

WHAT IS ACCOUNT-BASED MARKETING?

Today, many B2B companies use content marketing strategies to grow revenue – creating a series of helpful and interesting content to win over prospective customers. The downside of this approach is that when marketers focus on content that gets the most downloads, they end up creating for too wide of an audience base, and aren't always able to meet the needs of the prospects that are most likely to become customers.

In ABM, marketers think more like salespeople – which is why it can yield big results. Instead of producing content to reach as many prospects as possible, marketing and sales work together to identify target accounts aligned with the company's sales strategy – and then nurture them with more personalized touch points. Wooing this smaller, select group of contacts takes more time, but they have a much higher likelihood of becoming customers.

ABM brings sales and marketing teams even closer together - harnessing both teams' strengths to land the company's hottest prospects.

97%

of marketers achieved higher ROI with ABM than with any other marketing initiatives
– Alterra Group

84%

of marketers say ABM strategies outperform other marketing investments
– ITSMA

standing
partnership

**READY FOR A NEW
MARKETING APPROACH
WITH BETTER ROI?
LET'S TALK!**

HERE'S THE ABM PROCESS IN A NUTSHELL

1

Identify target accounts

2

Research pain points to develop messaging

3

Develop flow of highly personalized touch points

4

Create supporting targeted content assets

5

Implement outreach

6

Measure results and ROI

HOW DOES IT WORK?

ABM strategies help B2B companies focus resources on their best-fit prospects.

If you're trying to grow revenue, but feel like your current marketing efforts aren't delivering results, it might be time to try account-based marketing (ABM).

**GROW
REVENUE
WITH
ACCOUNT-
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