

Six Steps to a Successful ACCOUNT-BASED MARKETING STRATEGY



Whether you're thinking about ABM or already have a foundation in place, there are some common steps you'll take as you start to implement it at your organization:

1

IDENTIFY

CHALLENGE: How will you select your target accounts?



50% Sales time wasted on unproductive prospecting (The B2B Lead)



20% Average time reps spend doing research on accounts (Kitedesk)

SOLUTION:

With account-based identification technology, you'll be able to identify the high-value accounts most likely to buy, based on a variety of signals that go beyond traditional firmographic data such as product usage, business fit, culture, budget, interests, investments and a network of business relationships.

2

ATTRACT

CHALLENGE: How will you target the right accounts and get them to your website?



97% of website visitors ignore calls-to-action and remain unknown (Adobe)



82% of website visitors are not potential customers (Demandbase)

SOLUTION:

Reach your target accounts and the right internal stakeholders wherever they are online and drive interest with personalized messages and focused advertising campaigns.

3

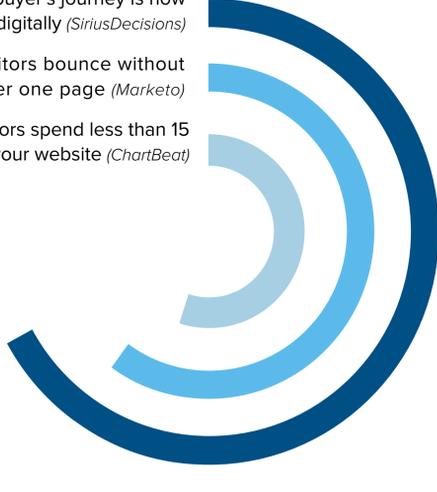
ENGAGE

CHALLENGE: How will you create relevant, personalized experiences for your target accounts?

67% of the buyer's journey is now done digitally (SiriusDecisions)

60% of website visitors bounce without interaction after one page (Marketo)

55% of website visitors spend less than 15 seconds on your website (ChartBeat)



SOLUTION:

Personalize content and calls-to-action with relevant messaging and imagery for your target segments.

4

CONVERT

CHALLENGE: How will get your target accounts to convert to sales opportunities?



50% of qualified leads are not ready to buy (Gleanster Research)



50% of marketing-generated leads are not followed up by sales (MillerPierce)

SOLUTION:

Execute an ABM strategy directly in your Marketing Automation System to run account-based marketing campaigns, all while driving better quality leads with shortened forms.

5

CLOSE

CHALLENGE: How will you help Sales close deals with the right accounts?



79% of marketing leads never convert into sales (MarketingSherpa)



5.4 people now have to formally sign off on each business purchase (CEB)

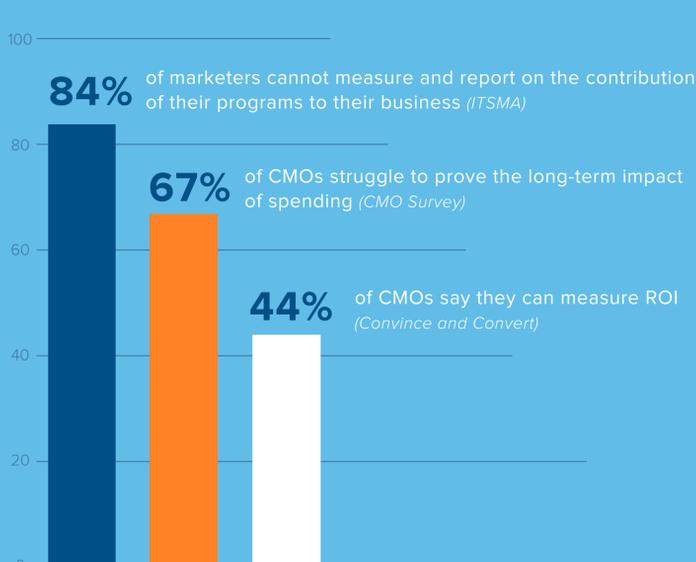
SOLUTION:

Discover the right individuals to contact within your target accounts and gather insights to personalize outreach and maximize the quality of your conversations.

6

MEASURE

CHALLENGE: How will you get visibility into your impact across the funnel?



SOLUTION:

Much of your marketing data doesn't provide actionable insight on how to drive revenue or improve performance. You need an account-based view of site traffic, engagement and conversion rates and the ability to connect siloed datasets across the funnel.

Find out more at Demandbase.com

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