



# ABM Program of the Year

An organization or team exemplifying a best-practices approach to account-centric programs with proven success.



## The Challenge

LinkedIn was trying to secure more mid-market and enterprise accounts, but the company lacked a targeted, high-touch, uniform approach to get in front of these accounts. The organization was running disparate marketing campaigns across a variety of channels, which weren't anchored around a consistent message.

LinkedIn also didn't have any existing account-based marketing (ABM) systems or processes in place to help with account scoring and tagging, and was relying on manipulating its Salesforce instance to track data on a per account basis. The company needed to develop an ABM strategy and break down internal silos to support the effort, as well as craft a singular message to share with target accounts.

## The Operational Approach

LinkedIn created a task force to align on key messaging for its ABM campaign, and sought feedback from sales reps. The company solved many of its challenges through extensive pre-planning, such as communicating with stakeholders about expectations, and staying organized by creating a calendar of account touchpoints for its Marketing and Sales teams to use collaboratively.

In addition, LinkedIn retooled its Salesforce instance to track relevant data. Tagging various accounts and contacts to the company's ABM effort made it easy for LinkedIn to capture and measure results.

Finally, by using LeanData Engagement, LinkedIn gained visibility into the complete picture of marketing and sales touches at the account level, enabling the company to gauge the effectiveness of its coordinated efforts. LeanData's multi-touch attribution model also allows LinkedIn to see how much pipeline its ABM program drives.

## The Impact

LinkedIn's results have been extremely positive so far. In the two rounds of account-based marketing that the company has performed to date, LinkedIn has exceeded its pipeline goal for ABM by nearly 400% on both occasions.

**"Getting buy-in from Sales and being clear about the data we wanted to capture was integral to our success. Now, we're undertaking an exercise to see how our non-ABM accounts compare to our ABM accounts, which will help us derive the true impact of our ABM campaign."**

- Angela Lee, Senior Marketing Manager, LinkedIn