

## Better Webinars. Better Engagement. Better ABM.



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Director, Product  
Management &  
Marketing at BrightTALK



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Director of Marketing  
Programs at BrightTALK

# Housekeeping



Ask questions



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attachments



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A photograph of four people standing in a train station, looking at a blurred train passing by. The image has a green tint. The text "This isn't your typical ABM webinar" is overlaid in white.

# This isn't your typical ABM webinar

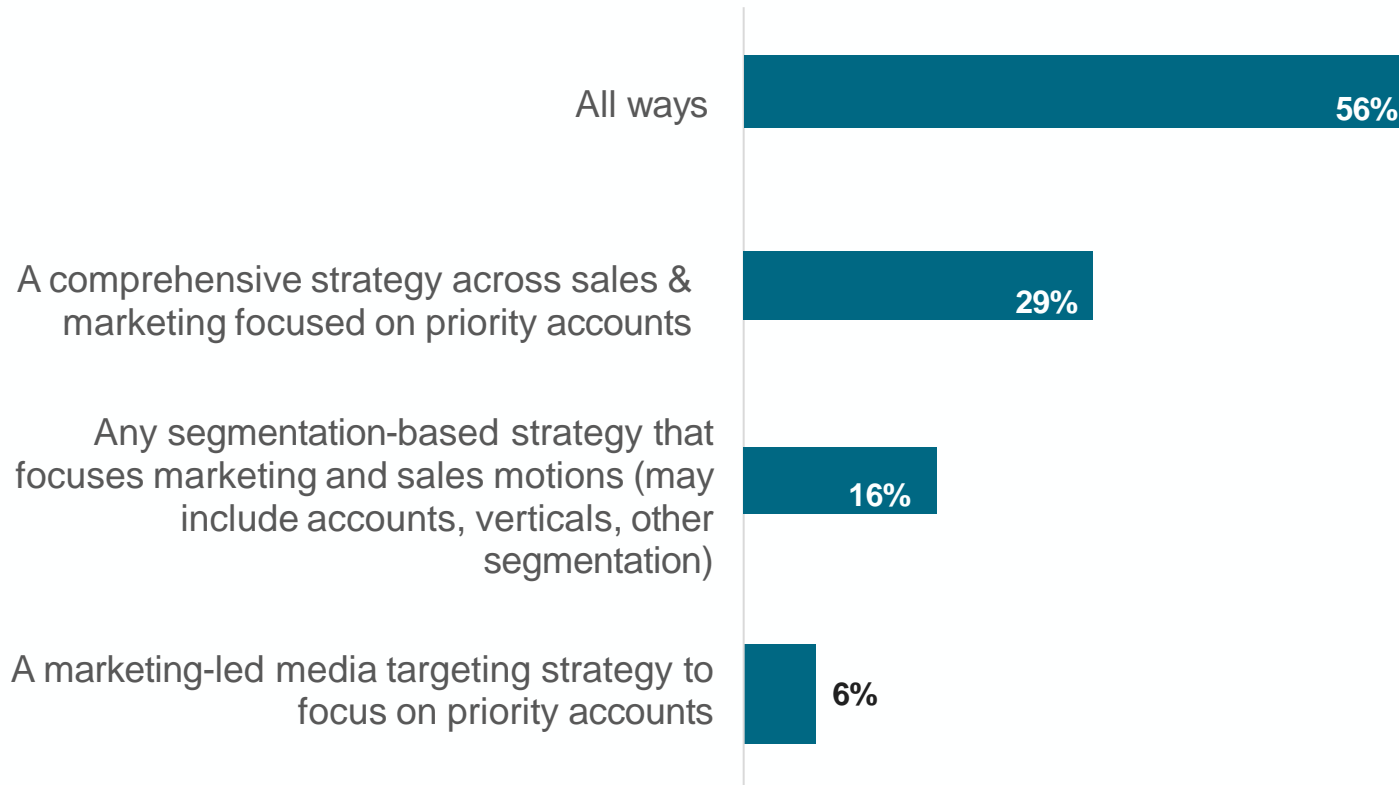
Buying groups One-to-many Sales outreach ROI  
Attribution ICP Retargeting  
Intent data Marketing qualified accounts One-to-one  
Target accounts ABM One-to-few  
Account intelligence Stakeholder mapping  
Sales orchestration Account selection ABX  
Personalization Omnichannel

# The promise of ABM does not always match the reality



# While ABM definitions vary, its clear ABM is more than a target account list

## How do you define ABM?



Yet, in practice, many marketing teams still rely heavily on named account filtering as a key approach for ABM – indicative of immaturity of ABM overall



What's **fishing** got to do with ABM?



More than you might think.





A large school of fish, possibly yellowtail snappers, swimming in clear blue water. The fish are densely packed, filling most of the frame. They have silvery bodies with yellowish tails and fins. The water is a deep, clear blue, and the lighting is bright, suggesting a sunny day underwater.

Instead of fishing  
wherever there's water...

...fish where you know  
there's fish.



## And, what if you knew:

- When the season starts.
- Their favorite time to feed.
- What they like to eat.



But, also, what if there was a limit to **when**, **how**, and **how much** you could actually fish?





That's the reality of ABM today.



That's the reality of ABM today.

**Quality** and **context** matter.





A photograph of four people standing on a train platform, looking at a blurred train passing by. The image has a green tint. The people are a man in a striped shirt, a woman in a grey jacket, a woman in a dark jacket, and a man in a suit. The text "Which brings us back to the forgotten piece of ABM." is overlaid in white.

**Which brings us back to the  
forgotten piece of ABM.**



# A typical ABM framework

## PLAN

Kickoff  
Account selection  
Sales alignment  
Stakeholder  
mapping

## DEVELOP

Assess campaign  
assets  
Create new  
collateral  
Collaborate on sales  
“plays”  
Design custom  
offers

## EXECUTE

Marketing  
campaigns  
Sales plays  
Targeted advertising

## MEASURE

Campaign tracking  
KPI tracking  
Optimize

# PLAN

Kickoff  
Account selection  
Sales alignment  
Stakeholder mapping

# DEVELOP

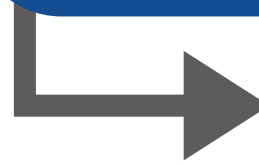
Assess campaign assets  
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Marketing campaigns  
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Campaign tracking  
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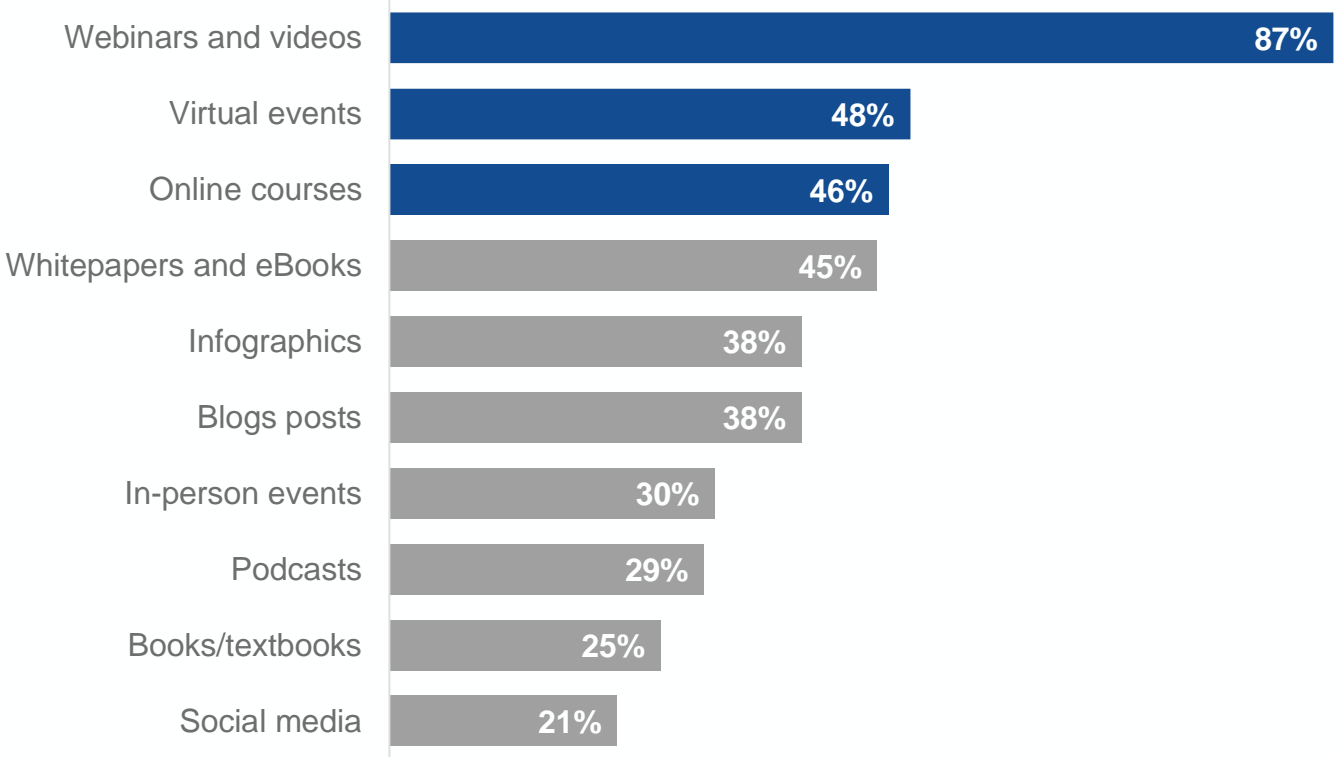
***But where are the fish going to feed?***

**Have you considered:**

- Where your stakeholders consume content and information?
- How they prefer to learn about trends and technologies?
- What combination of information, format and offer appeals best to their needs?

# Buyers watch webinars, and many prefer webinars, videos and event-based content over other formats

What kind of content do you prefer?



**97%**

Buyers watch webinars when considering a vendor

**77%**

Of buyers dedicate 2+ hours a week to researching new products and solutions

**60%**

Of buyers watch a webinar once a week



# Why does this matter for ABM?



Individuals



Accounts

Identify key buyers  
and influencers

**Volume** of activities

**Depth** of engagement

**Recency** of behavior

Aggregate account-  
level engagement

Viewing Time

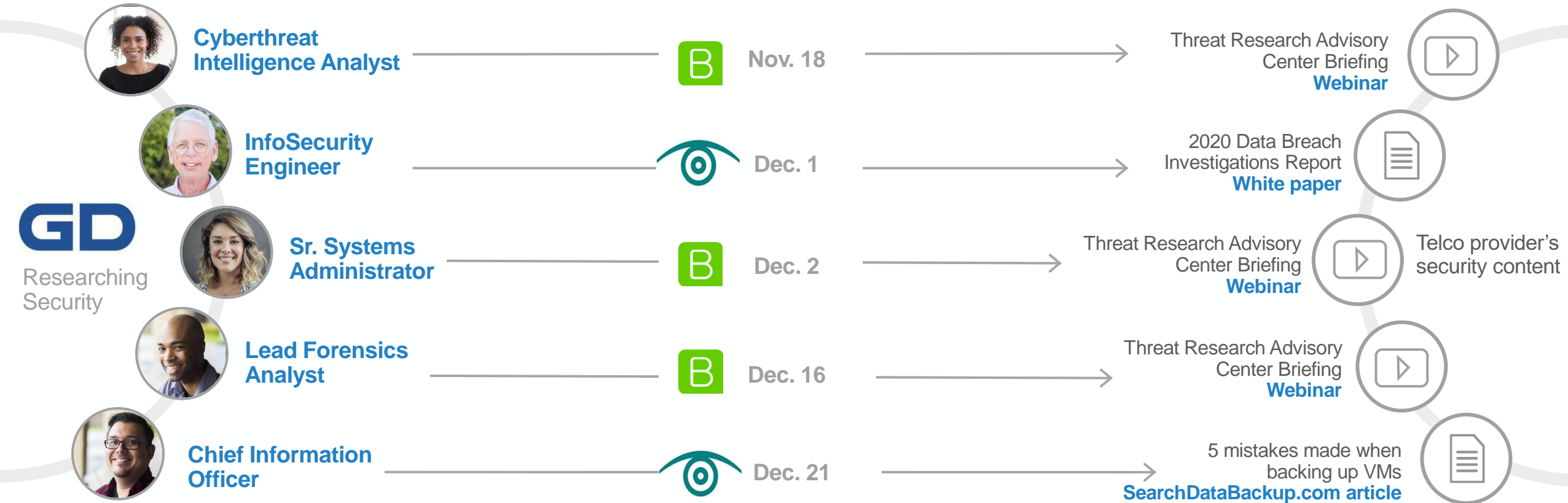
Questions Asked

Attachments  
Downloaded

Poll Responses

# A multi-media approach is key to tapping into account-level signals

Prospects interacted with the telco's content 12 times over 2 months, in addition to logging 16 TechTarget editorial interactions



**GD**  
Researching  
Security

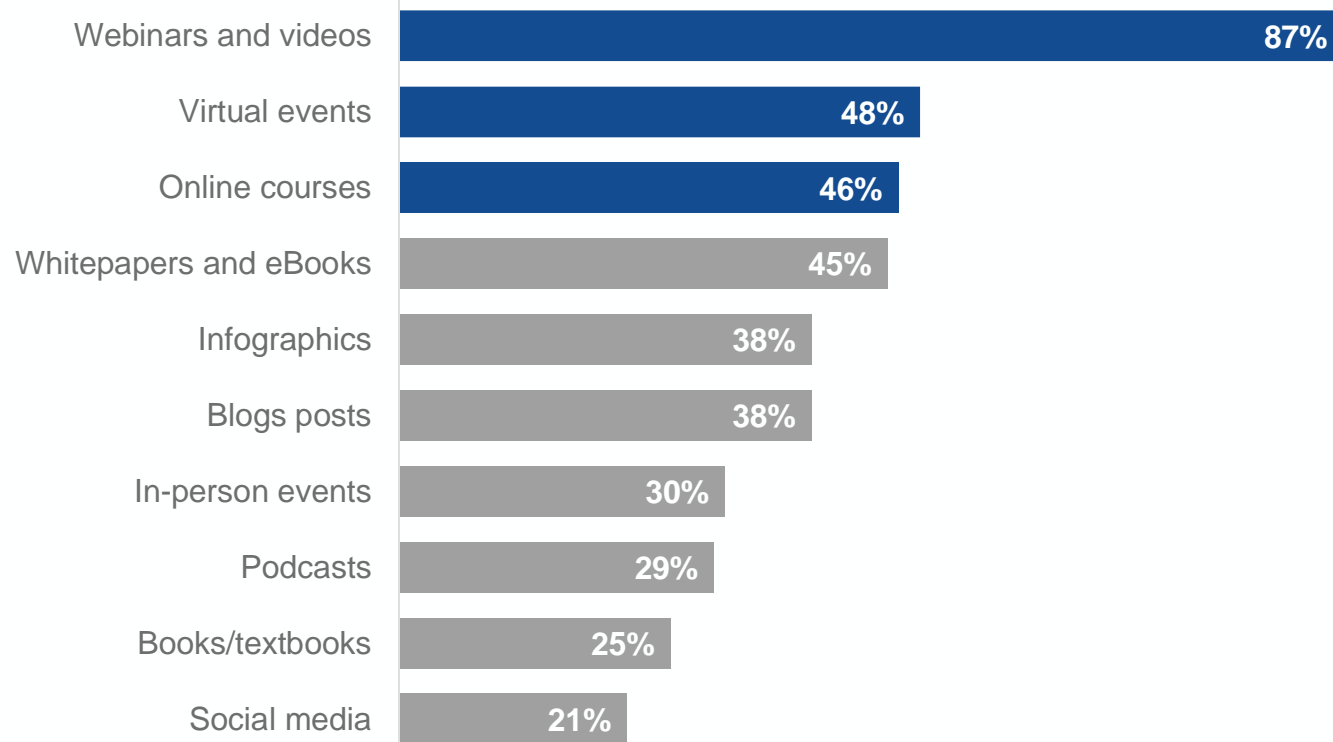
## Three considers when leveraging webinars for ABM

1. Content format and delivery.
2. The promotional plan.
3. Sales activation.



# Why are webinars popular?

## What kind of content do you prefer?



## Key Takeaways

- Rich media like webinars and videos are great at getting complex ideas across
- They're highly engageable and interactive – allowing for significant intent signals
- Easily sharable and accessible – facilitating content surround



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Data Security Platform

DATA DISCOVERY & CLASSIFICATION

Locate and classify sensitive data wherever it exists

DATA ACCESS GOVERNANCE (DAG)

Align data access rights with least privilege principles across unstructured and structured data located in private and public cloud

BUSINESS CRITICAL APPLICATION SECURITY

Pinpoint security and compliance risks, misconfigurations and unneeded access rights

FILE INTEGRITY MONITORING (FIM)

Detect malicious changes, comply with regulations

SECURITY CONFIGURATION MANAGEMENT

Mitigate security and operational risk through proactive identification of configuration drift

IDENTITY GOVERNANCE & ADMIN

Provision, De-Provision, and Manage accurately and expediently

PRIVILEGED ACCESS M

Achieve Zero Standing Privilege, which enforces just-in-time, just-enough privilege approach

ACTIVE DIRECTORY SECURITY

Ensure AD is clear, understood, configured properly, monitored closely and controlled tightly

PASSWORD MANAGEMENT & SECURITY

Establish strong, unique passwords everywhere passwords are used

ENDPOINT MANAGEMENT & SECURITY

Easily configure, deploy and control policy while enforcing least privilege

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DATA SECURITY

MANAGEMENT

11:08 / 1:11:28

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## Data Access Governance in the Digital Age

Adam Rosen, VP of Product Strategy at Neturix

A Short History of Artificial Intelligence (AI)

ARTIFICIAL INTELLIGENCE

Early artificial intelligence (its evolution)

MACHINE LEARNING

Machine learning begins to flourish

DEEP LEARNING

Deep learning breakthroughs drive AI boom

1950's

1960's

1970's

1980's

1990's

2000's

2010's

Attachments

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## Improve Cloud Security Using ChatGPT & AI

tamar Golan, Head of Data Science — Lior Drihem, Director of Innovation — Jacob Graves, Manager, Sales Engineering

orca security

Improve Cloud Security Using ChatGPT & AI

Jacob Graves

Sales Engineering Manager

Ramar Golan

Head of Data Science

Lior Drihem

Director of Innovation

boomi

CY23 Q1 Boomi Product Roadmap Webinar

Platform: Recent Delivery Highlights

Custom Catalog Early Access

Browse

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## CY23 Q1 Boomi Product Roadmap

Ed Macosky, Chief Innovation Officer (Head of Product)

VIRUSTOTAL

Security investigations with Splunk and VirusTotal

Alexey Bokov

Cloud Strategist at Splunk

Ismael Ben Lahmar

Customer Success at VirusTotal

Live on BrightTalk: March 30th, 9:00 PDT

Attachments

Vote

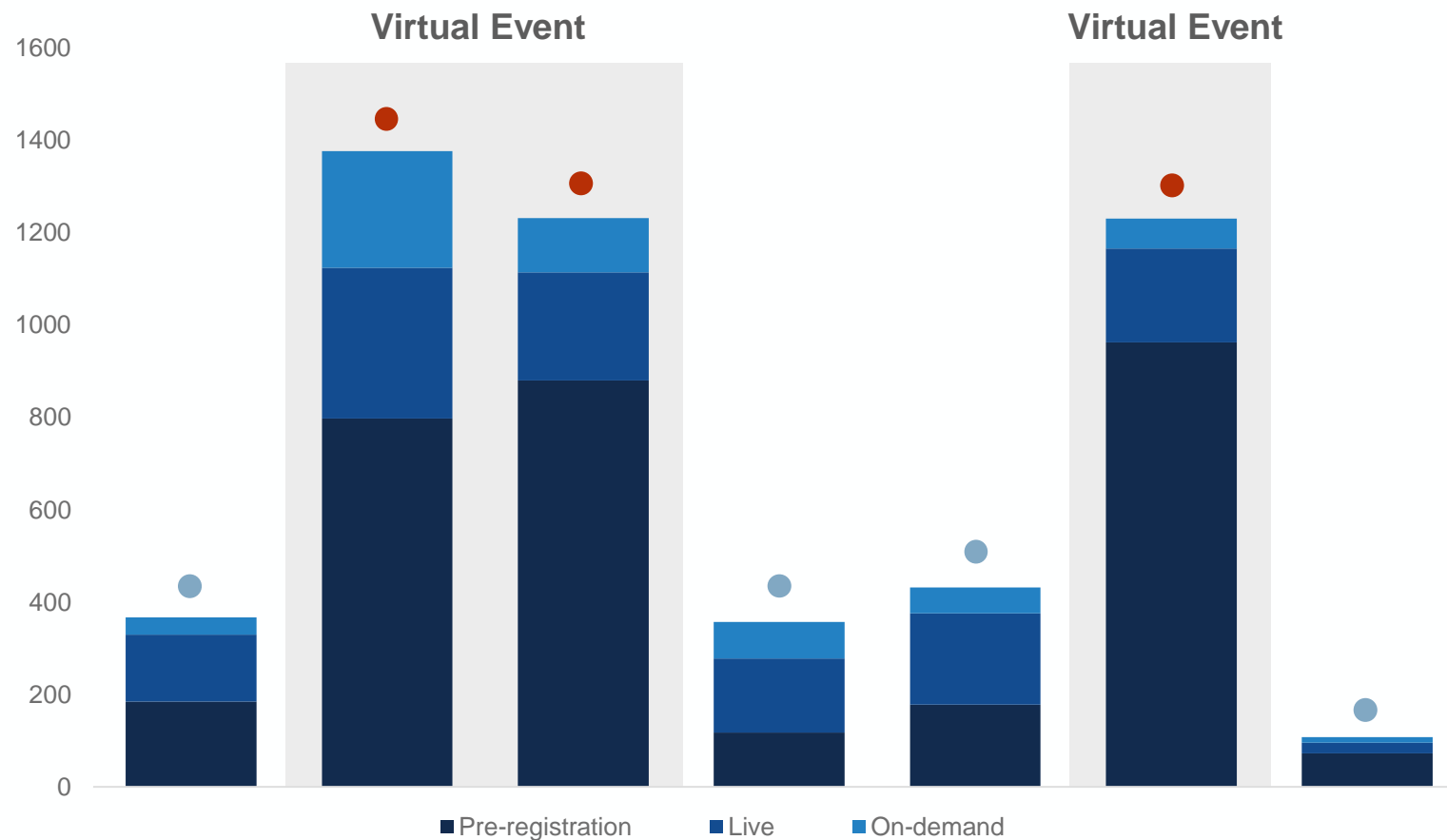
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## Security investigations with Splunk and VirusTotal

# Virtual events tend to drive a lot of interest and engagement

- Content in Channel
- Content in Virtual Event



## Key Takeaways

- Virtual Events let audiences learn a lot, quickly, on topics they choose
- They appeal to more people – allowing wider reach to new audiences
- People dedicate more time to virtual events than webinars – enriching engagement

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# AGENDA

Coffee is on us! All registrants from US/Canada will receive a \$5 e-gift card for one of your favorite coffee spots.

Watch Now

## Keynotes and Panels

### Vision 2022

#### How to be Agile in the Age of Change

**Opening Keynote:**  
Eric-Jan van Leeuwen, CEO  
Mark Plettenberg, Sr. Product Manager

### Vision 2022

#### The Future of End User Computing (EUC)

**Expert Panel:**  
Rob Beekmans, VMware, James O'Regan, IGEL  
Freek Berson, Parallels, Adam Cooperman, Flexible IT

### Vision 2022

#### Be Future Ready: Navigating Work in the Post-Pandemic World

**Closing Keynote:**  
Gregg Brown, Change and Future of Work Strategist

#### Opening Keynote: How to be Agile in the Age of Change

Play

10:00AM – 10:45AM ET | 4:00PM – 4:45PM CET

Now that remote and hybrid experiences have become standard, End User Computing (EUC) teams have new opportunities to rethink their approach to digital workspaces and applications and embrace a culture that delivers an engaging and seamless experience. At the same time, IT still needs to address user support concerns, manage ongoing deployments of updates and patches, and maintain critical endpoint security. The challenge is how to improve both sides – speed up technology transformations and satisfy greater LOB and employee expectations. The new normal for keeping pace in the age of change requires an agile mindset and a different approach. This keynote explores key EUC challenges and offers practical advice for building and maintaining great digital workspaces.

#### Expert Panel: The Future of End User Computing

Play

12:30PM – 1:15PM ET | 6:30PM – 7:15PM CET

Over the past 25 years, end user computing has evolved dramatically and is today the linchpin for driving digital workspaces, achieving efficiency and performance with a powerful stack of solutions. But what does the future hold? In this panel discussion we will challenge our panelists about recent developments and future trends that are poised to reshape this market, including the impact of cloud adoption. Join this session to gain insights from our experts on how to make technology work for you – instead of causing friction, delay, and disruption.

#### Closing Keynote: Be Future Ready – Navigating Work in the Post-Pandemic World

Play

2:40PM – 3:25PM ET | 8:40PM – 9:25PM CET

Navigating disruptive change, getting people engaged in our ideas and inspiring them to thrive all at the same time can be overwhelming! We may think we are 'change ready' because of our expertise and experience. Yet, no one is ready for change that might have a negative impact on them or increase the amount of work we have on our plate! With Gregg's experience in leading change with diverse populations, he will leave the audience with new insights, relatable stories and solid takeaways all told with a healthy dose of humor.

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## One cybersecurity partner for all your needs

Get Kaspersky multimedia assets at this Premier Resource Center

### Kaspersky Resource Center helps you stay up-to-date on current cyber threats and get expert security tips.

**July 7 2023, 1:00 PM SGT**

REGISTER

**July 28 2023, 1:00 PM SGT**

REGISTER

**August 11 2023, 1:00 PM SGT**

REGISTER

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There is an urgent need for organizations to stay cyber resilient against potential attacks and to be able to withstand the onslaught and resume operations promptly in the event of a breach.

Kaspersky commissioned an IDC eBook ***"The Cornerstone of a Successful Cyber Defense Strategy"*** which discusses the importance of an enterprise-wide risk-based strategy to achieve cyber resilience. It highlights the critical role of Asia Pacific leadership in driving a collaborative approach to an extended ecosystem of partners, supply chain participants, and customers, and calls for strong integration and visibility to strengthen their organizations' cybersecurity posture.

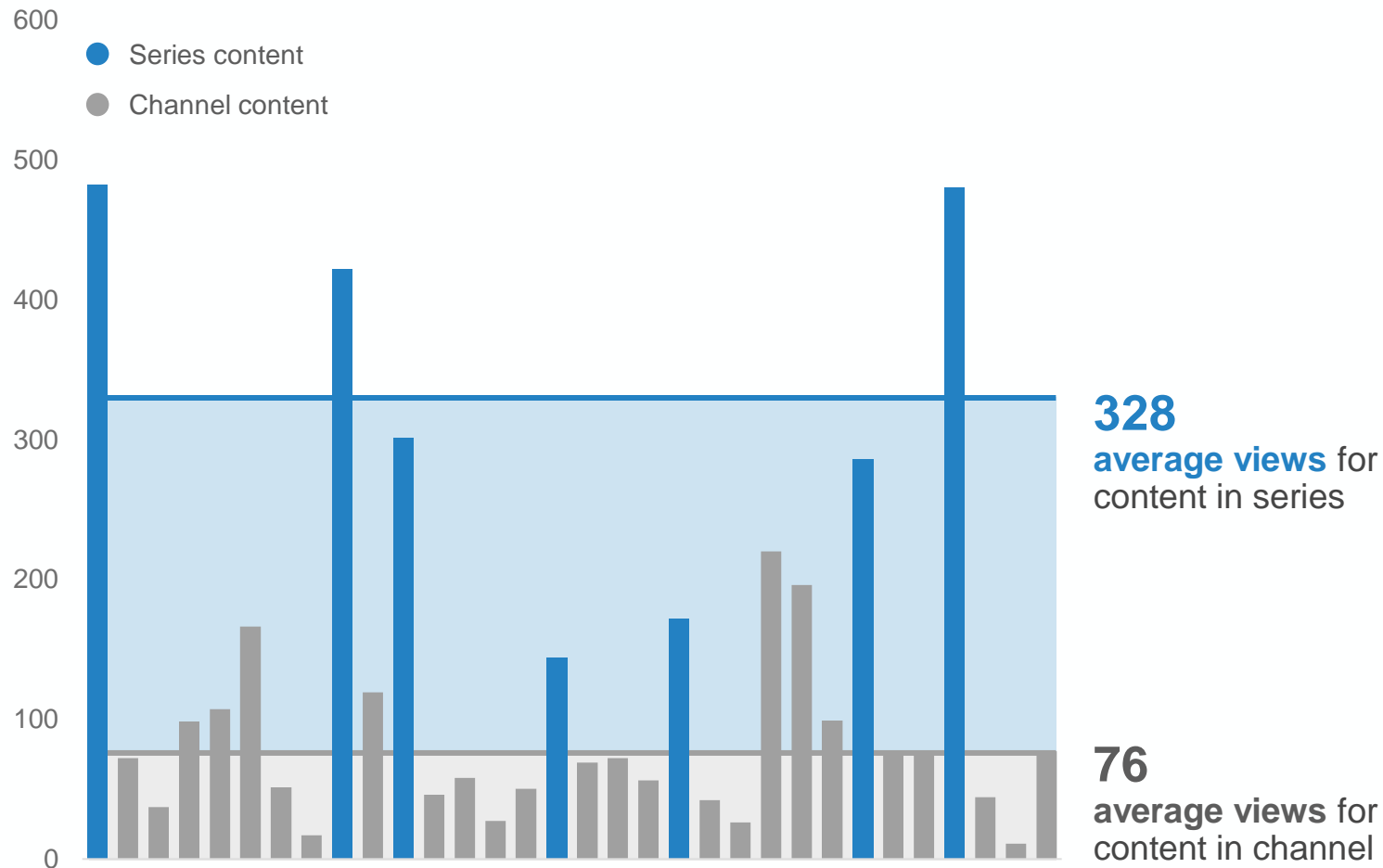
**Download** the e-book now to get the latest insights on how digital leaders are staying cyber resilient and ready to future proof their businesses.

LEARN MORE

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# Series have a cumulative effect - keeping audiences coming back regularly – or increasing content engagement overall



## Key Takeaways

- Multiple touchpoints let audiences deep dive on topics
- Easy to align content with ABM profile and present that to audiences
- Stand out - encouraging audiences to engage more, and more frequently



## Kintone Training Webinar Series

📅 Jun 21, 2023 - Jun 30, 2023 ≡ 5 Episodes

 [Register for series](#)



### About this series

Welcome! Kintone has prepared some great training webinars for you and your whole team. What is my user type? · Admin: I am a Kintone Administrator and I manage our system. · App Builder: I am building ...

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### All episodes


#### Navigating Through Kintone as an End User



#### Navigating Through Kintone as an End User Training

Larissa Suguitan

During this training, we'll review how to navigate the different features of Kintone as an ...more

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#### Getting Started as a Kintone Administrator



#### Kintone Administrator Training

Larissa Suguitan

This is a great training for anyone who will be a Kintone Administrator because we'll ...more

 [Reserve place](#)

#### Creating a Kintone App from Scratch



#### Creating a Kintone App from Scratch

Larissa Suguitan

This is a great training for anyone who will be a Kintone App Builder because ...more

 [Reserve place](#)

## Scaling Applications and Services with Backblaze B2

≡ 5 Episodes

 [Watch now](#)

### About this series

In this series, we will unpack how businesses can leverage the Backblaze ecosystem to quickly build, run, and grow applications and services globally. With Backblaze B2, developer teams have access to highly scalable S3-compatible object storage, and a ...

[Read more](#) ▼

Presented by



### Featured

#### Leveling Up A Global Gaming Platform While Slashing Cloud Spend By 85%



#### Leveling up a Global Gaming Platform While Slashing Cloud Spend by 85%

Pat Patterson (Chief Technical Evangelist), James Ross (CTO, Nodecraft)

Come and join Pat Patterson, Backblaze's Chief Technical Evangelist, and James Ross, the CTO of ...more

May 30 2023, 61 mins

 [Play](#)

### All episodes

Sort by ▼

#### Need for Speed: Low Latency Multi-Region Content Delivery with Fastly and Backblaze

#### Low Latency Multi-Region Content Delivery with Fastly and Backblaze

Pat Patterson, Backblaze and Jim Bartus, Fastly

Backblaze B2 and Fastly are the perfect match, providing customers with cost-effective content storage, distribution, ...more

 [Play](#)

On-demand

Jan 31 2023,

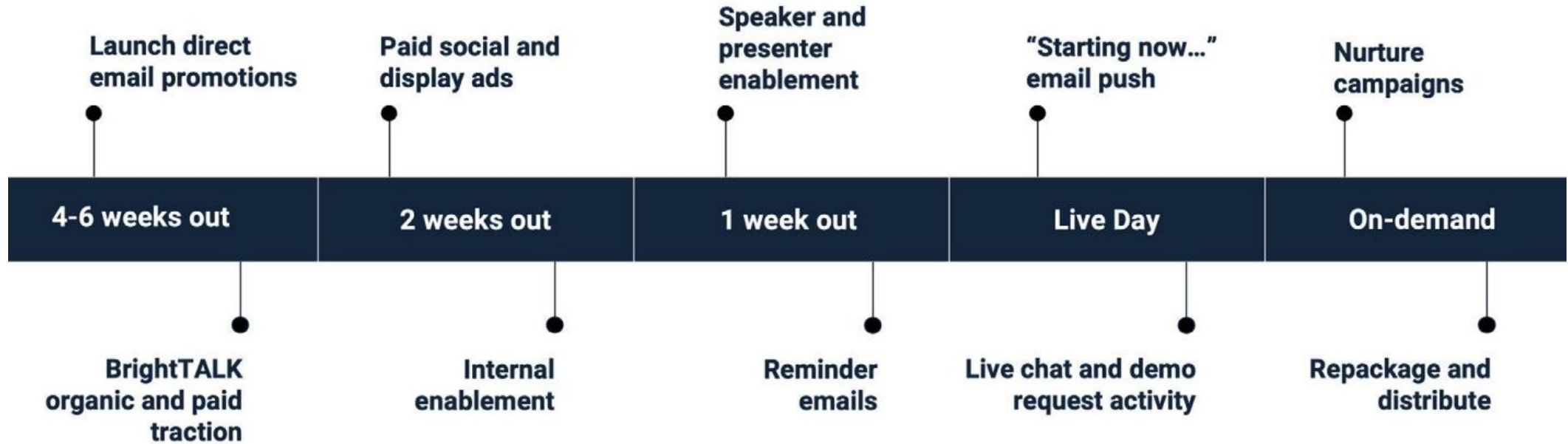
42 mins

# The ABM engagement checklist

- Drive continuous engagement with a proven promotional plan.
- Create a consistent brand experience.
- Eliminate friction wherever possible.

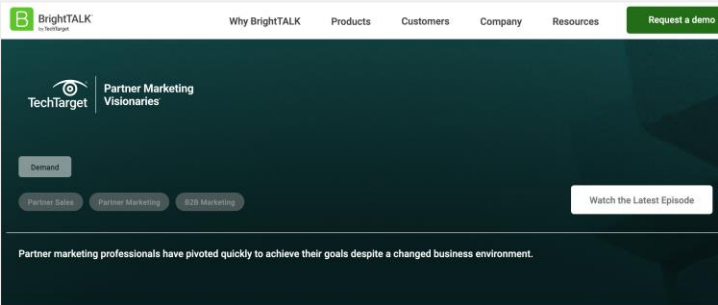


# Build out promotions with the end goal in mind





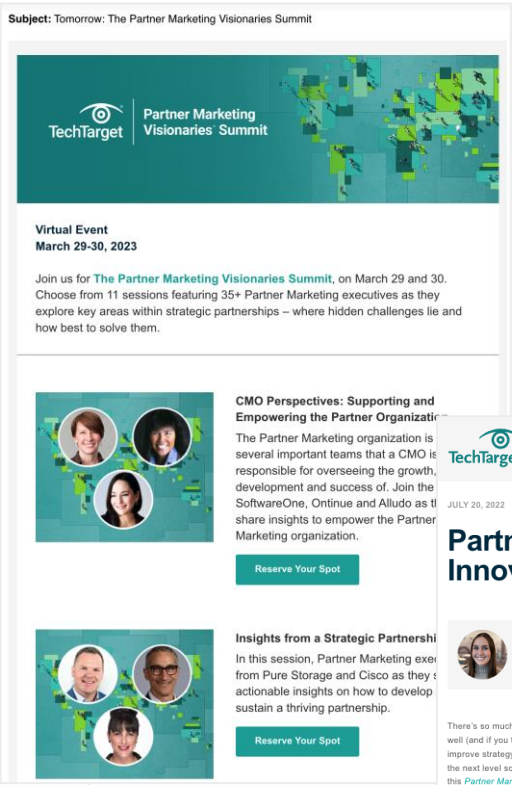
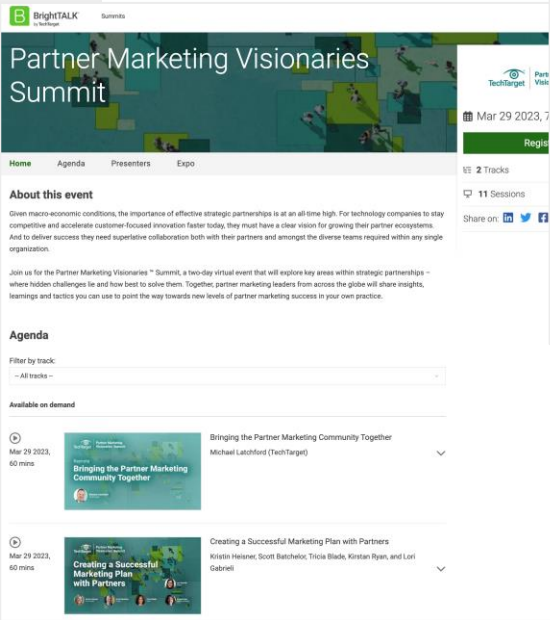
# How we do it



Virtual event site

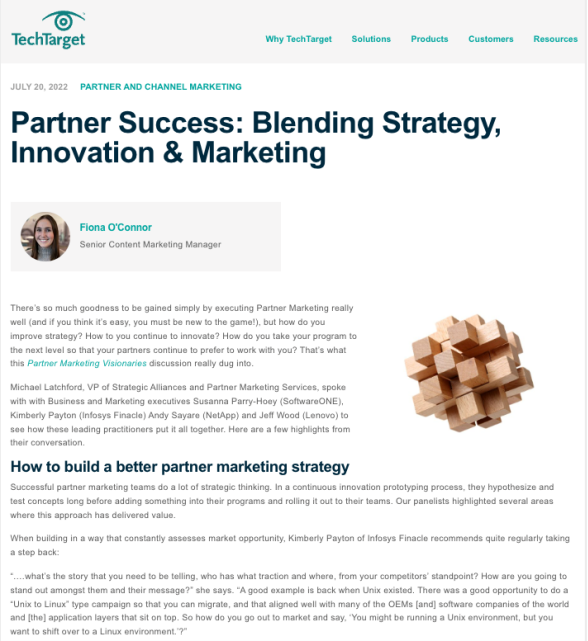


Embedded webinar series page



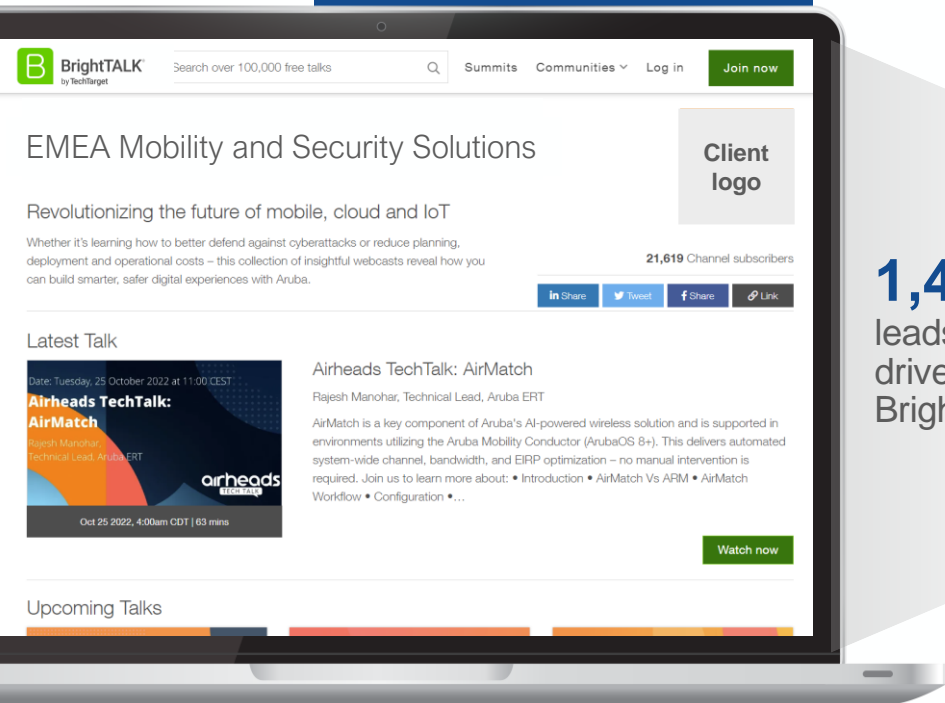
Branded email promotions

Derivative assets to drive further account engagement



# Create a consistent brand experience to improve conversions and increase ROI

## BrightTALK Channel

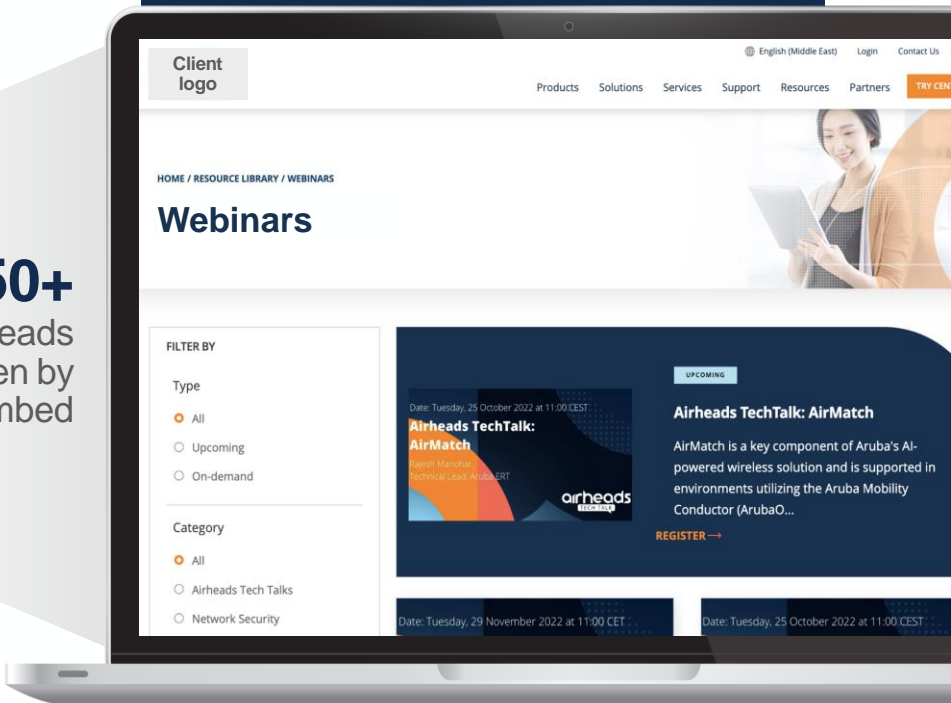


1,400+  
leads  
driven by  
BrightTALK

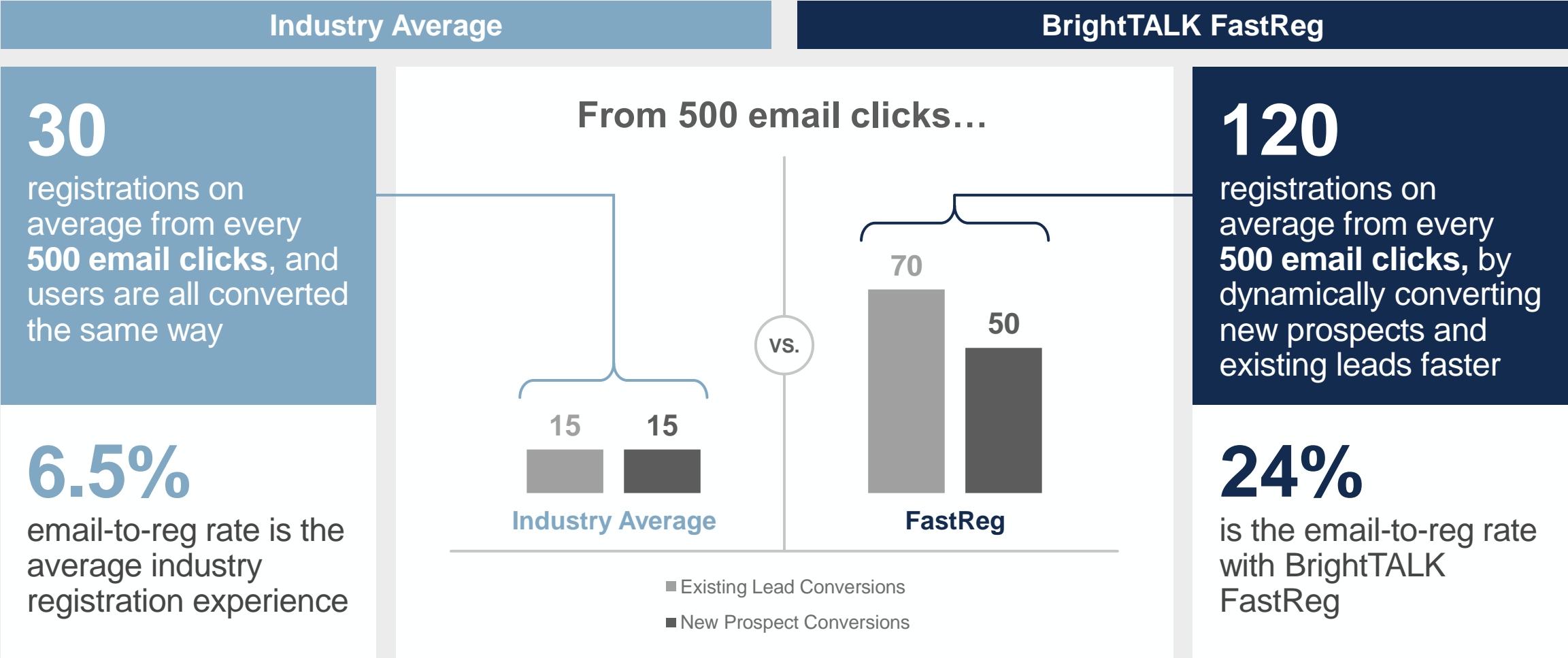
54%  
of audience  
driven by  
embed

1,650+  
leads  
driven by  
embed

## Embedded BrightTALK portal

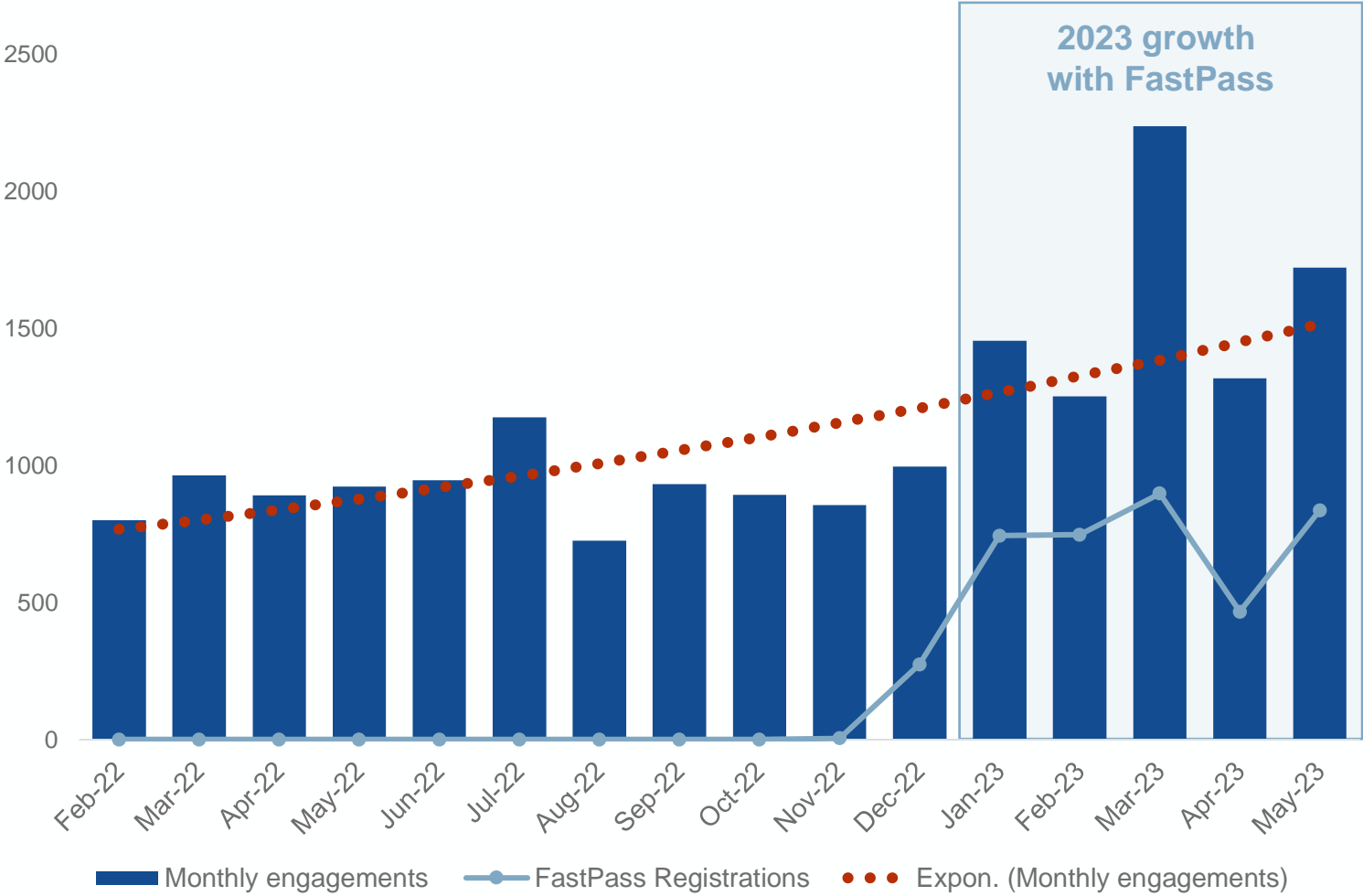


# FastReg nets you 300% more conversions with a BrightTALK webinar than any other provider





# Cloud Security vendor saw a 65% increase in monthly channel activities when using FastPass



1597

Average monthly active users with FastPass (up from 966 in 2022)

50%

Of promotions included FastPass URL

75

Average viewers per webinar (up 27% over 2022)

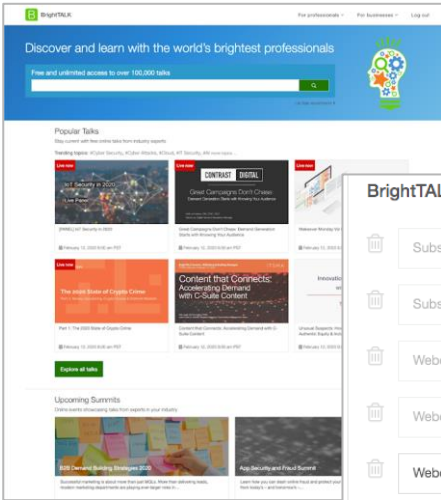
# Leverage your data for better sales engagement

Account stakeholder engages with webinar

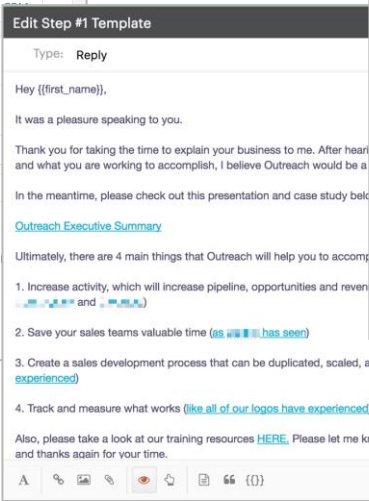
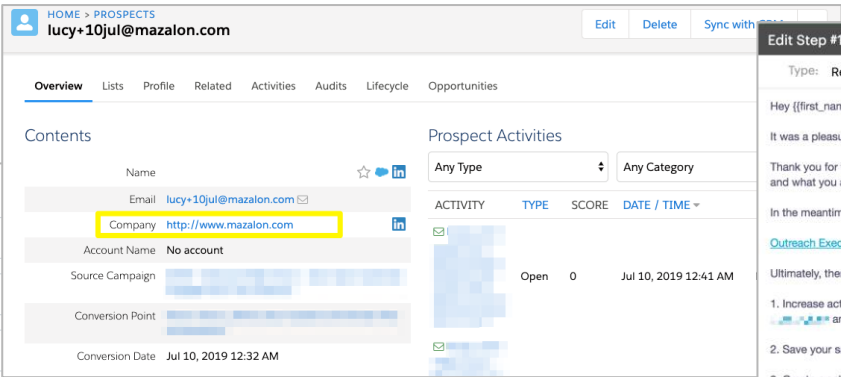
Data flows into CRM

Lead/contact/account creation or updates

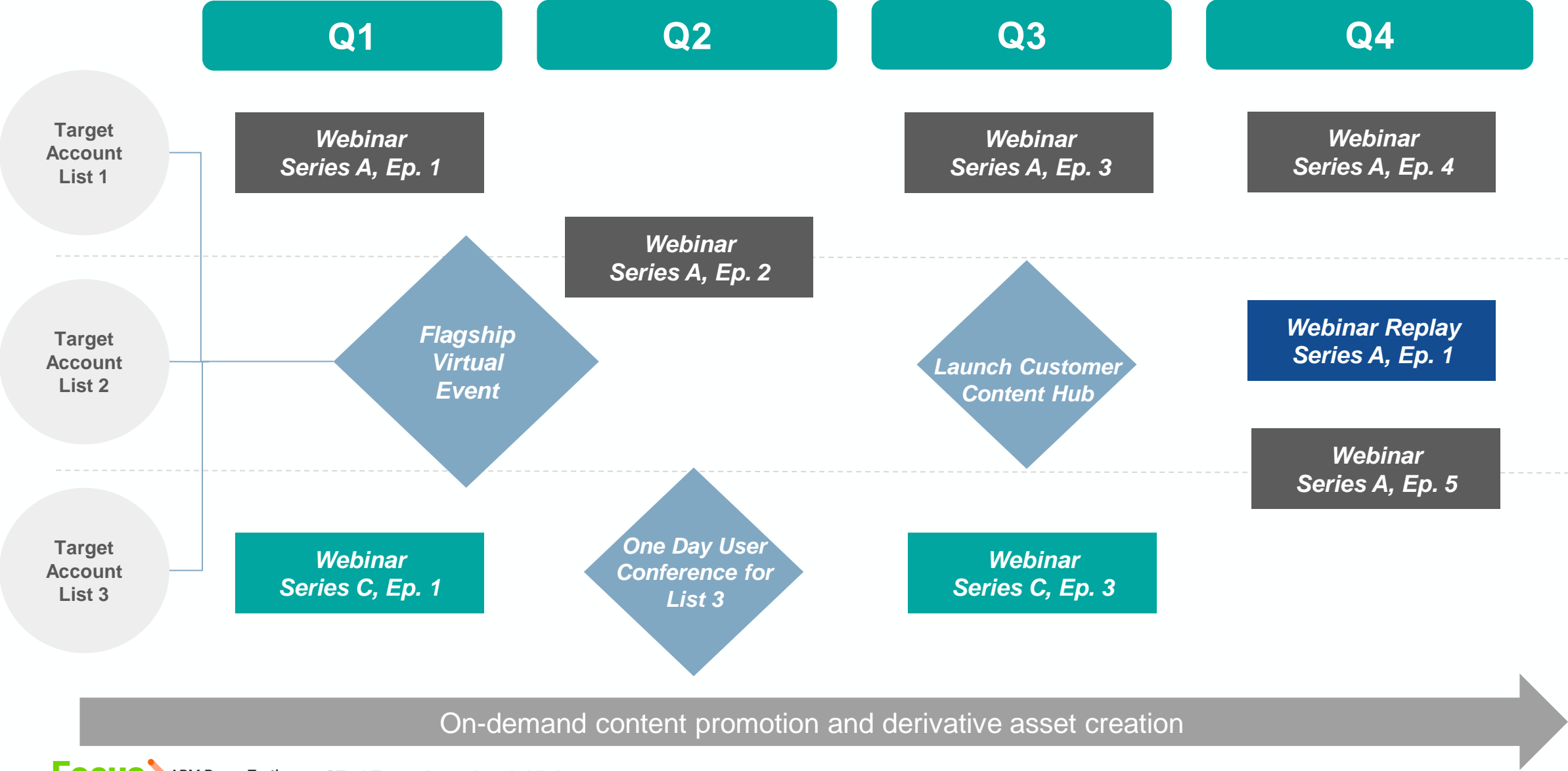
Value-driven sales activity



BrightTALK field	System field
Subscribers - Email	Email
Subscribers - BrightTALK User Id	user_id
Webcast Activity - Activity Type	ActivityType
Webcast Activity - Webcast Id	webcastId
Webcast Activity - Webcast Title	webcastTitle



# An always-on ABM strategy fueled by relevant content





# Key Takeaways

- **Marketers need to “fish” wisely.** Without considering how and where you'll actually engage your audience, your ABM programs are destined to fail. Consider your buyers' content research preferences to align on the right content distribution method.
- **Professionals turn to webinars for research and learning.** Webinar programs offer a consistent, scalable approach for driving deep engagement across multiple stakeholders at an account. The ongoing cadence helps re-engage core buying team members, while the video-based format allows you to appeal to their preferred research methods.
- **Tailor webinars to meet the needs of your audience.** Webinar programs offer the flexibility to tailor your content plan based on the unique needs of your account list. While standalone webinars certainly have their place, series allow you to engage the same audience over time, while series create urgency and depth around priority topics.
- **Build brand connections.** Create a unified brand experience with target accounts by embedding your content on your site and streamlining the registration process to increase conversions.
- **Activate sales.** Sales is your most important activation lever - construct an enablement plan so you can maximize every touch after your webinar airs.

# Questions?