

# ABM: Account Based Marketing

SALES STRATEGY. TECHNOLOGY. RESULTS. ALIGNED.

Many B2B businesses focus solely on marketing to as many accounts as possible. Hoping to gain new leads with every campaign, email, or marketing communication sent out.

This is to attract as many people as they can within their market - basically fishing in the ocean.

What if you could fish in a barrel? Start looking at it from a different perspective, focusing on fewer accounts but bringing in more revenue.



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## ACCOUNT BASED MARKETING

Account Based Marketing (ABM) focuses on specific people, with specific needs, at specific accounts that are key targets for your company. Seamlessly bringing together sales and marketing to accelerate time to revenue. This proven method ties people and experiences together across all touch-points.

When implementing and running ABM it is important to leverage technology to manage the depth and breadth of engagement within your target accounts. Leadous can help you select, implement and manage your ABM technology. Putting you in a position of success managing the goals and KPIs of your strategy to focus on the accounts driving the most engagement.

When it comes to a successful ABM marketing strategy, **there are five key phases that ensure success:**

1. Preparedness
2. Audit & Plan
3. Technology Platform Selection and Implementation
4. Strategy and Execution
5. Measurement and Optimization

**Preparedness** This phase gets you ready for what is needed to successfully implement an ABM strategy. Leadous helps educate stakeholders and teams on the purpose and value of ABM, organize data and review existing systems to understand how it will all fit together. Ensuring alignment so sales and marketing move forward together.

**Audit & Plan** Leadous will walk through an audit of what is currently running for your marketing initiatives configuring what will work, and what won't work. Then together sit down and plan out goals and KPIs to reach the new marketing Initiatives. Identifying your targeted account's needs and how your company can bring value to them. Creating a plan for each targeted account, allows your company to accelerate the sales cycle and deliver a full experience.

**Technology Platform Selection and Implementation** Account-level visibility starts with ensuring your company has the necessary technologies and integration points in place to run a successful ABM marketing strategy. Leveraging specific features, such as Real-Time Personalization, will help to ensure channel engagement and detailed data. At this phase you can determine the reporting requirements for a roll up of each account or contact within the account.

**Strategy and Execution** Leadous will guide your team in creating a strategy that supports your ABM goals. The ABM strategy includes a detailed understanding of the account penetration and the best method at getting engagement with those accounts. Creating a strong strategy based on the target accounts industry and needs, paired with what value your company offers and how you are going to execute. Once a plan is in place, with the correct technology, ABM is then implemented and executed.

**Measurement and Optimization** Once implemented all communication initiatives will be measured to ensure ROI. Leadous will guide you and your team through reports and measurements, ensuring all marketing channels are helping your company reach its target accounts. Collaborate with your team on a shared strategy that is laser focused on the right target accounts, validating through measurement and optimizing for program achievement.

Choosing Account Based Marketing as part of your B2B marketing strategy, gives you focus, and accelerates both your time to revenue and your return on marketing.

## ABOUT LEADOUS INC

We believe that marketing is a Human Experience.

Behind every email, logo and computer screen are people waiting to engage with the world around them. We connect people to your brand by enhancing your marketing strategy with purposeful automation that drives mindful digital experiences. Building a sound foundation for your team to deliver business results and create happy clients.

HAPPY CLIENTS are how we measure our success.

**Proud Platinum Partner of Marketo Engage**  
Let us lead you. | [www.leadous.com](http://www.leadous.com) | 844-LEADOUS

## CONTACT US

Find out how we can help you reach your Digital Marketing goals by contacting our team today.

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