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LAKE GLOBAL REACH
Increase Your Global Market Reach

[Account Based Marketing]

Table of Content

1. Introduction
2. ABM Strategies to implement
3. Steps to Start
4. Conclusion
5. Reference

Introduction

Account based Marketing is a focused growth strategy in which Marketing and Sales collaborate to create personalized buying experiences for a mutually-identified set of high –value accounts.



- As marketers, we've all been guilty of sending mass marketing messages to prospects and customers. And yet, we know that the more personalized and targeted our campaigns are, the better they perform.
- One way to become more targeted is to use account-based marketing. Not only will it help you become more targeted in who you market your product to, but it's widely regarded as the best performing marketing channel.

ABM strategies to implement

- Sales & marketing: closer work between sales and marketing activities generate higher revenue enhance brand awareness and increase average deal size. In terms of strategy none better than Account based marketing. For decades marketing teams have been creating campaigns to attract new leads for sales rep to find handful of sales. With ABM both teams work together towards the same business goal.
- ROI: Return on Investment is important for every part of your business.

When sales and marketing teams are aligned and focused on the same target account, they put more resources into engaging with a B2B buyer and less on activities that do not move the buyer from one stage to another.

As you're targeting fewer people, you end up spending less. But each dollar from the marketing campaign budget is spent on putting your brand in front of the right people at the right account.

Over 80% of advertisers that measure ROI state that ABM activities beat other promoting ventures. What's more, half of those state that the thing that matters is noteworthy.

- **Leads:** One of the main goals of ABM is to deliver tailored content to the right stakeholders so they can continue to move further into the sales funnel.

In order to close a five or six-figure deal, sales person takes a long time meeting, discussing, and negotiating with prospects. Engagement, in other words, is what makes the difference between sales that go through and those that don't.

Organizations utilizing ABM produce 208% more income for their showcasing exertion.

Steps to Start

1. Get buy-in and set goals
2. Identify high-priority target accounts
3. Choose proper channels and tools
4. Plan and execute targeted campaigns
5. Measure , analyze and optimize

Conclusion

ABM is a strategy that directs marketing resources to engaging a specific set of target accounts. Account based marketing is a form of marketing that uses highly targeted, personalized campaigns to win over particular accounts. B2B marketers often try to cast a very wide net with their marketing campaigns in hopes of appealing to as many companies as possible in their target market. Account-based marketing (ABM) is an alternative B2B strategy that concentrates sales and marketing resources on a clearly defined set of target accounts within a market and employs personalized campaigns designed to resonate with each account.

Reference

- Optimizely
- Hubspot
- Linked

About Us:

We are a data-driven marketing solutions organization that extends world-class company data services and professional B2B contact. We offer top-class data enrichment services, designed to help take care of all your marketing lead and conversion needs effectively. You can boost your marketing productivity with our services.

Let us help you ease the process of prospecting new clients. More so, our marketing strategies will help you maintain a perfect relationship with your existing customers. **Lake Global Reach Inc.** renders a wide range of database services. Thanks to our state-of-the-art tools, we will keep your data error-free.

For more than 6 years, we've been in this business long enough to know the nook and crannies of the field. Enough experience to let you achieve unique marketing growth and success. **Lake Global Reach Inc.** is equipped with the most reliable B2B database that has helped sales and marketing experts reach their target audience.

Visit us: www.lakeglobalreach.com

Contact us:

Email: info@lakeglobalreach.com

Call: +1(786) 668-1279