

# THE WHATs & WHYs OF

# B2B ACCOUNT-BASED MARKETING

Account-Based Marketing (ABM) is a targeted strategic approach to business marketing, based on personalized campaigns for accounts (businesses) rather than individuals, industries or markets.



**71%**

of companies (primarily from the EU) use personalization

**56%**

More than 1/3 of companies are either starting or scaling their ABM efforts

**84%**

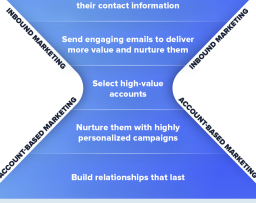
of marketers who measure ROI state that ABM outruns other marketing efforts

## Advantages of Account-Based Marketing

- 1 Helps to faster identify higher value clients
- 2 Leads to better marketing and sales departments' coordination
- 3 Relatively easy to optimize, hence more efficient
- 4 Delivers higher ROI
- 5 Results in better experiences and happier customers



## HOW IT WORKS?



## Main steps to build a sound ABM strategy

- 1 STEP** Select high-value accounts - single out accounts that fit the ideal customer profile for your company
- 2 STEP** Identify key individuals for each account - know and be able to address each of the accounts' decision makers who influence the close of the deal
- 3 STEP** Create campaigns that resonate - personalize your campaigns mapping them to each target's buying cycle
- 4 STEP** Choose the channels that fit your targets best - identify what are the channels that your target accounts use most. In the case of B2B it is very likely to be email, but make sure you know the technologies they use
- 5 STEP** Develop a step-by-step strategy - draw the actions chart for both your marketing and sales people for every target account response scenario
- 6 STEP** Launch highly-personalized campaigns - amp up the individual approach in addressing each of the accounts to build relationships as strong as possible
- 7 STEP** Track accounts' movements across the pipeline - accrue results and analyze them continuously (which is easier with account-based marketing) and adjust your further actions accordingly

## Which one is better?

**INBOUND MARKETING VS ACCOUNT-BASED MARKETING**

Both account-based and inbound marketing prove to be very efficient, and combining the two efforts may deliver some of the best results



## SIMILARITIES

1. CUSTOMER-CENTERED
2. VALUE-DELIVERING

## Divergences

INBOUND MARKETING		ACCOUNT-BASED MARKETING
Starts with the interaction of the visitor with your content	1	Begins with a personalized approach to each target account
Results in content created for the buyer persona	2	Displays content personalized for the ideal customer profiles
Targets industries and/or markets	3	Aims at highly targeted accounts
Can be for both B2B and B2C	4	Is largely used for B2B
Focuses on the quantity of leads	5	Sets the emphasis on the quality of leads
Consists of providing high-quality content	6	Focuses on 'ideal customer' accounts via highly personalized campaigns
Excels more deals due to being more popular and easier to apply than ABM	7	Registers fewer deals due to the difficulty to obtain and efficiently apply high-quality data
Generates a smaller average revenue from closed deals mainly due to a wide range of prices thereof	8	Brings higher average revenues due to personalized solutions' delivery and 'big' clients' targeting
Relies on the quality of information on which delivered content is based	9	Depends on the perfection of accounts' data, on which personalization is built

