



Hushly

The State of Account- Based Marketing for Cybersecurity in 2023

Cybersecurity marketing evolved rapidly moving into 2021. Account-based marketing became a must have marketing motion that led cybersecurity companies on a path to greater growth that involved more focus and partnership with sales leaders. You can say plenty of things about 2020 but one thing is for sure cybersecurity companies leaned heavily into alternative marketing methodologies and became more targeted in their approach to marketing than they had prior to 2020.

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Account-based marketing is here. Buyers expect it. There's no turning back now.

A reported 92% of B2B marketers have an ABM strategy in place today. This is especially true for cybersecurity companies who dove into ABM technologies and target account marketing best practices. Technology has made account-based marketing accessible and affordable for cybersecurity companies of all sizes.

Specifically, the accessibility of intent data, content experience platforms, website personalization, along with artificial intelligence and machine learning technologies created a tipping point, allowing traditional ABM ad vendors to really start to show their value of targeted ads with ROI from the platforms they integrated into.

This shift from simply targeting or retargeting ads at accounts and sending target account emails wasn't enough and threatened to stall the ABM ad vendors growth as measurements of conversions didn't make sense.

What changed was this shift towards the "experience". Having the ability to take all those clicks from ads and emails and send them to a personalized account destination with, personalized content, and the ability to offer this at scale for cybersecurity marketers.

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The acceleration towards account-based marketing & ABX

The word “digital transformation” gets thrown around a lot and for many, it doesn't have a clear definition. It's safe to say, however, that whatever businesses went through to survive in 2020 qualifies as digital transformation.

The latest research says that for every 100 people reading this, 45 of you started using digital marketing tactics for the very first time. Furthermore, 88% of those already using digital marketing doubled down on their efforts.

Another set of useless statistics? Probably. The point is, we're moving further and faster towards personalization and account-based experiences (ABX).

Digital marketing looks completely different at the end of 2022. Although ABM and AI-driven tools are available, many businesses have been slow to adapt but quickly ramped up use cases in going into 2022.

Your website and all its subsequent product pages, campaign pages, hidden pages, etc., suddenly became one of only a handful of touch-points with companies and their buyer in 2020 and to this day those buyers became accustomed to what experience they received from your digital properties.

Account-based marketing was a logical solution but it needed to be orchestrated in order to be effective. Along those same lines providing an account-based experience became critical to cybersecurity marketers as they saw too many budget dollars wasted on paid media campaigns that had great promise but showed little to no results and that was especially true in Cybersecurity.

That's why we at Hushly suggested cybersecurity marketers start to look at the "experience" that visitors were getting. Hushly's unified platform combined the best of personalization (website and content), the best of experiences (landing pages, content hubs, account pages, embedded content streams), as well as demand capture and helped Cybersecurity companies re-imagine their ABM strategy to be more ABX.

Challenges ahead for account- based marketing in 2023

Even now account-based marketing is still a new endeavor for most marketing teams.

Most field marketers, abm marketers, demand gen marketers or growth marketers lack the expertise to execute orchestrated account-based marketing campaigns. Its not for lack of trying though. What's missing 90% of the time is a playbook that can guide the team through what's needed and how to go do it. Along with that most teams are still in the trial stage and haven't been able to get to scale.

That's changed. AI-driven tools and experience platforms have made ABM a reality for small and mid-size organizations as well.

However, running ABM doesn't guarantee revenue or success.

TOP ACCOUNT-BASED MARKETING CHALLENGES IN 2021³



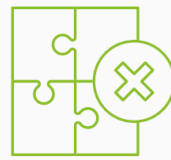
Change
Mindset



Get
Personalized



Get
Orchestrated



Connect
experiences



Always on
ABM campaigns

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Change mindset

To succeed with ABM, marketers need to change the way they measure everything! It's not demand generation or lead generation its account-based. Look at marketing qualified accounts (MQA) not individual leads (MQL's).

Get laser focused on your ideal customer profile (ICP), know who your key buying team personas are. Organize content around content pillars and make sure your content taxonomy is correct so you can offer personalized content to accounts, personas, industries, size of company, by keyword, product, intent topic, etc.

Engaged accounts, engaged personas (aka buying team) will be leading indicators to early success for sales outreach. No engagement remove.

Get personalized

Personalization is easier to integrate into your demand gen and abx marketing motions than it was just 3 years ago.

The modern Content Experience Platform (CEP) has evolved to offer website personalization and content personalization and demand capture in a single platform.

Create scalable dynamic campaign destination pages for a list of target accounts, or use intent data and AI for creating dynamic pages based on the buying stage, journey, intent score, topic, or any combination to deliver a bespoke experience.

Use website personalization to ensure that traffic to your homepage and other web pages see a different experience when they arrive and change the CTA's, banners, and text, to increase engagement and maintain a connected experience.

Insert CTA links that also direct those accounts or account groups to account focused destinations or destination pages based on some intent attribute.

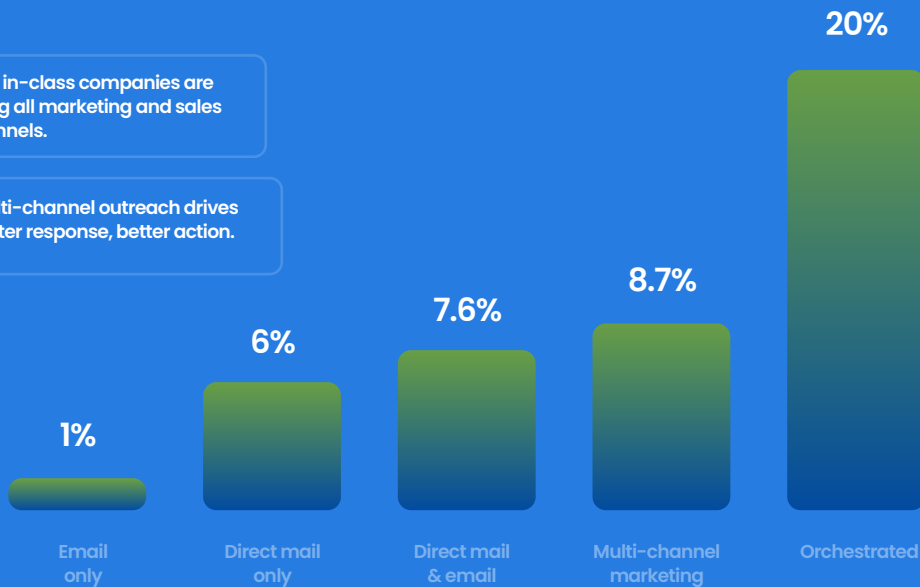
Get orchestrated

When your abm campaign is orchestrated your results increase 20%. Compare that to just a single channel like email where you get 1% or direct mail where you get 6%. Orchestrated campaigns even beat out multi-channel marketing which only increases results by 8.7%.

The chart on the next page illustrates the average results you should see with an orchestrated over a single channel or even multi-channel marketing.

- Best in-class companies are using all marketing and sales channels.

- Multi-channel outreach drives better response, better action.



Connect experiences

Lead scoring is already an area of contention for marketing and sales. The lead scoring issue will only get worse under an ABM strategy if it's not addressed ASAP.

Again, data is key.

Your ABM can't afford siloed data stuck in limbo between sales and marketing. That's why mere alignment between marketing and sales isn't enough.

Marketing and sales need to take a holistic approach instead. Data must flow freely, and each team must regularly communicate on their efforts.

Always on ABM campaigns

Shifting from individual buyers to accounts and adopting AI-driven technology makes it easy to lose sight of human connection.

Nevertheless, you're not really marketing to "accounts." You're marketing to individual people who belong to specific accounts.

No one wants to interact with machines. AI can free up tedious tasks, analyze data, and help personalize content but it should never replace human emotion and interactions. Things like sales processes, content creation, and customer service end up totally devoid of warmth and emotion when you rely entirely on AI. Today, with so much business happening online, humans crave interaction and emotion more than ever.

Essential tools and tech for successful account-based marketing

Account-based marketing is possible for any sized businesses today thanks to the explosion in artificial intelligence and machine learning technology combined with scalable content experience platforms.

Years ago, you'd never know who to target, where to target them, and what to target them with if you didn't have access to special insights and resources.

Today, however, AI-driven tools help you build effective ABM strategies every step of the way: from research and development down to analytics and outreach.

The tools and technology below are essential for not only launching but also maintaining a successful ABM strategy and creating "account experiences".



Ai engine for personalized content recommendations

85% of buyers expect personalized content at the very first touchpoint with your brand. You can safely assume they expect personalization from every touchpoint thereafter as well. Well, research shows a buyer will consume an average of 13 pieces of content from your company before committing to their decision. What are you doing to ensure each account receives the most relevant content when they visit your website?

An AI engine brings personalization algorithms like you find on Netflix or Spotify to your B2B website. Buyers won't have to tab through your menu looking for content about their vertical or pain point.

Just like Spotify recommends relevant genres to your taste, the AI engine will find content within every visitor's vertical, industry, and pain point.

Clean lead database and verification strategy

You can't make pragmatic decisions for your account-based marketing strategy if your data is low quality. Sadly, 62% of all businesses are relying on data up to 40% incorrect to guide their strategies and decisions.

You need to adopt proper data hygiene and verification if you want to pull off a winning ABM strategy. A few missing, incorrect, or outdated fields might not sound bad, but they add up.

Micro smart forms can help you prevent fake leads by filtering out role-based emails, free domains, and competitors. Likewise, AI-driven forms only require a business email and country. AI uses public data to autofill the lead's firmographics with absolutely no effort on their part.

Relevant case studies and product comparisons

60% of buyers say they want product success stories and another 65% say product comparisons are what they're after. Key accounts need to see exactly how your product/service will work with their brand and unique needs.

Look for clients who share each account's firmographics – such as market share, size, revenue, and vertical – for your case studies. Don't be afraid of product comparisons either. Buyers want to see how you differ from competitors to avoid miscommunication.

Dynamic account-focused landing pages

Buyers spend most of their time researching online independently. They generally don't want to speak with your sales team. However, 61% buyers say they'd prefer reaching out when they have a question about custom pricing and configuration.

Instead, answer their question before they ask with dynamic account pages for each key account or on an industry or vertical basis.

Your abm pages could contain personalized pricing based on the industry or the account. Aim to answer any potential question before they even think to ask. Include custom configurations each account might need as they apply to your product/service.

AI makes it easy to create individual landing pages for each of your accounts or cluster-based landing pages with personalized content for each industry or vertical using customizable templates.

Automated email campaigns

Even with all the tools available today, you can't go wrong with automated email campaigns using some of the most robust, yet easy-to-use, AI-driven tools like Hushly. Each account deserves a devoted email campaign journey complete with a welcome campaign, onboarding, personalized offers, relevant case studies, and more. You can expand each journey further based on behavior for individual roles at each company and the individual's stage of the funnel.



Don't get left behind

Account-based marketing is here to stay. We've already reached the point where the vast majority of cybersecurity companies have ABM strategies in place. The group of those without an ABM strategy grows smaller by the day.

No one can deny the exceptional benefits of ABM: better customer loyalty, increased revenue, higher quality leads, less time spend on poor leads, etc. However, businesses in 2023 need to address the problems holding their ABM back.

The problems you face in traditional B2B marketing won't disappear after implementing ABM. In fact, existing problems will get much worse if they're not addressed.

Miscommunication, misguided lead generation, bad data, an overreliance on technology, and more all create huge risks for businesses interested in ABM.

Fortunately, today's technology does give you the tools you need to launch and maintain a winning ABM strategy. AI-driven technology like dynamic landing pages, personalized content recommendations, email automation, and smart lead collection/management are all essential.

The technology is accessible and affordable now. Businesses must grapple with their internal challenges and goals if they want to drive revenue from their ABM. Otherwise, they're just hopping on a very costly trend.