



FROM LEADS TO ACCOUNTS



**Ways to Bring
ABM Into
Demand Gen**





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While you can't exactly place display ads in front of someone scrolling on their smartwatch during a morning coffee run or tag along on their digital grocery list (at least, not yet), most marketers hope to get as close as possible: meeting people where they are, addressing their most pressing challenges, and delivering the solutions they need with a seamless sales cycle. It's the ultimate marketing win.

That's where ABM comes in. At its core, the term 'ABM' is just smart B2B marketing. It's about allocating resources wisely, personalizing messages at scale, and accelerating your funnel to drive faster results—ideally with larger deals and longer-lasting customer relationships. It's no wonder ABM remains top of mind for leading marketers and executives alike.

Marketing isn't just about keeping up—it's about showing up where it counts.





“67% of marketers are leveraging an account-based strategy alongside demand generation to streamline their marketing efforts.” — Demand Gen ABM Benchmark Survey

It's not an all or nothing approach. Even if you don't 'think' you're ready for ABM, we're here to show you how to take your existing demand gen channels and fire them up with ABM to realize the most out of your time and budget.

Chances are, you're probably just a few clicks away from making your programs more account-based and you just don't know it.

No huge marketing team or jargon needed; just good marketing and common sense.

Let's get started.





On average, before bringing ABM in their demand gen efforts, only **14%** of a company's high-value accounts are engaged with that company's offering.



Another **10%** (of high-value accounts) are aware but not engaged and a whopping **76%** of companies' high-value accounts' are completely unaware of the companies offering.

That has to change (and can...with a few clicks).



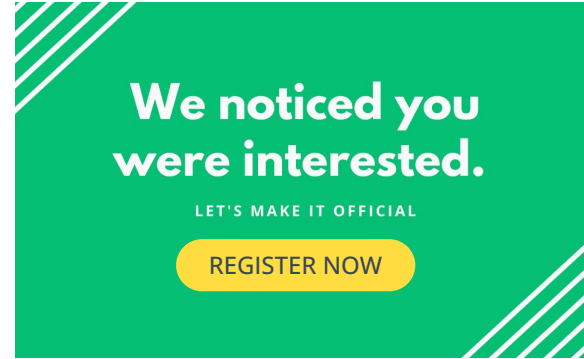
Take This Strategy Even Further

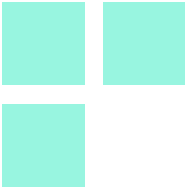
1. Hyper-focus on your Target Account List (TAL) to drive registrations, and use retargeting to re-engage them if they leave the page without signing up.

Start with a surround-sound promotion plan by running highly targeted display and social ads aimed at your top accounts and contacts. This is an efficient way to spend your budget wisely, focusing only on priority prospects.

If you've successfully driven your ideal audience (key word: ideal) to your webinar registration page through digital channels, make sure to stay on their radar—even if they didn't register.

Follow-up display campaigns can take different forms, such as additional registration pushes, awareness ads highlighting your solution, or topic-specific ads offering relevant case studies or other content. This approach keeps you front and center while nurturing potential leads effectively.





5 - Re-engage high-priority buyers who've 'gone dark' with no-ask touch



OLD-SCHOOL DEMAND GEN

Comb database for 'gone dark' contacts and spray and pray them all with 'hopeful' content offers to get another form-fill.

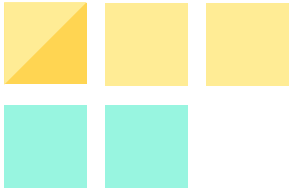


MAKE IT MORE TARGETED

Pluck the best of the best from your database, those with a higher fit and more ready-to-buy signals to focus your re-engagement efforts on. These should be TAL contacts. And rather than offer an 'ask', offer then something with no strings.

We'll show you how.





Before you get started, let's strip the jargon from ABM and redefine things in simple terms. You'll want a clear grasp on the foundation of bringing ABM into demand gen with these foundational concepts:

ICP



Ideal Customer Profile: the blueprint of companies most likely to become a customer based on firmographic or technographic attributes (revenue, industry, geography, tech stack, etc.)

TAL

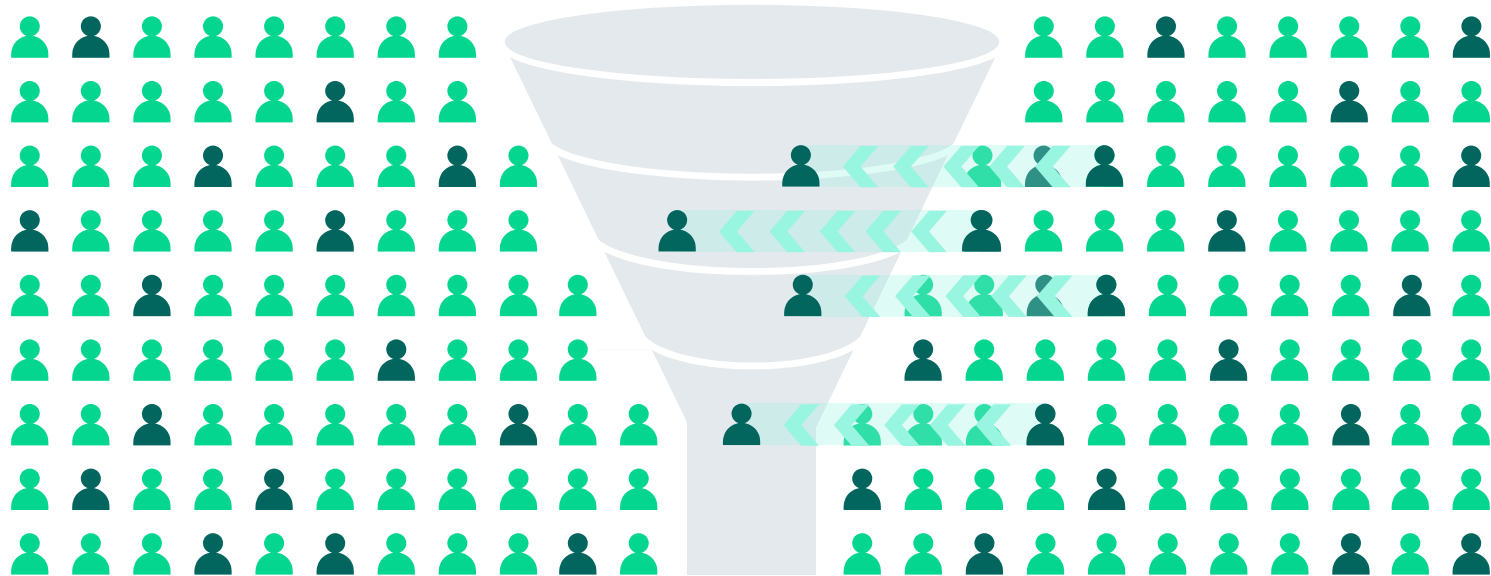


Target Account List: the data-backed list of companies matching your ICP, can range in size depending on goals and sales headcount — serves as the backbone and north star to add ABM to demand gen programs

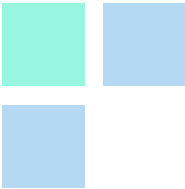
Without the jargon? Don't spend all your time inviting these 'leads' on the outside to the party. Don't spend money on their 'ticket' to your marketing programs. If they show up, that's okay — they just shouldn't get all of your attention.



Instead, focus your efforts on those that belong at your party and will have the most impact. Only those that fit your firmographic and readiness standards should be prioritized.



 Leads



1 - Expect more from sponsored content.



OLD-SCHOOL DEMAND GEN

Send your assets to a content syndication vendor, cross your fingers, and hope some high-value leads come through. Then leave it up to sales to follow up however they see fit.

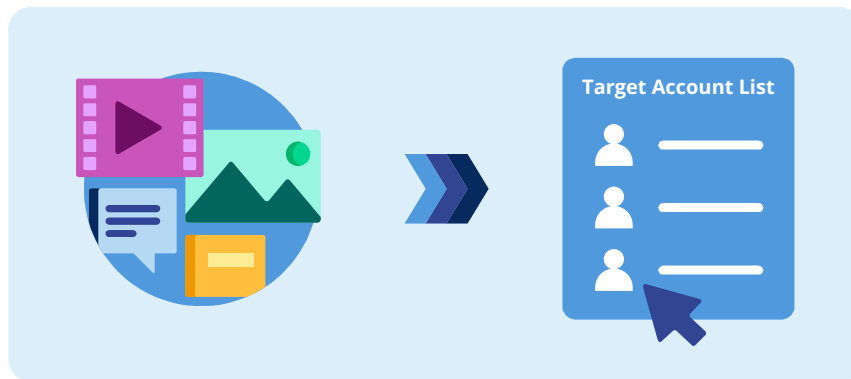


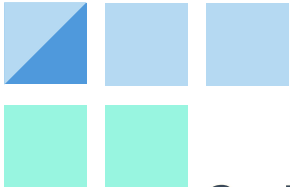
MAKE IT WORK FOR YOU

Start by giving your vendor a reality check. They might promise leads that match certain criteria (like job title), but often, it's not the full picture. These days, many vendors are open to only delivering leads from your Target Account List (TAL)—think of them as pre-qualified prospects already in your wheelhouse.

Don't waste your budget on random leads that aren't the right fit for your product or service—they'll just mess with your funnel metrics. Instead, make sure your sales team is chasing after the leads that actually matter: high-value targets you've both agreed on. It's a smarter, simpler way to get better results.

Really, it's this simple —
get your best content to
your top companies, not
everyone.





2 - Move past retargeting only and toward laser-focused account targeting



OLD-SCHOOL DEMAND GEN

Treat the entire internet as your playground (when you should really be aiming for the pearl), blasting generic messages and CTAs, hoping to catch the attention of your ideal audience through retargeting. Then, follow up with every single conversion, regardless of fit.



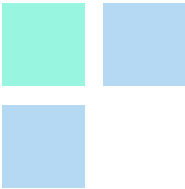
MAKE IT TARGETED

If you're not retargeting yet, start now—it's a must-have. With digital ad spend continuing to rise, retargeting is one of the best ways to reach the right buyers at the right time. But retargeting alone isn't enough.

Start by proactively running 'pre-targeting' campaigns to your Target Account List (TAL). This helps control who's coming to your site in the first place. Why leave your site traffic up to chance?

Once you've driven the right people (your TAL accounts) to your site, retarget those same visitors to boost your chances of moving them through the funnel. It's all about precision and keeping your focus on high-value prospects.





Want to Take This Strategy Even Further?

Create clear digital strategies tailored to each sales stage (open, working, etc.) with specific KPIs to track success. We'll show you how it's done.

Expand beyond traditional channels by incorporating platforms like Facebook, Instagram, and LinkedIn for a well-rounded approach.

If you're using an email signature platform like Opensense, consider integrating your ad creative directly into your team's signature block for seamless omnichannel marketing.

Curious to see how you can run these campaigns? Let's make it happen.

➤ Air cover

What marketers are saying ...

"I want to reach folks at our target accounts, but we only know some of the people in the buying committee. How do we find these mystery people and get them to engage with us without spray and pray tactics that waste budget — all while supporting sales outreach?"

Audience

Known — Unengaged contacts that your sales team is emailing

Unknown — New contacts at target accounts

Play - Run air cover for your target account list or ICP, before and during sales outreach.

Goal

Tactics

Drive top-of-funnel engagement from known and unknown contacts within target accounts, encouraging them with relevant offers leading to on-site conversation.



Account targeting

Serve ads to the unknown contacts/relevant personas at your target accounts.



Contact targeting

Serve ads to the known contacts that your sales team is emailing.



Retargeting

Increase account engagement with return site visits.



Deanonymization

Identify buyers based on buying behaviors such as visiting your website or click on your ad.



1:1 sales automation via emails and call prompts

Amplify awareness with personalized sales touches that align with marketing messages.



Supplemental tactics

Direct mail, conferences, content syndication.

Added tip: If targeting your entire ICP or TAL is too much, you can prioritize your lists into tiers based on likelihood of close rates. From there, take those sub-segments and target them with the most budget.





Nurture

What marketers are saying ...

"Now that I'm seeing engagement, I want to support my sales team and make sure we're nurturing accounts to close. Which buyers do I need to get in front of? How do I reach them in the right place at the right time?"

Audience

Known — Contacts in your CRM from open opportunities your sales team is working

Unknown — Additional members of the buying committee who may be part of the purchasing decision but who aren't yet engaged with your sales team

Play - Deliver relevant content based on sales stage to key decision makers, keeping consistent messaging across sales and marketing.

Goal

Move accounts through your sales pipeline faster by educating buying committees with the right information at the right time.



Account targeting

Advertise to unknown buyers within target accounts that are open opportunities.



Contact targeting

Advertise to known buyers already in your CRM at your target accounts.



Retargeting

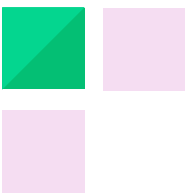
Encourage buyers and accounts to return to your site.



Supplemental tactics

Direct mail, conferences, content syndication.





3 - Hack Search Engine Marketing (SEM)



OLD-SCHOOL DEMAND GEN

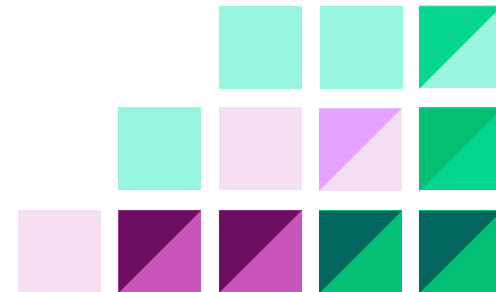
Create a keyword-driven SEM strategy, hoping you attract the right buyers.

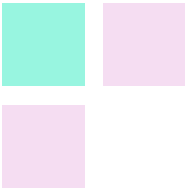


MAKE IT MORE TARGETED

Focus your efforts by refining your SEM strategy to prioritize better-fit buyers rather than just anyone searching for your keywords. For example, do you really need a student researching your industry to convert on a paid channel? Probably not. What you want is a high-fit, high-intent buyer to engage.

To make this happen, layer in geo-targeting if you're focused on specific markets or regions. This approach helps you attract the buyers who are more likely to align with your ideal customer profile (ICP) and deliver meaningful results.





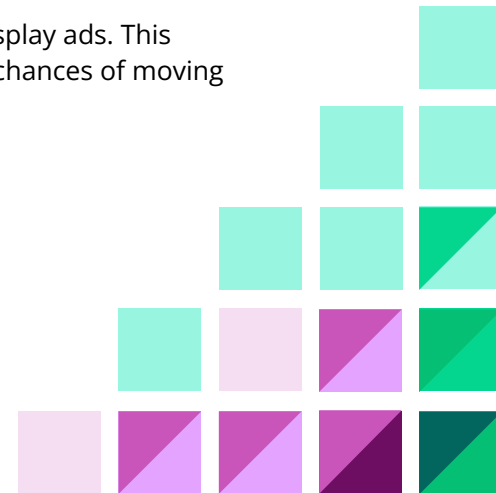
Take This Strategy Even Further

Double-down on your sales follow-up when geo-targeted audiences engage with your site. Focus this follow-up on buyers from your Target Account List (TAL), not just anyone.

If a TAL buyer converts, that's a win—prioritize following up with them immediately.

But what about those who don't convert right away? Think of them as opportunities, not losses. For example, many SEM-driven visitors may not convert on their first visit. Instead of letting them slip away, equip your sales team with data and insights to follow up with known contacts and offer something more relevant to their needs.

At the same time, marketing can support sales by retargeting those high-quality visitors with display ads. This combination of personalized follow-up and strategic retargeting will significantly increase your chances of moving them toward pipeline and ultimately conversion.





4 - Hyper-target the right audience for webinars, and rethink your follow-up



OLD-SCHOOL DEMAND GEN

Rely on the same old registrant-to-attendee ratio metrics for success, and only follow up with attendees. Rinse and repeat...over and over.



MAKE IT MORE FOCUSED

It's time to rethink your webinar strategy in today's landscape. Webinar burnout is real, and attendance rates have dropped, so shift your focus from quantity to quality. Specifically target your Target Account List (TAL) (refer back to tip #2) and design your content to resonate with them.

Don't stop there—follow up with no-shows from your TAL as well. Their registration still indicates interest in the topic, so use it as an opportunity to guide them toward the next phase of awareness about your product. This approach ensures that every interaction with your webinar adds value to your pipeline.

Take This Strategy Even Further

2. Offer an option to access the recording instead of attending live. Let's face it—if they're requesting the recording, it's still a strong indicator of interest. They just might not have the time to tune in live.

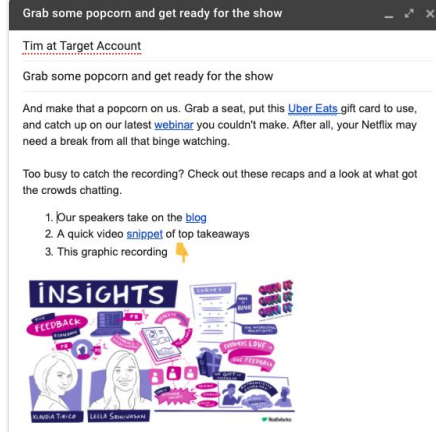
Use chatbots on your registration page to ask visitors if they'd like the recording. Capture their email upfront so you can follow up with the recording and additional resources later. Pass this data to your CRM so your sales team can personalize their outreach based on the specifics of their request.

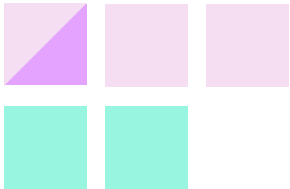
For high-value accounts, make it even easier for them by summarizing key takeaways or providing a "Cliff Notes" version of the webinar. Remember, the ultimate goal isn't just to get them to watch—it's to drive engagement.

For top-tier target accounts, go the extra mile by accompanying your follow-up email with a thoughtful gesture, like a gift card for dinner, so they can enjoy the recording on their own time.

Not enough hours in the day to attend this webinar? We get it.

Just shoot us your email and we'll simply add you to the 'send recording!' list so that you can watch it at your leisure.



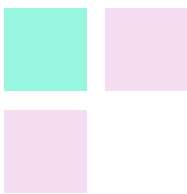


Want to steal an ABM play from our book?

We devised a play to 'wake the dead', investing in reviving our existing target accounts and buyers to re-engage.

It's a play that costs next-to-nothing, takes only a few hours, and delivers amazing results. Actually, we'll let you in on the real numbers: **\$500, 5 hours, and 10% lift in monthly opportunities.**

First, build out your list of target accounts and filter them based on 'no SDR activity' in the last 14 days, which lets you know they are good targets but just may have become distracted.



Second, take this audience and start a one-day-only (We recommend Sunday to take advantage of the fact many of us catch up on email/ are online on Sunday afternoons) two-part email and paid ad play:

- Taking advantage of the give-to-get mentality, send an email with a no-ask Sendoso e-gift card sent dynamically “from” the assigned SDR to have “dinner on us” (DoorDash gift card)
- To increase email open rates, upload the same audience list into RollWorks and launch display ads asking folks to “check their email” for a special gift

Finally, ensure that all SDR's are on board to follow up on those who do not get back to you immediately (reminding them that there was an eGift at play!) And just like that, the responses will come flooding in (a.k.a when we did this, we drove 10% more monthly opportunities)

Bonus: The email is triggered based dynamically on recent activity history of the account, which means this lovely little play is the gift that keeps on giving. We have new meetings booked nearly every Monday since the original deployment date!



6 - Use account intent as another signal to prioritize budget



OLD-SCHOOL DEMAND GEN

Rely heavily on engagement for lead scoring to drive programs. See engagement with your brand via form-fills as the primary indicator of readiness to buy and route 'MQLs' to sales team.



MAKE IT MORE TARGETED

Pump the breaks and take a closer look at other key factors. You can't forget fit (the static data that informed your TAL) and intent (the real-time signals of interest in topics related to your brand). By layering on account-level intent, you can prioritize your outreach and marketing efforts.

Pro tip

Accounts showing intent are ~2x more likely to have an opportunity created within 90 days.

How easy is it to ABMify? Layer on topics related to your product/service and track which accounts are surging. From there, layer that and launch targeted campaigns.

Intent Topics

Q

Ad Tech - Marketing Tools X

Ad Tech - Online Lead Generation X

Ad Tech - Web Marketing X

Budgeting, Planning & Strategy - Digital Transformation X

Channels & Types - Account-Based Marketing (ABM) X

account-ba|

2 results

☐ Account-Based Marketing (ABM)

☐ Account-Based Sales Development (ABSD)

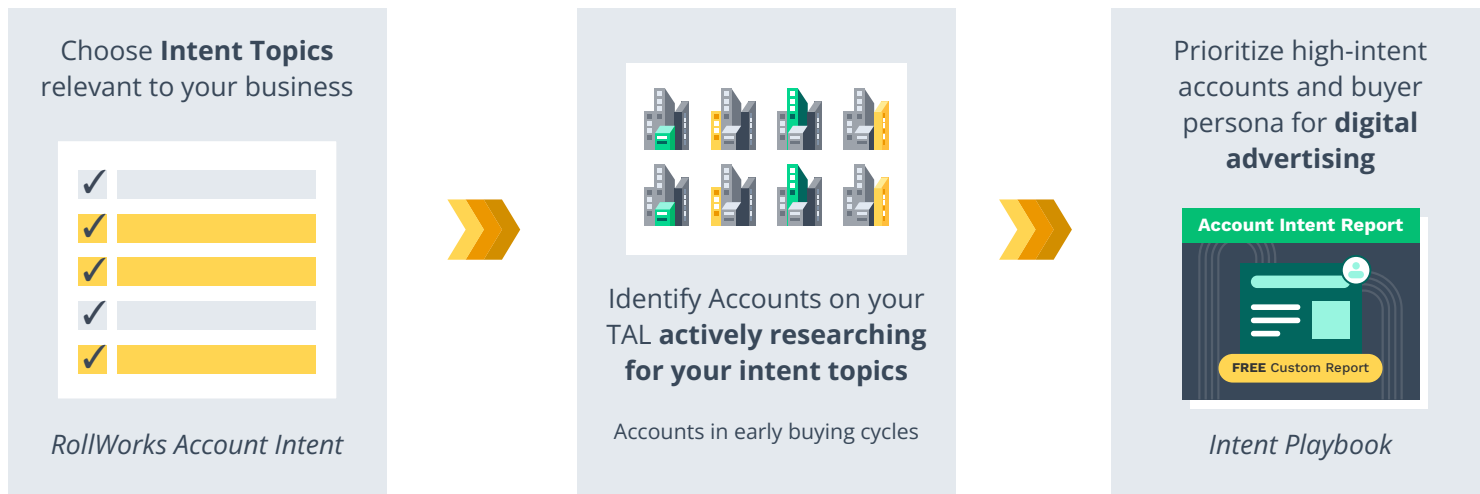
Save

306 Accounts Demonstrating Intent On Account Lists

Topics: All Surge Date Range: Last 30 Days Search

Account	Topics	Intent Topics	Revenue	Industry
Quad/Graphics qrqg.com	2	Local Government +1 more	Feb 2020 - Growth TAL	Apr 13, 2020
Nominum grnominum.com	2	Target Audience +1 more	Adobe Summit/Marketo Partnership Announcement	Apr 6, 2020
Deluxe grdeluxe.com	2	Legal +1 more	Adobe Summit/Marketo Partnership Announcement +2 more	Mar 30, 2020

With a simple workflow, you can put your budget and time toward the most interested accounts — not just anybody. This will have a greater impact on your sales team and ultimately, create opportunity faster.





7 - Smartly segment emails and offers to reach the entire buying committee



OLD-SCHOOL DEMAND GEN

Batch and blast your new eBook or webinar invite hoping to interest your persona in relevant topics.



MAKE IT MORE TARGETED

Take a step back and realize the buyer's journey is more complex than ever (how many buyers are even involved now? We can barely keep track....but it's often more than you can count on one hand!).

Map out the different personas within your accounts and begin to segment lists accordingly. For example, if you're selling into an IT team, this may look like the CTO, a team lead, and an individual contributor. A CFO is thinking about ROI (and signing authority) while an admin is focused on ease of use). They all have different pain points and need different levels of interaction/education. Then send them emails and offers accordingly.

Segmenting your lists is as easy as...

CTO Persona

xyz@gmail.com

xyz@gmail.com

xyz@gmail.com

xyz@gmail.com

xyz@gmail.com

xyz@gmail.com

xyz@gmail.com

Director of Engineering Persona

xyz@gmail.com

xyz@gmail.com

xyz@gmail.com

xyz@gmail.com

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Engineer Persona

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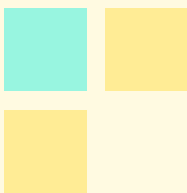
xyz@gmail.com

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Clicked all the way to the end? Thanks for sticking with us.

We know there's so much hype out there around ABM, but we hope you got to break it down and see it's really just good marketing.

[RollWorks](#) is an ABM and Advertising platform that generates pipeline, speeds sales cycles, and drives revenue for B2B businesses by connecting account-based insights with multi-touch advertising and sales outreach. Powered by advanced AI technology, RollWorks built on a proprietary foundation of more than 25 million company profiles and 92 million contacts to expand marketers' views into high-fit accounts, and drive awareness, and keep buyers engaged at the right moments with precision advertising.

Chosen by companies like Snowflake, Okta, and Zoom, to execute their Account Based Marketing strategies, the RollWorks platform delivers advertising excellence, proprietary insights, unmatched ease of use, and fast time to value. RollWorks is consistently ranked by G2 reviews as a top account-based platforms in "Ease of Use", "Easiest to Set Up", and "Best Estimated ROI", on top of receiving its "2024 Best Software Award".