16–17
 - Expand stage, 16
 - Identify stage, 15
 - overview, 14–15
- traditional lead-based marketing
 - Awareness stage, 10–11
 - Consideration stage, 11
 - Interest stage, 11
 - major problems with, 12–13
 - overview, 10
 - Purchase stage, 11–12
- Funnelholic, 326, 332

G

G2Crowd, 120, 255, 269
Gainsight, 256
gamification, 53
gating content, 127, 179, 186, 192
Ghostery, 87
Godin, Seth, 14, 323
The Golden Circle, 165
Google Alerts, 212
Google Hangout, 63, 259
Google Plus, 269
GoToMeeting/GoToWebinar, 63, 259
grading, 137–138
Grammar.ly, 62
graphics, 179, 181
Gretzky, Wayne, 320
Gupta, Ankush, 329
Guru, 62

H

halo effect, 146
Handley, Ann, 326, 333–334
Heinz, Matt, 328, 334
Heinz Marketing, 328
Heuer, Megan, 313–318, 334
historical backtesting, 89
Hooked on Customers (Thompson), 327
hot leads, 321–322
how-to guides, 270
HubSpot, 49, 79

I

ideal customer profile (ICP)
 applying to tiered company list, 78–80
 comparing customers with, 84
 creating personalized sales messages, 35
 defining personas, 74–75
 example of, 73
 general discussion, 72
 identifying best-fit contacts, 15–16
 personas' motivations, 75
Identify stage of ABM

buyer's journey compared to ABM funnel, 25
data
 creating new accounts, 91–95
 general discussion, 81–82
 managing existing, 82–84
 obtaining new, 84–90
 protecting quality of, 95–98
lessons learned from *Mad Men*, 184
overview, 15
qualifying target accounts
 account's journey, 106–108
 agreeing on sales-ready opportunities, 108–109
 converting to opportunities, 104–106
 finding multiple opportunities within one, 109–110
 gauging interest, 99–103
 holistic view of, 109
sustainable “smarketing” process, 151
targeting best-fit accounts
 criteria for, 70
 general discussion, 69
 ideal customer profile, 72–75
 segmenting by industry and company size, 71–72
 specifying company size, 71
 specifying industry, 70–71
 tiering targets, 77–80
 value proposition, 76–77
impressions metric, 58, 235
inbound marketing and activities, 100, 107, 126–128, 146–147, 222–223
Infer, 89–90
influence metric, 36
influencers
 connecting customer advocates with, 263
 content development based on, 203
 pipeline acceleration campaigns, 159
 webinars, 64
Influitive, 153, 176, 256, 261
infographics
 content for marketing activities, 62
 in content library, 193–194
 cross-promotion, 213
InsightSquared, 61, 200
Instagram, 190

- intent to buy, 101–103
- Intercom Acquire, 164
- Interest stage of lead-based marketing, 11
- interruption marketing, 172
- intra-pipeline acceleration campaigns, 161
- ion interactive, 335
- IT directors, 204
- IT managers/specialists, 204

J

- Jab, Jab, Jab, Right Hook* (Vaynerchuk), 198
- Jaffe, Joseph, 13
- Joe Chernov, 200
- Join.Me, 63
- Jue, Jason, 208

K

- key performance indicators (KPIs), 22, 167.
See also metrics
- Knowledge Centers, 270–271

L

- Land and Expand stage of customer's journey, 27, 246–247
- landing pages, 55–56, 127, 179–180
- last mile pipeline acceleration campaigns, 161
- Lattice Engines, 90
- lead-based marketing
 - Awareness stage, 10–11
 - Consideration stage, 11
 - Interest stage, 11
 - major problems with, 12–13
 - overview, 10
 - promoting ABM using data from, 20
 - Purchase stage, 11–12
 - useless metrics, 32–33
- leads. *See* prospects
- Leadspace, 96
- LeanData, 94, 96
- LinkedIn
 - cold calls versus, 66
 - connecting outside of business hours, 173

- connecting through, 97–98, 188
- contact information, 88
- following accounts through, 189
- general discussion, 51–52, 58–59
- networking through, 174
- researching before engaging, 123
- sponsoring posts, 190
- tracking clicks, 196
- LinkedIn Groups, 255
- “live chat” applications, 164
- LiveRamp, 182
- The Loyalty Effect* (Reichheld), 255
- Loyalty Rules!* (Reichheld), 255
- loyalty tech, 53

M

- Mad Men* (television program), 184
- MarComm (marketing communications)
 - managers, 147
- marketing analytics, 53
- marketing apps, 53
- Marketing Automation For Dummies* (Sweezy), 125, 134, 326
- marketing automation system
 - buying signals, 143–144
 - combining scores for single account, 137
 - filtering contacts, 131–133
 - flowing data back into CRM, 138–140
 - grading based on best fit, 137–138
 - integrating other software with, 54–55
 - landing pages, 55–56
 - marketing technologist and, 57
 - monitoring activities for buying signals, 105
 - monitoring marketing activities, 130–131
 - nurturing, 126–129
 - overview, 49–50
 - reports, 303
 - scoring based on activities, 135–136
 - scoring degradation, 136–137
 - tiering targets by, 79
 - tying back to accounts, 57
- marketing communications (MarComm)
 - managers, 147
- marketing data resources, 53

- marketing experience managers, 57
- marketing operations/technology managers
 - assigning “smarketing” tasks, 234
 - defined, 39, 169
 - football analogy, 216
 - roles and goals of, 147
- marketing qualified accounts (MQAs), 106, 137, 149, 183, 218
- marketing qualified leads (MQLs), 11, 320
- marketing resource management, 53
- marketing technologists, 56–57
- “The Marketing Technology Landscape” (Brinker), 52
- marketing technology (MarTech). *See also names of specific software and companies*
 - activities
 - advertising, 58, 119–120
 - calls, 66
 - content marketing, 61–63
 - direct mail, 60–61
 - email marketing, 64–66
 - events, 59–60
 - social media, 59
 - webinars, 63–64
 - assessing resources before acquiring, 48
 - content development
 - context considerations, 209, 211–212
 - cross-promotion, 212–213
 - delivering content on right channel, 212
 - general discussion, 209
 - measuring effectiveness, 213–214
 - strategic formula, 209–212
 - customer advocacy, 256–257
 - defined, 46
 - general discussion, 45
 - integrating software, 54–56
 - managing, 56–57
 - manual data entry, 121
 - needs fulfilled by, 46–47
 - reports, 302–304
 - stack
 - account-based marketing platform, 51
 - content management system, 50–51
 - customer relationship management system, 48–49
 - defined, 48
 - example of, 52
 - marketing automation, 49–50
 - social media, 51–52
 - subcategories, 52–53
 - tying back to accounts, 57
 - unifying digital presence and content, 54
 - value of, 46
- MarketingLand, 329
- MarketingProfs, 325–326, 333
- marketing-sourced pipeline, 150, 164, 235, 286
- Marketo, 36, 49, 79
- MarketWired, 196
- MarTech. *See marketing technology; names of specific software and companies*
- MarTech Advisor, 329
- Mattermark, 86
- Maxwell, John C., 231
- MediaPost, 327–328
- memes, 181
- metrics
 - attributing at account level, 287–290
 - attributing at campaign level, 290–291
 - awareness, 36
 - “Big 5,” 36
 - bounce rates, 65
 - clicks, 32
 - click-through rates, 65
 - conversions, 32
 - cost-per-click, 290–291
 - cost-per-thousand impressions, 290–293
 - coverage, 36
 - creating clear, 167
 - deal size, 25
 - engagement, 36, 294–295
 - expanding audience, 293–294
 - form completions, 33
 - gauging potential opportunities, 306–308
 - general discussion, 285–286, 301–302
 - how marketing helps sales achieve goals, 143
 - influence, 36
 - leads, 10, 33
 - new revenue from same account, 27
 - number of deals added to pipeline, 24
 - number of deals closed, 25

- ongoing account maintenance, 302–306
- open rates, 65
- page views, 32–33
- potential revenue for each account, 24
- program impact, 36
- retention, 26
- return on investment, 297–299
- revenue, 19, 22, 43–44
- sales velocity, 41
- size of potential revenue, 24
- by stage of customer’s journey, 286
- testing campaigns, 295–297
- usage, 26
- value add, 308–310
- vanity, 24
- Microsoft Access, 82
- Microsoft Excel, 82
- Microsoft PowerPoint, 63
- mid-size businesses, 71, 116
- Miller, Jon, 36, 294, 333
- Mintigo, 90
- mobile analytics, 53
- mobile marketing and ads
 - general discussion, 53, 58, 177
 - networking, 174–175
 - outside of business hours, 172–173
 - overview, 172
 - as part of campaigns, 180
 - testing message, 176–177
- monthly recurring revenue (MRR), 70, 83
- “Most Wanted” list of contacts, 176
- MQAs (marketing qualified accounts), 106, 137, 149, 183, 218
- SQLs (marketing qualified leads), 11, 320
- MRR (monthly recurring revenue), 70, 83
- MX Lookup, 214

N

- NAICS (North American Industry Classification System) industry codes, 86
- narrative, 197, 199
- Net Promoter, 255, 269
- Net Promoter Score (NPS), 255–256
- NetProspex, 88

- networking, 174–175, 276
- newsletters
 - as air cover, 145
 - cross-promotion, 213
 - nurturing through, 220
- North American Industry Classification System (NAICS) industry codes, 86
- NPS (Net Promoter Score), 255–256
- nurturing
 - advertising to customers, 268–269
 - advocating for users, 269–270
 - as air cover, 145
 - campaigns for, 24, 28, 80, 104, 224
 - for inbound marketing, 126–128
 - for outbound marketing, 126, 128–129
 - promoting customer content, 270–272
 - throughout buying process, 164, 220

O

- Olark, 164
- online resources. *See also* Twitter handles
 - Ambassador, 256
 - Ann Handley, 334
 - Attend, 282
 - Azalead, 119
 - Bombora, 87
 - Boulder Logic, 257
 - BuiltWith, 86
 - Business2Community, 327
 - Canva, 62
 - Cheat Sheet (companion to book), 4
 - Chief Marketing Technologist, 335
 - Chief MarTec, 52, 328
 - ChurnZero, 256
 - ClickZ, 326
 - Cloudingo, 93
 - CrunchBase, 86
 - CustomerThink, 327
 - Cvent, 282
 - DataFox, 86
 - Datanyze, 87
 - David Raab, 332
 - Demandbase, 119
 - DiscoverOrg, 88

online resources (*continued*)

Dun & Bradstreet, 85
Dun & Bradstreet Optimizer, 93
EmailOnAcid, 214
Engagio, 120, 333
EverString, 89
Fiverr, 62
Funnelholic, 326, 332
G2Crowd, 120, 255
Gainsight, 256
Ghostery, 87
Guru, 62
Heinz Marketing, 328
Infer, 89
Influitive, 256
InsightSquared, 61
ion interactive, 335
Jill Rowley, 332
Lattice Engines, 90
Leadspace, 96
LeanData, 94, 96
LinkedIn, 88, 98
LinkedIn Groups, 255
MarketingLand, 329
MarketingProfs, 325–326, 333
MarketWired, 196
MarTech Advisor, 329
Mattermark, 86
MediaPost, 327–328
Mintigo, 90
MX Lookup, 214
Net Promoter, 255
NetProspex, 88
online articles (companion to book), 4
PFL, 182
PR Newswire, 196
Preparis, 64
PRWeb, 196
RingLead, 93
RO Innovation, 257
Salesforce Data.com, 85
Salesforce Data.com Assessment App, 96
Salesforce Data.com Connect, 88

SiriusDecisions, 313
6Sense, 89
Smync, 257
SnapApp, 210
Social123, 97
Terminus, 120
TOPO, 332
Triblio, 208, 210
Trustfuel, 256
Uberflip, 210
Vendmore, 120, 333
Vidyard, 182
Zendesk, 250, 271
ZoomInfo, 88
on-site training, 243
open rates metric, 65
opportunities
 account's journey, 107
 converting accounts to, 104–106
 as data point in CRM, 83
 gauging potential, 306–308
 progression through pipeline, 241
 stage of account's journey, 149, 185
 stage of buyer's journey, 218
 traditional B2B funnel, 11–12
 turning into customers, 227–230
 turning qualified accounts into, 225–227
Opportunity stage of buyer's journey, 24–25
optimization, 53
organizational charts, 122
outbound marketing and activities, 100, 107–108,
 126, 128–129, 147, 223
Ow.ly, 196

P

page views metric, 32–33
pain points
 addressing, 206–207
 humanizing content, 206–207
 identifying, 38, 44
 qualification questions, 101
Pardot, 49–50, 55, 79, 134
personalization

- advertising campaigns
 - automation, 185–186
 - building, 178–181
 - changing message by stage, 183–185
 - form-free campaigns, 186
 - pushing the envelope, 181–183
 - types of advertising, 177
- based on persona's motivations, 76–77
- creating personalized sales messages, 35
- Engage stage of ABM, 16
- general discussion, 171
- humanizing content, 207–208
- identifying target accounts, 34–35
- Land and Expand stage of customer's journey, 27
- marketing tech, 53
- mobilizing message
 - networking, 174–175
 - outside of business hours, 172–173
 - overview, 172
 - testing message, 176–177
- pipeline acceleration campaigns, 161
- preventing customer churn, 30
- selling the dream, 37–38
- social media
 - connecting through, 187–189
 - following accounts, 189–190
 - general discussion, 187
 - sponsoring posts, 190
- personas
 - addressing wants, needs, and pain points, 206–207
 - content development based on, 201–204
 - defining, 74–75
 - motivations of, 75
- PFL, 182
- Pinterest, 190
- pipeline acceleration campaigns. *See also* velocity to advance accounts
 - advertising campaign goals, 178
 - executing with sales team, 160–161
 - focusing on the right deals, 161–163
 - general discussion, 158
 - launching, 158–160
 - types of, 162
- pipeline acceleration (sales velocity), 158, 227–230
- pipeline velocity, 158, 225–227, 235
- power sponsors, 114, 118
- PR Newswire, 196
- predictive analytics tools, 89–90
- Preparis, 64
- prescriptive analytics tools, 90
- press releases, 196, 262
- product development
 - asking for input on product roadmap, 264–265
 - feedback, 265
 - reviewing existing product, 263–264
- product reviews, 269
- product webinars, 63
- program impact metric, 36
- project managers
 - connecting new customer accounts to, 166
 - connecting through LinkedIn, 188
- proofreading, 176
- prospects (leads)
 - accounts versus, 22
 - asking for more, 322
 - as data point in CRM, 82
 - defined, 10, 80
 - generated year-to-date, 20
 - inbound activities, 222–223
 - measuring as success, 320
 - number becoming closed revenue, 12, 21
 - outbound activities, 223
 - sending all to sales, 321–322
 - stage of account's journey, 149, 240
 - thinking of customers as, 272–274
 - traditional B2B funnel, 10–11
 - traditional lead-based marketing
 - Awareness stage, 10–11
 - Consideration stage, 11
 - Interest stage, 11
 - major problems with, 12–13
 - overview, 10
 - promoting ABM using data from, 20
 - Purchase stage, 11–12
 - useless metrics, 32–33
 - turning into qualified accounts, 222–224
- PRWeb, 196
- Purchase stage of lead-based marketing, 11–12

Q

qualification questions, 101–103

R

Raab, David, 332

rapid entry pipeline acceleration campaigns, 161

references, 259–261

referrals, 222, 259–261

Reichheld, Fred, 255

request for proposal (RFP) process, 220

retargeting, 182

Rev.com, 64, 259

revenue

- company size and, 71

- current, as data point in CRM, 83

- driving through teamwork

 - building team, 38–40

 - common objectives, 39

 - general discussion, 36

 - key roles, 39

 - selling the dream, 37–38

- from existing customers, 20

- greasing the wheel to, 153

- growing revenue with ABM, 166–170

- as key metric, 19, 22, 43–44

- from leads, 20

- maximizing marketing efforts using revenue as primary metric, 22

- user conference sponsors, 280

review process, 304–305

reviews, 53

RFP (request for proposal) process, 220

RingLead, 93

RO Innovation, 257

roadshows, 60

Rosenberg, Craig, 39–40, 326, 332–333

Rowley, Jill, 331–332

S

sales accepted leads (SALs), 11, 320

sales account executives (AEs)

- connecting through LinkedIn, 188

- converting qualified accounts to opportunities, 225

- as CRM account owner, 95

- defined, 39

- football analogy, 216–217

- generating velocity, 169–170

- interviewing customers, 258

- roles and goals of, 148

- “smarketing” tasks, 234, 305

sales cycle lags, 236

sales database administrators

- assigning “smarketing” tasks, 234

- defined, 39

- football analogy, 216

- roles and goals of, 147

sales enablement, 53

sales leaders

- assigning “smarketing” tasks, 234

- defined, 39

- football analogy, 216–217

- roles and goals of, 148

sales pipeline. *See* funnel

sales qualified accounts (SQAs), 107, 137, 149, 183, 218

sales qualified leads (SQLs), 11, 320

sales velocity metric, 41

sales velocity (pipeline acceleration), 158, 227–230

Salesforce, 49, 86, 134, 176

Salesforce Data.com, 85–86

Salesforce Data.com Assessment App, 96

Salesforce Data.com Clean, 93–94

Salesforce Data.com Connect, 88

Salesfusion, 49

SalesLoft Cadence, 108

SALs (sales accepted leads), 11, 320

scale, defined, 10

scoring

- based on activities, 135–136

- combining scores for single account, 137

- scoring degradation, 136–137

SDRs. *See* business/sales development representatives

search ads, 53

search engine marketing (SEM), 129, 290–291

search engine optimization (SEO), 53, 127

segmenting, 71–72, 132–133, 255

sender policy framework (SPF), 214

- senior directors, 117
- SEO (search engine optimization), 53, 127
- serving versus selling, 153, 323–324
- SIC (Standard Industrial Classification) industry codes, 86
- Sinek, Simon, 165
- SiriusDecisions, 313
- 6Sense, 89
- slide decks, 63
- SlideShare, 63
- small to mid-size businesses (SMBs), 71, 115–116
- “smarketing success” (aligning “smarketing” and customer success)
 - best practices, 276
 - effective customer case studies, 274–276
 - overview, 272
 - thinking of customers as prospects, 272–274
- “smarketing” team (aligning sales and marketing)
 - assigning tasks, 233–234
 - building team, 38–40
 - close collaboration, 33–35
 - common objectives, 39
 - creating personalized sales messages, 35
 - defined, 23
 - general discussion, 31–32, 36
 - identifying target accounts, 34–35
 - key roles, 39
 - overview, 22
 - ranking success, 235–236
 - reconnecting after misalignment
 - account marketing plans, 41–42
 - causes of misalignment, 40
 - general discussion, 40
 - listing important milestones, 43
 - marketing, 41
 - playing to strengths, 41, 44
 - positive open communication, 41
 - sales, 41–42
 - setting realistic expectations, 42–43
 - SMART guidelines, 42–43
- sales as marketing’s primary client
 - account’s journey, 148–150
 - creating sustainable process, 151–152
 - detecting urgency, 143–144
 - general discussion, 141
 - greasing the wheel to revenue, 153
 - marketing sourced pipeline, 150
 - providing air cover, 144–146
 - reestablishing marketing’s mission, 142–143
 - roles and goals for each team member, 146–148
 - serving versus selling, 153
 - selling the dream, 37–38
 - strategizing content, 231–232
 - useless metrics, 32–33
- SMART guidelines, 42–43
- SMBs (small to mid-size businesses), 71, 115–116
- Smync, 257
- SnapApp, 210
- social media
 - ads and marketing, 53, 58–59
 - advertising to customers, 268
 - as air cover, 145
 - biggest channels, 187
 - connecting outside of business hours, 173
 - connecting through, 187–189
 - content for, 196
 - cross-promotion, 212–213
 - following accounts, 189–190
 - general discussion, 177
 - inbound marketing, 128
 - marketing experience manager and, 57
 - marketing tech, 51–53
 - marketing technologist and, 57
 - nurturing throughout buying process, 164
 - as part of advertising campaigns, 180
 - sponsoring posts, 190
 - surprising clients, 251
- Social123, 97, 121
- SOWs (statements of work), 307
- SPF (sender policy framework), 214
- sponsors, 279–282
- SQAs (sales qualified accounts), 107, 137, 149, 183, 218
- SQLs (sales qualified leads), 11, 320
- stack
 - components of MarTech stack, 48–52
 - defined, 48
 - integrating software, 54–56
 - subcategories, 52–53

- stage progression, 178
- stakeholders
 - assigning “smarketing” tasks, 234
 - defined, 114
 - football analogy, 216–217
 - identifying, 114–117
 - roles and goals of, 148
 - sphere of influence, 115
- Standard Industrial Classification (SIC) industry codes, 86
- “Start With Why: How Great Leaders Inspire Action” (Sinek), 165
- statements of work (SOWs), 307
- storytelling and storytellers, 169, 197–199
- support team, 252
- support tickets, 270, 304
- Sweezy, Matthew, 125, 134, 326

T

- target accounts
 - account’s journey, 106–108
 - account-specific plans
 - champions, 114, 117
 - decision-makers, 114
 - defined, 114
 - detractors, 118
 - power sponsors, 114, 118
 - stakeholders, 114–117
 - adding contacts to accounts, 121–123
 - agreeing on sales-ready opportunities, 108–109
 - building list of, 77–80
 - converting to opportunities
 - communicating with accounts, 106
 - monitoring activities for buying signals, 104–105
 - nurture campaigns, 104
 - triggering at the right time, 105
 - criteria for, 70
 - finding multiple opportunities within one, 109–110
 - gauging interest
 - BANT list, 100–101
 - comparing inbound and outbound activities, 100
 - general discussion, 99
 - intent to buy, 101–103
 - qualification questions, 101–103
 - general discussion, 69, 113
 - holistic view of, 109
 - ideal customer profile, 72–75
 - identifying, 34
 - marketing technology, 119–121
 - segmenting by industry and company size, 71–72
 - selling the dream, 37–38
 - specifying company size, 71
 - specifying industry, 70–71
 - value proposition, 76–77
 - Terminus, 38, 74, 120, 168
 - testing, 53
 - Thompson, Bob, 327
 - thought leadership
 - building buzz through customer advocates, 262
 - humanizing content, 205–206
 - promoting references, 260
 - top account-based marketing experts, 331–335
 - user conference sponsors, 280
 - webinars, 63
 - whitepapers, 62
 - tiering targets
 - account list, 121, 132
 - applying ideal customer profile to company list, 78–80
 - company list, 77–78
 - defined, 77
 - pipeline acceleration campaigns, 161
 - prospecting within accounts, 80
 - TOPO, 332
 - “touch and tech,” 161–163
 - tradeshows and conferences
 - customer advocates, 262
 - Dreamforce, 176
 - networking in-person, 175
 - nurturing throughout buying process, 164
 - overview, 59
 - training managers, 166
 - Triblio, 208, 210
 - Trustfuel, 256
 - Twitter
 - advertising, 58–59
 - cold calls versus, 66
 - following accounts through, 189

- general discussion, 51
- networking through, 174
- sponsoring posts, 190
- tracking clicks, 196
- Twitter handles
 - Ankush Gupta, 329
 - Ann Handley, 326, 333
 - Bob Thompson, 327
 - Business2Community, 327
 - Chief MarTec, 328
 - Chris Engman, 333
 - ClickZ, 326
 - Craig Rosenberg, 39, 332
 - CustomerThink, 327
 - David Raab, 332
 - Fred Reichheld, 255
 - Funnelholic, 326
 - Gary Vaynerchuk, 198
 - Heinz Marketing, 328
 - Jason Jue, 208
 - Jill Rowley, 331
 - Jim Williams, 335
 - Joe Chernov, 200
 - Jon Miller, 36, 333
 - MarketingLand, 329
 - MarketingProfs, 326
 - MarTech Advisor, 329
 - Matt Heinz, 334
 - Matthew Sweezey, 134
 - MediaPost, 328
 - Megan Heuer, 334
 - Sangram Vajre, 5
 - Scott Brinker, 52, 335

U

- Uberflip, 210
- The Ultimate Question* (Reichheld), 255
- The Ultimate Question 2.0* (Reichheld), 255
- Upsell and Cross-sell stage of customer's journey, 26–27, 247–248
- upselling, 26–27
- urgency, detecting among accounts, 143–144

- user conferences
 - agendas, 280
 - content, 279–280
 - defined, 276
 - new product development announcements, 282
 - sponsors, 279–282
 - treating clients like VIPs, 277–279
 - venues, 277

V

- value proposition
 - defined, 76
 - differentiating value based on roles, 76
 - going beyond, 251
 - personalized messages, 76–77
 - preventing churn, 30
- vanity metrics, 24
- Vaynerchuk, Gary, 198
- velocity to advance accounts
 - advancing opportunities to Closed/Won deals
 - converting opportunities, 165–166
 - general discussion, 163
 - nurturing throughout buying process, 164
 - selling value, not product features, 164–165
 - general discussion, 157
 - growing revenue
 - case study, 168–170
 - creating clear metrics, 167
 - general discussion, 166
 - linking strategy to revenue, 167–168
 - pipeline acceleration campaigns
 - executing with sales team, 160–161
 - focusing on the right deals for, 161–163
 - general discussion, 158
 - launching, 158–160
 - types of, 162
 - pipeline velocity, 225–227
 - progression of opportunities, 241
 - sales velocity, 227–230
- Vendemore, 120, 333
- vertical markets, 70, 200–201
- vice presidents (VPs), 116–117

- video marketing and ads
 - case studies, 275
 - content for marketing activities, 63
 - evergreen versus personalized videos, 182–183
 - general discussion, 58, 177
 - inbound marketing, 128
 - marketing technology, 53
 - outbound marketing, 129
 - training videos, 271
- Vidyard, 182
- virtual training, 243
- VPs (vice presidents), 116–117

W

- Wanamaker, John, 296
- warm leads, 321–322
- web analytics, 53
- WebEx, 63, 259
- webinars
 - adding to Knowledge Center, 271
 - as air cover, 145
 - building buzz, 263
 - buying signals, 144
 - categories of, 63
 - in content library, 195
 - creating, 63–64

- cross-promotion, 213
- filtering contacts, 131
- inbound marketing, 128
- interviewing customers, 259
- marketing technology, 53
- recording, 64
- sharing best practices, 276
- upselling, 248
- websites
 - buying signals, 143
 - inbound marketing, 128
 - prospects arriving via, 222
- whitepapers, 62, 192–193
- Williams, Jim, 153, 261, 335
- WordPress, 50, 62

Y

- Yelp, 269
- YouTube
 - advertising, 58
 - following accounts through, 190
 - networking through, 174

Z

- Zendesk, 250, 271
- ZoomInfo, 88–89, 121

Notes

Notes
