

1 New Tactic Solves Your ABM ROI Issues

The Gartner A/B test that broke conventional wisdom

 KRONOLOGIC

Accept

Decline



Presenters



Scott Logan
VP of Marketing

 KRONOLOGIC

 KRONOLOGIC

Who is Kronologic:

Revolutionizing the way pipeline is built by focusing on the buyer's journey through automating the workplace calendar.



Hewlett Packard
Enterprise



Scott Logan:

- **Roles held:** SDR, Marketing Ops, Demand Gen Manager, Dir Demand Gen, 2x VP Marketing
- **Industries:** Healthcare, Contact Center Software (inContact), Sales Engagement Software (Xant, ringDNA)

Agenda

Flaw in today's ABM best practices

Solution

A/B test & results

How to adapt this strategy

The Flaw:

Our engagement during the hand off to sales

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Today's Tech Stack has The Last Mile Problem

Automated

1000's of interactions tracked, scored, appended, and processed daily

Awareness & Promotion

Engage

Enrich

salesforce



ABM Orchestration



Manual

~10 actions scheduled over 14 days for the FIRST connect

Manual
Corresponding on a meeting time adds more delays



Automated email is manual upon reply



Opportunity

Qualification

Validation

Negotiation

Close

Highest Level ABM Process: Don't Forget About Sales!

WHAT IS ACCOUNT-BASED MARKETING, ANYWAY?

Account-Based Marketing is used by B2B marketers to identify and target the accounts they value most. ABM solutions typically include account-based data and technology to help companies **attract, engage, convert** and then **measure** progress against customers and prospects.

So where is the sales engagement and alignment?

In its simplest form:



IDENTIFY
ACCOUNTS



MARKET
TO THEM



MEASURE
THE RESULTS

60% plan on using ABM to better align Sales and Marketing



60%

of marketers plan on investing in technology for ABM to better align Sales and Marketing over the next 12 months
(SinusDecisions)



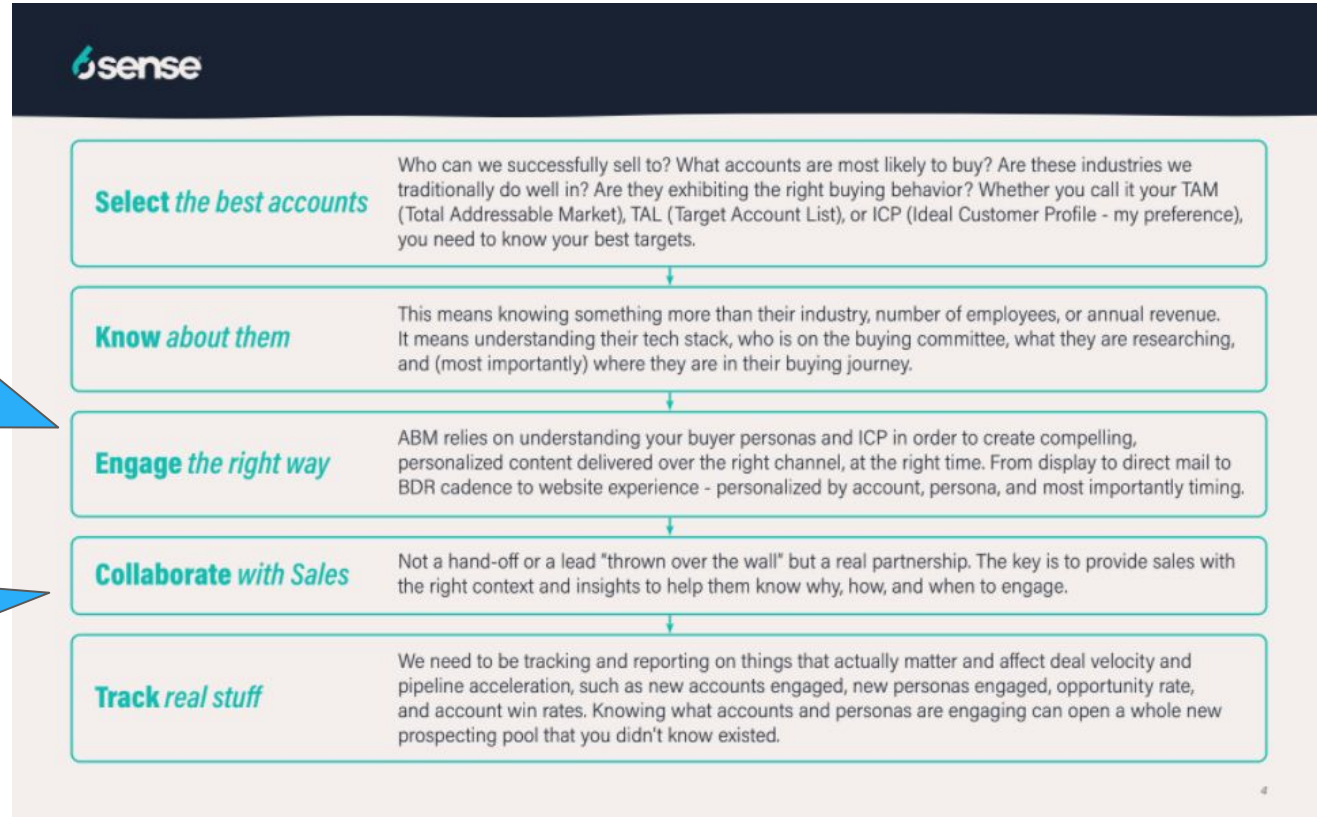
40%

of B2B marketers worldwide said they would increase spending on ABM
(TSMA)

More Detailed ABM Outline: Sales Engagement is Key

Coordinated and Personalized Sales Engagement: direct mail, BDR cadence, etc.

Don't "throw leads over the wall!"



ABM Ends Here: How do you get the Meeting?



Engage the right way



Orchestration

Why it matters

Orchestration is a buzzword you may have heard within the ABM market. In a nutshell, it refers to a platform's ability to deliver the right message to the right account at the right time across any channel or tactic throughout the buying journey — and to do so automatically, at scale, and with minimal human intervention.

Orchestrating engagement involves selecting and targeting the right accounts, as well as the right contacts and personas within those accounts. It involves delivering not only personalized experiences, but relevant ones, based on what buyers care about (like intent keywords or topics) and where they are in the buying journey. And it involves delivering consistent messaging and experiences across channels, whether those channels are native to the vendor or powered by other parts of your tech stack.

Traditionally, revenue teams orchestrated engagement through static "journeys" built in MAP with if/then statements. But these were designed for known contacts on linear journeys mapped out by sellers. The reality is, B2B buyers remain anonymous through 70% of the buying journey — and each person on the buying team takes their own unique journey.

Successfully orchestrating account engagement requires a platform that leverages predictive, intent, behavioral, and other account data to dynamically engage the right accounts at the right time. Without these capabilities, orchestration requires infinitely more manual time, and customer experiences are likely to be less relevant, consistent, and personalized.

Proof

When it comes to orchestration, the proof is in the form of demonstration. Ask the vendor to show how the campaign orchestrates engagement across the the buyer journey via:

- Display advertising
- Conversational marketing
- Content hubs
- Web personalization
- Sales engagement
- Direct mail
- Marketing email

Look for flexibility and comprehensiveness in the creation, launch, and management of campaigns.

Ask what's driving the orchestration: rules or AI? Ask if journeys are behavior- or trigger-based. You should expect to see a complete demonstration of AI-driven journeys that span known and anonymous buyers.

Ask about AI-driven recommendations on the next best actions your revenue team should take to deepen engagement with target accounts. How are these delivered, and to which users?

The ONLY tactic that actually puts a deal in your active pipeline is...

Sales Engagement

Sales Engagement from the Experts

Whoa!

9 to 23 touches in 14 days across multiple channels?

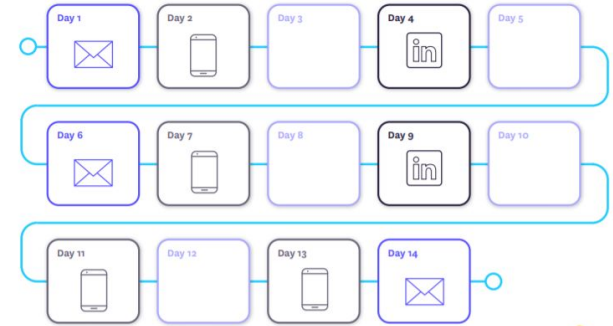
Is this **Lead Chasing** providing a good **Buying Experience?**

Sales Cadence



Break buyer silence

Sales reps should reach out **9** times across multiple channels, every **1.5** days.



[Download our guide](#) to convert buyers faster.

www.outreach.io



The Buyer's and Marketer's Experience

80%

of technology buyers are MOST annoyed by being **“lead chased”** with calls and emails when booking a meeting

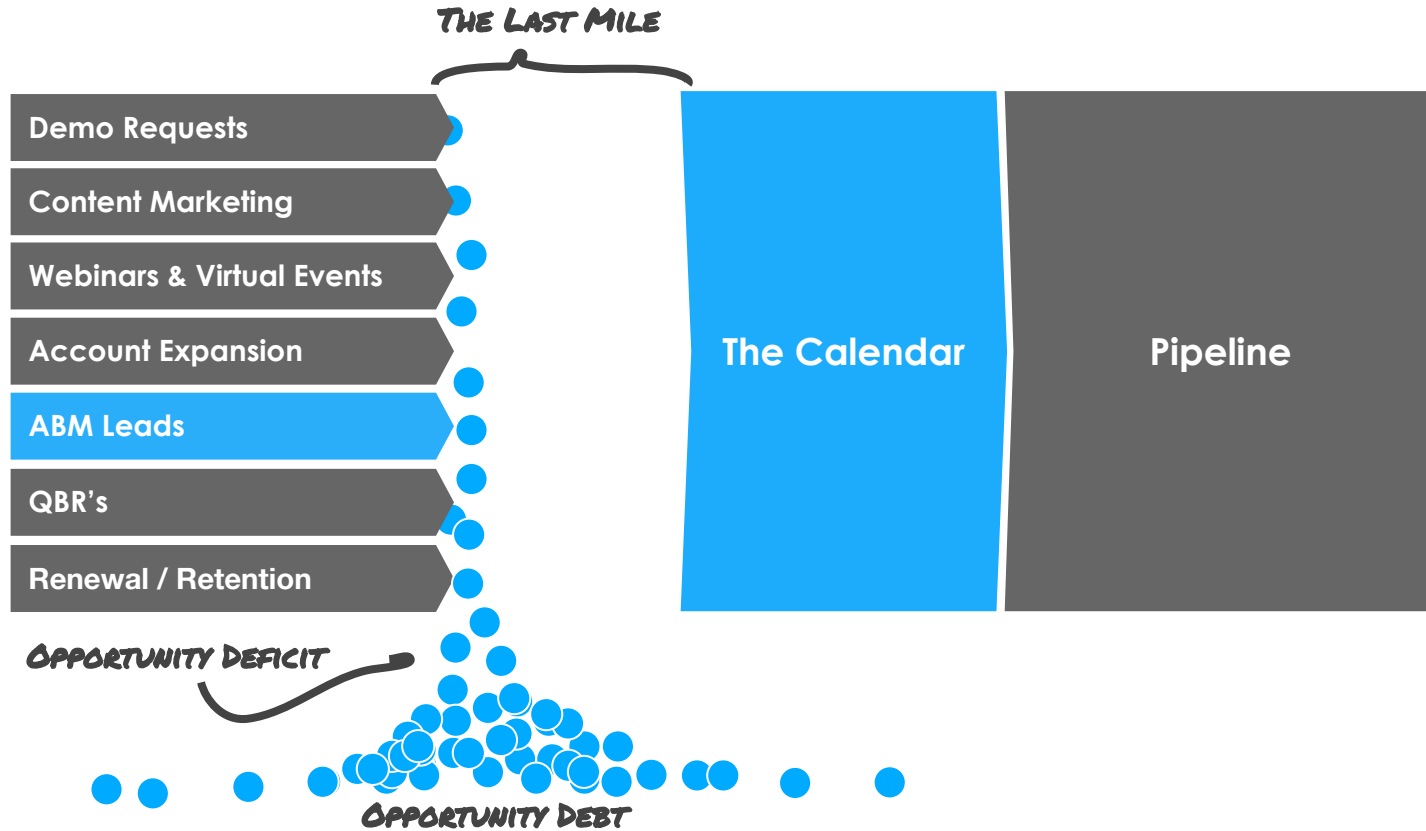
78%

of marketer's biggest fear is lack of or not enough follow up when passing leads to sales



Data Source: May 2021 - Heinz Marketing LinkedIn poll

The Last Mile Problem



**How do we convert our expensive
ABM leads in to meetings/pipeline?**

Accept



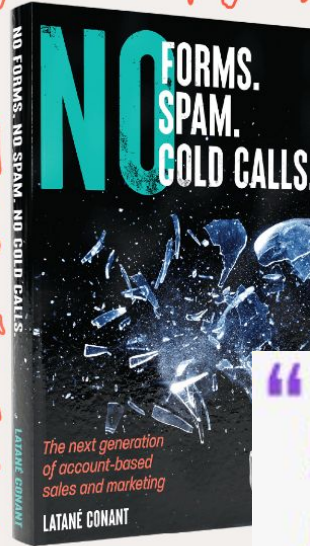
Decline

ABM Leaders Are Ditching the Status Quo



**No Forms.
No Spam.
No Cold Calls.**

Ditch the traditional strategies, tactics, and technologies that are no longer working to deliver breakthrough results.



“ YOU'RE NOT GOING TO USE A FORM. YOU'RE NOT GOING TO JUST SPAM. YOU ARE GOING TO USE ALL DIFFERENT TACTICS YOU'RE GOING TO BE MORE RELEVANT. ”

LATANÉ CONANT
CHIEF MARKET OFFICER // 6SENSE



Don't Waste Time When You Already Know So Much

Through our ABM programs we KNOW:

Knowledge

Total Addressable Market (TAM)

Ideal Customer Profile (ICP)

Intent Signals via ABM Platforms

Website/Campaign Engagement

Areas of Interest via Engagement

Deliverable

Account lists

Contacts: email, phone

Intent Score

Lead Score

Relevant Topics

Apply the Calendar 1st™ Methodology

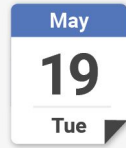


Scott Logan <scott.logan@kronologic.ai>



Top Benefits

- No Lead Chasing
- 1-click Accept
- Rep just shows up



IT Security Assessment Checklist || ACME

[View on Google Calendar](#)

Tues, May 19, 2021 2:30pm - 3pm (CDT)

<https://zoom.us/j/1353>

Yes

Maybe

No

Hi Susan, Thank you for your interest in our Security Assessment Checklist. Whether it's end point, firewalls, email security, or identity management, we have experts who can speak to each subject and address any concerns you have.

Here is a proposed time discuss and I'm happy to adjust the time as needed.

Best,
Scott



Calendar 1st™ Methodology

/Calendar 1st™ / Calendar First™/

Noun

1. The automated sending of calendar meeting invites at scale, using AI-based time negotiation, to book revenue focused meetings with no human intervention.

The Calendar First™ A/B Test

The moment we've all been waiting for...

700 Gartner Conference Leads

SDR Engagement vs. Calendar First™

Accept



Decline

Kronologic's Own Event Follow Up A/B Test

Nurture, Nurture, Calendar 1st™ vs. Calendar 1st™

Gartner Sales/Marketing Kick off Summit - Jan 2021	Email, Email, Calendar 1st™	Calendar 1st™
700 of 4400 Event Leads - fit our ICP from full registration list	350 leads	350 Leads
Step 1 - day after event	Nurture email, Asset Download CTA	Calendar 1st with demo messaging tailored to the event
Step 2 - wait 1 day	Nurture email, Asset Download CTA	
Step 3	Calendar 1st™ to all who downloaded the asset	
CTA	Downloads get Calendar 1st™	Calendar 1st™
Time frame	5 days for two email drops, calendar invite auto-triggered	Immediate (72 hours to get the 60 meetings)
Results	30 Downloads 6 Accepted Meetings	60 Accepted Meetings



Increase Your Lead to Meeting Conversion Rates

ABM Anchors	SDR's + Sales Engagement Tool	Calendar First™	Estimated Impact on Pipeline
Webinars	5% - 15%	10% - 30%	100% growth
Hosted Events	10% - 25%	20% - 50%	100% growth
Trade Shows	5% - 10%	10% - 20%	100% growth
Intent Leads (6sense, Bombora)	1% - 2%	5% - 15%	500% growth
Content Downloads	3% - 5%	10% - 30%	200% growth
Demo Requests	35% - 60%	50% - 75%	30% growth
Account Expansion / Cross Sell	10% - 30%	30% - 70%	200% Growth



Kronologic's Calendar First™ Approach



Account Expansion Targets



Webinars & Events



Trial Leads



ABM Leads



Content Leads



Demo Requests



CRM or CSV



Calendar First™

	Mon	Tue	Wed
8 AM	Coffee & Prep for Day	Coffee & Prep for Day	Coffee & Prep for Day
9 AM	Work on Project		
10 AM			Work on Project
11 AM			
12 PM			
1 PM	Lunch	Lunch	Lunch
2 PM	Online Training		
3 PM		Meeting with Susan	Online Training
4 PM			
5 PM	Work on Project	Submit POs	
6 PM	Weight Training	Yoga	Running

ABM Use Cases for Calendar 1st™

Marketing

**Deliver Meetings,
Not Lead List for:**

ABM Score Threshold

Inbound / Content / Ads

Events / Webinars

**Revenue meetings
realized in hours/days,
not weeks**

Sales

**No More Chasing
Leads for:**

SDR / BDR

Inside Sales

Field Reps

**Time saved is
focused on
delivering value to
key accounts**

Acct Management / Customer Success

**Proactively & Automatically
Schedule Meetings for:**

Cross & Up Sell / Product Upgrades

QBRs / Partner Channels

Trouble Tickets

**Unlock account expansion and
prevent churn**

Be Mindful of the ROI Your ABM Programs Generate



Jason Yang
COO

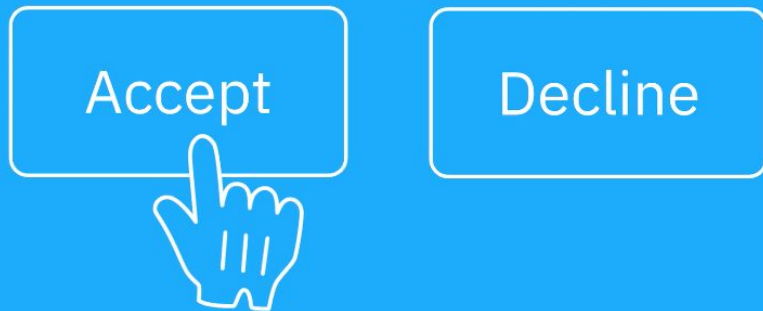


*“I literally spend millions of dollars investing in marketing and sales processes to drive leads. At the end of the day, all that rolls together and becomes a lead. If you want to feel good about the preceding investment and turning that into real traction, **this (Kronologic)** is the tool that’s going to help you do that.”*

Prior Roles

Dialpad: SVP Marketing Operations & SVP Demand Gen
Five9: VP Marketing

carpe your diem



Calendar 1st™ Methodology: kronologic.ai/calendarfirst

Experience for Yourself: kronologic.ai/getademo