

# ELASTIC SOLUTIONS' FOUR-PRONGED APPROACH TO ACCOUNT-BASED MARKETING SUCCESS

According to several sources: "Account-based marketing (ABM), also known as key account marketing, is a strategic approach to business marketing in which an organization considers and communicates with individual prospect or customer accounts as markets of one. Account-based marketing is typically employed in enterprise level sales organisations.

Account based marketing can help companies to:

- ➔ Increase account relevance
- ➔ Engage earlier and higher with deals
- ➔ Align marketing activity with account strategies
- ➔ Get the best value out of marketing
- ➔ Inspire customers with compelling content"

Whether you call it ABM, key-account marketing, strategic account marketing, or any other host of names, the concept of Account-Based Marketing has been around for a while. However, now more than ever, B2B marketers are zooming in and focusing on a targeted list of accounts, and going after them with a more personalized, tailored approach that will increase target audience engagement and accelerate opportunities through the pipeline more effectively.

At Elastic Solutions, we've combined our demand generation services with our webinar based marketing solutions to create a four-pronged approach to lead generation and ABM success. Over the course of four months (120 days), the campaign entails:

## PICKING THE RIGHT TARGETS

Picking companies that meet a defined criteria and targeting stakeholders that can move the needle.



## MARKETPLACE INTELLIGENCE

Strategic account data that provides market insight and will qualify organizations in/out as prospective buyers of your solutions.



## RELEVANT CONTENT

Impactful content that summarizes key account findings and acts a lead generator for your business.



## ENGAGING WEBINAR

A webinar that summarizes the campaign and engages your target audience.



# FOUR-PRONGED APPROACH IN DETAIL



## 1 PICKING THE RIGHT TARGETS

The problem with most failed marketing campaigns is simple: they are starting off with bad contact lists. You'll only get the results you're looking for if your efforts are directed at the right companies and the right contacts. Elastic Solutions works with you to pick at least 500 companies that meet the criteria of what you consider a strategic account to be. From those companies, a list of at least 1,000 decision makers and influencers will be built (two contacts per company).

**\*\*Please Note:** the list of companies and contacts can ramp up in increments of 250 and 500, respectively\*\*



## 2 UNSURPASSED MARKETPLACE INTELLIGENCE

We've got the target, now it's time to drill deeper. Elastic Solutions will get with your team of thought leaders to create a value-centric industry survey that will drive responses. You bring the product and solution expertise, Elastic Solutions brings the expertise of knowing how to position these surveys to drive maximum response. The goal of the survey will be to uncover strategic account intelligence, but also to qualify these organizations in/out as prospective buyers of your solutions and services. Through a strategic call and email campaign, at least 100 surveys will be executed, with 15-20% of respondents agreeing to a 'next step' engagement.

**\*\*Please Note:** the more companies and contacts that are targeted, the more surveys that will be executed by Elastic Solutions\*\*



## 3 CONTENT THAT SPEAKS TO YOUR AUDIENCE

Leveraging the massive amount of data collected from the industry survey, Elastic will put together an Executive Brief that summarizes the findings of the campaign. Industry professionals love hearing and seeing what their peers in the industry are doing, so they can see how their processes stack up against the rest of the market. A free copy will be sent to all survey respondents, and Elastic Solutions will promote the content to the other contacts in the list that we generated, but didn't respond to the survey. This will be done through a strategic call and email campaign. Your company co-owns the content and has free reign to promote it however you see fit



## 4 PRESENTING THE DATA IN AN INTERACTIVE ENVIRONMENT

Leveraging Elastic Solutions' cloud-based webcasting solution, the results of the campaign will be presented via webinar in an interactive, collaborative environment that will drive audience engagement. It will also be another way to promote the newly created Executive Brief. Elastic will help drive registrations amongst the 1,000 contacts generated for this campaign, and it's expected that your company will promote the webinar to contacts outside of this list if desired. Not only will you know who registered and attended, but other reports include: login/logout times, Q&A, group chat participants, content downloads, poll and survey responses, social engagement, etc. The webinar will be archived on-demand on the Elastic Meetings platform for 12 months and you'll receive an MP4 (complete media capture) of the webinar to host on your site(s) for perpetuity

# | 120 DAY FOUR-PRONGED APPROACH



## 500 Key Accounts & 1,000 Key Contacts

A defined, marketable list of the right targets sets the tone for the campaign

**\*\*Please Note:** the list of companies and contacts can ramp up in increments of 250 and 500, respectively\*\*



## At Least 100 Surveys

Provides invaluable data on what your target audience is doing now, what they like/dislike, and their initiatives moving forward.

**\*\*Please Note:** the more companies and contacts that are targeted, the more surveys that will be executed by Elastic Solutions\*\*



## Executive Brief

Content that let's your audience know what their peers in the industry are doing, and provides your team with a targeted lead-gen weapon.



## Interactive Webinar

The ultimate content marketing tool to educate your audience on the campaign results, drive engagement and generate qualified, 'sales ready' leads.



## | ABOUT ELASTIC SOLUTIONS:

Elastic Solutions provides webinar-based marketing solutions and lead generation services that increase target audience engagement, drive more qualified leads and improve overall pipeline value.

From cloud-based webcasting and virtual event solutions that extend your reach, enhance demand generation and accelerate opportunities through the sales funnel, to strategic lead-gen services that get businesses in front of the right decision makers and drive more 'sales ready' leads in the process, Elastic Solutions improves the ways business leaders engage their target audience.

The company is headquartered in Houston, TX at 3100 South Gessner Road, Suite 135.

To learn more, please visit [www.elasticroi.com](http://www.elasticroi.com) and/or Call 832.831.5844.

We look forward to working with you.

**ElasticSolutions**   
Extend your reach