

BLAM!

Bombora's guide to Buyer-Led ABM!

How to find your best customers—
when and where they need you most.



bombora

Does it seem like the businesses you're targeting just aren't interested in what you have to say?

We feel you.

The reports are in and the numbers show that businesses who don't want to buy from you still aren't going to buy from you—no matter which target list you put them on or how much sales and marketing budget you throw at them.

It's like trying to sell a yo-yo to someone who needs a hammer—You just don't have what they're looking for right now.

...But have no fear! We put this guide together to show you the best way to find and sell to those customers who are desperately looking for you—instead of spinning your wheels placing ads, emails, and effort in front of uninterested prospects.

Buckle up! Let's take a trip down to the used car lot to take the smartest new trend in marketing for a test drive!





What's the most effective way to sell a minivan?

(Stick with me. This gets good.)

Oh no! Your friend owns a car dealership and she's overstocked on minivans.

How can you help her get those sweet, bread-loaf-esque, door-sliding beauties off her lot?

If you're like most dealerships (and other businesses, for that matter), you might try printing an ad in every paper, singing one on every radio station, stuffing one in every mailbox, slapping one on every Facebook feed and Instagram story, and then sitting by the phone and waiting (...and waiting, and waiting) for the leads to roll in.

As it turns out, mass multi-channel campaigns do drip a few leads out the bottom of the funnel...but at what cost?

You're still down:

- The time to create and format each ad
- The actual cost to run all of those ads
- The annoyance to all of those potential future customers who wouldn't be caught dead in a minivan...and are now bitter from seeing your ads clogging up their feed.

Is this really the most effective way to manage your time and budget to move those fold-and-go, toasters-on-wheels off your lot?

Account-Based Marketing to the rescue!

A slick and effective way to cut down on some of this “advertising overhead” is to use Account-Based Marketing or “ABM”. Believe it or not, there are just some people who don’t appreciate the minivan in all of its majesty (...I know, right?).

With ABM, you mainly focus on certain target customers who you believe are most likely to convert vs. “spray and pray” mass market ads and messaging.

What is ABM?

Account-Based Marketing was developed to bring sales and marketing together by focusing on the most qualified accounts with potential for conversion. It encourages marketers to leverage specific tools and practices to target specific accounts across the buyer’s journey to achieve engagement every step of the way.

The goal has always been to find out what prospects are looking for and why, if they are ready to buy, and what they need to make that final decision to purchase.

So back to your friend with the car dealership. Using a mix of ABM and sales enablement tactics, she can tailor her messages to the demographics most likely to buy a minivan. She’ll save some money in running the ads—but people still aren’t buying at the rate she expected. What gives?!

She’s missing the one key element that makes all the difference: Buyer intent. *Knowing who is actually looking to buy a minivan.*

Buyer intent unlocks the possibilities of Buyer-led ABM (BLAM!), which is like the sport-mode of ABM. Faster, sleeker, and a better experience...



of B2B marketers surveyed by [ITSMA](#) reported that their ABM initiatives outperform their other marketing investments in terms of ROI.



By spending more time on fewer leads that have the highest propensity to buy, marketers can add personalization across channels and audiences to serve prospects what they want to know, in real-time.



increase in revenue witnessed by companies using ABM ([MarketingProfs](#)).



For ABM to work, it takes a cross-team collaborative approach. Sales, marketing, and even product teams need to encourage bi-partisanal flows of information so the prospect gets access to a future customer experience worth learning more about.



of marketers said that ABM significantly benefited them in retaining and expanding their existing client relationships ([Marketo](#)).



ABM is effective because it encourages a personal, customer-first approach every step of the way regardless of the prospect being a new lead or retained account. It’s marketing with empathy and focusing on what your accounts need to know versus what you’d like to say.



Wait...

How do we know what people are thinking?

If someone's looking to buy a minivan, they'll probably visit an online marketplace like AutoTrader, they'll look up minivan reviews on Google and YouTube, and they might even visit your or your competitors' websites a few times before they even talk to a salesperson.

Likewise, your target customers are always actively researching the topics that they're interested in the most—and that's when Bombora swoops in.

We pick up all the digital breadcrumbs your customers leave behind from our Data Co-op of millions of the top B2B sites on the web. We segment this activity by topics of interest and seamlessly integrate the data into any of the marketing automation providers in our diverse ecosystem like Marketo, Salesforce, and Hubspot. Now you can nurture those accounts who are most ready to buy in the platform of your choice.



Active intent signals

Bombora's Intent data is gathered from the B2B ecosystem across multiple content sources



White papers



Case studies



Search



Registration

Real world B2B activity

Making the scale of this Intent data unparalleled—globally



Listening to an average of 3.2M unique domains



Across an average of 685M B2B devices



Researching on 8,000+ B2B topics

Ethically-sourced Intent data

It is used to produce Company Surge® data



Company Surge® data identifies when businesses are actively researching products or services signaling buying intent.

*Figures for Q1 2021 (average of monthly figures from January to March)

You get more quality data than you could ever capture on your own—at a fraction of the effort.

This is Buyer-Led Account-Based Marketing (BLAM!)

What would you do differently if you knew which customers were actively interested in buying a minivan?

You probably wouldn't spend as much time and money engaging unlikely buyers in broad distributions with generic advertising.

...and you probably also wouldn't spend time on the "target accounts" you selected who weren't showing any signs of converting/interest.

Instead, you'd focus the bulk of your attention on reaching those customers who were actively looking for your product. You'd show up right when they needed your help, and they'd be happy to pick up your call because you'd fit perfectly into their process of snagging the perfect ride!

...and, because of this focused approach, you'd get more conversions, incur less campaign waste, work towards a shorter sales cycle, and have happier customers to boot.

The best part?

It's actually more accessible than you think.



The BLAM! journey

Buyer-led ABM is essentially ABM with heart.

It's applying all the fundamental principles of effective Account-Based Marketing, but making sure you're engaging with prospects who have an active interest in learning about you and putting their buying intent first, over "making quota".



HubSpot



IDENTIFY

BLAM! Define your Ideal Customer Profile (ICP) using Intent-powered demand intelligence about their buying behavior and which competitors are attracting their attention.

ABM Define your Ideal Customer Profile (ICP), create marketing automation workflows, and agree internally on analytic metrics for campaign success.

Marketo



MEASURE

BLAM! Measure qualified pipeline growth and an increase in marketing ROI to determine GtM success of your BLAM campaigns.

ABM Measure brand consideration from qualified prospects using web traffic, analytics, and pipeline workflows.

Note: All partner integrations mentioned above can be leveraged during every stage of Bombora's Buyer-led ABM journey.

salesforce



CONVERT

BLAM! Leverage data-driven lead scoring to help sales teams "tunnel-vision" on leads close to conversion. Use intent-powered intelligence to find new cross-sell opportunities and reduce churn.

ABM Maintain a connected sales experience with top prospects via personalized sales content and proposals all the way to close.

LinkedIn



EDUCATE

BLAM! Build and segment your target lists by key interests, keywords, and topic clusters to advance a more connected, personal approach with your prospects' pain points and what they need to know, when they're looking for it.

ABM Collaborate with sales and product teams to create personalized campaigns across channels, audiences, and platforms. From email to social media, be present where prospects' are looking to find more information on what you have to offer.

Outreach



ENGAGE

BLAM! Target accounts with ABM early in the buying cycle to gain sales traction. Use personalized content to kickstart the right account conversations. Understand prospect intent to adjust and amplify content with the most resonance.

ABM Create multiple streams of content for sales and marketing to engage with prospects with the highest propensity to buy.

Would you benefit from a switch to Buyer-Led ABM?

Before we get into it, let's see if this pivot makes sense for your B2B marketing goals. Here's a quick way to check.

Mark all that apply (we won't look):

Are your metrics aimed at quantity over quality?

Do you feel the best way to maximize conversion is to increase your reach?

Do prospects/customers tell you that they're not interested?

Are you only using basic targeting and running the same ad sets across multiple digital platforms?

Do all of your leads get lumped together with the same priority?

Are your salespeople frustrated at the quality of the leads they're getting?

Are your buyers not knocking down your door?

If your hand is cramping up from all that box-checking...

Great news! This means you can get some huge growth by putting a little BLAM! into your digital marketing!



The 5 fastest ways to level up your revenue growth with Buyer-Led ABM!

Buying intent, also known as buyer and purchasing intent, is the degree of willingness and inclination of consumers to buy a product or service within a certain period of time. Buyer-led ABM builds on that “decision momentum” by creating connective tissue between helpful resources and prospect engagement to translate that willingness to buy into a decision that helps both the buyer and your brand’s growth.

Here’s how:



- 1. Demand Identification:**
All prospects aren’t created equal. Focus on the customers who are actively looking for you and increase conversion rate by understanding their purchasing behaviors and specific intent.



- 2. Marketing Automation:**
Tailor your outreach by identifying and segmenting the target customers in your database by their specific topical interests.



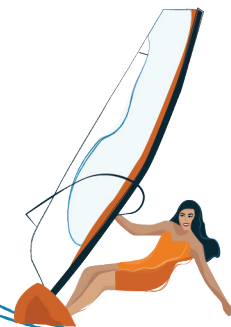
- 3. Demand Gen:**
Use Intent data to boost digital engagement by only serving ads, emails, and assets to customers who are showing an active appetite to learn more about your solution and customer experience.



- 4. Sales Enablement:**
Shorten your sales cycle by filtering your account list through the lens of Intent data. Now your sales force will know which customers are ready to buy based on their intent signals and interest levels.



- 5. Marketing Analytics:**
Know if your efforts are making an impact by trending your customers’ interest in your topics and brand over time.



ABM can be overwhelming, especially when you’re trying to transition to Account-Based Everything (ABX). We totally get it. That’s why marketing tools like Bombora’s Intent-powered data products can provide access to the demand intelligence you NEED to pivot to a buyer-led approach. What does that look and feel like? Accelerated revenue growth and peace of mind.

Too good to be true?

...We used to think so, too.

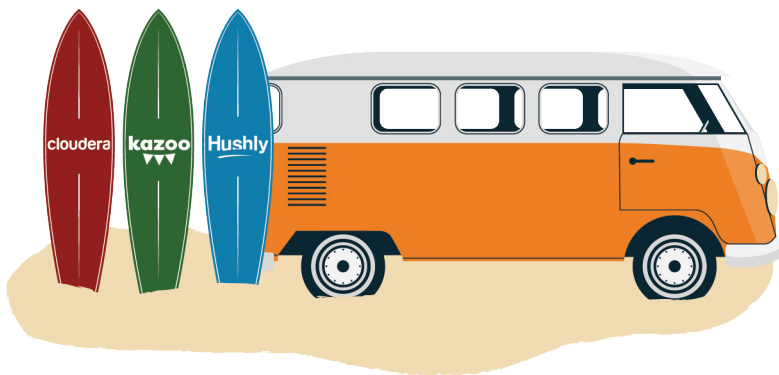
Here are a few organizations living the dream of Buyer-led ABM:

Cloudera used Intent data to get massive results with minimal budget by weeding out the uninterested leads in their target list and focusing on the customers who needed them most!

Kazoo achieved a 2-3x reply rate by layering Intent data from Bombora's Company Surge® on top of their existing account buying stage fit model!

Hushly combined LinkedIn Campaign Manager with Intent data to realize a 7x improvement in website engagement and an 18x ROI!

[...Oh hey, look at that! We saved a spot for you here!]



...Ready to get started with Buyer-Led ABM?

Oh...right...

We didn't tell you how to get started yet.

If you're ready for shorter sales cycles, less campaign waste, greater sales success, happier customers, and more effective outreach at a fraction of your marketing budget, just follow these 3 simple steps:

1. Assemble a Co-op with 4,000+ of the top B2B sites.
2. Track billions of monthly content consumption events from millions of unique domains across hundreds of targeting segments, and then...
3. Tabulate and format all of your results using advanced data science so they can be integrated into Marketo, Salesforce, Hubspot, and/or your favorite CRM.

...Oh wait, we did that already!

All you have to do is visit

[Bombora.com/demo-request](https://bombora.com/demo-request)

to sign up for a demo! (How easy is that!?)

Oh, and would you be interested in a sweet deal on a minivan?



Kate Athmer is the VP of Growth at Bombora. Primarily responsible for generating demand and fueling growth for Bombora, she's constantly looking for optimizations, testing new strategies, and finding ways to help customers extract more value from their investments in Intent data—and beyond.

Looking to learn more about Bombora or Intent data in general?

[Connect with our team](#)

Surf's up. Let's take-off.

Get started with BLAM! today.



Bombora tells businesses which accounts are researching their products and services. With this understanding, sales and marketing teams can be more relevant and consistent and improve performance across all activities. This intent-driven approach revolutionizes the way businesses market and sell to other businesses through transparent data built on an ecosystem of quality, collaboration, and innovation. With direct integrations with dozens of leading data and media-buying platforms, Bombora is building a world in which business buyers value sales and marketing for its relevance, timeliness, and accuracy. To learn more, visit bombora.com.

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