



Case Study



Presidion Q4 2018 - Q1 2019

Context

Presidion was looking to build on their summer ABM campaign that was run through Atomic Beta. The company felt it was best suited to a more tailored, bespoke approach that was altered slightly with individual, personalised messaging.

Due to the extremely complex process of such a bespoke campaign, Atomic Beta outsourced the project to Beechfield Consultants (BfC). Once introduced to Presidion's overall account-based marketing (ABM) strategy and objectives, BfC crafted and implemented a truly 'haute couture'* ABM campaign.

**Haute Couture - a higher level of customisation and personalisation during an ABM campaign*

Challenge

Presidion wanted an agency-grade campaign that merged multiple tasks into one, while still allowing a strong focus on only one account at a time.

During the campaign, Version 1 (IT services and solutions) acquired Presidion and a further challenge was issued to ensure the ABM campaign stayed well within the agreed budget for Q4 - no exceptions.

Finally, it was imperative that the effort needed on behalf of the Sales team was relevant and realistic to their busy schedules.

The ABM Campaign Overview

- Across Q4 & Q1 designated 3-4 accounts; 4-5 months
- Selected accounts where Presidion needed to rebuild momentum
- Focused on getting the Sales team an introductory call with a key decision maker in each account
- Position the Sales team to host workshops within each account

Approach

BfC created and implemented a '*haute couture*' ABM campaign, **mastering 3 tasks in 1**: business analyst for account mapping & profiling, marketer for multi-channel orchestration, sales for follow-up and meeting bookings.

Methodology BfC used:

- Hand-select a book that is relevant to their job title
- Include personalised, handwritten bookmark from the Sales team that referenced highly relevant sections
- Craft a personalised letter to accompany the book
- Follow up with an InMail from Sales team as well as email/phone call from BfC

Identify

Profile

Personalise

Launch/Orchestrate

Monitor

Account Mapping stages to identify the correct accounts and targets

Selected mix of Decision Makers & Influencers

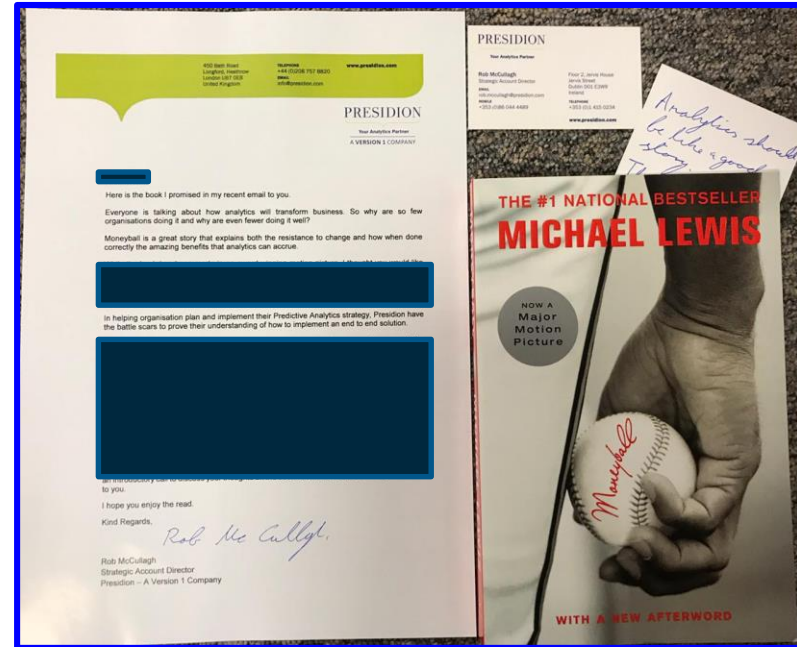
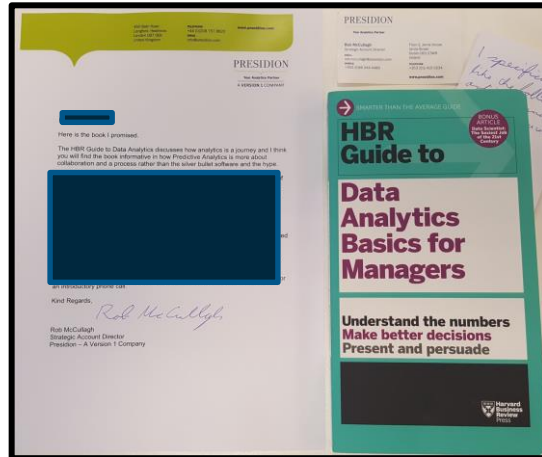
Typed letter, hand-written bookmark, InMail, email and LI connection request all tailored with the end user in mind

First contact was five (5) business days after posting book

Cadence - weekly follow ups for four (4) weeks in total

Document

Due to Presidion's company policy, campaign was documented with Microsoft Office tools



Document



Jolie Niland • 3:52 PM

Gift from Presidion Ireland

Hello [REDACTED]

I hope you are well. My name is Jolie Niland and I'm from Presidion - Europe's leader in Advanced Analytics and predictive maintenance.

I hope you don't mind me reaching out but last month I sent the book, The Optimization Edge, to your office on [REDACTED] in [REDACTED]. I wanted to check that you did indeed receive it?

My colleague Rob would very much like to set up an introductory phone call to see if there is an opportunity to work together - would you be free early next week to discuss?

Looking forward to hearing from you.

Regards,
Jolie Niland



[REDACTED] • 3:54 PM

Next year please. Thanks for the book.



Jolie Niland • 11:10 AM

I've sent you a calendar placeholder for January 2nd for Rob McCullagh to give you a call at 10 am on [REDACTED]

Please let me know if there are any issues and again, our sincere appreciation for the opportunity.

Regards, Jolie Niland



[REDACTED] • 11:11 AM

After the 7th please. I also need a clear agenda.



Jolie Niland • 12:02 PM

No problem at all. I will revert asap with a revised calendar invite and a clear agenda.

Thank you. - Jolie



to me ▾

Tue, Jan 22, 3:39 PM



Hi Jolie and thanks for your note.

Thanks also for the book – I only received it today but it looks like a good read.

I'm interested in hearing more about the workshop in [REDACTED] that Rob refers to [REDACTED] – can you confirm when that is taking place and with who? I would like to be part of the meeting.

Regards,
[REDACTED]

Results - 100% success!

A connection was made within each account that resulted in an introductory phone call at the minimum

- Introductory phone call with Vice President of Data Science - Strategic Account 2
- Successful webex with Global Oil/Gas Corp Head of Supply Chain and Decision maker - Strategic Account 2
- Introductory call with Head of Digital - Strategic Account 3
- Engagement and introductory call with Head of Global Digital Industrial Operations - Strategic Account 1

Conclusion

BfC was able to unlock relationships that were otherwise unattainable to the sales and marketing teams



'Jolie is as passionate as talented in this account-based marketing activity. She took over the campaign and made it out most successful ABM campaign ever!'

- Irene Garcia, Marketing Executive at Presidion

Want to know more?

If you are looking to take your account-based marketing activity to the next level, get in touch on LinkedIn or email beechfieldconsultantsdublin@gmail.com