

Account Mapping

The most successful demand generation programs are centered around two components: **Inbound** and **Outbound**. An effective Inbound strategy will deliver a high volume of lesser qualified leads, while your Outbound strategy will actively vet accounts to provide more highly qualified leads. While the execution may be different, the qualification of Inbound leads and the generation of Outbound leads both rely on a practice called **Account Mapping**.



What Is Account Mapping?

In tech demand generation, account mapping is the identification of critical details within an account: competitive solutions in place, buying timeframe, decision makers / budget owners / evaluators, etc.

The initial mapping of an account should be done as a part of the planning process before you kick off a campaign. Once target accounts are marked and personas are developed, marketing should gain as much intelligence through primary research as possible. This will enable your Sales Development Reps (SDRs) to become highly efficient lead generators. The skills to Account Map effectively do vary for Inbound and Outbound reps, as do some of the **results that Account Mapping provides:**

Inbound

Incorrect or missing lead data is a common Inbound roadblock, which can be huge issue for sales and marketing teams. Inbound SDRs should fix or fill in these important details in their account mapping process to improve overall funnel & database health.

SDRs should also be adding additional contacts to an Inbound account before followup. dD found that **Account Mapping increased Inbound conversion rates by 25%** over traditional followup methods.

Outbound

Outbound SDRs thoroughly research an account through different channels to efficiently identify a champion, to be armed with intel prior to the call, and to build a strong rapport with prospects.

Outbound SDRs will then be able to improve their on-call effectiveness, ultimately increasing conversion rates and lead production. This set of processes should be defined, repeatable, and measured in order to maximize success.

52%

Rep-added contacts represent 52% of ALL qualified Outbound leads.

Why Should My Reps Account Map?

Besides the **direct increase in leads & revenue**, Account Mapping improves **conversion rates of nurtured leads** and enhances the marketing team's ability to be successful with **improved data & intelligence:**

Intelligence

23%

dD reps provided intelligence for 23% of a previously uncaptured (by client) & highly competitive market.

Through well-executed Account Mapping, SDRs also accrue valuable intelligence, including: budgets, time-frame, competitive analysis, decision-maker profiles, etc.

Leads that don't convert or move down the sales funnel now become valuable assets to your sales & marketing teams. The collection of this data will improve marketing campaigns, sales effectiveness, and provide return on future conversion rates.

Lead Nurturing

As mentioned above, the process of Account Mapping enables SDRs to develop a strong rapport with prospects who are interested but not currently ready to buy.

This rapport is a pillar of our Two Way Nurturing process that **enhances traditional marketing automation programs with a conversion increase of 7%**. Knowing and staying up-to-date with a prospect's needs, budget, and team dynamic is extremely valuable.

