



intelligent business decisions

Customer Story



Account Based Marketing with BackOffice Associates

BackOffice Associates is a worldwide leader in information governance and data modernisation solutions. Part of the BackOffice 2016 European growth strategy was to generate new business pipeline for its award-winning data migration software. The target audience for this software include global organisations planning multi-wave migrations, usually as part of a system consolidation or M&A program.

'Building a target account list can be challenging as we need to catch prospective businesses at the right time in their planning cycle and identify early who the business influencers and decision makers are. Often, in large or complex programs the migration element is approached tactically and budgets and resources are underestimated. If we fail to directly link and align the unique benefits of our solution to our prospect's business imperatives we risk being supplanted by cheaper migration tools' said Amanda Lopez, Marketing Manager at BackOffice Associates.

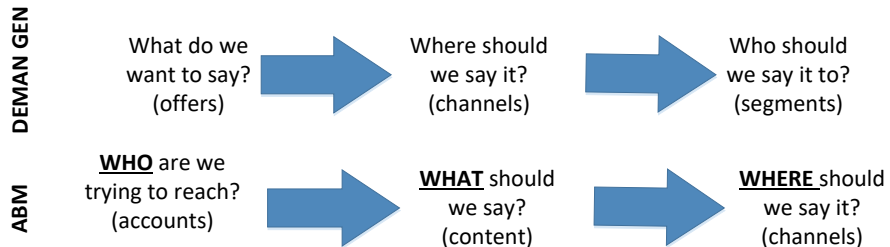
BackOffice had found results from traditional 'lead gen' approaches could be sporadic and rarely delivered full return on investment. With a broad potential target audience and limited marketing time and resource, they needed and an approach that would focus effort to maximise impact and return. BackOffice therefore engaged 180 in an Account Based Marketing Program with the specific goals to raise awareness of the solution and develop new business pipeline opportunity.

Account Based Marketing Program

Account-based marketing (ABM) is a strategic approach to business marketing. In an increasingly commoditised world customers tire of being bombarded with 'samey', often irrelevant content. Buyers want to engage with suppliers who understand their business pain and offer timely and useful information that informs, educates and helps solve their problem. ABM provides deep insights and understanding of a target organisations goals, strategy, plans and people so suppliers can develop relevant and compelling content and engage earlier and higher.

We chose IBD as we had successfully worked together on various telemarketing campaigns. We liked their consultative, collaborative approach and knew the team always deliver results.

ABM planning starts with the account, not the offer



IBD kicked off the program by collaboratively working with BackOffice to design an 'ideal' customer profile/selling scenario and built a list of potential target accounts. The next stage involved undertaking high-level profiling and intelligence gathering to ascertain 'best profile match' and create an optimised target list. Each prospect had clear business imperatives, a need for the solution and an organisational hierarchy.

IBD then proceeded to provide deep insights and understanding for each company enabling BackOffice to map the solution benefits and develop focused, relevant campaigns tailored to a specific business strategy, goal or contact interest.

The business intelligence allowed us to focus effort where we knew there was a need. Offering relevant and timely content help us raise awareness, create interest and position our value add in terms that directly mapped to the business imperatives.

The (ABM) program helped us increase our new business pipeline by \$2.5million and ensured we got the best value and maximised the impact of our marketing efforts.

The New Marketing & Sales Funnel

