

How To Activate a Smarter Go-To-Market™ with Account Intelligence

It's not just about going to market, it's about staying in-market.

When it comes time to launch a new product or service or break into a new market, you want to make an immediate positive impression. For that, you need a solid go-to-market plan.

But you also need to incorporate brand experiences that engage and nurture buyers across their brand journey for the long term. (So the brand loyalty pool is kept full after the big splash.)

So how do you engage your best audiences?

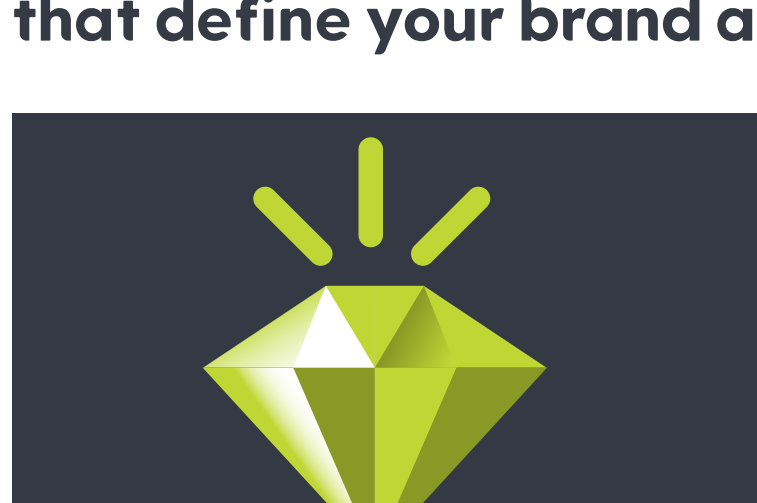
Modern buyer journeys are almost entirely digital. And for that, you need a Smarter GTM™ that's powered by account intelligence.

With Smarter GTM™, B2B marketers leverage data and insights on the digital plane to engage business buyers in a trusted way — on their own terms and throughout the B2B lifecycle.



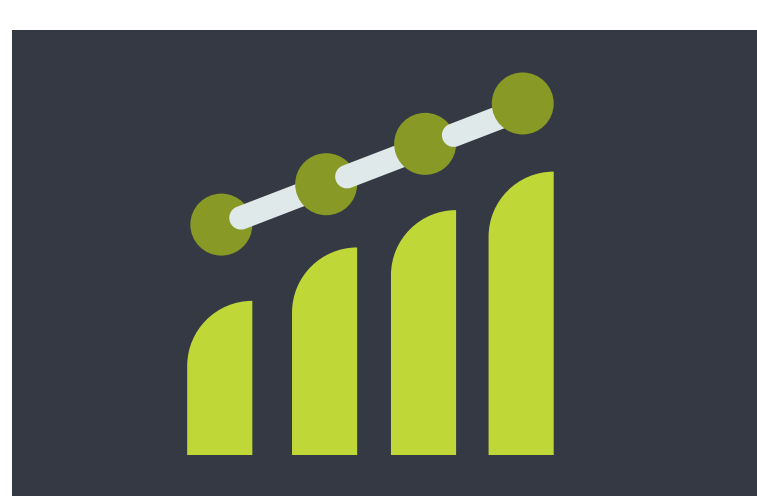
Smarter GTM™ also applies the principles of Customer Experience (creating delightful brand experiences) and account-based marketing (communicating to members of the buying committee with content that's relevant to them).

Smarter GTM™ improves lifetime value through experiences that define your brand across your GTM.



Lifetime Value with Smarter GTM™ = Increased Average Value of Sales x Number of Transactions x Increased Retention Period

How do you implement Smarter GTM™ ?



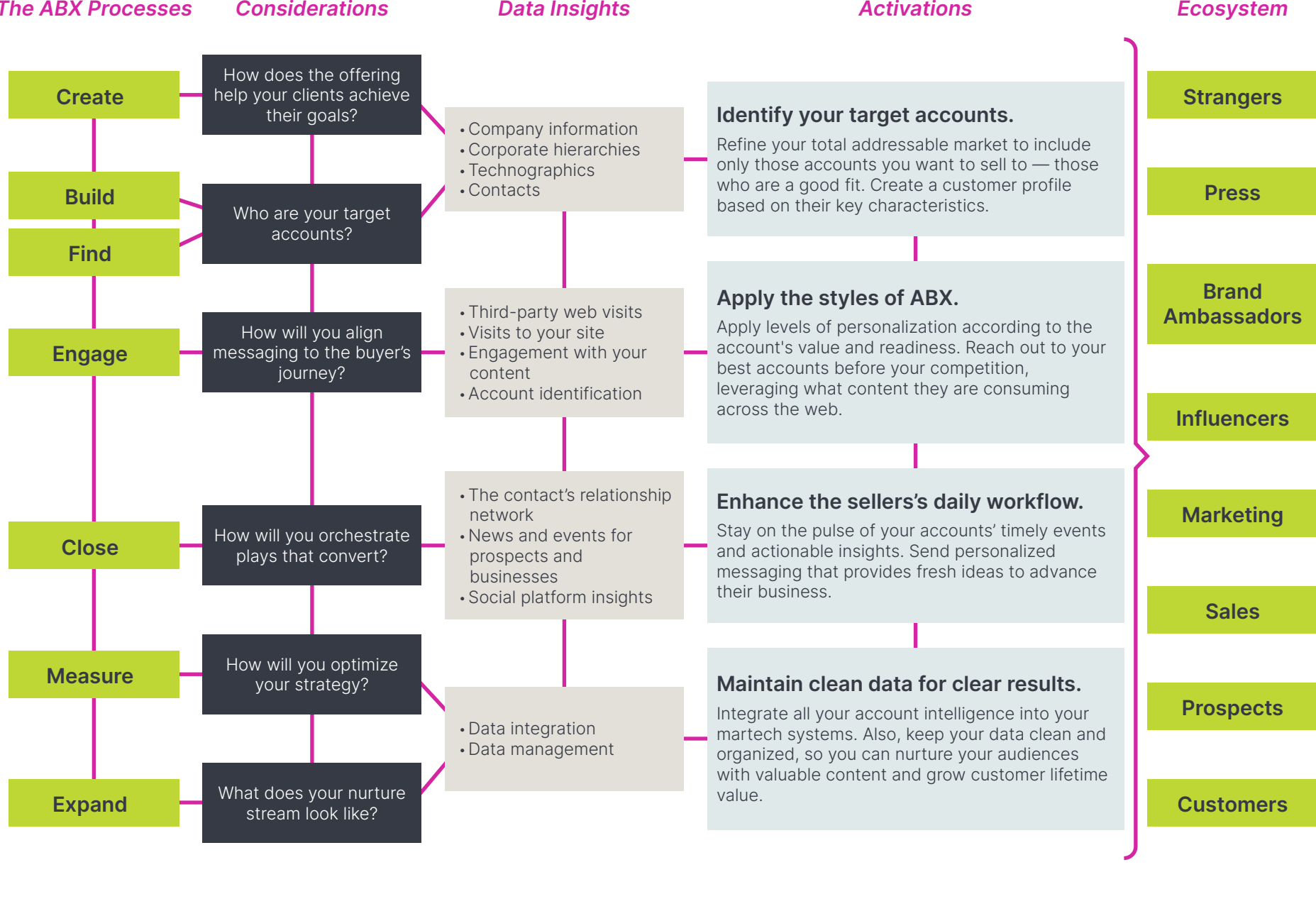
Successful Smarter GTM™ strategies apply tactics from seven foundational processes: Create, Build, Find, Engage, Close, Measure, and Expand.

Each of these processes requires rich account intelligence — from demographics and technographics to intent, social insights, and news and events.

A human ecosystem serves to amplify your brand's reach.

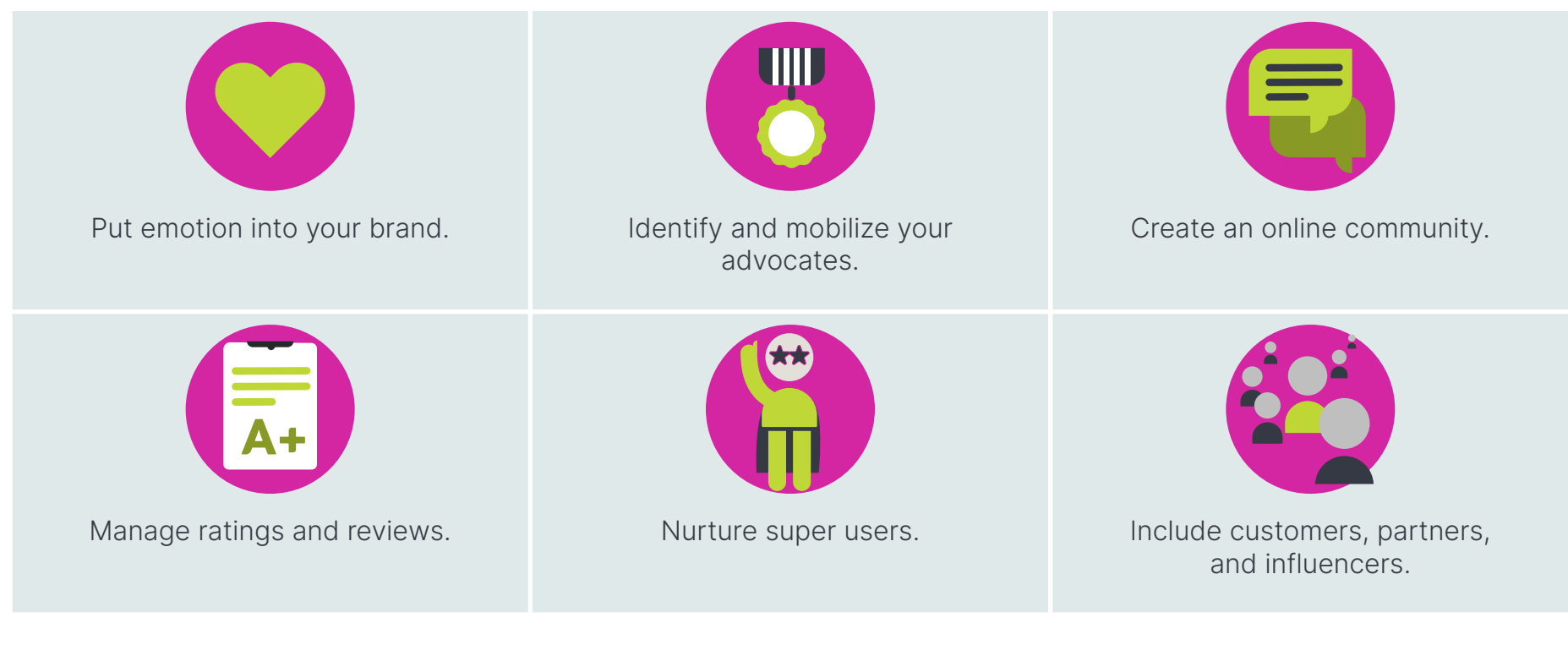
When done right, Smarter GTM™ powered by account intelligence outperforms every other B2B growth strategy ever conceived.

The Building Blocks of Smarter GTM™

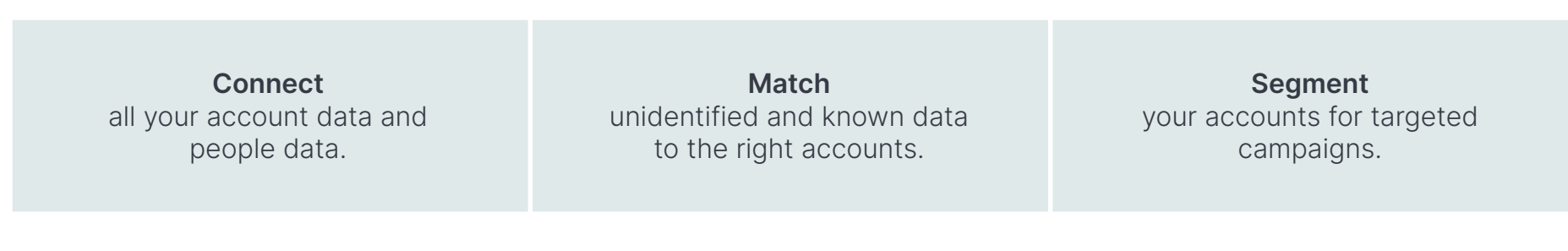


The 7 Smarter GTM™ Processes

1. Create your brand based on trust and advocacy.



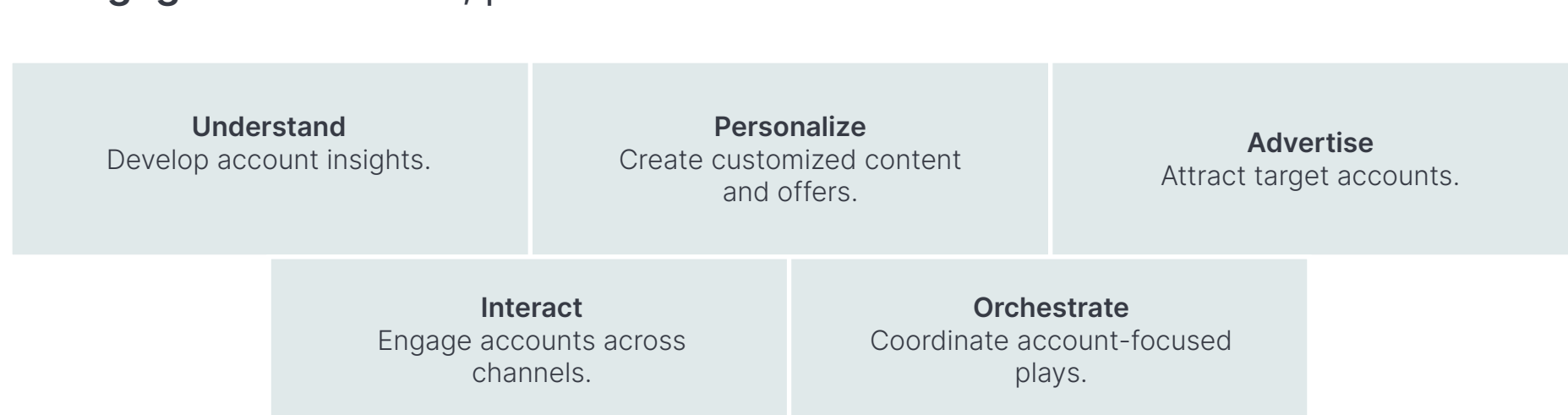
2. Build your account data foundation for true account intelligence.



3. Find the accounts that hyper-charge your business.

Use FIRE (Fit, Intent, Relationship, and Engagement)—a combination of business rules and predictive analytics—to score accounts.

4. Engage with relevant, personalized interactions across channels.



5. Close opportunities by aligning marketing and sales.

This is all about marketing providing actionable insights to enable customer-facing reps to prioritize their time on the best opportunities. Working together, marketing and sales teams increase the quality of the customer experience.

The 3 Levels of Alignment Maturity

Over time and practice, sales and marketing teams can move into alignment maturity for fully orchestrated plays.



6. Measure account progress.

Smarter GTM™ metrics prize quality, not quantity. They provide insight into how your targeted accounts are moving through the stages of the buyer journey, whether you are deepening relationships with them.

In your campaigns, focus on key account metrics like **reach** (the percent of target accounts reached by the campaign) and **lift** (the increase in engagement from a baseline period to the campaign period), as well as conversion to pipeline and closed/won opportunities. This shows measurement across sales and marketing throughout the funnel.

7. Expand your customer relationships.

Build a nurture stream that responds to your customers' evolving needs. You may want to segment your audiences by service or product and use intent to clearly identify cross-sell and up-sell opportunities.

Whatever your segmenting approach and outreach cadence, make sure your data is squeaky clean so you provide relevant and meaningful content!

No matter their marketing approach, the winners in today's B2B are the companies who use data and insight to master today's digital buying journey.

Want to learn more about the value of account intelligence in your GTM? Download our free ebook, **Smarter GTM™ Powered by Account Intelligence.**

Demandbase helps B2B companies hit their revenue goals using fewer resources. How? By aligning your sales and marketing teams around a combination of your data, our data, and artificial intelligence — what we call Account Intelligence — so you can identify, engage, and focus your time and money on the accounts most likely to buy. That's Smarter GTM™. www.demandbase.com.