

TENTE

# No bumpy rides for TENTE thanks to Account-Based Marketing

Growly chooses tailored content and custom messaging for target accounts in warehousing and logistics



## TENTE

# Account-Based Marketing on Wheels for TENTE

## IN SHORT

Client: TENTE

Industry: Warehousing &amp; logistics

## WHAT DID WE DO

- Account based marketing strategy
- Rich content creation



BETTER MOBILITY. BETTER LIFE.

TENTE wheels raise the bar, tackle any challenge and get the world moving. Especially that last part is what Growly also aimed to do: moving a specific list of target accounts and getting them to turn to TENTE as soon as they need a mobility solution. Why did we opt for an Account-Based Marketing approach? Read all about it in this case.

TENTE is the partner for wheels. They are experts in custom-made wheels and develop intelligent mobility solutions that significantly improve the work environment. With decades of experience and extensive knowledge of the market, TENTE looks for the ideal design together with the client. Depending on all relevant parameters, such as weight, surface and resistance, an appropriate composition is chosen.

The result? The perfect wheel for an optimized product(ion process)! This co-creation process represents the USPs that we fully play out throughout each campaign: market knowledge and versatility.

In prior awareness and lead generation campaigns, we managed to clearly lay out a layered message. Moreover, we were able to convert brand awareness among a broad audience into valuable leads.

With these companies, we go much further than brand awareness. We want to put them on the agenda for a conversation, brainstorming session or workshop. We want to achieve that goal with a sophisticated **Account-Based Marketing campaign**.

Inbound Marketing and ABM campaigns share the same goal: to target accounts do or do not undertake, they end up in different flows. When target accounts make an appointment, they are removed from the flow. Different target accounts take different paths, even when we categorize them under the same target persona. Their path reach the target audience and convince them of the solution to their problem. But while we use broad targeting to delineate our audience in IMA campaigns, in an ABM approach we pretty much go the other way around: we directly target the specific list of contacts we have prepared in advance. Those target accounts are the right profiles within the companies we want to win over.

**Did you know...**

Tailored content and customized messaging make all the difference here.

And so we go for personalization of the very highest level. Tailored content and customized messaging make all the difference here. Combine that with the fact that video marketing is more interesting than ever and it's clear how to cleverly capitalize on this: with a video card that would be sent to the target accounts. The personalized videos were voiced by the sales people of TENTE. With a creative elaboration of the video card, we expected to capture everyone's attention.

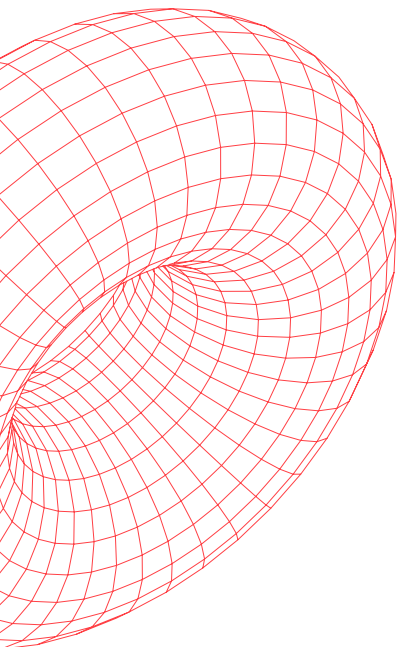


Creative video card with personal message from the sales people of TENTE

**TARGET GROUP PERSONAS DETERMINE THE FOCUS**

The ABM campaign also included nurture flows with reference cases, product brochures and other rich content, directed to target personas. Based on thorough target group research, we were able to define four personas: product engineer, business developer, C-level profiles and logistics buyer. We formulated central messages tailored to their wishes, needs and pain points.

For target accounts that did not show immediate interaction, we set up separate flows. This immediately reveals the complexity of a highly personalized ABM campaign. Based on the actions that depends not only on the obstacles and goals we mapped out beforehand, but also on the touchpoints that reached them and their specific needs at each stage of the journey.



# Want to try ABM, just like TENTE?

Which companies match your ideal customer profile? Do you have a list of profiles you really want to target? There is no challenge we cannot take on. Reach out to us to start thinking about your own ABM campaign.

How to get started?  
Get in touch!

**Growly** GENERATING  
ACCOUNT BASED  
GROWTH

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