

CASE STUDY

vmware®

A successful marketing transformation from vertical sales support to omnichannel ABM excellence

01 INTRO

Initial situation & challenges on the way



WE NEEDED A MINDSET SHIFT
FROM A VERTICAL TO AN ABM APPROACH

**LEVERAGE CROSS- AND UPSELL POTENTIAL OF EXISTING CUSTOMERS
THROUGH A LONG-TERM ABM BUSINESS STRATEGY WITH THE AIM OF
INCREASING ACCOUNT ENGAGEMENT & ADDRESSING NEW AND EXISTING
LINES OF BUSINESS.**

LEAD GEN

OPPTYS

DEMAND GEN

PORTFOLIO AWARENESS

DATA-BASED APPROACH

USE-CASE COMMUNICATION

3 ABM APPROACHES

MARKETING & SALES ALIGNMENT

OBSTACLES ALONG THE ABM WAY

REPORTING & MEASUREMENT

Integration of global tools

- GDPR regulations in the DACH-region
- Definition of KPIs for engagement measurement

FINDING THE RIGHT CONTENT MIX

- Screening, syndication, localization
- New assets creation
- Creation of Digital Content Hubs in Folloze

BUILDING ABM POD TEAMS

- DACH Marketing, Sales, Digital Team
- Consultancy: Cloudbridge
- Agency: Video creators

DATA INTEGRATION

GDPR and internal regulations and policies
(e.g., Google Display campaigns with account lists not possible)

02 SHOW CASE

Approach to ABM excellence

ABM ROADMAP 2023

01

**Account
Qualification**

02

**ABM
Strategy**

03

**ABM
Design**

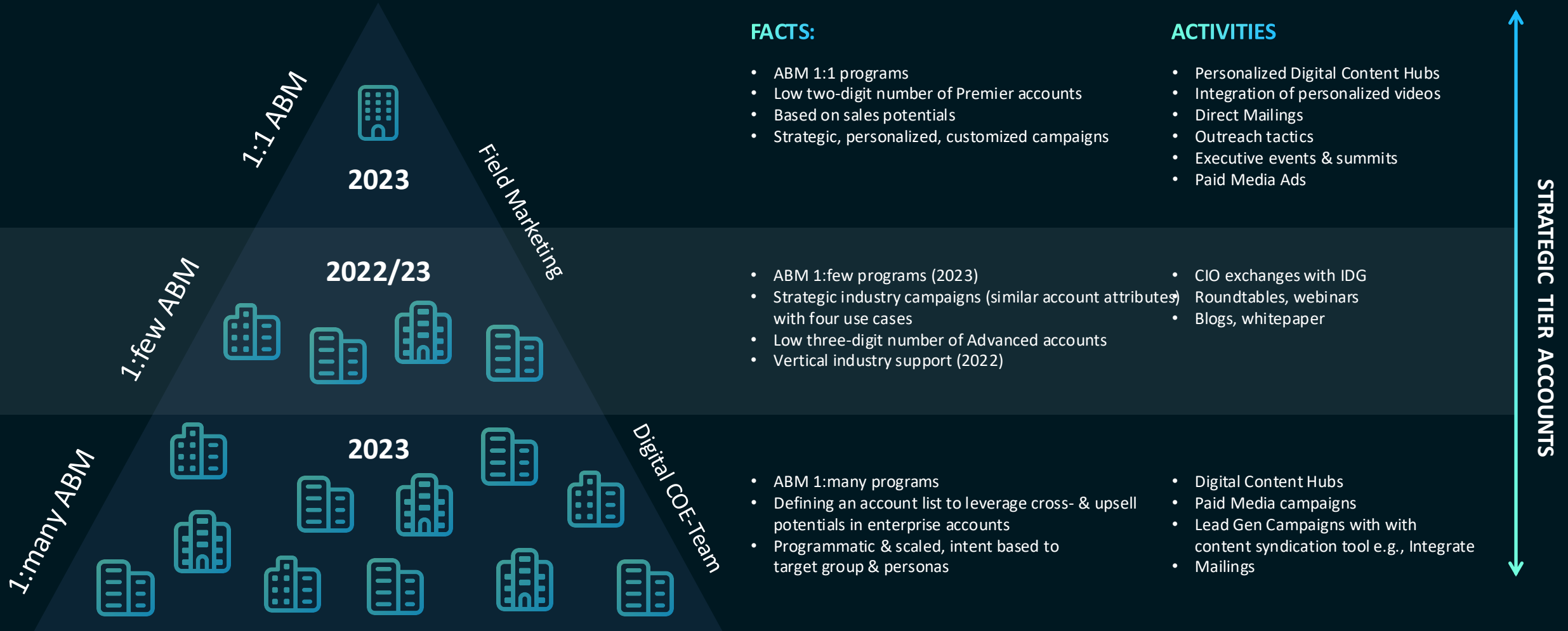
04

**ABM
Roll-Out**

05

Measurement

MARKETING TRANSFORMATION FROM A VERTICAL (2022) TO AN ABM APPROACH (2023)



SCALING DIFFERENT ABM APPROACHES WITH STRONG COMMITMENT ACROSS INTERDISCIPLINARY ABM POD TEAMS

1 : many approach as an always-on use-case stream

IT-AUTOMATION

SOVEREIGN CLOUD

SECURITY

MODERN APPLICATIONS

DEMAND &
LEAD GEN

STRATEGIC TIER ACCOUNTS

Folloze



Integrate

MBmedien Group

1:1 approaches for high-value Premier Accounts with high sales potential

PREMIER ACC.



PREMIER ACC.



PREMIER ACC.



PREMIER ACC.



PREMIER ACC.



PIPELINE &
NEW
CONTACTS



Degree of
personalization



DREAM BIG. START SMALL. SCALE FAST.

Drive Account Engagement & Creating new touchpoints
with new and existing contacts

03 DESIGN SHOWCASE

1:many & 1:1 ABM

DIGITAL CONTENT HUB



VMware Design Showcase:

PAID & ORGANIC MEDIA ADS & PRINT EVENT FLYER





FAILURE IS PART OF THE SUCCESS.
TEST. LEARN. OPTIMIZE.

04 RESULTS

Success translated in numbers

SUCCESSFUL INCREASEMENT OF ACCOUNT ACTIVATION & ENGAGEMENT

> 800

Strategic Acc. targeted

~ 70%

Account Reach

> 100k

Sum of Impressions

> 1,100

Leads generated

~ 20%

Account Engagement

> 43k

Members Reach

> 500

Sum of Clicks

> \$ 15,000

Total Media Spent

KEY TAKE-AWAY

- Successful account activation with ~70% of all accounts reached
- Increased account engagement
- Demand generation in combination with lead gen is crucial for long-term success
- Combination of a 1:many ABM approach with personalized 1:1 ABM approaches for high-value strategic accounts
- Direct impact on pipeline growth = Marketing-touched-pipeline

SALES COMMITMENT LEADS TO A SUCCESSFUL ACCOUNT PENETRATION

1

Company in target list

~ 8000

Sum of Impressions

~ 50

Sum of Clicks

~ 0.50 %

Click through Rate

~ 7,500

Total Video Starts

~ 150

Total Video Completion

0

Leads

~ 20

Sum of Clicks

1

In-Person Executive Event

~ 80

New connections

~ 40 %

Acceptance rate

11

Organic postings

~ 5

Pos. feedback via Mail

> 10

New executive Contacts

1

Generated Opportunity

SALES COMMITMENT LEADS TO A SUCCESSFUL ACCOUNT PENETRATION

KEY TAKE-AWAY

The combination of on-site events for executives and the digital journey is to be considered as best practice

- **More than 10 new executive contacts** (previously unknown) through the event
 - All event participants received a flyer & merch article with a QR code routing to the digital content hub
 - Enhanced comprehension of the account structure, organization and new contact generation
- **A few positive messages** received by email in response to the customer advisor's welcome video
- **Positive results from the paid media campaign in LinkedIn:**
 - Increased awareness (more than 8,000 impressions)
 - Above-average CTR (0.52% vs. benchmark 0.4 – 0.49%)
- **Successful sales enablement:**
 - Attained success in outreach efforts (More than 80 new contacts, **1 opportunity** generated)
 - Demand Gen via regular postings
 - Positive mindset shift & sales commitment



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Empowering Growth
Beyond the Ordinary