

5 Benefits of Account Based Marketing



What would you think if someone told you that you were trying to advertise to too many potential clients? You'd probably think they were crazy. But, there's a new method of promotion which shows that advertising to more people is not always effective.



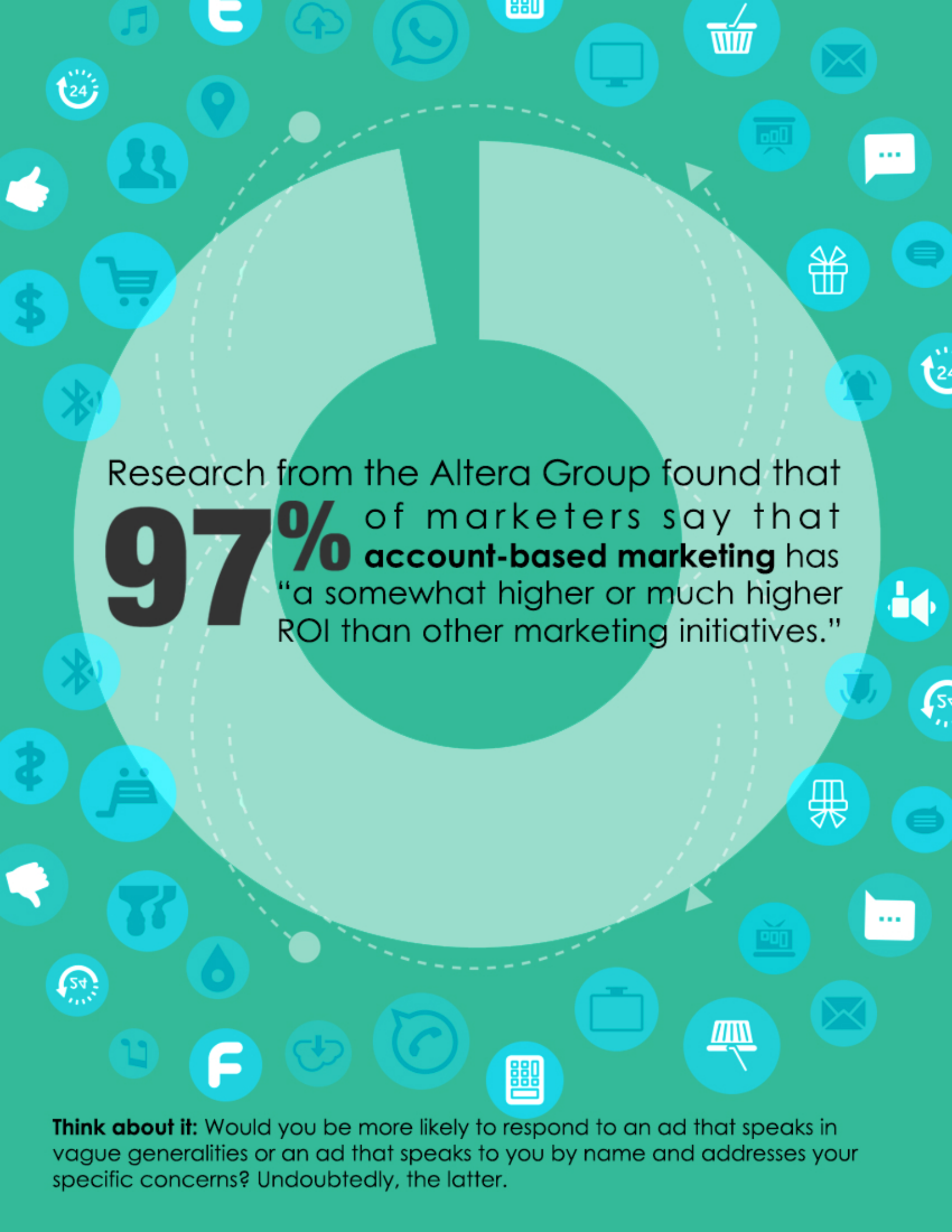
It's called
**account-based
marketing.**

Account-based marketing (ABM) aggregates sales and marketing so that each account is viewed as a market of one and personalized campaigns are focused on identifying needs and employing effective and efficient marketing solutions to nurture value and deepen engagement.

“ Account based marketing is focused B2B Smarketing. I say “Smarketing” because ABM is all about focusing on the right accounts in collaboration with sales. ABM is not a solo activity. It's the combination and range of activities from advertising, direct mail, calls, emails, content - all centered around the ideal set of accounts that you believe has the need for your solution. It's quality over quantity in its most basic form.

- **Sangram Vajre**, Co-Founder and CMO, Terminus

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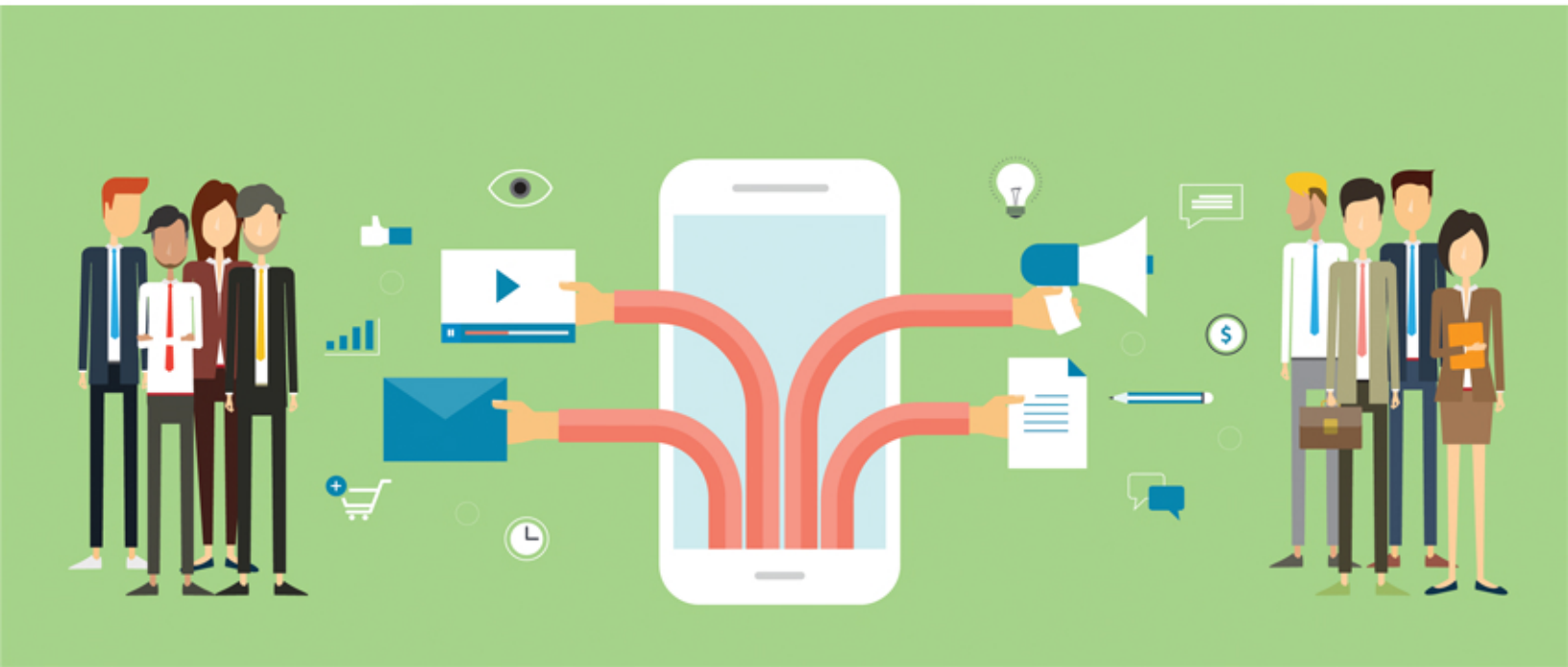
Research from the Altera Group found that
97% of marketers say that
account-based marketing has
“a somewhat higher or much higher
ROI than other marketing initiatives.”

Think about it: Would you be more likely to respond to an ad that speaks in vague generalities or an ad that speaks to you by name and addresses your specific concerns? Undoubtedly, the latter.

Why account-based marketing?

Account-based marketing is a smarter way to market. And now is the right time to implement this method in your business. Here's why:

- Account-based marketing allows you to collect an unprecedented amount of information about potential clients—often, long before you have your first contact.
- Account-based marketing enables you to be smarter about potential clients, telling you who they are, what they need, and how you can meet their needs.
- While, traditionally, account-based marketing has cost a lot more to implement, recent advances in technology, marketing automation, and marketing software make it possible to implement account-based marketing at a reasonable cost.



According to SiriusDecisions, over the past year, there has been a **21%** increase in the number of companies that have a full account-based marketing program in place. And, more than **70%** of B2B companies are focused on boosting their ABM programs. You don't want to be left behind on this industry-shaping trend.

Ready to hear about some more of the benefits of account-based marketing? Here we go:

- Account-based marketing enables you to track and measure clear goals. Because ABM allows you to deal with a smaller set of data, it is easier to see what's working and what's not.
- Account-based marketing is the most personal form of marketing that exists today. Potential clients who receive highly personalized promotions are far more likely to engage with and eventually buy from your company.
- Account-based marketing provides a clear boost to your company's bottom line. According to a recent ITSMA survey, "ABM delivers the highest Return on Investment of any B2B marketing strategy or tactic."
- Account-based marketing helps eliminate wasteful use of company time, money, and talent. Because you are dealing with potential clients who have already been tagged as highly-likely to buy, you spend fewer resources on leads that never pan out.
- Account-based marketing brings sales and marketing together. Marketers using ABM think like salespeople. Statistics from SiriusDecisions show that "when companies are employing ABM strategies, 83 percent of the time sales helps determine target accounts." That's because marketers now have the mentality of not just getting the word out, but actually closing the sale.



ABM continues to gain rapid acceptance for B2B marketers. What is most exciting is that marketers are rapidly building ABM skills so they can deliver on its promise. Marketing teams understand there are many ways ABM can deliver business impact and are reporting on a range of metrics focused on both demand creation and relationship improvement objectives. Marketers will continue to invest in ABM technologies to deliver on their goals.



- **Megan Heuer,**
vice president of research at SiriusDecisions



So, what are the steps to crafting your own account-based marketing plan?

First, you need to identify your target accounts.

Who are your biggest buyers? Which potential buyers have shown the greatest interest? Do you know of high-quality targets who meet your marketing personas that you simply have not had the time or resources to reach out to?

Then, you need to organize these target accounts into several lists:

- A named account list—a simple listing of all these potential buyers.
- A segment list—if your buyers and potential buyers fit roughly into different categories either by industry, revenue, or some other measurement, put that in writing.
- A client list—these are targets who are already clients of yours. It is helpful to note those who buy from you on a dependable, regular basis.

Third, once you have your lists, begin crafting marketing campaigns for each of your lists.

Use your knowledge of persona-based marketing to develop content, outbound marketing, and lead generation tactics to influence them to buy.

Fourth, measure, measure, measure.

An account-based marketing plan is only as good as the measurements you make. Track which targets become buyers and the process that led up to their purchase. Use the results to refine your account-based marketing process.



How can **Bython Media** help?

We help marketers craft and deliver campaigns that:



Create value for your potential clients



Expand your knowledge of account-based marketing



Formulate a tangible plan



Give you the process to execute with confidence



Abide by best practices



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