

# How To Kickstart an ABM Strategy in HubSpot

*Starting Shortly!*



Did you know HubSpot recently launched its first podcast for Aussie and Kiwi's?

Unconventional Business can be found on Apple or Spotify, or at [unconventionalbusiness.com.au](https://unconventionalbusiness.com.au)

who  
gives a  
crap

sendle

tile  
cloud

ko'ala

VINOMOFO

UNITED BY WINE.





# How To Kickstart An ABM Strategy in HubSpot



# Meet the Speakers



Casey McGaw

APAC Customer  
Training Specialist



Tom Watson

Channel Account  
Manager



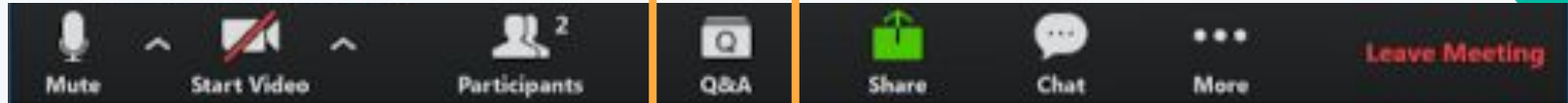
# Today's Agenda

1. Introduction to ABM and How to Do it
2. HubSpot's ABM Tools
3. Demo Time
4. Expert Panel
5. Q&A



# Housekeeping

- We are recording this webinar
- Use the Q&A Panel



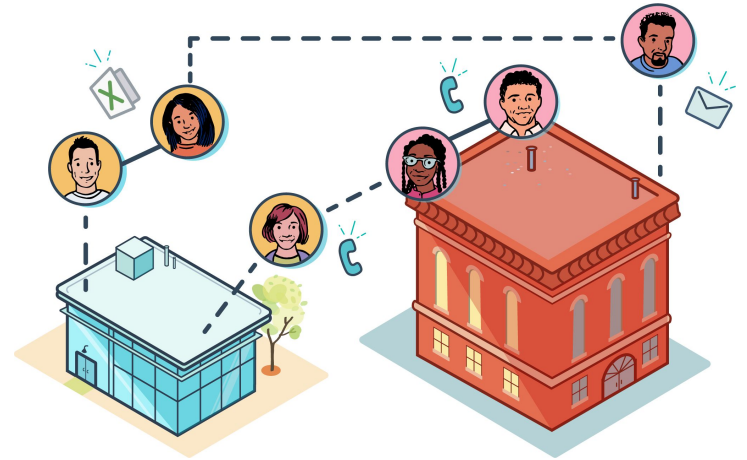
# Introduction to ABM



# What is ABM?

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Account-based marketing is a growth strategy in which marketing and sales work together to create personalized buying experiences for a select set of high value companies.



# Who is a good fit for ABM?

1

Small viable  
number of  
customers

2

Expensive  
product (long  
buying cycle)

3

Committee-style  
buying





# How do ABM & Inbound work?

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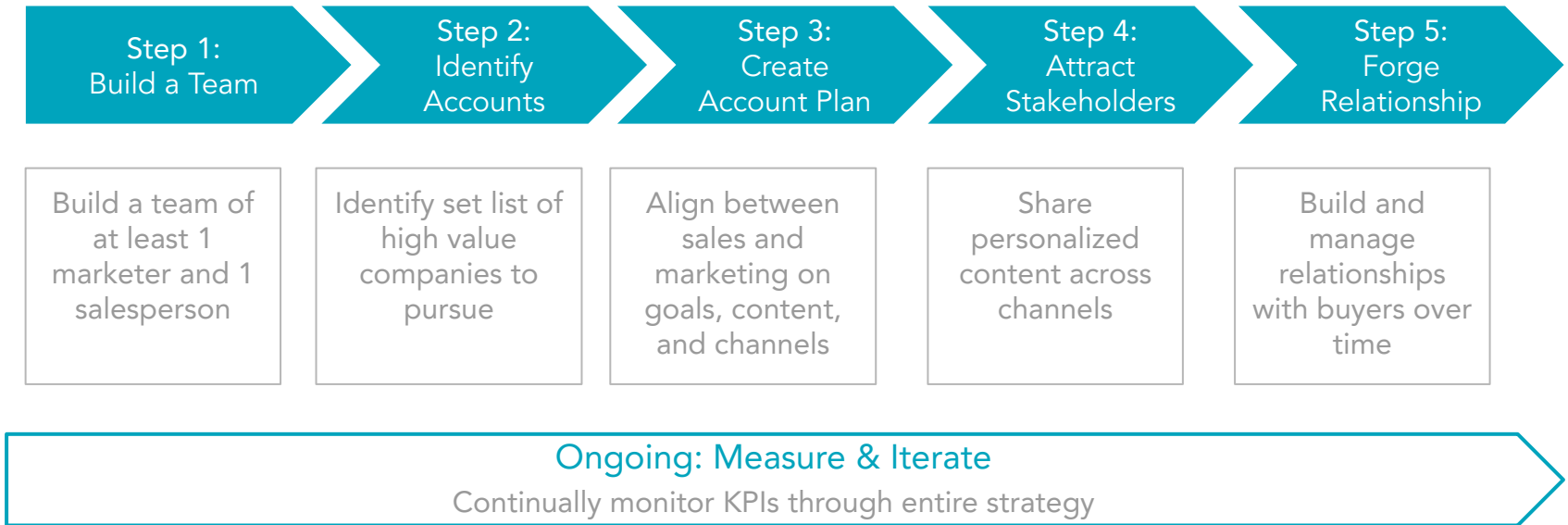


# How do ABM & Inbound work?

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# How to do ABM



# ABM in HubSpot





Transparency across the team

# Build A Task Force

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- HubSpot permissions
- Working contact/company records



Effortless page editing & optimization

# Identify Accounts

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- Company properties:
  - Target account checkbox
  - Ideal company profile tier
- Target accounts & recommendations



Effortless page editing & optimization

# Create Account Plans

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- Slack integration
- File manager
- Playbooks



Build powerful web-app experiences

# Attract Stakeholders

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- Buying role
- Multiple domains
- Company lists
- Ads functionality/targeting
- Smart content



Build powerful web-app experiences

# Forge The Relationship

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- Company scoring
- ABM-specific playbook
- Account overview
- LinkedIn Navigator



Gain governance & control at scale

# Track & Measure

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- Target Account Home
- Account Overview Screen
- ABM Reports &  
Dashboard



# Make the Company a first-class object

Company Lists

Company-level advertising

Multiple domains on Companies

Company-level web reporting

Company Scoring

# Build a powerful ABM platform

ABM Properties, Workflows, Playbooks

AI-powered Target Account Recommendations

Target Accounts Home

Account Overview

Out of the box ABM reporting

Advanced Slack Integration



It's Demo Time!





# ABM Expert Panel



# Meet the Speakers



Lilian Beh

Senior Client Solutions  
Manager



Andrew Thorn

Founder and CEO



# Our Advice for Getting Started

- There is no “one size fits all” ABM strategy
- Don't overthink your accounts but do choose accounts that are a good fit for you product
- Make sure you have a way to align sales & marketing to a common goal and hold both teams accountable
- Be prepared to try one strategy and then adjust
- Have a way to measure progress & performance





Thank you

