

# Next-level ABM in action

BAKER HUGHES CASE STUDY



# At a glance

## An industry juggernaut

Baker Hughes is a leading energy technology company with 55,000 employees across operations in more than 120 countries.

## Challenges

- Product and sales teams were targeting the same buying committees with multiple product-focused messages – and no solution-focused ones.
- Marketing wanted to prove the viability of ABM as the right way to generate new business and deliver success at scale.

## ABM results

- 500+ new contacts
- 100+ marketing qualified accounts
- 11 opportunities generated
- 3 closed/won deals
- 1,300% increase in ROI



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# Adopting an ABM mindset





## What is ABM?

A strategic approach for building and optimizing personalized buying journeys within a strategic set of targeted accounts, at scale.

## Why did Baker Hughes need it?

Baker Hughes approached BOL to address new realities in the B2B marketing landscape. With so much online data at their fingertips, customers preferring to self-educate had turned the traditional world of sales and marketing on its head – and now expected personalized content that addressed their unique challenges and pain points.

## What strategic shifts would be required?

To effectively set the stage for a successful ABM campaign, BOL worked closely with Baker Hughes to orchestrate philosophical shifts in the company's B2B approach.

### From product to solution

Messaging could no longer focus on product features and capabilities – but rather on *how* those features and capabilities met the unique needs of unique audience segments in different parts of the sales funnel.

### From many to one-to-one

To ensure efficiency and effectiveness, high-level content for a broad audience would need to be distilled into highly personalized messaging for hyper-targeted audience members.

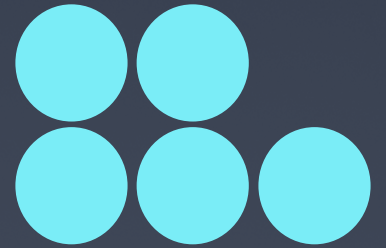
### From traditional to data-driven

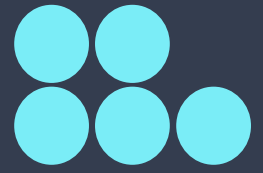
The availability of new consumer data made it possible to garner deeper insights into who needed Baker Hughes and why. Tapping into those insights would make it possible to drive both message personalization and business performance.

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# Establishing the process





## ABM in a nutshell

BOL worked with Baker Hughes to establish an ABM strategy that could align internal teams, frame marketing efforts and bring the end goal of **improving performance** into sharp focus.

Nº1

### PLAN

Identify your best potential customers, gather insights & craft better buying experiences.

Nº2

### BUILD

Create personalized campaign elements & assets

Nº3

### DRIVE

Optimize performance: to attract, engage & convert.

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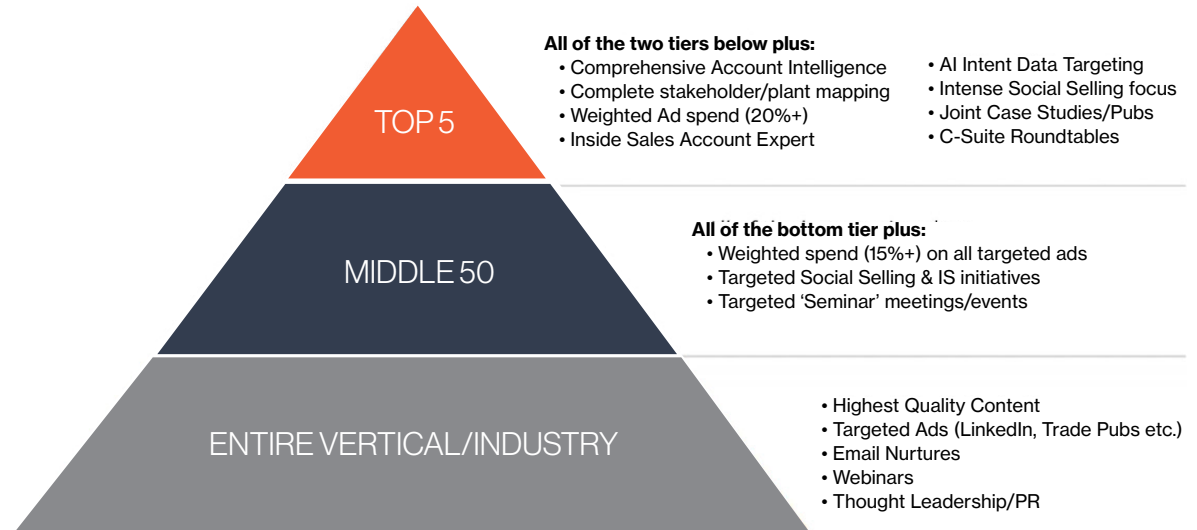
# ●● Making ●● a plan





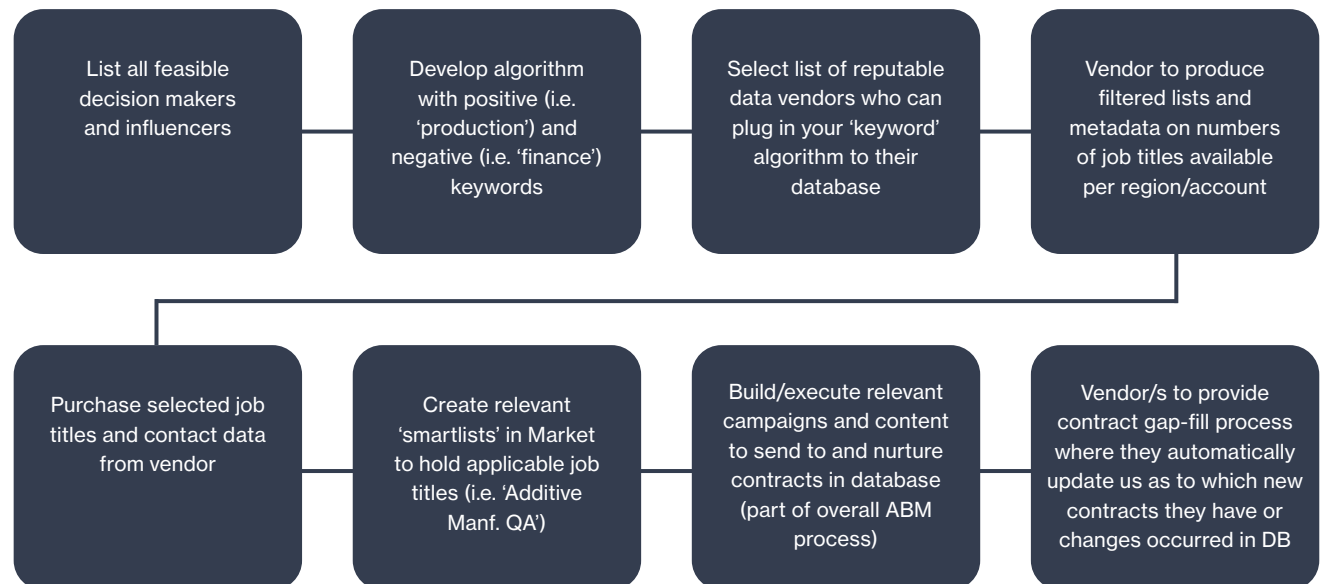
## Identifying customers

Focusing marketing dollars where they'll make the greatest impact is the cornerstone of an ABM mindset. To do *that*, Baker Hughes needed to identify the high-value targets most likely to convert.



## Gathering data and discerning insight

To help Baker Hughes acquire better contact-level data, BOL created a sophisticated algorithm based on an extensive list of job title inclusion and exclusion words.







## Building a better customer experience

BOL helped Baker Hughes create a customer-focused buying experience that identified and addressed individual customer pain points across the funnel – and created a seamless, consistently branded buying experience that optimized customer convenience.



### Heroes

Buyers are the heroes. Treat them like it.



### Setting

What in their world needs to be improved?



### Selling ideas

How will you make those improvements?



### Guide

How will you guide them through their buying journey?

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# ●●● Building a campaign

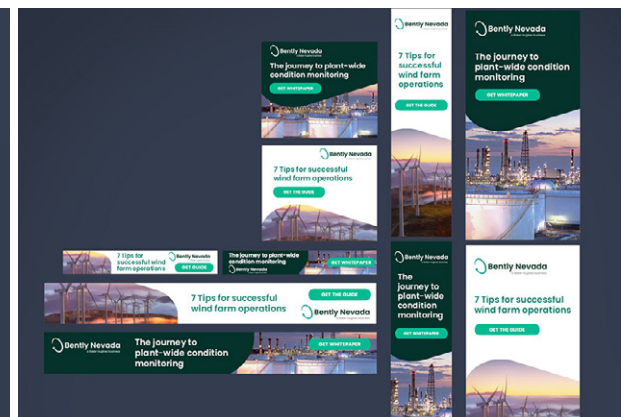
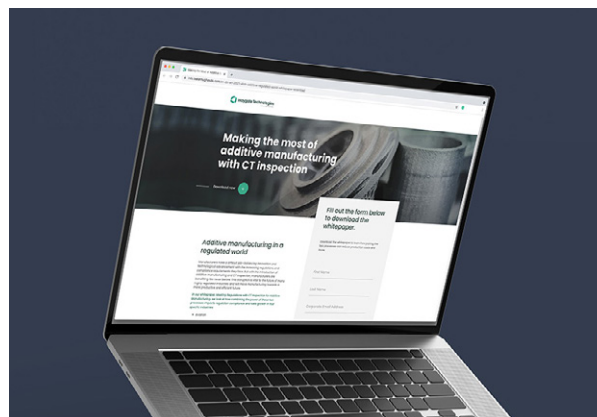
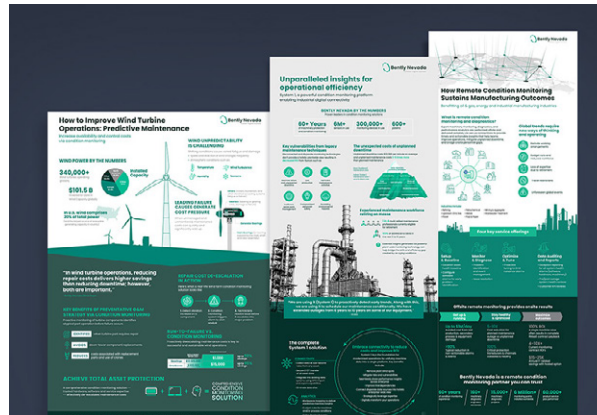






# Assembling the right assets and elements

Drawing from deep content experience in the ABM space, BOL worked with Baker Hughes to craft a far-reaching, solution-focused campaign customized for different target audiences at different phases of the sales funnel.



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## Activating the right accounts across the right channels

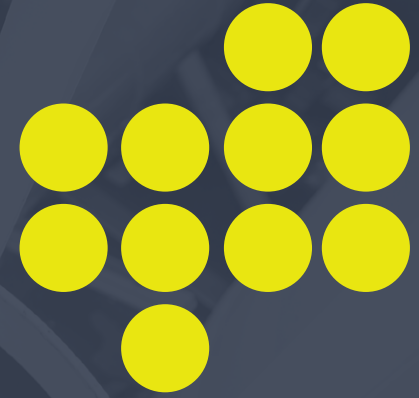
With an eye on priority target accounts and job titles, BOL advertised campaign elements across a variety of social media channels.

CHANNEL	TACTICS	PLACEMENT	MONTHLY SPEND*
TOP 5 & 50			
LinkedIn	Priority Target Accounts + Job Titles	Sponsored Content	\$xxx
Integrate	Target Accounts + Job Titles	Content Syndication (CPL)	\$xxx
6Sense	Target Accounts + Job Titles	Banner Ads	\$xxx
ALL ACCOUNTS			
LinkedIn	Broader Audiences: Job Titles + Industry + Skills, Industry + Groups	Sponsored Content	\$x
Integrate	Target Accounts + Job Titles	Content Syndication (CPL)	\$x

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# Driving performance





## Optimizing the campaign and converting prospects

ABM aligns teams, content and metrics with dollars and cents – ensuring that every marketing initiative positively impacts the bottom line and effectively advances business objectives. BOL helped Baker Hughes tap into that tremendous power.

### Segmentation Optimization:

- All Verts + Top 50 & 5 segmentation
- Stage-based segmentation
- Vertical-based segmentation
- Topic-based segmentation
- Predictive segmentation

### Media Optimization:

- Account Reach
- Account View & Click Through
- Day Parting
- Job + function level optimization
- GEO

### Creative Optimization:

- Vertical + Horizontal
- Message + Offer
- Landing Experience
- Content Downloads

**All Drives Greater Performance...**  
**Sales & Business Performance**

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# ABM done right





**“Pound for pound, the strongest performing campaign in our portfolio...from skepticism...to reinvestment based on performance proof.”**

–RYAN ALMOND  
ABM GLOBAL LEAD, BAKER HUGHES



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## It's not just about marketing. It's about partnership.

From aligning internal teams and stakeholders to personalizing content to rethinking KPIs, BOL helped Baker Hughes efficiently navigate the ABM process – and clearly demonstrate marketing's ability to drive prospects, accelerate the pipeline and deliver closed/won revenue.

**See what BOL can do for you.**



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