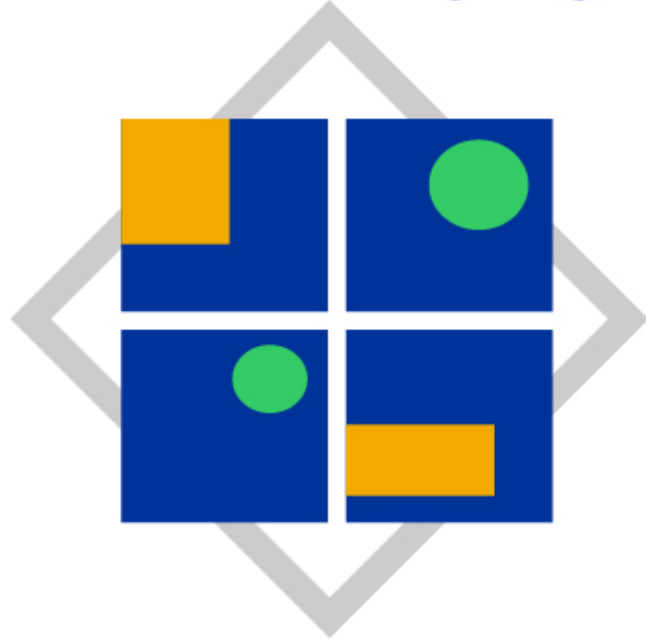


the messaging



workshop LIVE

First Tuesday each month on



Hosted by:
Lisa Dennis
President, Knowledge



Bev Burgess, Senior Advisor, ITSMA

Bev's background includes senior roles at British Gas, Epson and Fujitsu. She has also run her own strategic marketing consultancy.

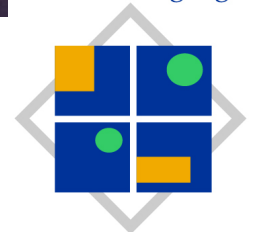
Today Bev is an advisor to ITSMA's global ABM practice, delivering consulting and training to companies around the world that are designing, developing and implementing ABM programmes. Bev first developed this more focused marketing approach while managing director of ITSMA Europe in 2003.

Bev holds an MBA in strategic marketing and a BSc Honours degree in business and ergonomics. She is a Fellow of the Chartered Institute of Marketing and has served as an international trustee.

Her first book, *Marketing Technology as a Service*, was published by Wiley in 2010, exploring proven techniques to create value through services based on an infrastructure of technology. Her most recent, *Executive Engagement Strategies*, published by Kogan Page in 2020, explains how to have conversations and develop relationships that build B2B business.



the messaging

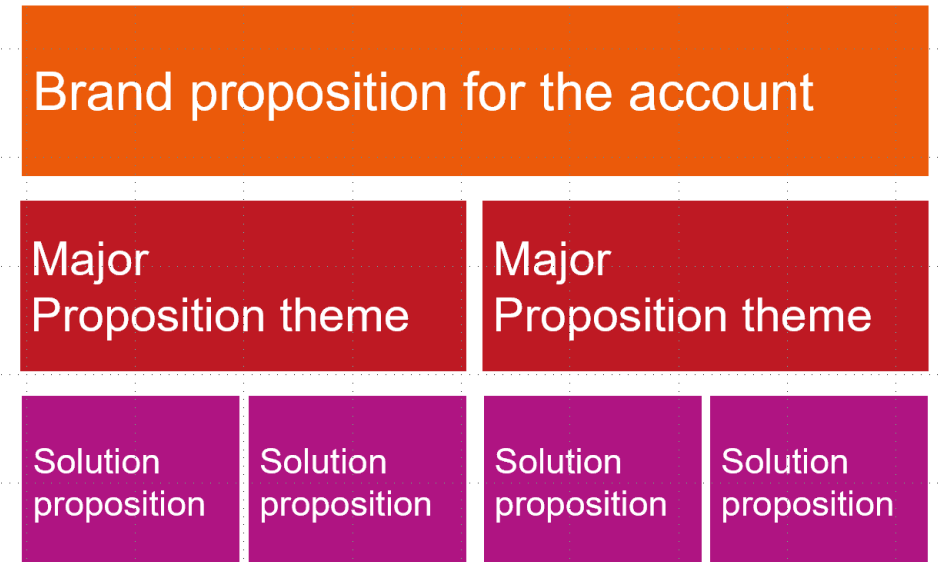


workshop LIVE

Hierarchy of messaging

- Important because it pulls up back to brand and underlines it
- Can pull back up to CEO level
- Keeps everyone's story integrated
- Product & solution messaging is not “account-focused”
- How do you contextualize the message for that account/s?

Your proposition hierarchy: example



Think about the “Decision Making Unit”

- Don't necessarily need to do a Value prop for EACH person across the account
- Particular person or persona level translation
- Really good ABM campaigns – bring in bespoke thought leadership
- That's education messaging – capture someone's imagination on how they could drive better ROI, etc.
- Different type of messaging – emotional buy-in, getting client to be brave – ideas, and what's possible (art of the possible)

Top Gaps in ABM Messaging

1. Too internally focused
2. Not integrated across the account (hierarchy/story)
3. Not personalized and personal
4. Marketing language, not customer language
5. Too technical for audience

Top Gaps in ABM Messaging

6. Not quantified
7. No proof
8. No differentiation
9. Not tested with actual customers / internal testing before launching
10. Not sales ready

Top Tips for Strong ABM Messaging

1. Contextualize it to the customer / If you don't know how – TALK TO THEM
2. Align it with your overarching brand proposition
3. Workshop the messaging – it's a team sport
4. Start outside of the account – and then go in – not the reverse
5. Kill too technical or fluffy or generic or vague language

Top Tips for Strong ABM Messaging

6. Think about adding a picture/graphics/numbers, etc.
7. Take the messaging and enable for sales – and make it their own, but keep the message consistent
8. Launch messaging internally before externally
9. Make sure Sales buys in – or they won't amplify your content messaging in sales calls
10. Version for key personas or industries: one-size does NOT FIT ALL!