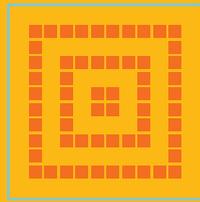




Leveraging the Power
of Account-Based
Marketing with
Referral Sources

Transcend[™]
Strategy Group



High Precision Requires Great Aim

ABM's power is its ability to deliver a new level of specificity to individual recipients. To maximize your marketing budget, it's critical to lead with a strategic foundation that ensures you are targeting the right people with the right message at the right time.

Find out how Transcend's strategic approach can help you reframe your value, more meaningfully connect with key decision makers and grow to your potential.

Contact Stephanie@transcend-strategy.com for more information.

transcend-strategy.com

Raise your value to referrers with laser focus

Reaching out to highly targeted audiences, such as individual decision makers within referral sources, can pose a challenge for senior care providers. This is especially true during times like the current COVID-19 pandemic where the option for face-to-face contact is limited. Now and into the future, it will be critical to find innovative new ways to communicate and deliver value to your referral sources. Taking these steps now can meaningfully deepen your relationships with them, sustainably increasing your referrals for the long term.

WHAT IS ACCOUNT-BASED MARKETING?

Account-based marketing (ABM) can play a powerful role in supporting high-value engagements with these audiences – offering you the precision to reach specific people in key roles at organizations you want to connect with.

It's a focused approach to marketing that allows you to proactively identify the "accounts," or referrers, with the greatest opportunity for growth and channel your marketing energy into personalized messages directed to their unique pain points. For example, you could zero in on certain disease states relevant to a particular referrer. It essentially enables one-to-one advertising that can complement your one-on-one relationships.

(See next page for how ABM flips the traditional lead nurturing funnel.)

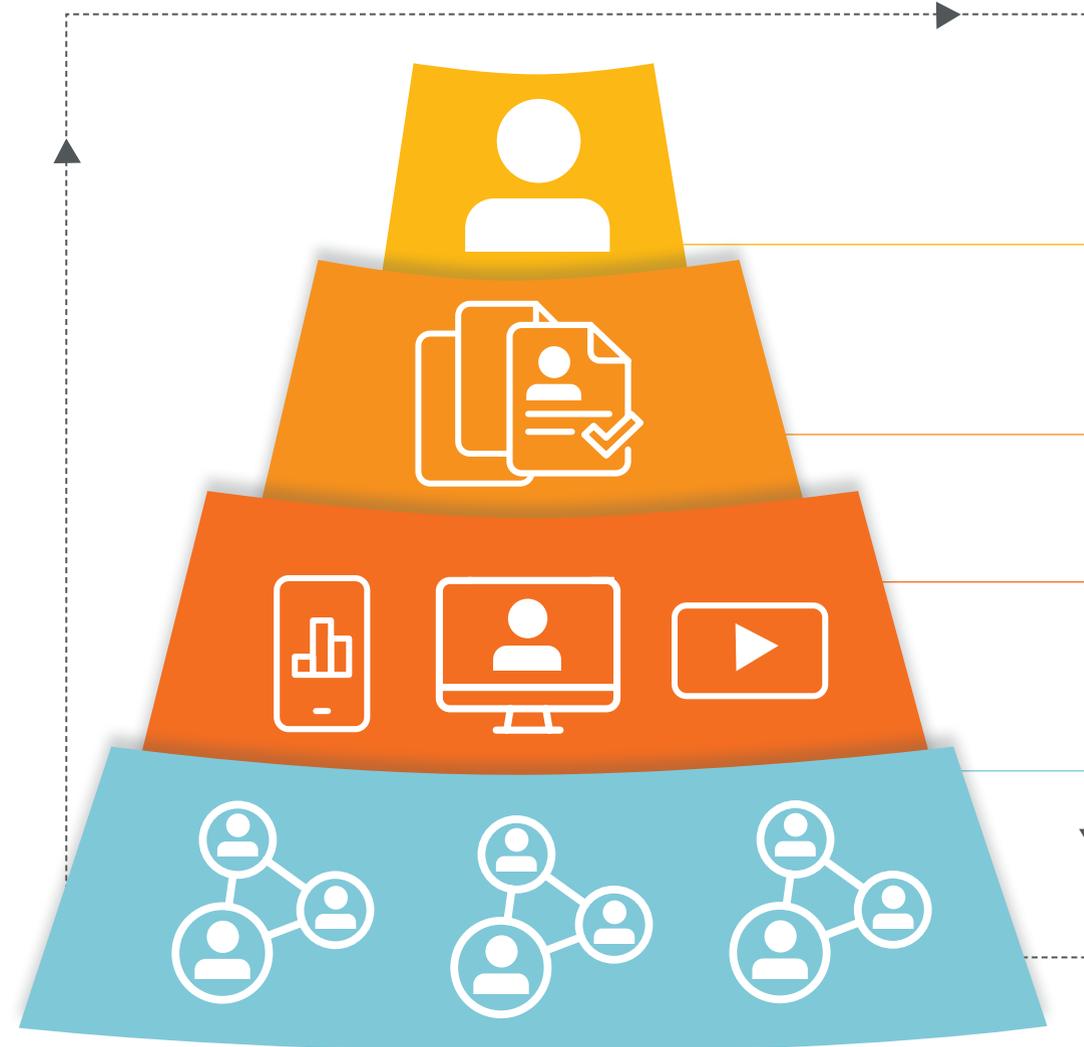
Achieve an unprecedented level of personalization and insight with:

- **One-to-one targeted outreach** to designated leaders at specific organizations with highly customized messages.
- **In-depth data on prospect engagement** that can be used to inform relationship development strategies and provide critical intel to referrer liaisons.
- **More efficient use of marketing budget** – Rather than spending money on a big list of leads that may be a poor fit, ABM serves targeted, personalized ads to only the most qualified ones.

Reframe. Connect. Grow.

ABM Flips the Funnel

Transcend's approach focuses on your highest-value sources



Account-based marketing flips the traditional lead nurturing funnel on its head. While marketing often focuses on lead generation, Transcend's strategic account-based approach begins with identifying and targeting your highest impact referral sources. You can then serve personalized messaging to the individual decision makers at these providers, such as a hospital discharge planner or physician's office manager.

1. IDENTIFY

First, Transcend works with your marketing and referrer liaison teams to define a list of target providers that are the best fit for your organization. To do this, it's crucial that your team agree on your ideal referrer profile.

2. EXPAND

Next, Transcend takes your list of target accounts and expands the profiles with the contact information of key individual stakeholders and decision makers.

3. PERSONALIZE AND ENGAGE

We then target your marketing approach to the individual as much as possible, developing tailored messaging and creative that will reach specific decision makers with a one-to-one focus.

4. ACTIVATE AND CONNECT

With ABM's deep engagement and intent data in hand, you can help your liaison team identify who to reach out to when, and what pain points to discuss with each of them to continue building strong relationships.

5. MEASURE

Transcend continuously analyzes performance data focused on account-level KPIs, which are used to fine tune your ABM campaigns as well as guide other referral relationship communications and activities.