

How to Craft the Perfect ABM Playbook



The Concept 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

02

03

100% enhanced engagement with C-suite targets.

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

04

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:



Ace your marketing

goals

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:

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