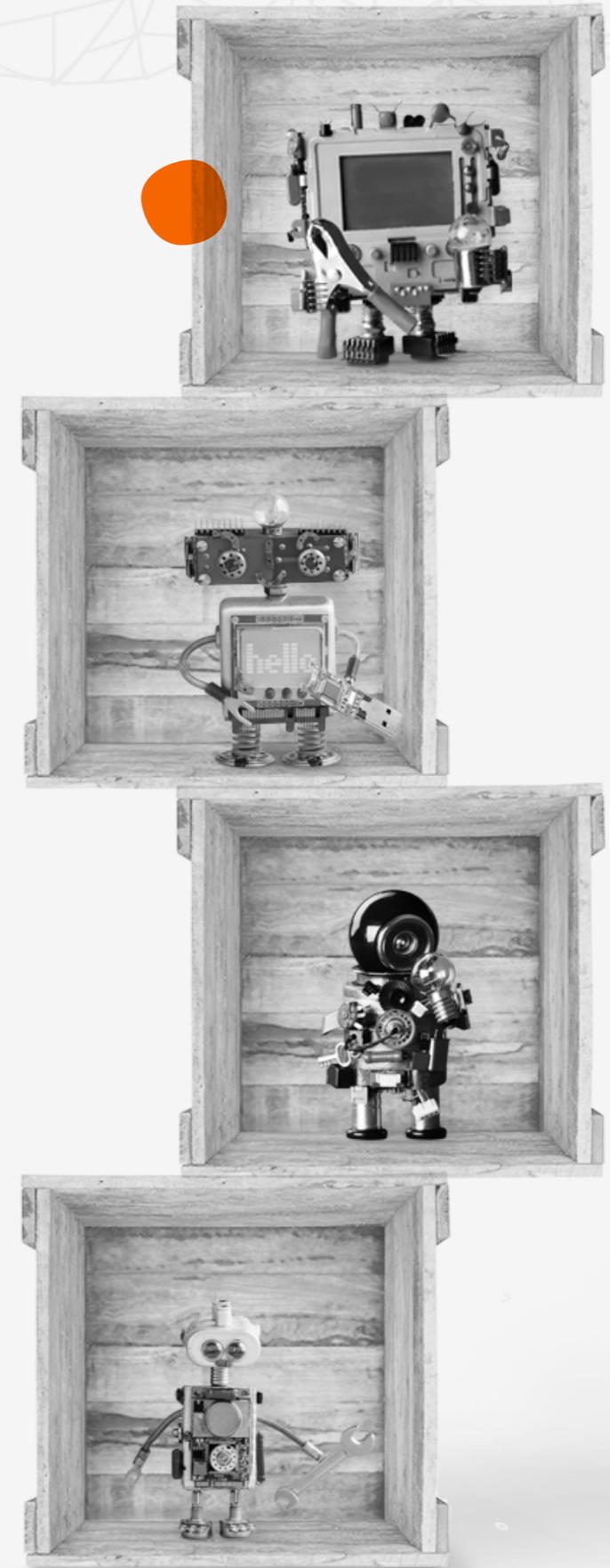


CHOOSING YOUR


ABM
TECH STACK

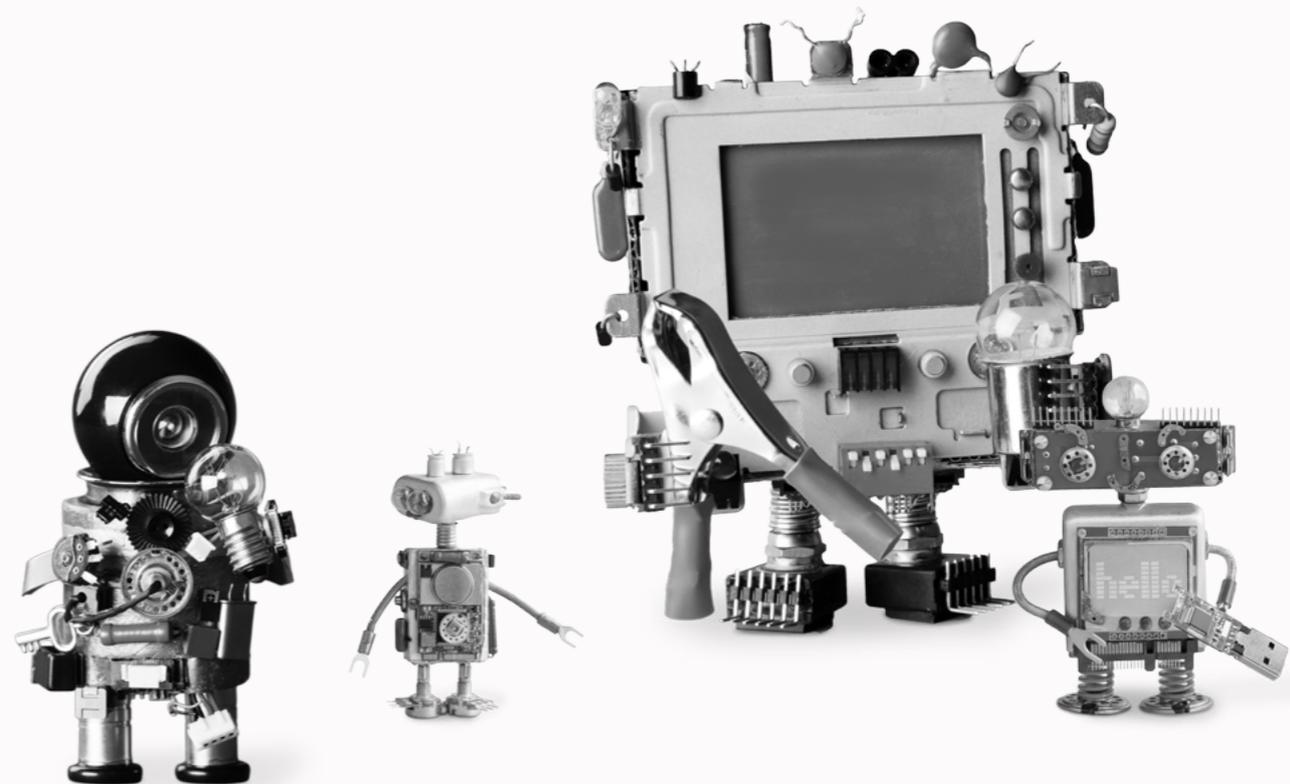
Starting an Account-based Marketing Program?
Make Sure You Consider These Solutions



Congratulations! You're getting your ABM team off the ground. You've got buy-in from the C-suite, sales, and marketing. You've staffed your ABM pilot team with some go-getters who are eager to transform your organization into an account-based marketing machine. Everyone is singing "Kumbaya." Everyone is excited. Everyone is saying "A-B-M." *We're really doing this, people!*

Now you just need to spend some real money on the tech stack.

No pressure.



But where do you even start? With so many technology partners claiming to provide ABM, it can get kind of hairy out there. And your boss has been pretty adamant about this ROI thing. And not turning this ABM team into a proverbial money pit. What could go wrong?

Never fear — we've got you covered. Below is the tech stack you need when you're starting out with ABM (in descending order of importance — like a stack). Read on, ABM marketer!

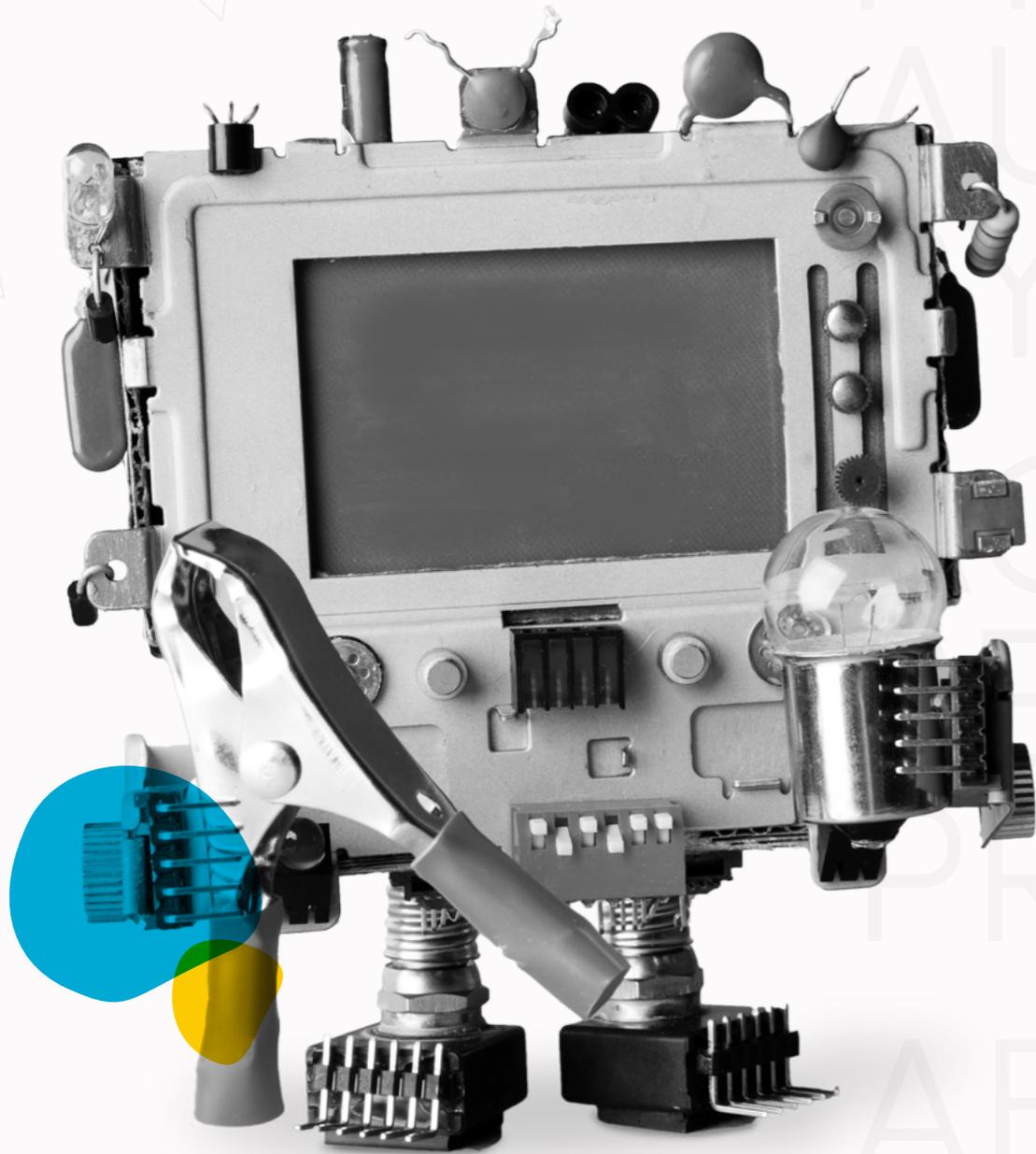


PROMOTIONS

MARKETING
AUTOMATION
SYSTEMS

ACCOUNT
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PREDICTIONS

ABM
ORCHESTRATION



PROMOTIONS

Your team has probably worked with programmatic platforms before, but programmatic ABM takes promotion to another level. It allows you to deliver ads to your selected accounts in a much more targeted way.

Vendors we trust:

Madison Logic

Madison Logic's lead-delivery product turns a tedious process into a streamlined, easy undertaking. Velocity is key in following up with selected leads, and the lead delivery product allows for quick lead follow-up. It also has a display aspect on top of its lead delivery to help

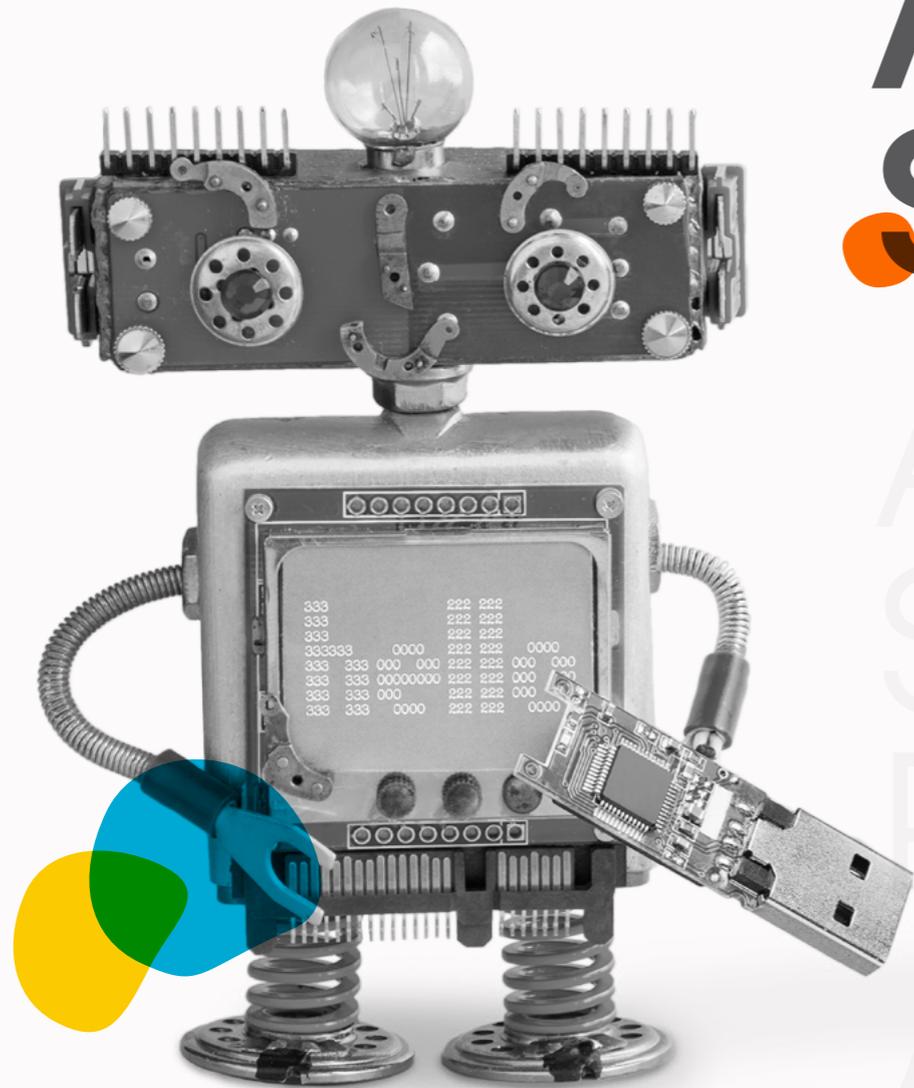
deliver more insights into what people are searching for and what topics are hot.



Terminus

Terminus allows you to serve digital ads to only your best-fit accounts. All you have to do is select your target accounts — no contact data required. It serves ads across web, mobile, video, and social channels. Terminus is cool because it focuses on one-to-one ads and segments campaigns accordingly. It also works through integrations with your CRM or HubSpot, so you can target whatever lists or types of accounts you put into those systems.

PROMOTIONS MARKETING AUTOMATION SYSTEMS



ACCOUNT
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MARKETING AUTOMATION SYSTEMS

Your team probably already has a marketing automation system. However, not all systems are created equal when it comes to ABM. The system you use to house all the information about your targeted accounts needs to allow you to easily pull levers when the time is right.

Vendor we trust:



Marketo

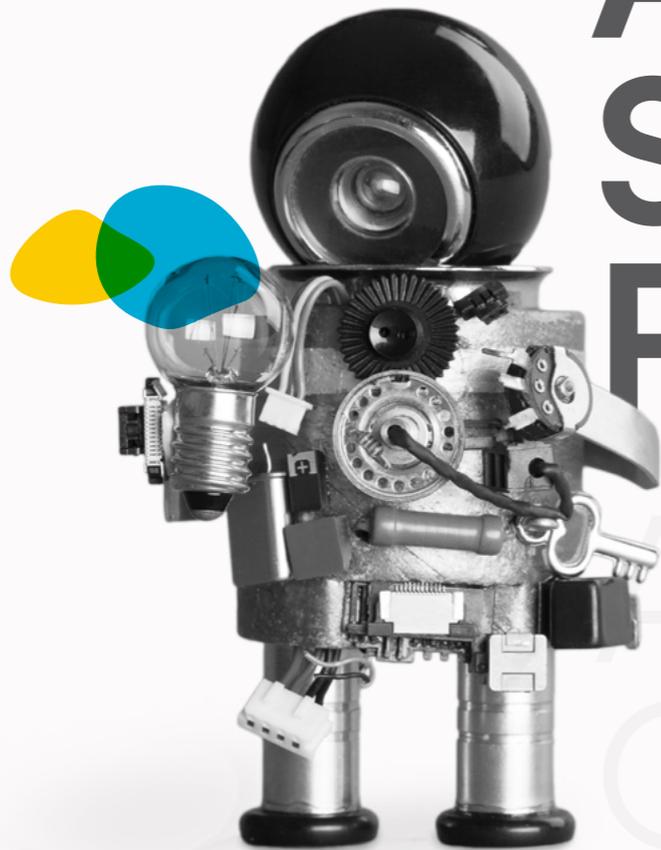
Marketo's ABM solution allows you to identify and target accounts in your system and segment targeting based on account scores. It also allows you to gain personalized cross-channel engagement, revenue-based account analytics, and lead management functionality in a single platform. One of the coolest things about Marketo — and one of the reasons it's our recommended

marketing automation vendor — is that it's partnered with the Google Cloud Platform, merging the worlds of adtech and martech. This will continue to be big for ABM.



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Selecting your accounts may be the first thing your ABM team does, but this technology comes third in importance when building your ABM tech stack. If you don't have a way to cleanly and easily use all your in-house data to select targeted accounts for your ABM efforts, you need to make the case for having an account selection partner.

Vendors we trust:



MRP

MRP knows predictive analytics. Its marketing solution offers target market analysis, audience amplification, and lookback analysis. You can customize the algorithm to make sure you're selecting the best accounts for your team.



6sense

It's hard to beat 6sense when it comes to predictive analytics. It's the big player in this space. It focuses on account selection for ABM advertising, ABM lead generation, prioritizing engaged leads, and account-based outbound prospecting.



PROMOTIONS

MARKETING

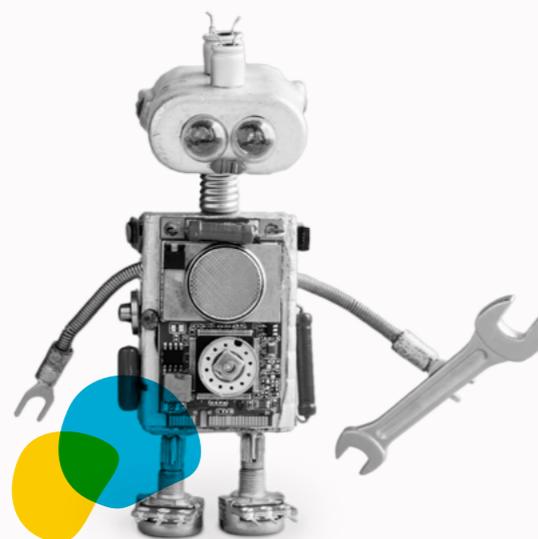
AUTOMATION

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PREDICTIONS



ABM

ORCHESTRATION

ABM ORCHESTRATION (NICE TO HAVE)

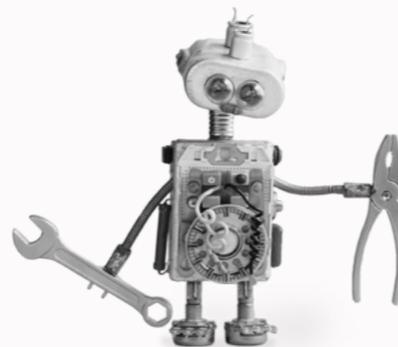
ABM orchestration is a “nice to have” starting out, but if you can make the case for it and the budget is there, this can help you streamline your ABM efforts from the get-go. Orchestration platforms are a nice complement to marketing automation systems, and they help make sure sales and marketing are aligned on the plays your team is making to selected accounts.

Vendor we trust:



Engagio

In our eyes, Engagio leads this space hands-down. There are other vendors out there, like Mintigo, that offer a form of ABM orchestration, but Engagio clearly and cleanly articulates ABM plays to sales and marketing teams. It understands ABM and plays strongly to its role in ABM.





Phew! That Should Do It.

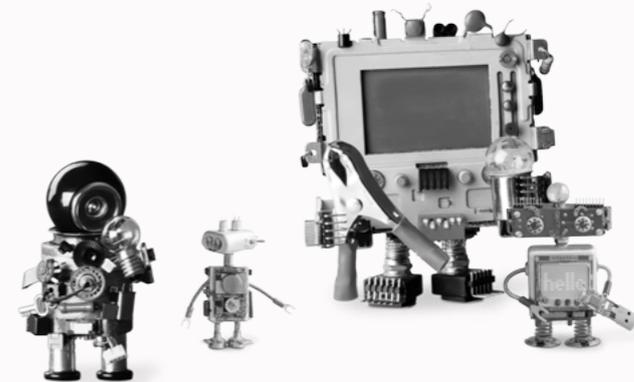
At least while you're starting out. Good luck on building your ABM tech stack!

So, what do you think?

Have questions about account-based marketing?
Shoot us an email at marketing@thestarrconspiracy.com.

LET'S TALK

Stay tuned to learn more about ABM.



About The Starr Conspiracy

The Starr Conspiracy is a full-service digital agency that helps industry innovators propel brand awareness, drive leads, and eat market share like nobody's business. We're not your typical marketing and advertising agency (thank God) — we meld digital advertising, brand innovation, and industry insights to change categories, industries, and — yes — even the entire notion of B2B marketing as we know it. Revolutionaries hell-bent on shaking things up are welcome. Conformists, please stay home (you'll hate working with us, anyway).

