

PQR

# Account-Based Marketing for PQR

PQR specializes in offering future-proof IT solutions for companies that want to grow digitally without worries.



# Account-Based Marketing for PQR

## IN SHORT

Client: PQR  
Industry: IT

## WHAT DID WE DO

- Creating buyer personas
- Awareness ads
- Content creation

PQR specializes in offering future-proof IT solutions for companies that want to grow digitally without worries. They're an award-winning partner of VMware, a leading provider of cloud services for all applications that enable digital innovation, where you as an organization remain in control.

PQR and VMware wanted to reach new healthcare organizations and get them excited about the possibilities of IT solutions within a future-proof healthcare policy. The IT organization compiled a select list of quality prospects. Only profiles that would really benefit from PQR's solutions were included. Based on this target list, we set to work at Growly and created a strategic Account-Based Marketing campaign to get PQR and VMware top-of-mind with this select target group.

## THE BENEFITS OF ACCOUNT-BASED MARKETING

ABM campaigns are the ideal tool to target a predetermined group of prospects. The strength of this strategy lies in creating personalized and relevant content for a well-defined target audience.

PQR and VMware had a very clear goal: encouraging a select group of prospects to engage in a conversation around their IT needs. The target list consisted of a mix of new contacts and organizations that PQR had already contacted at some point in the past.

## DEFINING THE LEAD FUNNEL AND TARGET GROUP



Awareness ads

# PQR

---

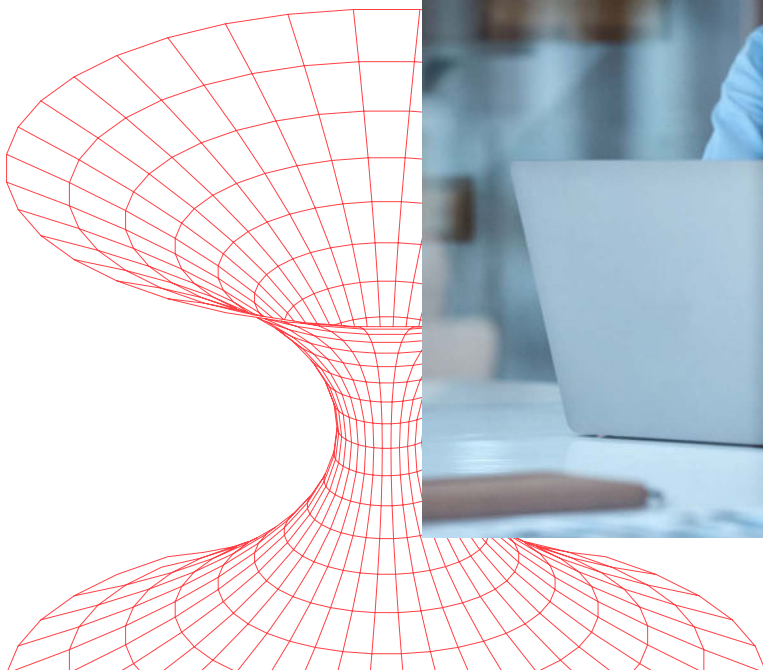
*“To get PQR and VMware top of mind with the entire target group, not only the IT Managers, we also targeted other profiles with relevant content.”*

One of the first steps in ABM is defining the lead funnel with correct content mapping and analyzing target audience characteristics. Who are the most relevant profiles within the organizations? Who do we want to engage with? What is their function? How does IT fit into their daily operations? And most importantly, what are their needs, concerns and challenges?

### CREATING BUYER PERSONAS

Once we had answered the aforementioned questions, we moved on to the creation of buyer personas. At Growly, we typically build an ABM campaign around the characteristics, features and needs of buyer personas. We looked into which profiles were relevant to PQR and created personas based on their characteristics.

The profiles within a certain target group often differ, making a one-size-fits-all approach impossible. We come up with personas by actively engaging with the client's sales team, as they know the most about the target group. They are aware of their problems and concerns and know how best to respond to them in the content that is part of the campaign. Combining that with our years of expertise in the IT industry and knowledge of many different profiles, we create the most relevant personas together with the client, sometimes through workshops.



## TWO VERTICALS WITH DIFFERENT PERSONAS

PQR's ABM campaign focused on two verticals: retail and healthcare. We came up with three personas per industry and then created tailored content that we shared through different channels.

### Healthcare

CMIO  
 Medical Director  
 Manager IT Infrastructure  
 Head of Purchasing  
 Enterprise IT Architect  
 Senior manager

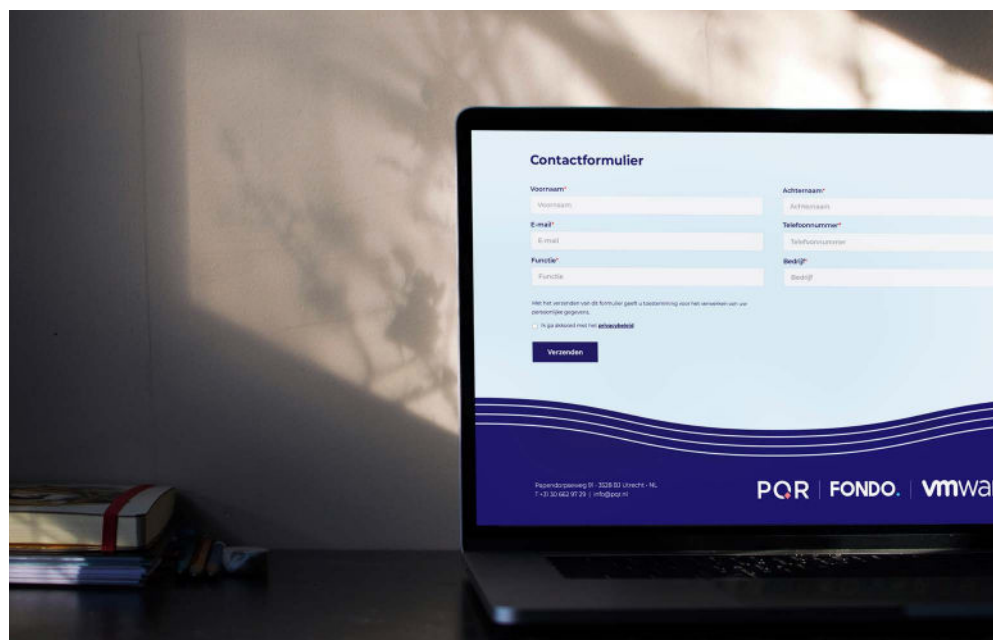
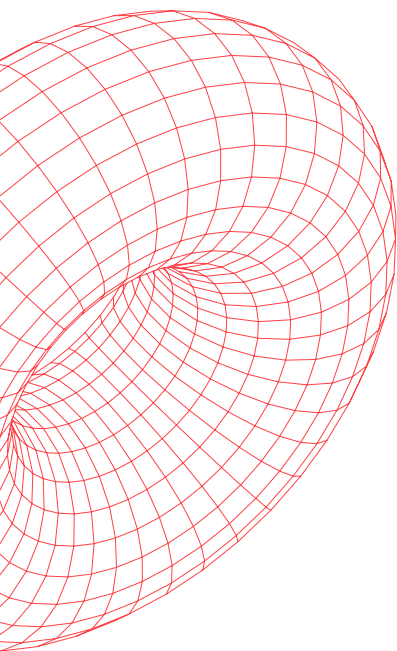
### Retail

CIO  
 CEO  
 Head of Purchasing  
 IT Manager

## CONTENT CREATION

The campaign kicked off with a focus on IT Managers in both the healthcare and retail industries. They received a direct mailing containing a stress ball, accompanying letter containing more info and a whitepaper. In the letter, we explained that PQR and VMware want to unburden the IT Manager and their organization in question. But there is more: we also sent a personalized comic strip in which the IT Manager played the leading role. This way, we wanted to illustrate in a playful - and unique - way that the IT solutions of PQR and VMware are the way to go for a future-oriented and stress-free IT policy. Next, the target audience entered a nurture flow in which they receive personalized content. Potential warm leads were also contacted via telemarketing to encourage them to schedule a physical meeting with PQR's sales team.

To get PQR and VMware top of mind with the entire target group, not only the IT Managers, we also targeted other profiles with relevant content. This way, we generated extra buzz at the workplace, which can only stimulate the awareness of PQR's IT solutions.



### POWERED BY GROWLY

We've said it before, within the IT industry you have to consider numerous audiences and stakeholders, each with their own unique needs, concerns and interests. Through our strategic development of strong Account-Based Marketing campaigns around realistic personas, we get into the heads of the target group. We collaborated closely with the sales teams at PQR and VMware to get to the heart of the target group.

Through interesting brainstorms and workshops that united different creative teams, Growly designed versatile assets that led to valuable prospects for PQR and VMware.

