



The 5 Stages of Account-Based Marketing

And How to Win Them All



Introduction

Savvy B2B marketers know that account-based marketing is the key to success in today's crowded market. But for many the promise of ABM is still mostly just that – promises.

That's because most ABM platforms are just empty boxes with tools that could reach your key buyers and convert them into leads and demos, if only they had the right data.

ZoomInfo's MarketingOS changes all that. Our ABM platform is built from the ground up with the world's best B2B data, primed to deliver results at every step in your ABM strategy. Let's take a look at the difference strong data can make at each stage of your ABM program.

Stage 1: Define

Stage 2: Identify

Stage 3: Engage

Stage 4: Convert

Stage 5: Connect

Stage 1: Define

Before you identify your list of target accounts, you have to understand which buyers would be good fits for your product or service and which companies would be a waste of time and money. Your first step is to define your ideal customer profile (ICP). Work with your sales leadership, go-to-market teams, and product teams to determine the firmographic benchmarks that constitute your ideal customer.

To help identify those benchmarks, look at your existing customer data. Pinpoint customers with the highest annual contract value and find commonalities among them, such as industry, location, headcount, tech stack, and revenue. The more granular you get, the stronger your ICP will be. This will help you identify your target audience (in Stage 2).

“Without strong data driving your ICP, you’ll miss the mark,” says Hussam AlMukhtar, senior director of strategic marketing at ZoomInfo. “You won’t be able to identify the right accounts and you’ll be back to spraying and praying.”

Next, define specific attributes that make for a good fit or bad fit. This will help inform how much you should invest in a target account (if at all).

Our Data Difference: ZoomInfo’s MarketingOS provides unparalleled business data to create ideal customer profiles that will set up a marketer’s entire ABM strategy for success. With over 300 data points and attributes on each company profile that reveal insights you won’t find anywhere else, you can identify the specific qualities that your most important customers share, to target (and convert) companies of equal caliber.

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Senior Director of Strategic Marketing, ZoomInfo

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Stage 2: Identify

Once your ICP is set, it's time to nail down your list of accounts and, more importantly, the buying committee and key decision-makers within those accounts. **Remember: accounts buy, but people decide.**

In MarketingOS, you can plug in management level and job titles at target companies to identify decision-makers. Their titles may differ depending on your product, but in many cases they will start with senior director, vice president, or chief. Once you've identified who they are, you'll have access to their contact information, including direct phone numbers and email addresses.

ZoomInfo's Scoops feature offers another way to identify key decision-makers by notifying you with up-to-the-minute information and news relevant to your business, including HR moves like layoffs and promotions. For example, if Scoops alerts you that an account that fits your ICP has hired a new CMO, you may want to reach out to them quickly, since most new executives make their buying decisions within the first 90 days on the job. Even if they're not the key decision-maker, they might be an influencer or champion who could help you get the deal done.

You can also use **WebSights** to glean key information about anonymous website visitors. People who poke around on your website are excellent prospects for account-based marketing, since they're already familiar with your product and potentially interested in purchasing. Export this data to Google Analytics, where you can rank and prioritize visitors based on your ICP settings.

Next, add intent signals to identify which accounts on your ICP list are researching a topic relevant to your business. Using these signals (which range from no intent to high intent) as a segmentation layer can help you find a different set of titles to target, or even inform the type of campaigns to run and content to serve.

Stage 1: Define

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Data quality has a major impact at this stage. If you identify the wrong buyers or don't have accurate contact data, you'll end up wasting your team's time and resources, as well as losing potential revenue.

Our Data Difference: With over 100 million verified contact record events and 38 million online sources scanned daily, ZoomInfo's deep B2B platform has the freshest and widest range of data available on the market. In fact, we have an internal team of over 300 people researching and verifying company information every day, plus an industry-leading 16 AI patents.

Intent Topics ⓘ

Any

All

6 Topics Selected

Date Range

Past Week

Signal Score ⓘ

60

100

60

100

Audience Strength ⓘ



Weak

Strong

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Stage 3: Engage

Now it's time to go to market with your campaigns. With the right tools and data, you can leverage automation to scale your ABM program for success.

Let's set the scene. Your ICP spits out 5,000 target accounts, but you only employ 10 sales development reps. You can't feasibly send every account to sales within a reasonable timeframe.

Timing is a huge factor for customers looking to make any major purchase. Intent data can tell you who is in the market for a solution like yours right now. Prioritize accounts with high intent that are looking to buy soon and send them straight to sales for proactive outreach, or get in front of accounts with low intent before your competitor does.

To help identify who is looking to buy, MarketingOS gives all accounts an in-market score based on website engagement and intent signals. The higher the score, the more likely they are to buy.

Intent data can also help inform what your content offer is. For example, if a prospect has little intent to purchase, you may want to provide them with thought leadership materials that teach them about a problem and how they can solve it. If they have strong intent to purchase, you could provide them with solution-focused content and direct response offers, like 'get a

demo' or 'start your free trial.' The more relevant your message is to their current situation, the more likely they are to convert.

Once you've prioritized your accounts and nailed down your messaging, you can use **Workflows** to engage your prospects. This feature instantly triggers go-to-market activities based on the signals that matter most to your business. Using an "if this, then that" format, you can choose which signals trigger which actions – and let it run automatically.

For example, a workflow could be: When intent signals are identified for [list of accounts], then select [buying committee] and add to [campaign]. Workflows enables you to monitor accounts, build lists, and automatically take action on prospects without wasting precious time on manual tasks.

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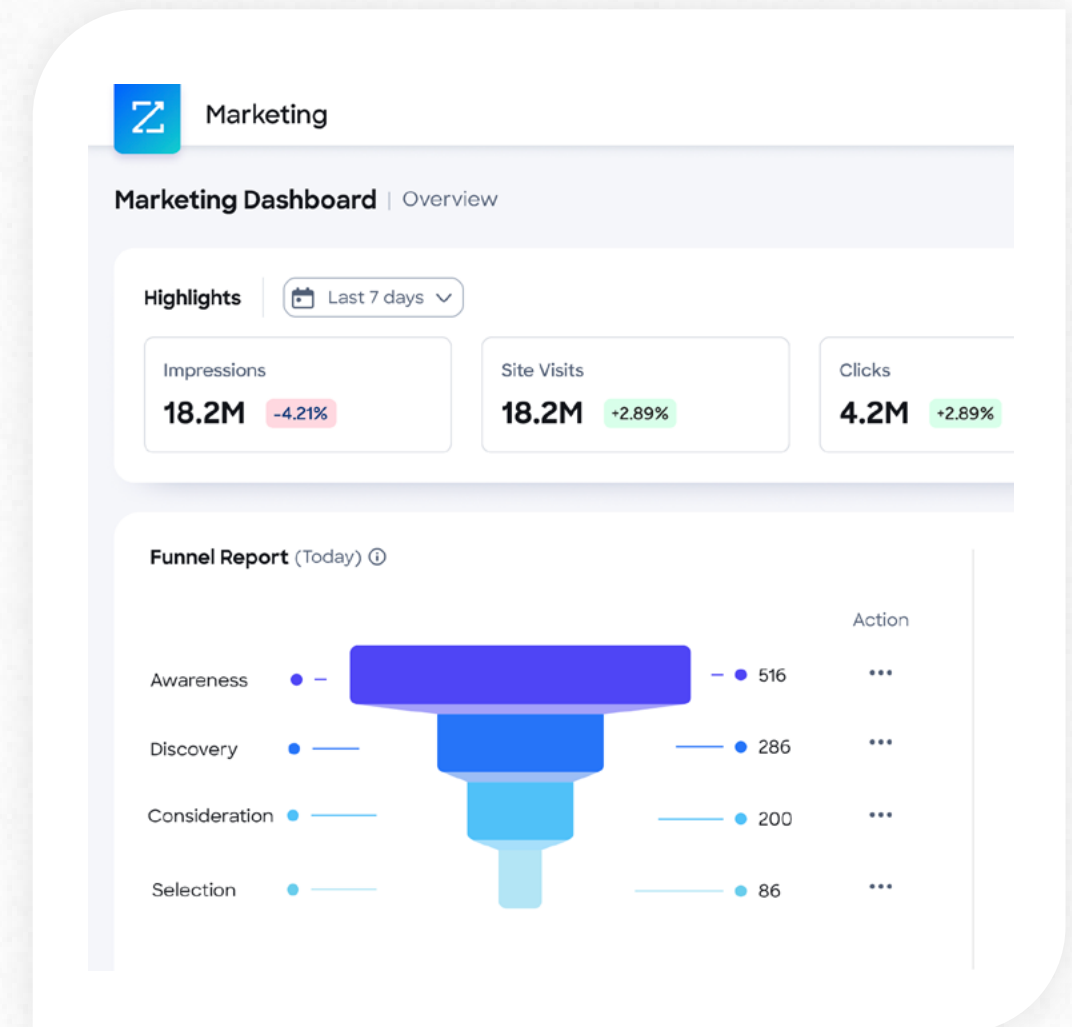
Then, use our **Campaign** feature to quickly launch and manage campaigns across digital channels. You can build an audience, schedule your ad run, manage your budget, and launch a campaign onto channels – such as Facebook and ZoomInfo’s in-house display advertising platform – all within MarketingOS.

“Our robust database of contact information really comes into play here,” says Lauren McHugh, senior product marketing manager at ZoomInfo. “Most people don’t put their professional contact information on social, so having a wide network of contact data gives us a much broader reach for campaigns.”

You’ll also have access to detailed reporting to assess the performance of your campaigns, the audiences in those campaigns, and your spending on advertising.

“Bad quality data has a chain effect on your deliverability rate, your campaign performance, and your general business performance,” AlMukhtar says.

Our Data Difference: When you create your target audience through MarketingOS, you can use a powerful combination of ZoomInfo’s third-party data and your first-party data, such as website visitors. While both are effective on their own, a combination of the two increases the likelihood of reaching the best possible prospects for your product or service.



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Stage 4: Convert

Your campaign is up and running. You're reaching your target accounts. They're clicking on your offers, coming to your site, downloading assets, and raising their hands for more information. Here's where the right data and the tools to put it into motion can set your campaign apart.

ZoomInfo Chat is a conversational marketing tool optimized for B2B conversion. Through an automated chatbox on your website, visitors can type in their questions and receive the information they need to take the next step in the buyer's journey.

The best part? When someone from a target account comes to your website, the appropriate sales rep will be alerted to personally take over the chat. With the ZoomInfo Chat inbox feature, the sales rep can see the prospect's name, company, recent company news, tech stack, and how many times they've visited your website.

"You'd rather have an important prospect talk to a human, not a bot," McHugh says. "The inbox feature empowers sales reps to have a more educated conversation from the get-go."

When a prospect has conducted enough research—and not engaged with chat—they typically fill out a form on your website to request a demo or meeting. At this step, **FormComplete** can help turn prospects into customers in two ways.

FormComplete allows you to shorten your website forms to a minimal number of fields. If you think you need between 5-10 form fields – think again. Shorter forms increase the likelihood that visitors will provide their information. You only need a few pieces of information and ZoomInfo takes care of the rest.

Even if the visitor doesn't fill in every form field, **ZoomInfo Enrich** steps in to append any missing information. For example, if they provided their name, company, and job title, but none of their contact information, FormComplete can automatically fill in the missing fields on the back-end. That gives your team all of the data they need to have an informed conversation and increase the chances of securing a meeting.

Our Data Difference: Getting a target account to your site is a huge victory in digital marketing, and the advantage of good data continues to improve your campaign. With our data-backed conversion tools, you no longer run the risk of sending incomplete leads to sales. Instead, they'll receive the full picture of a prospect or account that's ready to learn more and buy.

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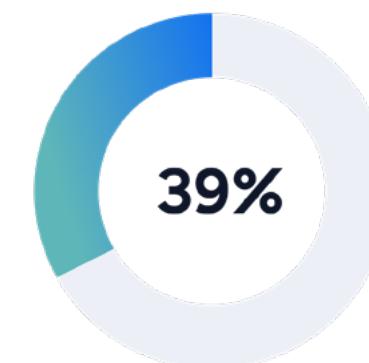
Stage 5: Connect

You have a strong set of leads, enriched and strengthened by the best data available. Now it's time to connect your marketing efforts with sales and turn these leads into contracts.

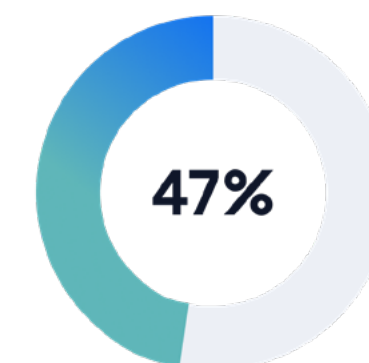
Alignment between sales and marketing teams is critical to success, but it can be hard to reconcile different systems and approaches. [According to a 2021 Revenue Marketing Report](#), only 39% of sales and marketing teams share buyer signals, and 47% agreed their sales and martech tools would be more useful if they integrated.

MarketingOS can solve this final hurdle by integrating with the tools your sales pros already know and love, including ZoomInfo's SalesOS, Salesforce, HubSpot, Salesloft, and Pipedrive. Marketing and sales can align at every stage, from prospect to lead, lead to demo, demo to close, and renewal and growth.

Through our Workflows and Chat features, MarketingOS provides lead-routing capabilities to ensure that the correct leads are sent to the correct sales reps at the correct time. In Workflows, you can set up triggers to alert sales to take an action when a marketing-qualified lead (MQL) becomes a sales-qualified lead (SQL). In Chat, a sales rep is notified when a target prospect is on the company website, so they can immediately jump in and strike up a conversation.



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47% agreed their sales and martech tools would be more useful if they integrated.

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“The best sales organizations are fueled from a deep partnership with their marketing teams,” says Jim Donovan, vice president of sales at ZoomInfo. “With ZoomInfo’s ABM platform, there will finally be a solution to drive clear attribution, enabling waste-free investment to drive top-of-the-funnel momentum.”

MarketingOS allows you to drive your ABM program with a one-two-three punch: running advertising, marketing emails, and sales engagement campaigns in parallel.

Our Data Difference: Because MarketingOS and SalesOS operate on the same ZoomInfo Data Cloud, they speak the same language. Reconciling between conflicting systems and datasets is no longer a hurdle. A seamless feedback loop between sales and marketing also allows reps to help marketing refine and further sharpen its account lists for the next phases of an ongoing ABM campaign.

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ABM the Way it Should Be

For years, poor data quality has led marketers to run ineffective ABM programs. That stops today.

MarketingOS is the only ABM platform built for your entire revenue team – powered by the best contact data on the planet. ZoomInfo is excited to finally fulfill the promise of ABM, bringing sales and marketing teams together in one unified platform to create a seamless buying experience and accelerate pipeline.

With the right data and tools at your fingertips, ABM can reach its untapped potential.

[Request a Demo](#)