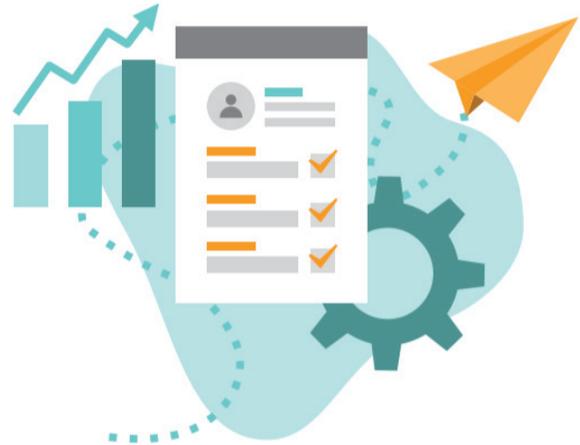


# ABM: Account Based Marketing

**SALES STRATEGY. TECHNOLOGY. RESULTS. ALIGNED.**

Hoping to gain as many new leads as possible with every marketing effort means many B2B businesses focus solely on marketing to as many accounts as possible. This attracts as many people within a market - basically fishing in the ocean.

What if you could fish in a barrel? This change in perspective brings a focus on fewer accounts that ultimately can bring 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. This strategy is best for 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. This positions you to successfully manage the goals and KPIs of your strategy and 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:

- ✓ Preparedness
- ✓ Audit and plan
- ✓ Technology platform selection and implementation
- ✓ Strategy and execution
- ✓ Measurement and optimization

## PREPAREDNESS

This phase gets you ready to successfully implement an ABM strategy. Leadous helps educate stakeholders and teams on the purpose and value of ABM. Teams collaborate to organize data and review existing systems to understand how it will all fit together. This ensures alignment so sales and marketing move forward together.

## AUDIT AND PLAN

Leadous audits your current marketing initiatives, taking time to determine what is working and what needs work. Then, together, our team and yours plan out goals and KPIs to reach the new marketing initiatives. This planning phase identifies your targeted accounts' 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 collection. 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 key accounts and the best methods for engaging with those accounts. By creating a strong strategy based on the target accounts' industry and needs, and pairing it with the value your company offers, an executable plan can be finalized. Once a plan is in place, with the correct technology, ABM is then implemented and executed.

## MEASUREMENT AND OPTIMIZATION

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

Choosing account based marketing as part of your B2B marketing strategy gives you focus and accelerates time to revenue while allowing you to tie costs to marketing programs to best evaluate your ROI.

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### ABOUT LEADOUS INC.

Leadous is a revenue performance agency focused on maximizing high growth and enterprise brands that invest in Adobe's Journey Orchestration products, specifically Marketo Engage and Bizible, to drive predictive revenue. Leadous' certified consultants support digital marketing transformation initiatives, giving Marketers the confidence to increase the capacity, efficiencies, and effectiveness of their marketing operations to drive measurable growth. The Marketing Automation Progression Model™ is the foundation for how Leadous guides brands through their evolution based on the people, process, and technology it takes to be best in class.

**SPECIALIZED** Marketo Engage

Proud 7+ Year **Platinum Partner** of Adobe

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