



## How LeadSwell Delivers ABM Programs

*Learn how LeadSwell creates Account-Based Marketing programs.*

With Account-Based Marketing (ABM) or Target Account List (TAL) programs, LeadSwell delivers business card information, LinkedIn profiles. For clients without account lists, LeadSwell can build account lists leveraging intent data to identify the right people. In cases where account lists have been exhausted, LeadSwell can find Lookalikes. These are people who look and behave like those on the account list. This is done by drawing correlations around industry, geo, and company size, then extrapolating that to find new accounts in the data set.

### **LeadSwell's ABM Program Process**

#### ***Audience Development***

LeadSwell builds a custom list of warm prospects who fit clients' ICP (Ideal Customer Profile), drawing from our database and supplementing with LinkedIn for accuracy and quality. Additional audience development sources include ABM lists/TALs. LeadSwell also leverages intent from LinkedIn, job boards, and other sources. Accounts with high intent scores are selected to maximize the propensity to be in-market for our clients' services.

#### ***Email and/or Telemarketing Promotion***

LeadSwell promotes clients' content (e.g., whitepapers, webinars, ebooks) to the ABM list(s)/TAL(s) audience using email or a combination of email and telemarketing. The LeadSwell team writes, designs, and provides all programs and scripts to clients for approval before using them.

#### ***Email-only promotion***

For clients who only want email outreach, LeadSwell promotes content via standalone email from domains we own (e.g., EnterpriseTechToday) to the ABM list(s)/TAL(s) based audience. Since LeadSwell has complete contact information for audiences targeted with email campaigns. Everyone who clicks through is redirected to view the content, bypassing the need for forms that people rarely fill out. Then, each lead is tele-verified, getting through gatekeepers to ensure the individual is still employed and to provide clients with as many direct dials, extension numbers, and digits in the dial-by-name directory. As a final step, we usually upload leads to Integrate, Convertr &/or email password-protected weekly reports of delivered leads.

## ***Telemarketing and email promotion***

LeadSwell has trained call center reps that call prospects in the client's ICP from our brands (e.g., EnterpriseTechToday, EnterpriseTechBuyer) on behalf of clients to obtain permission to share <content type> called <content title>, confirming their email as <email>. In addition, clients can provide up to 3-4 custom profiling questions, asked survey style, to facilitate the qualification of leads (e.g., SQL, sales-ready). When a call is complete, the LeadSwell team sends the lead an email with a link to the content and usually uploads leads to Integrate. Weekly reports with delivered leads are provided each week in password-protected documents.

## **Quality Assurance**

When promoting content such as whitepapers via email marketing, contacts are tele-verified as value add. To verify that phone numbers are accurate before delivery, LeadSwell call center reps call the switchboard to confirm we can reach each end user's desk. In addition, when promoting content, such as whitepapers and eBooks via telemarketing, the LeadSwell team always requests that end users provide their direct dial or extension number. They also SMTP check email addresses to validate them, using services like Informatica and Verifalia. Finally, if a link is shared via email and bounces, the email is removed before delivery.

One of the most important parts of LeadSwell's work is listening to call recordings to locate leads with engagement and intent as well as to scrub out tire kickers. LeadSwell scrubs for bad email domains and phone numbers (e.g., 555-555-5555, @dontreachme.com). All leads are verified with LinkedIn, and LeadSwell includes LinkedIn profiles for every lead.



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