

1:1 ABM Case Study  
**US Tech Client  
breaking into  
the UK**

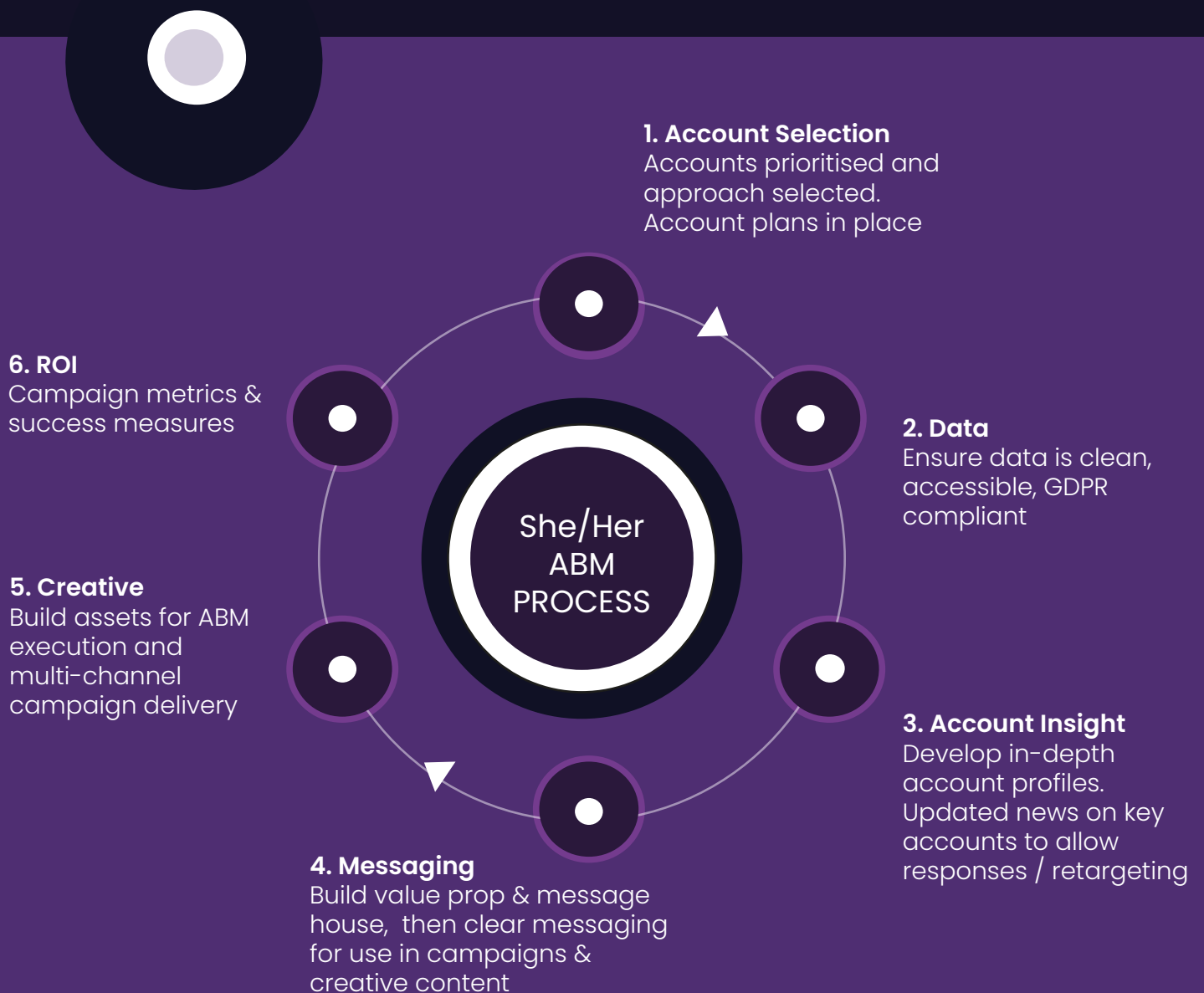
My client, a US tech company, was looking to build awareness for their brand, but also open key conversations and build new pipeline with major UK retailers. In most cases, these retailers were not previously aware of my client, so there was a lot to do!

# She/Her

## ABM Process

I've been working in ABM now for over 6 years – way before it became as fashionable as it is now. In that time, as well as pioneering through-partner ABM in my time a VP Worldwide Partner Marketing at Sage, I've helped a number of B2B agencies in crafting a go-to-market approach.

The model below is what I've developed as a simple, stepped process to help people cut through the jargon around ABM and understand the stages which are necessary to ensure success. ABM has to be a through-business approach – understood and supported at a senior level and with the buy-in and assistance of sales leaders and marketing teams alike.



# What we did – The steps



Built a small, highly relevant list of UK prospects



Research C-suite contacts and job roles and build a contact list



Through interviews with sales team and management, understand the likely business challenges the prospects would be facing, now and in the future and how my client could help them address these.



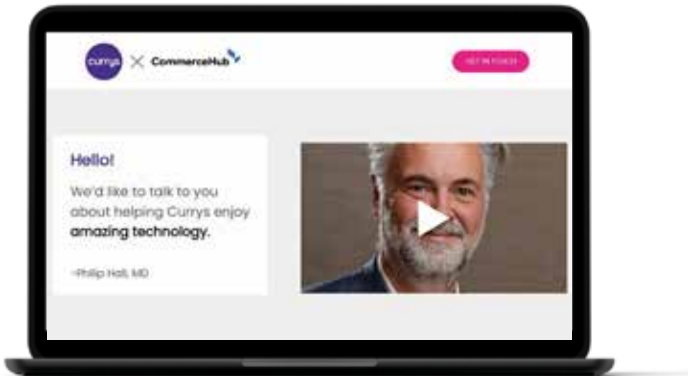
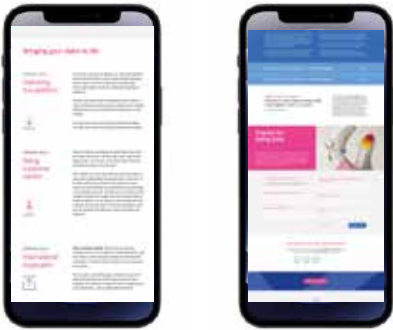
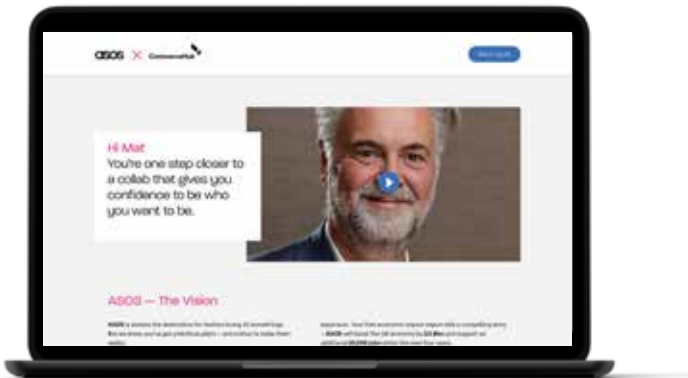
Desk research on the companies, their goals and strategies, market messages, PR and press coverage.



Build out bespoke microsites for each client, with their branding and messaging specifically tailored to them.

A mix of educational content, showing we understood their needs, relevant case studies, and a call to action to find out more. This included an introductory video, made specifically for that client from the UK MD and a giveaway to engage them directly.

Sent out a combination of direct mail, email and LinkedIn messaging to engage the client. We then continued to engage with them in a non-salesy way by partnering with press and event partners and inviting them to senior level events and dinners as our guest, and then to our own fun event, centered around a VR experience and VIP dinner.



Creative: Print & Digital

# The Results

We leveraged creativity, a unique, bespoke and well-researched approach with each client, and started to engage them in a non-salesy, peer-to-peer way which helped us establish and build warm relationships. Over a period of months, we were able to engage at the top level in the prospect businesses, and were invited to join RFP processes, and even to quote for work that wasn't going through an RFP.

Of 4 targeted prospects, we had 445 views across the microsites and 16 downloads. We now have live opportunities with all of them, totalling a pipeline of \$3,740K ARR (annual recurring revenue).




**16**  
downloads



**4**  
prospects



**445**  
views



**\$3,740K**  
pipeline  
ARR

# What the client said

"We brought in Gemma to raise our profile in Europe and find more effective ways to connect with 'hard to reach' senior stakeholders. Traditional methods of trying to beat down the door of our prospects simply did not work and we needed a more collaborative, empathetic approach to reflect our genuine interest and commitment to their success. Having gained from Gemma's experience, we have seen real progress in terms of generating brand relevance and much better engagement with our prospects.

Gemma has been a great partner to work with, insightful, flexible and with a bias for action. She balances a sharp understanding of what resonates with our audience, along with a clear and effective process for delivering our messages and building interest in our story. Human Marketing is an apt description of Gemma's approach."

## UK MD

If you're serious about success, let's explore how we can work together to excite, engage and connect with your stakeholders, worldwide.

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