



COLORED

MOI-ER OF THE MONTH  
**GUESS  
WHO?!**

MAY EDITION



CENS



# KATIE ROYCE!

“SHE’S WORKING INCREDIBLY HARD AND JUGGLING A HUGE AMOUNT. **PLUS, I’M LOVING HER NO-BS ATTITUDE!**”

## FINDING THE BEST OF THE BEST

Over the last few months, account director Katie has proved herself to be an expert in account-based marketing by leading a huge ABM campaign.

*“She’s managed several projects, while still remaining fun to work with and not applying unnecessary pressure on the execution team.”*

## A COMPLEX CAMPAIGN

The ABM campaign consists of three layers:

### Awareness layer

An online eBook and video, along with media banners and social posts to promote it, are targeted to key personas within the financial services industry.

### Light ABM layer

Bombora is used to identify accounts that are actively showing interest in topics relating to transformation. Social content is created to position key sales leads as thought leaders.

### Targeted ABM

Insights into each target account inform more in-depth personalisation of the eBook, video and social content. A video direct mailer and a print version of the eBook further expand reach and engagement levels.

## ON TRACK

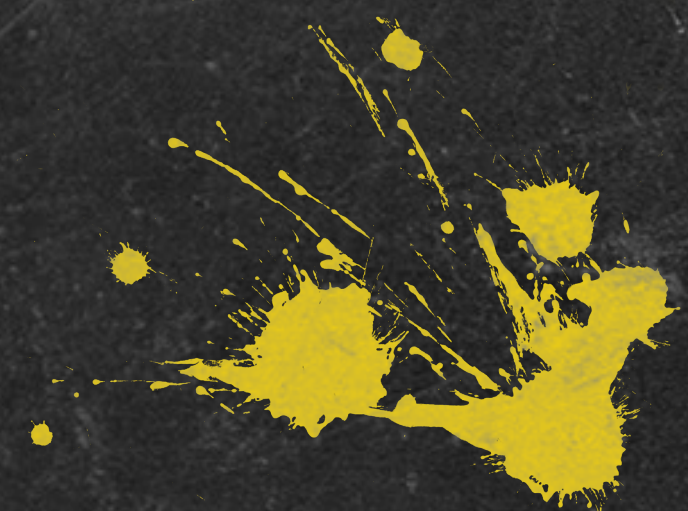
Naturally, there have been many, many deliverables throughout this campaign. But Katie worked tirelessly with everyone involved – from client services to the creative studio – to make sure all the content was truly personalised and always staying true to the proposition.

*“Katie is the agency’s go-to expert on all things ABM.”*

### What’s next?

With the awareness layer now live, Katie is currently looking at ways to optimise, such as A/B testing based on results that include landing page heat maps.

*“She’s worked flat out on all her clients while still finding the time to smile and think of her colleagues – she’s found the brighter side of things.”*



**THANK YOU FOR ALL  
YOUR HARD WORK**

Sincerely,  
The MOI Team