

A person in a red jacket and yellow helmet is climbing a steep, rocky cliff face. The climber is positioned on the right side of the frame, reaching up with one hand. The background features a vast mountain range under a clear blue sky, with the sun low on the horizon, creating a soft glow. The overall scene conveys a sense of challenge and achievement.

# Account Based Marketing

Where marketing and sales align in pursuit of target accounts

**CREMARC**

# Why Account Based Marketing?

There is no better feeling than winning that big deal. A massive slice of the sales target is achieved and the whole company gets a push in the right direction.

However, it's not easy. Big deals seldom come to you so you can't just go with the flow. You have to take on the white water and this is where traditional marketing just doesn't cut it.

Account Based Marketing (ABM) takes a different approach by focusing on one or maybe a handful of big deals.

It meticulously researches these accounts to identify key influencers and decision makers. Then it grabs attention by delivering highly personalised messages to key individuals across the organisation.



A swimmer wearing a white swim cap and black goggles is shown from the chest up, reaching out with their right arm towards the right side of the frame. The swimmer is in a body of water with white, turbulent rapids or a waterfall in the background. The overall scene is dynamic and energetic, symbolizing reaching for a goal.

# The Big Deal

## Developing an Attack Plan

ABM is not about taking your proposition to market and hoping the market will engage. It is about setting your sights on the prize, the big deal, and reaching out for it.

As the term suggests, ABM focuses on the sales goal - a particular enterprise account you want to win, or a sector you want to dominate.

It then involves developing an Attack Plan that not just complements target account selling, but actually steps it up a number of levels. It surrounds the account with marketing plays that gets you high and wide in the organisation and engaged with the people that can make things happen.

A man with a beard, wearing a grey knit beanie, a dark jacket, and dark pants, is climbing a snowy mountain peak. He is holding a rope and looking down. The background is a vast, snow-covered mountain range under a clear blue sky.

# Research & Prepare

## Every mountain has a path

Every mountain has a path, it is just that you cannot see it from the valley. That is why you need ABM. Before you try and climb the mountain, you need to understand it, find the path and get help along it.

By meticulously researching an account or a sector, we help you understand the power circle and the vocabulary they use to describe their priorities.

If your propositions do not use this vocabulary, your targets will not be able to associate your solutions with their problems – what you say will be judged to be 'interesting', but will not be 'compelling'.

With ABM will ensure you target your marketing to 'hit the mark' – getting the right compelling message, addressed in the right language, to the right people.



# Align Resources

## Focused on a Single Outcome

Momentum is gained when everything is pulling in the same direction; it is not about luck, it is about earning the right to be lucky.

ABM programmes are not single threaded. Instead, they attack accounts with a series of co-ordinated and perfectly timed strokes, all focussed on a single outcome.

ABM does not close the sale, but it does open doors, connects your sales team to the right people and arms them with the insights they need to be far more effective.

# Get Your Message Across

## Make it Personal

How do you get your message to be received and understood by the executive you want to talk to? It's not easy.

However, if you know what their top priority is, how they think and what they are passionate about – you can make it easier.

So make it personal. Engage with your key targets by delivering your message in their language and aligned to their interests.

If they are facing a tough challenge, then you've got to show how far you will go to solve it for them.



A blue piggy bank is shown from a side profile, wearing a red and white striped helmet and skis. It is racing down a snowy slope, with motion blur in the background suggesting speed. The piggy bank is the central focus of the image, positioned on the left side of the frame.

# Where Does Crearmac Fit? Your Partner in ABM

At Crearmac we think like sales people and act like marketers. This is why we are particularly good at Account Based Marketing.

Our understanding of the technology sector and the technology buyer enables us to get things right first time.

Our expertise around ABM programmes including research, content creation and campaign execution, means that you quickly build speed and drive results.

Our purpose is to be your partner in ABM: helping you and your company to hunt down and win the deals that transform your business.

A person wearing a blue t-shirt and red and black gloves is shown in profile, looking at a smartphone. They are standing in a vast, open field with rolling hills in the background under a clear blue sky. The scene is brightly lit, suggesting a sunny day.

# What Next?

Reach out to us, we would love to hear from you.

There is nothing we like better than to kick around some ideas and explore where and how we can help.

Call us and ask for Chris or Gary.



# CREMARC

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