# How to The Perfect ABM Playbook

# The C (ncept of ABM

Personalization is history.

#### The present is hyper-personalization and account-based marketing offers just that.

Account-based marketing helps you pursue high-value customers that are an ideal fit for your company by targeting the key decision-makers at those companies with hyper-personalized content in your marketing campaigns.

## **ABM Facts**

01

**85%** of marketers say that ABM has brought them better ROI than other marketing investments.

Companies practicing ABM generate **208%** more revenue for their marketing efforts

### 03

**100%** enhanced engagement with C-suite targets.

ABM reduces up to **50%** of wasted sales time on unproductive leads

04

02

# The Must-haves for an ABM Playbook

As great as ABM sounds,

## the \$64,000

question is how to craft the best ABM strategy.

Here's how:



#### **Alliance Between Sales and Marketing**

ABM brings in the power of 'Smarketing'. You need to blend the resources of both sales and marketing. Since the focus is narrowed on specific accounts, you can improve conversion rates.

**Target** Brainstorm which accounts need the solution you provide, understand the verticals of its operations, and how its processes run. Synced resources of both sales and marketing will help you profile the target better.



#### **Customer Under Microscope**

Conduct in-depth research of the target and dig deeper with technology to understand the challenges faced by your customers. Include questions like:

- Who are their key stakeholders?
- How decision-making flows in their organization?
- Who are the key decision-makers and influencers?
- How your product or service solves their challenges?

#### **Content Creation**

Determine the gaps in your content marketing efforts and address what your customer is looking for. With relevant content, deliver a unique value proposition to your customer to get an edge over your competitors.

#### **Ideal Communication Channel**

Be where your customer is. Choose the channel where they engage the most, craft content according to the customer persona and prospect across the channels that they prefer.

#### Execution

You can choose the approach of execution according to your customer, whether it is via emails, website personalization, or dynamic CTAs. Marketing automation and predictive tools can act as fuel to your ABM fire to build custom email campaigns to nurture and convert leads.





#### Measure

Diagnosing the outcome of your strategy is a must, to know what works and what doesn't. Ask yourself:

- Was the content engaging for the end-user?
- Did they drive any value out of it?
- Was any revenue generated?
- Where can you improve?
- where can you



## Ace your marketing



### with this ABM playbook

With ABM, invest in insights that help you nurture your leads better, convert them into customers, and build finer customer relationships.

#### Want more help with account-based marketing? Grazitti's got your back!

Just drop us a line at info@grazitti.com, and we'll take it from there.

#### **References:**

https://www.marketingprofs.com/podcasts/2019/41861/b2b-abm-ty-heath-marketing-sm arts-podcast https://www.rollworks.com/resources/blog/17-abm-statistics https://www.smartbugmedia.com/blog/account-based-marketing-examples