

› ABM Backgrounder

An Agile Approach to ABM

Spear Marketing Group is a full-service B2B marketing agency specializing in demand generation, ABM, and customer lifecycle marketing. We offer a comprehensive, flexible suite of ABM-related services for every stage of the ABM journey, from strategy and planning, through campaign development, execution, and optimization.

Spear is an ideal resource for companies who are:

- › limited by available resources from effective implementation of ABM
- › in need of strategic guidance or best practices on ABM
- › looking for ways to leverage ABM technology more effectively
- › seeking ways to optimize, scale, or operationalize an existing ABM model

The Agile ABM Framework™

Spear's Agile ABM Framework™ is focused on rapid testing, iteration, and optimization, resulting in faster time to ROI. Each program is designed to quickly generate first-level engagement while also integrating high-intent offers (e.g., demos, meetings) where appropriate to accelerate sales impact and encourage contacts to take the next step.

Fundamental principles of Agile ABM are:

- › Agile execution in which each successive phase builds upon the last
- › Quick integration of ABM motions into an existing demand gen model
- › Demonstratable success on a modest scale before making deeper investments

Concurrent with pursuing short-term sales impact, and in order to ensure a sustainable program, we can also develop an ABM Strategic Roadmap, a phased pathway for migrating to a full-scale, stage-based ABM engine.

Strategy + Creative + Technical Expertise

ABM is a technology-driven initiative, and Spear is uniquely qualified to help. As a full-service agency with a dedicated team of technology specialists, we're an ideal resource for companies looking to get more from their investment in marketing automation, ABM, and other martech platforms

Spear's technology practice includes everything from initial implementation onwards:

- › technology assessment & selection
- › account scoring and lead-to-account mapping
- › turnkey campaign execution
- › integration with other platforms (CRM, MAP, Sales Enablement)
- › systems management & production support
- › analytics, attribution, and reporting



Headquarters

1630 North Main St., Suite 200
Walnut Creek, CA 94596
t 925-891-9050

Seattle Office

175 Parfitt Way, Suite N240
Bainbridge Island, WA 98110

Southern California Office

412 Olive Avenue, Suite 501
Huntington Beach, CA 92648

info@spearmarketing.com
www.spearmarketing.com
www.spearmarketing.com/blog

Contact

Jon Emminizer
VP, Business Development
jemminizer@spearmarketing.com



ABM Services

ABM engagements are custom-built based on a client's specific needs, goals, and where that client is on the path towards a fully-fledged ABM strategy.

- › Develop strategic ABM plan/roadmap (channels, tactics, content, technology, KPIs)
- › Conduct account-level research to identify priorities, motivators, key contacts
- › Develop, refine, validate account list and acquire/enhance contact data as needed
- › Segment target accounts based on awareness, engagement, fit/propensity
- › Develop messaging, content for specific accounts, personas, buying groups
- › Develop campaigns, sales plays for specific accounts, tiers, buying groups
- › Build out reporting, account scoring in the client's MAP or analytics solution

Campaign Capabilities

Spear develops, executes, and manages a wide range of ABM campaigns, content, sales plays, and other deliverables as part of an integrated ABM strategy.

- › Content Development
- › Content Syndication
- › Conversion Rate Optimization (CRO)
- › Direct Mail
- › Display Ads
- › Email & Landing Page Design
- › Event Promotion (Webinars, Field Events)
- › Messaging & Persona Definition
- › Paid Search (SEM)
- › Paid Social (LinkedIn, Facebook)
- › Programmatic Display
- › Sales Plays
- › Video Production

Technology Partners & Supported Platforms



DEMANDBASE

bombora



HubSpot

pardot



überflip.

revSM



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"We're extremely happy with Spear in that they've become virtual extensions of our team, helping us execute complex, multi-touch programs on schedule and on budget. Great service, responsive, and competitive pricing."