

Refactored: Sample Nurture Email Series

Layout



Customer Insight Nets Rewards



If 75% of your prospective customers preferred a specific promotion, wouldn't you be using it?

You could be. According to Aberdeen research, 75% of customers prefer the type of personalized sales offers that account-based marketing (ABM) provides. Are you taking full advantage of ABM?

FIRST STEP: BUILD POWERFUL PERSONAS

3 Ways to Win at ABM

Getting started with an ABM strategy can seem overwhelming—but it doesn't need to be. Start with three simple steps:

- Brush off your buyer personas
- Prepare to personalize
- Sync up with your sales team

As with content marketing, understanding the needs of your customers is the first step.

Priority #1: Polished Personas

If you already have documented personas to guide your efforts, you can use those documents as a foundation for ABM content. You'll want to check your personas against the specific requirements of your targeted accounts.

If you haven't yet developed these important tools for profiling your customers' needs and wants, download [Creating Powerful Personas](#), a free guide from Refactored. You'll find nine simple questions that you can use to define prospects' needs and identify the messages that are most likely to engage them.

Use this guide as you build your ABM approach.

P.S. If you'd like to learn more, we're presenting a webcast titled **Untangling ABM** with BMA Colorado on Dec. 11th at 11:30a.m. MT. We'd love to have you attend. You can register at <https://bmacolorado.org/Webinar-Untangling-ABM>.

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Email #1



Subject line: How to Jump-Start ABM? Start Here

Preview text: Ready to make ABM part of your marketing plan?

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[Get Your Free Guide Now](#)

Email # 2



Subject line: Get Personal to Engage Customers

Preview text: Personalization is a key part of ABM.

ABM: Make It Personal

You know that the key to reaching prospective accounts is to find a message that resonates. This is even more important when you develop content for an account-based marketing (ABM) program. The key is personalizing the content you deliver to targeted accounts.

Where Do You Start?

Can You See the Target?

Personalization in ABM can range from industry-focused messaging to specific assets that you've developed for existing customers. How detailed you get and which components you customize is up to you—and your sales team. You'll need to work together to determine which messages are most likely to resonate with each account.

Remember Who You're Talking To

Along with account-specific content, you still need to consider the target audience's stage in the buying journey—and potentially their role in their organization. How do these types of additional personalization layer onto your ABM strategy? Find out with these [tips on personalizing content](#).

Get Your Free Tips

Email # 3



Subject line: 3 Critical Tech Needs for ABM

Preview text: How do you identify, categorize, and personalize—at scale?

The Right Tech Tools for ABM

Want to try account-based marketing (ABM) but think you lack the time or resources to implement a successful program? Today's website technology can be your ally in scaling content personalization.

Automate ABM Connections

The Right Solution for Customer Engagement

For personalization to work at scale, you need the ability to

- identify users from your target accounts
- categorize users according to demographics, behavior, or other contexts
- implement personalization consistently
- implement personalization across multiple channels (e.g., your website, email, ad networks)

Read our [free article](#) and learn how technology tools that you may already have can support and automate personalization and enable your ABM program.

Explore ABM Tech Solutions

Email #4



Subject line: Need Alignment? Get Your Teams Together for ABM

Preview text: Success requires a joint Sales/Marketing effort.

ABM and Alignment: A Winning Pair

Many B2B companies are realizing the importance of alignment between sales and marketing. This alignment is absolutely vital for successful account-based marketing (ABM).

13 Tips for Stronger Alignment

What You Need from Sales

As you begin defining and categorizing your list of target accounts, remember that your company's sales experts are the best source for insight into those accounts. Marketing needs that information to build personalized content to reach each prospect.

Enable ABM Success

Ideally, both sales and marketing are on board with the idea of launching ABM. If not—or if your company is still working on building strong sales enablement—start with this free **Sales Enablement Guide**.

Want more information about creating powerful alignment that can fuel successful ABM? You can find more resources **here**.

Get Your Tips for Sales Alignment

Email #5



Subject line: Considering Account-Based Marketing Options? Create Your Strategy

Preview text: Create a connection with target accounts.

Have You Planned Your Best Approach?

Before you begin an account-based marketing (ABM) effort, you need to carefully consider your options. That's why we created a short guide: **Talk to Me: Implementing Effective ABM**, a free ebook from the marketing experts at **Refactored**.

[**Learn More in Your Free Ebook**](#)

Why Wait to Engage Customers?

The ebook highlights ABM's potential for today's B2B companies, as well as the key points you'll want to consider:

- How does ABM differ from your other marketing programs?
- Which approach is right for your needs?
- What type of technical support and capabilities do you need at each stage?
- What can you do if you need help implementing your ABM program?

You Don't Need to Do ABM Alone

Making the leap to ABM can be intense. Learn how to streamline the process with strategic planning and affordable tools. [Download your free ebook](#)—and [contact us](#) if you any questions.

[**Get Your Free Ebook**](#)

Email #6



Subject line: How to Set Up ABM Success: Overcome Cost Barriers

Preview text (50/50): Find everything you need in an easy-to-use tool.

Direct Success with CompassABM

Many B2B companies want to try out an account-based marketing (ABM) strategy, but most ABM software is complex and pricey. Not the best solution for trying out a small pilot program.

Pay Only for What You Need

CompassABM—a new online tool to support core ABM functionality—provides an affordable option. You get the ability to target your high-value accounts and identify them when they visit your site—even before they fill out a form. You can also assign sales contacts for each account; they'll get regular reporting and even be notified when a target customer hits your site.

Pick the Level That Works for You

With these capabilities, you can deliver the personalized content that makes ABM so powerful. The tool supports all three levels of ABM: programmatic, lite, or strategic.

Want to learn more? Visit the CompassABM website to learn how you can use the tool to affordably develop a pilot or expand your ABM program. Or contact me directly at rob@refactoredmedia.com to schedule a demo.

Let's Take a Closer Look