

ACCOUNT SELECTION

Identify specific accounts you're going to target. Usually manual and reflective of existing sales assignment of accounts, this is a mission critical area that could greatly benefit from more robust solutions, like the growing list of B2B Predictive Analytics platforms.

MEASUREMENT

Descriptive analytics based upon account level activity (rather than channel, campaign or platform), designed to identify and optimize results of investments and optimize the relationship between the account marketing plan, content and orchestration.



INSIGHTS

This is the planning and preparation stage: account profiles (decision makers, buying process, trends, needs identification, value props), account marketing plan (strategy, objectives, media, budgets), data preparation (aggregate, cleanse, append, roll up to account).



DISTRIBUTION

Deliver impressions based upon orchestration parameters (email, phone, website, display, social, search).



ORCHESTRATION

Define and configure the relationship between account marketing plan and content and channel delivery.



CONTENT

Content strategy and production drive the media and messages to be delivered in order to achieve each account marketing plan.

