



# THE *adventure*

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**Account-Based Marketing (ABM)** isn't new, but it is making waves in many industries... and for good reason.

This strategic approach to B2B marketing and sales can be a game-changer for your business. But with so much information available on ABM and its "sister strategy," Account-Based Experience (ABX), there's a lot to dive into.

In this article, we'll take a high-level look at ABM, why it's one of today's most successful B2B strategies, and how you can utilize it to maximize ROI when pursuing your dream accounts.

### What is ABM?

Selling to the account, Not the Individuals. To put it simply, ABM is a highly-targeted, process-driven way to engage (and land) key accounts. Rather than casting a wide net with standard inbound marketing, it utilizes a multi-step process

with personalized touchpoints to target and close key accounts.

### 3 Phases to Land Key Accounts

At the core of Account-Based Marketing, there is one common goal: ROI. The entire objective is to help B2B businesses target and close accounts more successfully than standard processes. To do this, you'll need to align your sales team and marketing efforts on three important phases...

At the core of Account-Based Marketing, there is one common goal: **ROI**

#### 1. Targeting:

First, identify who you're selling to: where they are, what they value, how they engage. Go beyond what you think you know about your audience to understand them on a deeper...

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#### GOOGLE ANALYTICS

Learn about upcoming changes in the digital world to stay ahead.

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#### IMPROVE RETENTION PT. 2

Save money by retaining talent & decreasing turnover.

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Fun hiring campaigns and tasty food photos kick off our summer.

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See what's going on at Asen and search for a win!

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# UNDERSTANDING UPCOMING GOOGLE ANALYTICS CHANGES

## Here's What You Need to Know...

As your partners in brand growth and business success, it's our job to keep you in the loop as the market and technology continue to shift.

Today's digital landscape is constantly evolving, and it can be a lot to keep up with. But don't worry—we know digital marketing can feel intimidating, especially for those who don't spend every day with it... that's what we're here for!

Keep reading for a simplified look at what's happening in the digital world right now, why today's largest tech player (Google) is making changes, and what you can do to stay ahead of the game.

### Here's what's happening...

Google announced it will be sunsetting Universal Analytics (UA), the current version of Google Analytics that provides

insights into how users find and interact with your website, on July 1st, 2023.

In place of UA, Google will be implementing Google Analytics 4 (GA4), a new and improved version that the company's proudly dubbed "the next generation of Google Analytics."

### Why the change?

Compared to UA, GA4 focuses more on the user journey and events triggered by them. With this next-generation measurement solution, you can expect:

- Improved customer journey tracking
- Improved user engagement analytics
- More intelligent user privacy features
- Predictive insights from machine learning algorithms that measure conversion progress
- Easier data discovery & servicing of your account

Simply put, this change will offer any businesses that use the

platform better insights, tracking, and predictive data... all derived from machine learning.

### How GA4 utilizes machine learning.

A well-trained model tries to solve a problem many times over and over again. Once that model has been perfected, it can quickly be used on your data. The goal? To predict your customers' actions before they occur and use them to help grow your business.

### Stay ahead of the game.

For those with existing Google Analytics accounts, there are steps you can take today to get ahead and stay ahead... and you should. Per Google's recommendation, you should set up a new GA4 account now, so you can run both UA and GA4 simultaneously before the change is complete. Running the old and new versions at the same time will help you (or the marketing partner working on your behalf)

compare data and prepare your account for uninterrupted continuity once UA is no longer available.

### Now is the time to partner to thrive.

As today's digital landscape continues to change, there's sure to be more to keep up with. This is where a digital-focused marketing partner really comes in handy.

To see this change through efficiently and effectively, you'll need someone who can actively monitor and test your Google Analytics account along the way to ensure peak performance.

With decades of proven experience producing high-quality digital results, our technologists and digital marketing specialists are here to help make this transition as smooth as possible for you.

### Want to learn more about how Google Analytics can help your brand succeed?

#### Let's Chat!

Give us a call at 865.769.0006 or visit [asenmarketing.com](https://www.asenmarketing.com).

# HOW WELL DO YOU KNOW YOUR LEADS?

## Find Out With Asen's ABM Intel Tool!

Watch the buyer journey unfold in real-time with our new Account-Based Marketing (ABM) business intelligence tool for small to midsize B2B companies.

### How it Works

Warm, hot, cold... Our ABM Intel Tool was designed to identify where your leads are in the sales funnel and when/how they interact with your campaign. By collecting highly-targeted pieces of information about each lead, this advanced tool simplifies and shortens the sales cycle, so your team can spend more time forming deeper connections with ideal accounts.

Put it this way: If you're looking for a way to track every action and get proven insights around buyer intentions, this is the tool for you!

### What You Can Expect

Maybe you're wondering "why Asen's ABM tool over others on the market?" We're proud to say there's more than one reason to choose this innovative marketing and sales tool.

Here are just a few benefits to look forward to with our ABM Intel Tool:

#### Personalized information based on exact actions.

Are leads clicking on your ads or emails? Are they visiting your campaign landing page? How long are they staying? Where do they stop scrolling? This ABM tool personalizes your campaign with unique information for each unique visitor and their actions.

#### Real-time updates for your entire sales team.

Responsiveness can be a

dealbreaker for some buyers, but your sales team is busy! Save time during every interaction with real-time notifications delivered straight to an account's designated salesperson. From duration to location, they'll get all the data they need to determine when and how to engage with a lead for maximum impact.

#### Weekly ROI reports on lead activity.

Want to know how your ABM process or campaign is performing? Looking to hold your sales team accountable with trackable insights? This tool inspires a higher long-term ROI by providing a beginning-to-end view of every interaction.

#### Affordable access when compared to similar tools.

No hard sell, no contract, no subscription... Just real results at a fraction of the costs you're used to seeing from companies like Salesforce, Zoominfo, or Demandbase.

### Why ABM?

Asen didn't just come up with this idea overnight. After decades of working with B2B clients on their sales and marketing processes, we noticed an opportunity to create a solution for our partners that fills a very real need.

We've seen first hand what the market needs, and it's a highly-targeted solution to ABM management that isn't wrapped up in a larger software suite with hefty price tags. Developing the ABM Intel Tool is our way of ensuring our partners have what they need to thrive in a competitive market long-term.

### What You'll Need

There are two non-negotiables when it comes to successful ABM strategies. For any ABM

tool to work, you'll need (1) an active sales team and (2) an interest in long-term growth. In addition to being responsive, your sales team has to be dedicated to the cause. Everyone involved in the ABM process must follow-through with every lead to see true success. Nurturing leads is essential in growing key accounts over a longer period of time than standard one-off marketing tactics.

Remember, we're looking for higher profit, lasting relationships – not a short-lived spike in sales.

### How to Get Started

We're thrilled to introduce our exclusive ABM Intel Tool, which is ready to roll out for B2B businesses that utilize or are interested in utilizing Account-Based Marketing strategies.

You don't need a subscription or (yet another) app, and you won't need to sign a long-term contract like you would with others on the market today. All you have to do to get started is answer this question: What intel do you need to thrive?

### Let's chat about ABM!



### Give Yourself Permission To Be Creative | Ethan Hawke



Reflecting on moments that shaped his life, actor Ethan Hawke examines how courageous expression promotes healing and connection with one another – and invites you to discover your own unabashed creativity.

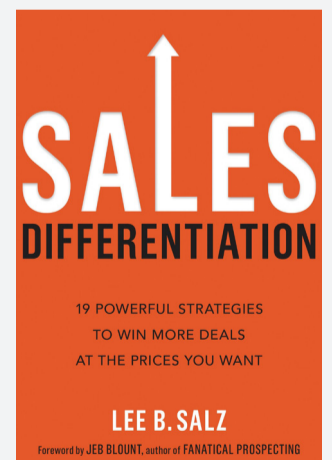
## Book Report

### Sales Differentiation 19 Powerful Strategies to Win More Deals at the Prices You Want

by Lee Salz

*"If we don't drop our price, we will lose the deal."*

If you've ever considered lowering the price of a product or service to land or keep a customer (but don't particularly like that strategy), then this book's for you! Learn powerful strategies for winning more business at the prices you want in this Asen CEO-approved read.





# PLAY TOGETHER TO STAY TOGETHER:

## How to Improve Retention (Part 2)

In the first part of this two-part article, we talked about the importance of socialization, creativity, collaborative communication, and the humanization of your staff.

Now, let's pick up where we left off and take a look at four MORE key elements that make recreation a successful tool for workplace retention. Here's a few important things to consider when planning your company events...

### 1. Boost Company Culture

Team bonding events show what kind of company culture you strive to set for your team, so pick ones that align with your teams' values and help cultivate positive relationships within your organization.

In regards to retention, "company culture" determines

what kind of employees want you these days.

Team recreation activities you host will influence how your current employees view the company and how potential employees decide if your office is the right fit for them.

**RESULT:** Hosting activities and events that cover a wide array of interests can ensure that everyone under you feels included and makes your company one that values adaptation, challenges, and a healthy work-life balance.

Our favorite picks for culture-boosting events:

- Hands-on community service
- Art exhibits or museums
- Farmer's markets
- Craft fairs

### 2. Inspire Productivity

Burnt out workers just don't work well. Implementing team recreation events that relieve stress and re-energize your group will increase motivation

and help break up the monotony of the work week.

In other words, workplace recreation shouldn't be an annual activity. Start considering a monthly or even quarterly schedule for these activities. The time is an investment in your

Team recreation activities you host will influence how your current employees view the company and how potential employees decide if your office is the right fit for them.

staff and your business (and a much more affordable one than hiring due to turnover).

**RESULT:** Relaxed, happy employees will feel a higher sense of commitment to your company and tend to be more efficient in their work. Less burnout, plus more work-

life balance, equals better performance overall! Our favorite picks for burnout-busting events:

- Dinner cruise
- Comedy club
- Pontoon boat rental
- Indoor skydiving
- Spa day
- Weekly "free hour" after lunch as a group

### 3. Hone Conflict Resolution & Problem-Solving Skills

Ideally, you'd want all of your employees to navigate disagreements a) without having to come to you and b) in a healthy way that leads to improved communication and forward movement (not cold-shouldering and gossip in the break room).

Conflict resolution skills are often adopted from family, friends, and schoolmates. While we might receive some form of guidance or correction, it's rare that people are taught actual strategies for solving problems effectively at work. Every day is a new opportunity to improve on this within your company. You can even consider asking employees to take a short conflict-style test, so you have a better idea of which activities

to include at team recreation events.

**RESULT:** Providing room and resources for your employees to learn about their own and each other's skills is a huge step toward healthy, successful conflict resolution. Problem-solving skills often fall under similar categories and can result in similar benefits. Helping employees feel empowered to mitigate unexpected issues (and supporting them through it when necessary) will keep them around.

Our favorite picks for burnout-busting events:

- Escape rooms
- Light-hearted, proctored debates\*
- Scavenger hunts
- Problem-solving workshops

\*example: for/against pineapple on pizza

#### 4. Invest in Your Team's Bottom Line

If you want your employees to personally care about your company, you have to show you care about your employees! Invest in their wellbeing and give them reason to trust that you don't just see them for what they can do for you.

**RESULT:** If your employees trust that you have their best interest in mind as an employee and a person, you'll get the best out of them. This applies to productivity, collaboration, quality of work, team cohesion... you name it.

Our favorite picks for investing in your employees:

- Match funds for gym memberships
- Bring in a fitness instructor once a week for a fun group activity
- Offer them the opportunity to provide feedback
- Offer a benefits package that includes mental or spiritual health
- Give an extra day off here and there
- Celebrate employee appreciation week!

#### Your role in it all...

Whatever team recreation event you go with, remember to be honest about why you're organizing it. Your employees need to trust your motivations, so make it clear that their wellbeing, health, happiness, comfort within the office, bond with coworkers, and work/life balance is important to you.

Even the best leaders can seem intimidating to some employees, creating hesitancy to reach out and discuss things like workplace concerns, career changes, or even new ideas for growth.

It's important your team knows you're on their side. As you start to plan your team recreation schedule, consider these top 3 tips:

- Employees will not choose to pay to participate. If you want them involved, host it.
- Employees will rarely choose to participate in their free time. When possible, company events should happen on company time. If they're forced to use their already-limited free time, they may end up resenting it and the benefits could be lost.
- Avoid declined invitations to participate by covering basic needs that could keep employees from joining. For example, offer childcare, provide access to adequate facilities or resources... whatever it takes to add convenience into the equation.

Still looking for ways to improve retention through recreation with your team? Kick off team building with a brainstorming session about... (you guessed it) team building! Use their ideas and contributions as a starting point to start **thriving** together!

**Want to learn more about the many other ways we can help you and your team thrive? Let's Chat!**

Explore other articles online at:

[asenmarketing.com/blog](https://asenmarketing.com/blog)



*"To win in the marketplace you must first win in the workplace. If you don't have a winning culture inside, it's hard to compete in the very tough world outside."*

**- Doug Conant**  
CEO, Campbell Soup

*“Asen makes an active effort to understand our business holistically. Our teams work well together and are constantly identifying opportunities for improvement as a result.”*

**Matt Schenk**  
President & CEO, Midlab

## marketing PRO TIP

### Align Sales & Marketing Teams

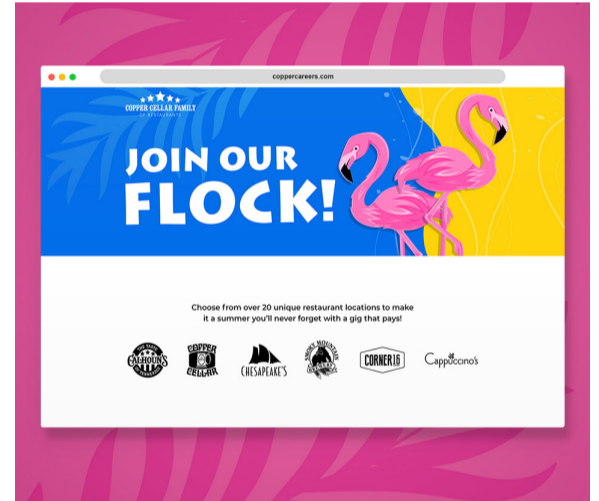
When sales and marketing aren't aligned, it can lead to problems like wasted resources, missed opportunities, and lost sales. However, companies that take the time to align these two teams find it has a significant impact across the board.

**Businesses with aligned teams experience a 36% higher customer retention.**

# CLIENT NEWS

## The Copper Cellar Family dives into summer with their new hiring campaign.

The Copper Cellar Family of Restaurants is no stranger to comprehensive marketing campaigns. This summer, we partnered with their team to create a bold new hiring campaign that utilizes digital and email marketing, creative billboard designs, bright in-store signage, fun stickers, and more.



### HAVE A PROJECT IN MIND?

Give us a call at 865.769.0006 or visit [asenmarketing.com](http://asenmarketing.com)



## Dead End BBQ shows off their award-winning food & drinks with mouthwatering new photos.

90% of consumers search for food options before making a decision. With so many options available, restaurant brands need to utilize stand-out food and drink photos in their marketing. These shots for Knoxville-owned, **Dead End BBQ**, help create excitement around the brand and draw in repeat business. Look out for more exciting updates coming from this Asen partner soon!



*\*photos by asen*

# WORDSEARCH *Can you find them all?*

- Sale
- Project
- Close
- Offer
- Results
- Lead
- Product
- Invest
- Performance
- Campaign
- Content
- Target
- Plan
- Workflow
- Account
- Business
- Customer

W N G V R T P I Z P C C K A B  
 P S Z B Z E A L U V S P N W T  
 E J I K A A S R A H V N I L E  
 R I A S W R E U G C W O N R A  
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 C J W A U T N B O M O J A E S  
 E C A M P A I G N F G S N N S  
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 L R B C U S T O M E R M A I R

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level and tailor your messages accordingly. And remember, you're talking to accounts here—not just one specific position.

Although you are still targeting the entire account with ABM, you'll find multiple positions to speak with—each with different priorities—within each account. It's important to include all prospects in your ABM process to ensure total account buy-in and alignment, even though each position will require personalized messages to make the greatest impact.

### 2. Planning:

Develop your process by determining what approach you want to take to reach and resonate with target accounts. From digital advertising to direct sales to traditional marketing, the most effective ABM campaigns engage with leads via multiple channels and touchpoints. Planning a dynamic, memorable process that complements your sales teams' efforts will help produce the best results. Just make sure it's a process everyone on your team understands and feels invested in.

### 3. Closing:

Arguably the most important part... Stick to the set process and encourage your team to do the same! If someone goes rogue with their own agenda, the process will fall apart. If sales and marketing aren't aligned, the process will fall apart. The good news is, those who follow the processes and communicate progress updates along the way have an easier time closing new accounts.

## Is Account-Based Marketing right for your business?

**Contact us to find out more about ABM!**

Give us a call at 865.769.0006 or visit [asenmarketing.com](http://asenmarketing.com)

# ASEN UPDATES *The latest staff happenings.*



A bittersweet farewell... Congrats to Mark Perriguet, Senior Art & IT Director, on his recent retirement! Enjoy this new chapter, Mark!



Meet Sam—Junior Designer and the latest addition to team Asen! Check out our site for more on Sam's role at Asen and a few fun facts.



With several new meeting areas and some bright, flashy signage, our updated office space is perfect for coming together to create!



We had so much fun macra-making hanging plant holders at our recent Macrame event. Learning new crafts together is a team favorite!