

LinkedIn Account Based Selling

25 tips for integrating ABM with ABS

Susan Hallam MBE



Google Premier Partner
Award Winner 2019

Growing Businesses Online EMEA





Winners

Growing Business Online Award

Europe, Middle East, and Africa

Google Premier Partner Awards 2019

Best overall agency

Winners of The Drum Grand Prix Award 2018 & 2019

Best Overall National Agency 2018 40-99 staff



Best for
Search



Best for
Web Design and Development



Best for
Client service



Best for
Digital full service





Our agency in numbers

50+

Digital
experts

65%

Average increase in
lead generation

20

Years in
business

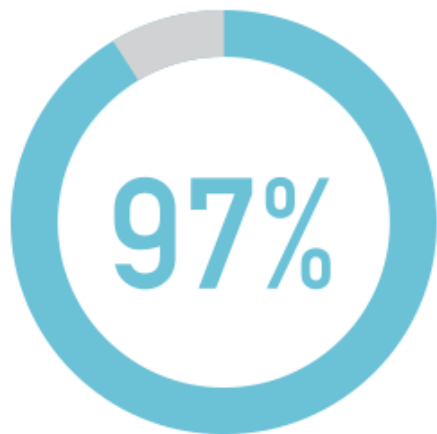
200+

Clients from across
the world

Enough about me.....

What is ABM?

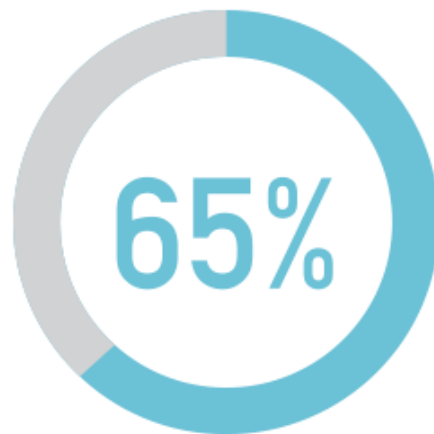




say ABM had higher
ROI than other
marketing activities



say ABM provided
substantial benefits
to client retention



say ABM helped
significantly with
client acquisition

Source: ITSMA survey

Identify your goals

Identifying more of the right kinds of people in each account

Growing revenues in existing accounts

Accelerating sales cycles

Securing a greater number of meetings/appointments

Promoting customer loyalty

**Identify your
high value
customers**



Creating an Account Map and Org Chart



Laura Staniforth • 1st
Assistant Marketing Manager at Boots UK
Nottingham, United Kingdom

7 shared connections



Jessica Ding • 1st
Assistant Marketing Manager - Beauty
Lincoln, United Kingdom

36 shared connections



Stephanie Taylor • 1st
Social Media Marketing Manager at Boots UK
Nottingham, United Kingdom

80 shared connections



Michelle Grayburn • 1st
Assistant Marketing Manager at Boots UK
Nottingham, United Kingdom

18 shared connections



Gemma Prentice • 1st
Assistant E-commerce Manager - L'Oréal brands at Boots UK
Nottingham, United Kingdom

57 shared connections



Sharon Saxton • 1st
UX Design Manager
Nottingham, United Kingdom

61 shared connections



Danielle Hooks • 1st
Assistant Marketing Manager at Walgreens Boots Alliance
Nottingham, United Kingdom

36 shared connections



Samantha Colmer • 1st
Senior Manager - Employee Relations at Walgreens Boots Alliance
Nottingham, United Kingdom

10 shared connections



Julie Ralphs • 1st
Planning & Production Manager at Boots UK
Nottingham, United Kingdom

32 shared connections



Dave Robinson • 1st
Head of Loyalty and Personalisation
Nottingham, United Kingdom

63 shared connections



Mark Gee • 1st
Senior IT Project Manager at Boots UK
Nottingham, United Kingdom

8 shared connections



Hana Bower • 2nd
Assistant Marketing Manager - Boots Hearingcare
Nottingham, United Kingdom

15 shared connections



Danielle Allford • 1st
Assistant Marketing Manager at Walgreens Boots Alliance
Leicester, United Kingdom

46 shared connections



Sherrie Yellop • 2nd
Recruiting the best talent for Pharmacy and Retail in West of Eng
Nottingham, United Kingdom

23 shared connections



Melanie Brown • 1st
Assistant Marketing Manager (Digital Offers) at Boots UK
Nottingham, United Kingdom

37 shared connections

LinkedIn advertising: targeting



Company



Experience



Education



Interests & Identity

Company name

Company size

Industry

Followers

Connections

Job title

Job function

Job seniority

Years of experience

Schools

Degrees

Fields of study

Skills

Groups

Age

Gender

Location



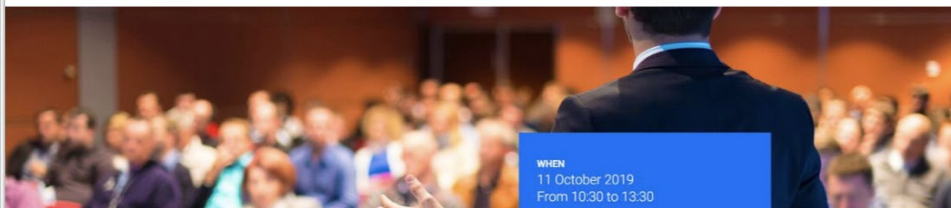
Hallam

7,419 followers

Promoted

Join Google and Hallam for this B2B Lead Generation Masterclass on 11 October at Google HQ in London.

...see more



WHEN
11 October 2019
From 10:30 to 13:30

WHERE
Google
Belgrave House

Hallam

B2B Lead Generation - A Hallam Masterclass



This invitation only masterclass is for dynamic, forward thinking businesses looking to build their sales pipeline and optimise their digital strategy. Hallam has partnered with the experts from Google to provide you with the latest research and guidance for designing and delivering successful business to business lead generation campaigns.

[Sign Up](#)



Like



Comment



Share



B2B Lead Generation - A Google & Hallam Masterclass

A Masterclass for forward thinking businesses looking to build
their sales pipelines and optimise their digital strategy.

Email address

anne.smith@example.com

First name

Anne

Last name

Smith

Job title

Sales Lead

Submit



Information sent to Hallam

Thank you for registering your interest for the Hallam B2B Lead Generation Masterclass on 11 October 2019. We will be in touch with you shortly to confirm your place.

[Visit Company Website](#)



[Join Google and Hallam for this B2B Lead Generation Masterclass on 11 October at Google HQ in London. Get the latest research and guidance for designing and](#)

Creative name: B2B Lead Gen Masterclass google 11 Oct
Campaign: Lead Gen Advert
Creative ID: [86743894](#) · Sponsored Content · Single Image



Active ▼

£229.44

15
Leads

£15.30

Total ad spend

Cost per lead

hallam.co/gatorcon

LinkedIn advertising:

Website Retargeting	Email Contact Targeting	Account Targeting
<p>Re-engage your website visitors</p> <p>Use one tag for website retargeting and conversion tracking</p>	<p>Import or integrate your contact email lists</p> <p>Connect to your contact management platform(s) or upload a list of email addresses</p>	<p>Reach decision makers at your target accounts</p> <p>Combine the power of demographic targeting on LinkedIn with your target account list</p>

Paid ABM

Traffic generation campaigns across Facebook, LinkedIn & Google Display with users tagged based on their interaction with the website

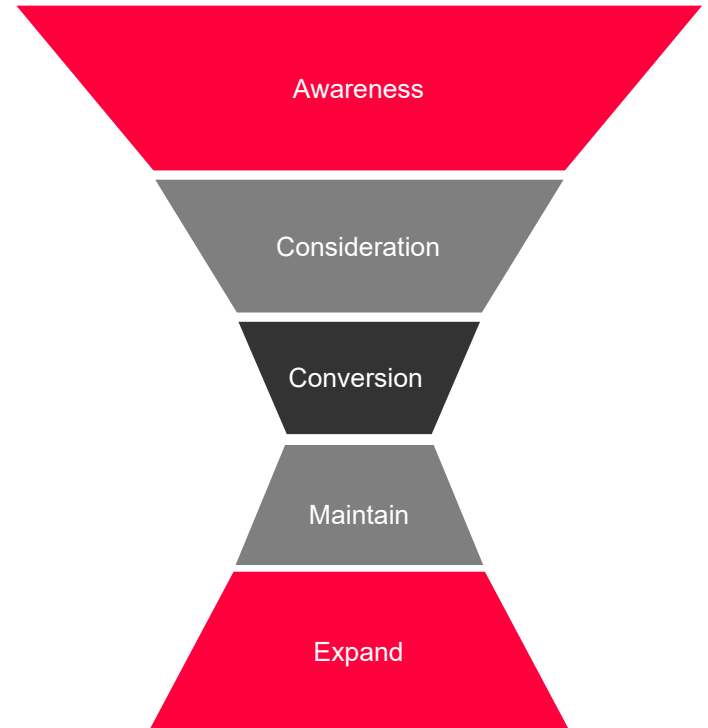
Non-converting users with high intent can then be followed up with through Google Search using RLSA at a much lower CPC

Branded & competitor search campaigns can help to both protect the brand and pull users across from competitors, when combined with RLSA audiences they can also be used for customer retention

Conversion focused ad creative targeted at users which have not yet converted but show high levels of intent (lead generation ads, lead form extensions, TrueView for action)

RLSA campaigns at a lower level targeting existing customers that are searching for top level generic queries or information content without a branded search term

Similar audiences & lookalike lists across Google, Facebook & LinkedIn to find users that are similar to existing customers



Early

“Soft” offers

White papers

Reports

Calculators

Guides

Competitions

Lower risk, higher value

Lower value engagement

Later

“Hard” offers

Phone calls

Demos

Appointments

Audits


Webinars

Higher risk, higher commitment


Higher quality engagements

**Typically 6-11 people
to close a deal**




Tracking Engagement


 **Susan Hallam MBE**
Founder and CEO - Digital Marketing Consultant, Strategist & Public Speaker
3w • Edited

How's this for a welcome pack, including a Macbook Pro, some Hallam swag and Google gifts, and of course the all essential refillable water bottle. If you want to join the [#BestPlaceToWork](#), take a look at our current vacancies: [...see more](#)

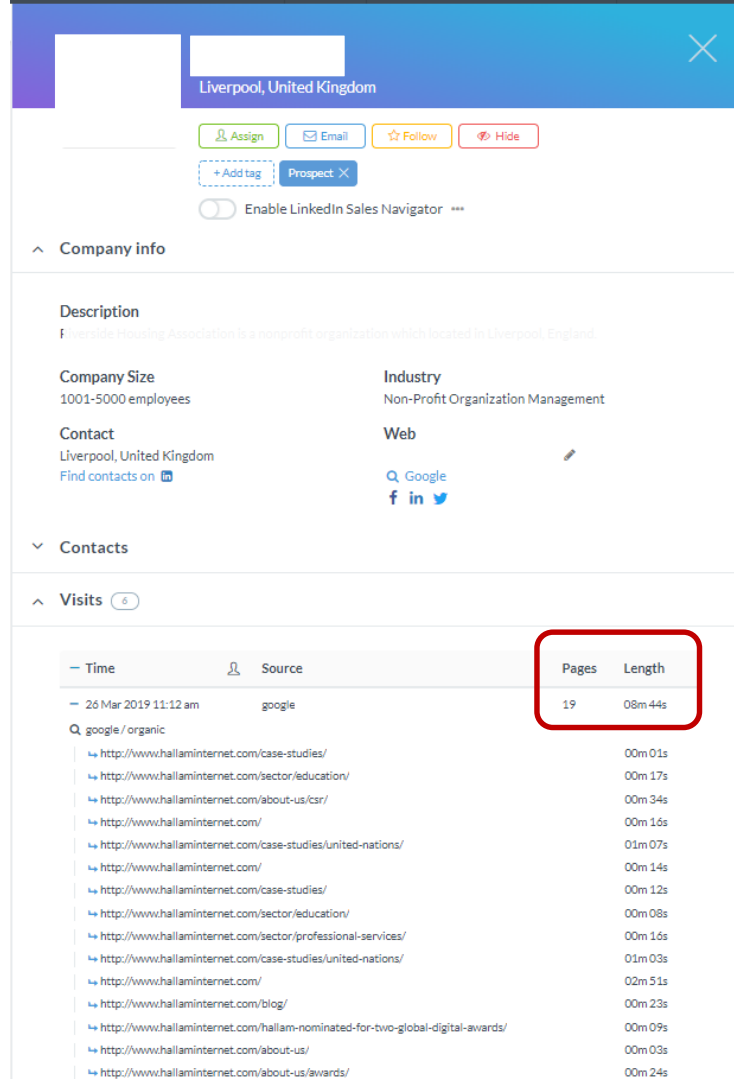


194 Likes · 23 Comments

 Like  Comment  Share

 6,424 views of your post in the feed

Tracking web visitors from target accounts using Leadfeeder (depth)



The screenshot shows a LinkedIn profile for a company in Liverpool, United Kingdom. The profile includes a description, company size (1001-5000 employees), industry (Non-Profit Organization Management), and contact information. A 'Visits' section is expanded, showing a table of visitor data. The table has columns for Time, Source, Pages, and Length. The first row is highlighted with a red box, showing a visit on 26 Mar 2019 at 11:12 am from google, with 19 pages and a length of 08m 44s.

Liverpool, United Kingdom

Assign Email Follow Hide

+ Add tag Prospect X

Enable LinkedIn Sales Navigator

Company info

Description
Liverpool Housing Association is a nonprofit organization which located in Liverpool, England.

Company Size
1001-5000 employees

Industry
Non-Profit Organization Management

Contact
Liverpool, United Kingdom
[Find contacts on LinkedIn](#)

Web
[Google](#)
[f](#) [in](#) [t](#)

Contacts

Visits 6

Time	Source	Pages	Length	
26 Mar 2019 11:12 am	google	19	08m 44s	
Q google / organic				
http://www.hallaminternet.com/case-studies/				00m 01s
http://www.hallaminternet.com/sector/education/				00m 17s
http://www.hallaminternet.com/about-us/csr/				00m 34s
http://www.hallaminternet.com/				00m 16s
http://www.hallaminternet.com/case-studies/united-nations/				01m 07s
http://www.hallaminternet.com/				00m 14s
http://www.hallaminternet.com/case-studies/				00m 12s
http://www.hallaminternet.com/sector/education/				00m 08s
http://www.hallaminternet.com/sector/professional-services/				00m 16s
http://www.hallaminternet.com/case-studies/united-nations/				01m 03s
http://www.hallaminternet.com/				02m 51s
http://www.hallaminternet.com/blog/				00m 23s
http://www.hallaminternet.com/hallam-nominated-for-two-global-digital-awards/				00m 09s
http://www.hallaminternet.com/about-us/				00m 03s
http://www.hallaminternet.com/about-us/awards/				00m 24s



Tracking web visitors

Lead feeder

Source

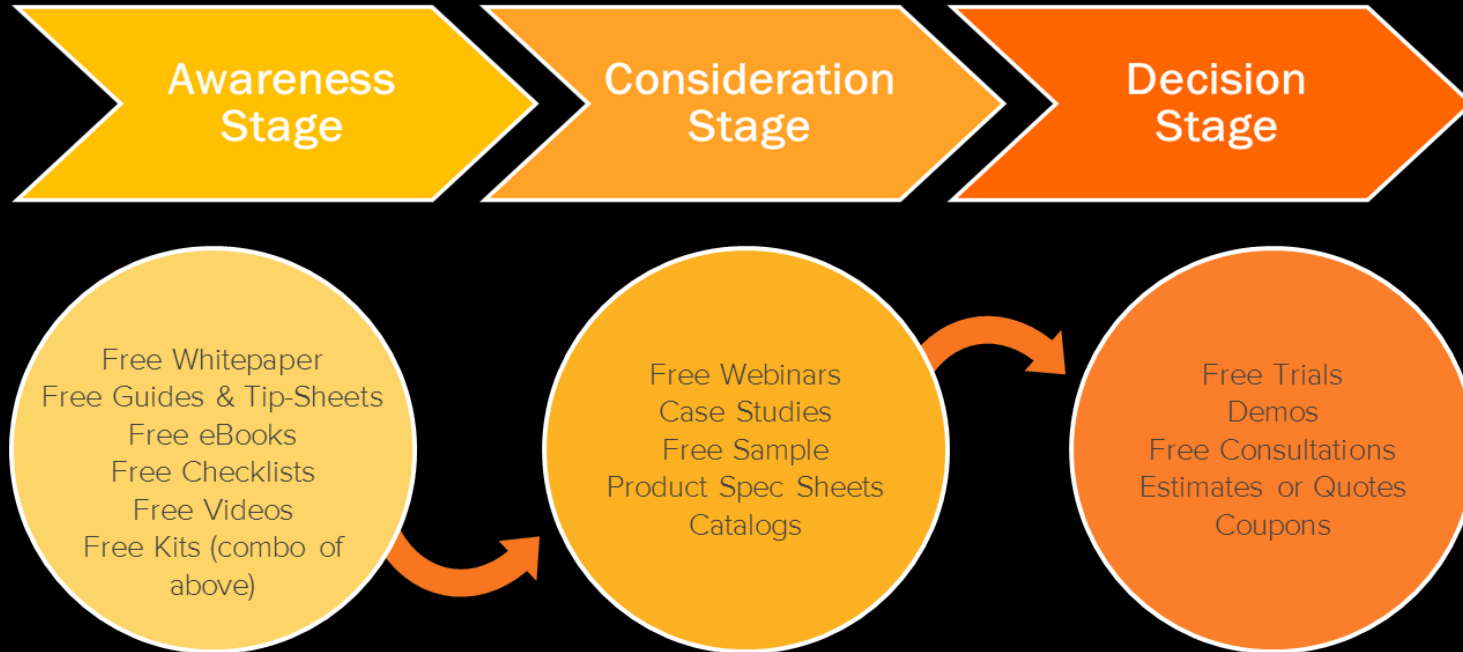
Value of the content

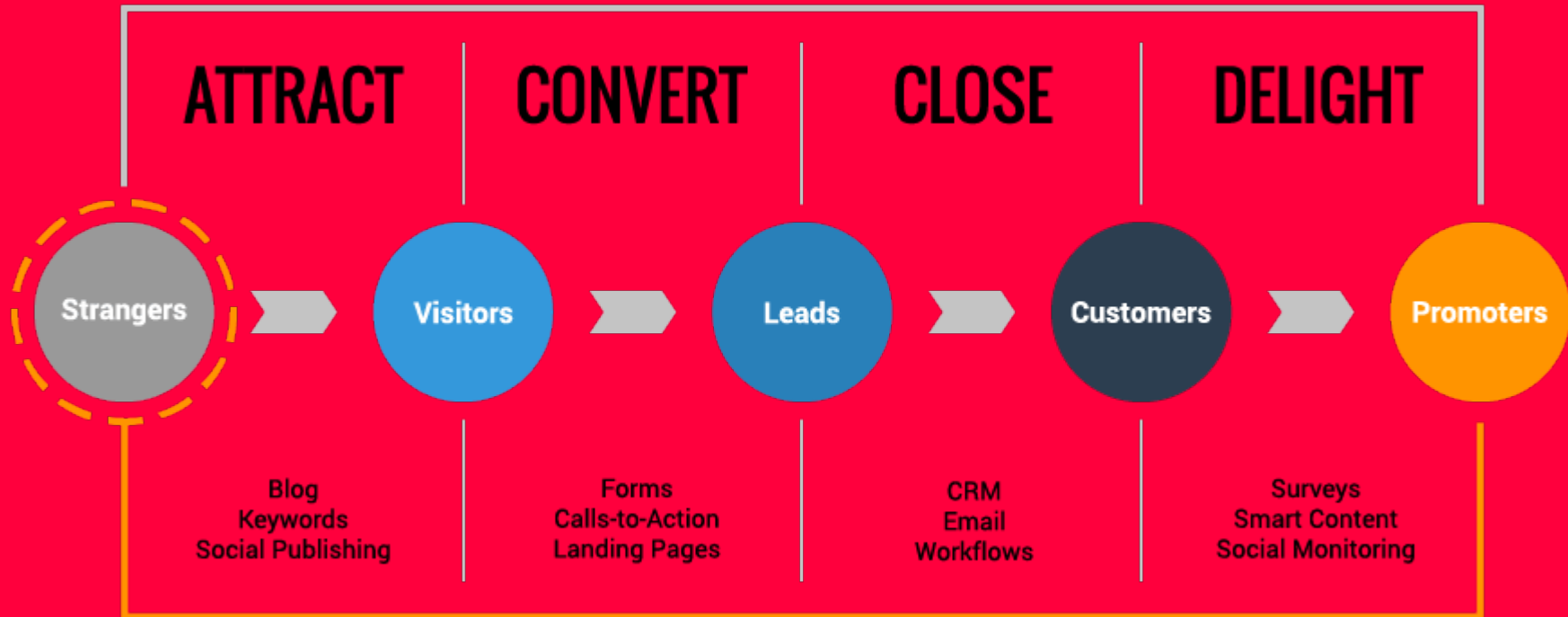
Taking action

Time	Source	Pages	Length
+ 25 Mar 2019 9:17 am	google	1	00m 00s
- 25 Mar 2019 8:17 am	linkedin.com	2	00m 18s
in http://linkedin.com/feed/			
↳ http://www.hallaminternet.com/whitepaper-voice-visual-search-how-to-reach-your-customers-in-the-ev... 00m 18s			
↳ http://www.hallaminternet.com/thank-you/voice-visual-white-paper-thank-you/ 00m 00s			
+ 22 Mar 2019 11:49 am	newsletter (campaign: infusionsoft)	1	00m 00s
+ 22 Mar 2019 11:42 am	newsletter (campaign: infusionsoft)	1	00m 00s
+ 22 Mar 2019 11:38 am	nottinghamdigitalsummit.co.uk	1	00m 00s
+ 8 Mar 2019 11:03 am	newsletter (campaign: Infusionsoft)	2	03m 37s
+ 7 Mar 2019 1:55 pm	linkedin.com	1	00m 00s
+ 4 Mar 2019 4:33 pm	linkedin.com	1	00m 00s
+ 4 Mar 2019 4:19 pm	d30fb883156a4db085e5f05e45c40928.pages.ubembed.com	1	00m 00s
+ 4 Mar 2019 4:18 pm	linkedin.com	1	00m 42s
+ 4 Mar 2019 2:48 pm	newsletter (campaign: Infusionsoft)	1	00m 06s
+ 4 Mar 2019 2:48 pm	d30fb883156a4db085e5f05e45c40928.pages.ubembed.com	1	00m 00s
+ 1 Mar 2019 11:42 am	newsletter (campaign: Infusionsoft)	2	22m 21s
+ 22 Feb 2019 11:30 am	newsletter (campaign: infusionsoft)	3	04m 11s
+ 15 Feb 2019 10:41 am	newsletter (campaign: infusionsoft)	2	06m 43s
+ 14 Feb 2019 9:42 am	newsletter (campaign: infusionsoft)	1	00m 00s



Lead nurturing campaigns





ATTRACT

CONVERT

CLOSE

DELIGHT

Strangers



Visitors



Leads



Customers



Promoters

Blog
Keywords
Social Publishing

Forms
Calls-to-Action
Landing Pages

CRM
Email
Workflows

Surveys
Smart Content
Social Monitoring

Developing your sales team



The conversation before the conversation

The screenshot shows a LinkedIn article from Team Hallam. The article title is "How to Create an All-Star LinkedIn Profile". Below the title, it says "Posted on 31/01/2018 by Team Hallam" and "share this". The main text discusses the importance of an All-Star profile for visibility and connection. To the right, there is a "TOPICS" section with links for Analytics, Content Marketing, Paid Search (PPC), SEO, and Social Media. Below the text is a screenshot of a LinkedIn "Your Dashboard" showing an "All Star Rating" of 8, with 65 profile views and 764 post views. A red box highlights the "All Star" badge. To the right of the dashboard is a "Google EMEA Award Winner" badge for "Growing Businesses Online".

Hallam

Hi, Susan Hallam

How to Create an All-Star LinkedIn Profile

Posted on 31/01/2018 by [Team Hallam](#)

share this

Make sure you stand out from the crowd with an All-Star LinkedIn profile. Here, we'll show you how.


LinkedIn can be a powerful tool for you and your business by allowing you to find and reach out to new connections and potential new customers. But how can you ensure your profile stands out from the crowd, so people take notice of your connection requests and interact with you? Here we'll go through the steps to ensure that you have an All-Star LinkedIn Profile.

TOPICS

- [Analytics](#)
- [Content Marketing](#)
- [Paid Search \(PPC\)](#)
- [SEO](#)
- [Social Media](#)

[More topics...](#)

Your Dashboard
Private to you

All Star Rating 

65 Who viewed your profile	764 Post views	8 Search appearances
-------------------------------	-------------------	-------------------------

Career interests
Let recruiters know you're open:

Choose the types of opportunities you'd like to be connected with

Career Advice hub

Google EMEA Award Winner
Growing Businesses Online

Learn more



15 people in
this
conversation
Gee, thanks.

Genius, Robert, Holly, Richard, Adam, Helen, Graham, Graham, G... ...

15 people in this conversation



Genius Training Management System, Robert Heed, Holly Nixon,
Richard Hughes MCIPS, and 11 others

DEC 20



Karen Stoodley · 12:54 PM

I wish to introduce myself, my name is Karen Stoodley and I am a self employed first aid instructor licensed under Skillbase First Aid and am based in Melton Mowbray.

I am writing to enquire if your Company/Organisation have any need for first aid training during 2019. Do you have new staff that require first aid training or do your current staff need recertification during 2019 or maybe they require a "refresh".

I can offer training in the following:-

- HSE compliant first aid at work
- HSE compliant first aid at work re-qualification
- HSE compliant emergency first aid
- Emergency first aid for schools
- Emergency first aid for pharmacies
- Emergency first aid for professional drivers
- Foundation first aid
- Paediatric first aid
- Emergency paediatric first aid
- Annual first aid skills update
- Essential basic life support
- Action for anaphylaxis

I am a very experienced instructor and can offer very flexible



And here we
are all
leaving the
conversation

...



First Aid Training - All Courses Covered First Aid Training
Leicestershire
karenstoodley.com



Gemma left the conversation

Paul left the conversation

DEC 27

Gill left the conversation

THURSDAY

Gary (Gus) left the conversation

You left the conversation

Dear Virginia...

TODAY



Virginia Coates • 7:28 PM

Hi Susan, I hope you don't mind the slightly brash approach, I wanted to reach out to you to introduce myself & share my passion with you on how I help my clients. To briefly explain, I help them by;

1. Providing bespoke sales & commercial training to maximise the current talent within your team.
2. Assessing and placing top class graduates into entry level technical, sales/commercial roles within your organisation and provide them with ongoing training.

How is your diary fixed for the 28th of March? Thank you, Virginia

Hi, Virginia

Dear Virginia

I'm not sure

On the other hand... LinkedIn Message Templates

Autotextlink.com

(txt) Auto Text Expander [v1.9.5](#) [Feedback](#) [Feature Requests](#)

Edit your database of shortcuts and expansions here! [Useful tips.](#)

≡ Import / Export

📁 Backup

Last local backup: never

Switch Demo Element: Editable Div Textarea

Try your shortcuts here! Make sure to save them first.

Want to spice things up with a little HTML? Draft up your content with all your styling and links in Gmail first, then copy and paste into here and hit the button in the bottom right corner to convert to HTML!

Now you can simply copy and paste the HTML to put into your expansions!



Shortcuts 9 shortcuts used out of 510

🔄 Refresh

+ Add

✓ Save

1323 bytes used out of 102400

Shortcut Timeout [750ms]



- 1 ((Thanks for taking a look at my LinkedIn profile. I was thinking it might be useful for us to set up a call to reconnect, and explore ways in which we might be able to benefit each other. Get in touch if you want to find a mutually convenient time for a chat. Susan 
- 2 %% It was a pleasure meeting you today, and hope you found our session to be a worthwhile investment of your time. Feel free to get in touch if you have any queries, or for an informal chat exploring how we can help your business be more successful using digital marketing. 
- 3 EE Thanks for connecting with me on LinkedIn. I've taken a quick look at your profile, and thought you might be interested in our collection of videos and slide decks from our Digital Summit. Hope you find it valuable.

<https://www.hallam.co.uk/nottingham-digital-summit-roundup-nottmdigital/>

<https://www.hallam.co.uk/nottingham-digital-> 



Tools of the Trade

LinkedIn  SALES NAVIGATOR

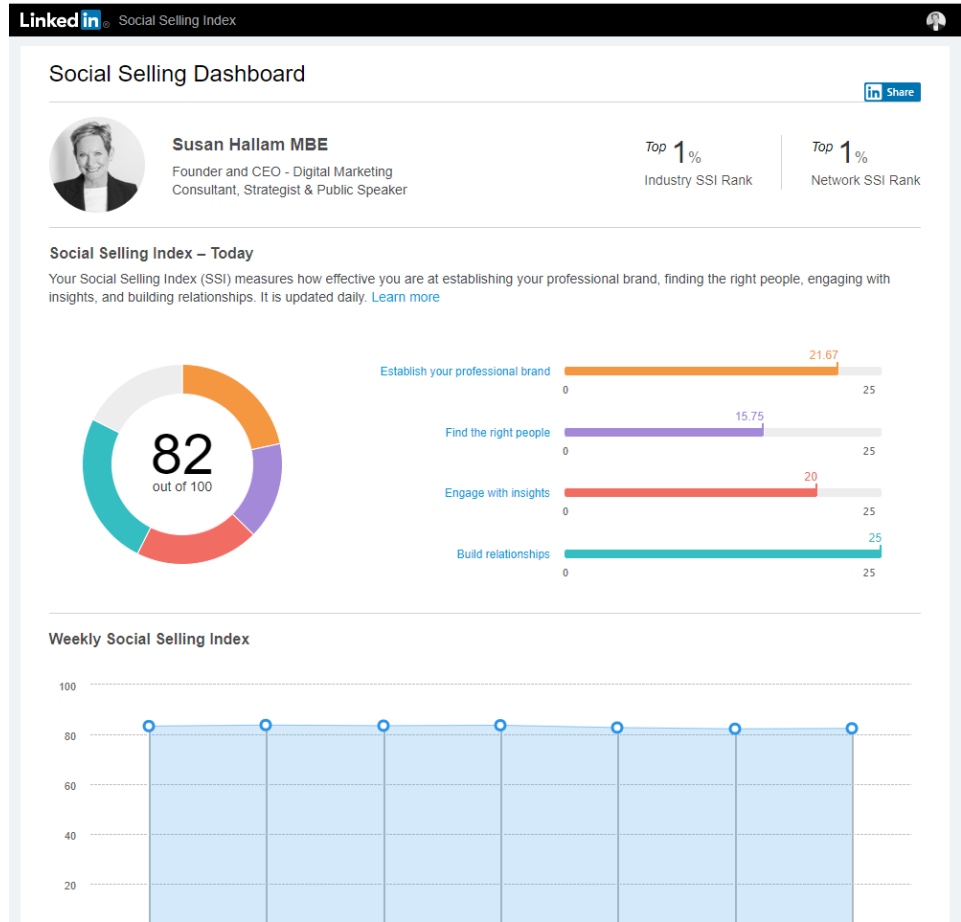
Get Closer to Your Prospects

How the LinkedIn Sales Team
Leverages **Sales Navigator** to Target,
Understand and Engage Prospects



Social Selling Index

- The 4 measures
 - Your professional brand
 - Your prospecting activity
 - Sharing and engagement
 - Connections



I promised you 25 tips...



1. Set your ABM goals



2. Identify high value customers



3. Create account map



Advertising

4. Review targeting methods



5. Compelling offer



6. Great creative



7. In-platform data capture



8. Lead optimisation



9. Monitor KPIs



10. Website retargeting



11. Email contact targeting



ABM

12. Early and late offers



13. Offers tailored to personas



14. People vs Page activity



15. Tracking engagement



16. Tracking web visitor data



17. Define your nurturing plan



Everybody OK?



ABS

18. Sales team training



19. All star profile



20. Keep it personal



21. Use message templates



22. Social Selling Index



23. Sales Navigator



And finally...

24. Top point of failure: lack of knowledge

<https://whiteoaks.co.uk/wp-content/uploads/2019/01/Whiteoaks-International-A-Perfect-Match-ABM-ABS-Report-Jan-19-FINAL.pdf>



25. Sustained cross-functional effort



hallam.co/gatorcon

What are
you
going to do
when you leave
Gatorcon?

LinkedIn Account Based Selling

25 tips for integrating ABM with ABS

Susan Hallam MBE



Google Premier Partner
Award Winner 2019

Growing Businesses Online EMEA

