

Achieving ABM excellence with LinkedIn

ramco

Location: Chennai, Tamil Nadu | No. of Employees: 1,001-5,000 | Industry: Computer Software



“We find that LinkedIn is inherently built for ABM. We use its sniper targeting capabilities to achieve personalisation at scale and drive relevant engagement based on the lifecycle stage of our prospective accounts. About 90% of the Marketing Qualified Leads we generate from LinkedIn now convert to Sales Qualified Leads.”

Prakash Ramnath

Associate Vice President - Global Marketing, Strategic Alliances & Partnerships, Ramco Systems

Part of the US\$1 billion Ramco Group, Ramco Systems is a next-generation Enterprise SaaS provider disrupting the market with its offerings across HR and Global Payroll, Aviation MRO & Defense, ERP & Logistics, enabling enterprises to thrive digitally.

Ramco’s business growth over the past few years triggered a shift in focus from serving mid-market to larger enterprises. With longer sales cycles and larger buying committees to contend with, the company began moving away from search advertising to an account-based marketing (ABM) strategy on LinkedIn. Internally, Ramco makes it a point to refer to this as an “account-based strategy” to better reflect the alignment across the organisation that is needed to execute this strategy.

“ABM success happens from the inside-out. It starts with sales and marketing alignment but it also requires close collaboration with other functions like customer success,” said Prakash Ramnath, Associate Vice President - Global Marketing, Strategic Alliances & Partnerships.

This holistic view is evident in how Ramco leverages the LinkedIn ecosystem to achieve its 360-degree objectives:

- **LinkedIn Marketing Solutions** for precise targeting and personalised messaging across target accounts at scale
- **LinkedIn Sales Navigator** to build account intelligence and drive relationship marketing
- **LinkedIn Talent Solutions** for employer branding and talent acquisition

Results

Lead Generation

Up to **90%**

of Marketing Qualified Leads generated from LinkedIn convert to Sales Qualified Leads



Sales Pipeline

56%

of accounts in the active sales pipeline were exposed to LinkedIn ads



Inbound Deals

40%

of all marketing-generated opportunities are influenced by LinkedIn



Aligning people & technology

An important cornerstone of any ABM strategy is selecting and segmenting the right target accounts. This exercise is often a litmus test of sales and marketing alignment — and it's one that Ramco passes with flying colours.

“Organisationally, our Global Marketing & Partnerships team is closely aligned with the Sales team. Because marketing performance is measured in terms of customer wins and company orderbook through marketing-generated opportunities, we essentially share the same end-goal as our Sales colleagues,” revealed Prakash.

This alignment is further supported by technology. Ramco's sales tech and martech stacks are fully integrated into a single platform, which LinkedIn is also plugged into. This ensures that both teams are looking at the same datasets and share the same view of the customer.

All these help to ensure that Ramco's Sales and Marketing teams are working in tandem to select and segment the right target accounts.

Marketing focuses on building brand salience to garner the attention of prospective accounts that currently have low-to-no buying intent.

These form a large part of Ramco's marketing efforts on LinkedIn. The objective is to build brand salience among these accounts as groundwork for future sales opportunities. It adopts a one-to-many mass marketing approach to achieve scale and efficiency.



Marketing influences high-intent and high-value accounts to enable sales.

Ramco's one-to-one and one-to-few marketing efforts, which are highly personalised and much more resource-intensive, are reserved for high-intent and high-value accounts that have been earmarked by Sales. The objective is to drive pipeline velocity and increase conversion ratio.

Aligning objectives & engagement

With objectives in place and targeting locked in, Ramco plans each campaign against the customer lifecycle, using LinkedIn Marketing Solutions' suite of ad formats to customise each touchpoint and deepen engagement.

For example, it uses Sponsored Content (Single Image Ads) and Carousel Ads to evoke interest and build brand awareness at the top of the funnel. It uses Video Ads for effective visual storytelling and retargets audiences by engagement behaviour to continually nurture them throughout the journey.

Ramco's test-and-learn culture also makes it open to experimenting with new audience engagement formats. When the COVID-19 pandemic made in-person events impossible, the company quickly pivoted to LinkedIn Events and LinkedIn Live. As both are an integral part of the LinkedIn Marketing Solutions suite, they fit seamlessly into Ramco's ABM campaigns, helping to amplify its audience acquisition and engagement efforts.

“Our account-based strategy guides us to look at results through a different lens. For events, for example, we're now less focused on total registration numbers and more interested in how many of our target accounts are attending. Hosting our events directly on the LinkedIn platform ensures that this touchpoint is seamlessly embedded in our larger marketing goals,” noted Prakash.

“LinkedIn is really effective for ABM because it tracks account-level engagement so we can prioritise our efforts to translate engagement surges into sales conversations.”

Through sustained ABM efforts, the Marketing team has enabled several multi-million dollar deals — a key business objective for Ramco — with some directly attributable to LinkedIn. With this success, the company expects to continue leveraging the platform to orchestrate its account-based outreach as it works towards its growth ambitions.