

Tensai

Connect : Network : Collaborate

Account Based Marketing - ABM - "At the best organizations, each account has a strategy around it for how you're going to achieve your goals in that account".

Case Study:
Softline India

Website:
<https://softline.com>

Campaign
Account Based Marketing-
ABM

Employee Count:
1000+



About Softline India

Softline is a leading global Information Technology solutions and services provider focused on emerging markets of Eastern Europe, Americas, and Asia. They help customers achieve digital transformation and protect their business with cybersecurity technologies. Their services include end-to-end technology solutions, public and private clouds, software and hardware provisioning and broad array of associated services. Softline serves over 60 000 Enterprise and SMB clients, both from private and public sectors. Over 1500 account managers, 1000 solution sales and technical presale professionals and 1000 engineers and technical specialists helping customers navigate through the ever-changing complex IT environment. Softline has partnerships with more than 3000 software and hardware manufacturers and has the highest partner status with all their key partners. They provide a unique marketing and sales channel for partners in all the markets where they operate.



The Situation

Softline, being the trusted solution provider remains customer centric and provides brand independent solutions which best serve customer's needs. A Robust 'Account based Marketing' ABM Plan is the most opted way to keep accounts warm and nurtured, while also identifying newer prospects, to establish relations with. The ABM approach is a mechanism that ensures focus of all the time and resources on engaging, winning and maintaining a named account. Softline, the leading industry partner found us, as their partners, to accomplish the Named Account nurturing through our 'Account-based Marketing' approach



Solution

Staying focused on the priority of identifying key accounts to work with from white patches, mapping out the relevant influencers, to initiate discussions with, and penetrating in the accounts by connecting with the key decision makers in the next steps, was the strategic roadmap for nurturing named accounts across territories.

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Strategy and Goals

Tensai's Five Fold ABM

- **Account Building** – As per the target segment, filter out accounts and create the most appropriate list to target.
- **Deep Profiling**- Getting Account Insights.
Tensai ran a Deep-Profiling campaign subsequently with the primary accounts identified in Stage 1 of Building. We map and reach out to influencers, sometime junior roles too, and decision makers who share vital information on the questions we seek answers for, like company infrastructure, solutions in use, challenges faced and other relevant details to capture.
- **Contact Mapping** – Map 3 to 4 influencers & decision makers in the said account for a well-mined database to back the campaign.
- **Webinar** - A Focused Webinar could just boost all the efforts of Profiling, Mining and Mapping. Webinar Invites shared over prospecting calls and e-mails that eventually pulled 4 webinar a month with 30+attendees successfully.
This stage helped Softline realize their sweet spots, the accounts that displayed interest in being a part of the Webinar.
- **Demand Generation/Account Penetration** – The Low-hanging Fruits were then targeted through Lead Generation activity post webinar. The focus here, stayed on reaching out to the Registrations and Attendees of the Web Event.
- **Lead Nurturing** – Nurturing by using different channels, such as: Emails (automatic emails, follow-up emails, announcements, news, and information campaigns) Social media (LinkedIn Campaigns, surveys, target messaging, entertainment content, and educational materials) .

With ABM, you ensure your campaign is highly focused and centered on only those accounts you prioritize, to engage, penetrate and WIN.



The Final Results



Softline India has successfully been able to nurture named accounts in the various territories that needed more focus and strategy, with 9 leads out of 55 accounts.



Also the 4 webinars played a vital role in helping Softline to maintain the existing relations along with establishing long term relations with new customers.