

account based marketing 101

Account Based Marketing 101: A Comprehensive Guide

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Editor: David Lee, a veteran marketing editor with 15 years of experience working with leading marketing publications. David's expertise lies in refining complex marketing concepts into accessible and engaging content. His experience in editing numerous articles and reports on ABM ensures the accuracy and clarity of this Account Based Marketing 101 guide.

Abstract: This in-depth report provides a comprehensive overview of Account Based Marketing 101, a strategic approach to B2B marketing that focuses on acquiring a limited number of high-value accounts. We explore the core principles, key steps involved, and essential metrics for successful ABM implementation. The report draws on industry research and real-world examples to illustrate the effectiveness of ABM strategies across diverse business contexts. This Account Based Marketing 101 guide is designed to equip marketers with the knowledge and tools they need to develop and execute winning ABM campaigns.

1. Understanding Account Based Marketing 101: A Paradigm Shift in B2B Marketing

Traditional marketing often relies on a broad, mass-market approach, casting a wide net to attract as many leads as possible. Account Based Marketing 101, however, takes a sharply different approach. Instead of targeting a large audience, ABM focuses intently on a select group of high-value accounts deemed most likely to yield significant revenue. These accounts are meticulously researched and profiled, and marketing and sales efforts are highly personalized to meet their unique needs and challenges.

A study by ITSMA found that 87% of B2B marketers believe ABM is more effective than traditional marketing methods. This highlights the growing recognition of ABM's superior performance in generating high-quality leads and improving customer acquisition costs. The success of ABM hinges on the ability to develop deep, lasting relationships with key accounts, fostering trust and loyalty.

2. Identifying Ideal Customer Profiles (ICPs) for Account Based Marketing 101

The foundation of any successful Account Based Marketing 101 strategy is a well-defined Ideal Customer Profile (ICP). This involves identifying specific characteristics of your target accounts, including industry, company size, revenue, technology stack, and decision-making processes. Understanding your ICP allows you to focus your efforts on the accounts most likely to benefit from your product or service and are most likely to convert into paying customers.

3. The Key Pillars of a Successful Account Based Marketing 101 Strategy

Effective Account Based Marketing 101 requires a coordinated effort between marketing and sales teams. This collaborative approach is built upon several key pillars:

Targeted Account Selection: Meticulously selecting accounts that align with your ICP is paramount. This often involves using data analytics and CRM systems to identify potential accounts that fit the profile.

Personalized Messaging: ABM demands personalized messaging that resonates with the specific needs and challenges of each target account. Generic marketing materials are ineffective in an ABM strategy.

Multi-Channel Engagement: To achieve maximum impact, a multi-channel approach is necessary, combining various tactics such as targeted advertising, email marketing, direct mail, social media, events, and personalized content.

Sales and Marketing Alignment: Close collaboration between sales and marketing teams is crucial. Sales should provide insights into account interactions and challenges, while marketing should develop customized campaigns to address these issues.

Measurement and Optimization: Tracking key metrics is essential to measuring the effectiveness of your ABM strategy and making data-driven optimizations.

4. Account Based Marketing 101: Tactics and Techniques

Numerous tactics can be employed within an ABM strategy. These include:

Targeted Advertising: Reaching key decision-makers within target accounts through platforms like LinkedIn Ads and Google Ads.

Account-Based Content Marketing: Creating valuable content that addresses the specific pain points and challenges of your target accounts. This could include white papers, case studies, webinars, and blog posts.

Direct Mail Marketing: Personalizing direct mail pieces to stand out from the clutter and grab the attention of key decision-makers.

Personalized Email Campaigns: Crafting email messages that are highly tailored to the individual needs and interests of your target contacts.

Events and Conferences: Networking opportunities to foster personal relationships with key decision-makers at targeted accounts.

5. Measuring the Success of Your Account Based Marketing 101 Strategy

Effective measurement is vital to demonstrate the ROI of your ABM efforts. Key metrics to track include:

Sales Qualified Opportunities (SQOs): The number of opportunities generated from your ABM activities.

Conversion Rates: Tracking the percentage of qualified leads that convert into customers.

Customer Lifetime Value (CLTV): Assessing the long-term value of your ABM-acquired customers.

Customer Acquisition Cost (CAC): Measuring the cost of acquiring each customer through your ABM activities.

Return on Investment (ROI): Calculating the overall return on your ABM investment.

6. Account Based Marketing 101: Addressing Common Challenges

Implementing an effective ABM strategy is not without its challenges. Some common hurdles include:

Lack of internal alignment between sales and marketing: This necessitates clear communication, shared goals, and well-defined roles and responsibilities.

Limited resources and budget: ABM requires focused investment, often demanding a shift in resource allocation.

Difficulty measuring ROI: Precisely measuring the return on investment of ABM campaigns can be complex, requiring meticulous tracking and analysis.

Data limitations: Access to accurate and comprehensive data on target accounts is crucial for informed decision-making.

7. Account Based Marketing 101: The Future of B2B Marketing

Account Based Marketing 101 is no longer a niche strategy; it's becoming the dominant approach for many B2B organizations. As technology advances and data becomes increasingly sophisticated, ABM will become even more refined and effective. Expect to see greater integration of AI and machine learning in account identification, personalization, and predictive analytics, further enhancing the precision and ROI of ABM campaigns.

Conclusion:

Account Based Marketing 101 represents a powerful shift in B2B marketing, emphasizing strategic targeting and personalized engagement. By focusing on high-value accounts and fostering deep, lasting relationships, businesses can significantly improve their customer acquisition cost, increase deal size, and boost overall revenue. Success requires a well-defined ICP, a coordinated sales and marketing effort, the use of diverse marketing channels, and rigorous measurement of key metrics. While challenges exist, the potential rewards of ABM far outweigh the effort involved, making it a critical strategy for businesses seeking to achieve sustainable growth in the increasingly competitive B2B landscape.

FAQs:

1. What is the difference between ABM and traditional marketing? Traditional marketing employs a broad, mass-market approach, while ABM targets a select group of high-value accounts with personalized messaging.
1. How do I identify my ideal customer profile (ICP)? Consider factors like industry, company size, revenue, technology stack, and decision-making processes.
1. What are the key metrics for measuring ABM success? Key metrics include SQOs, conversion rates, CLTV, CAC, and ROI.
1. What are the common challenges of implementing ABM? Challenges include internal alignment, resource limitations, measuring ROI, and data limitations.
1. What technologies can support ABM initiatives? CRM systems, marketing automation platforms, and data analytics tools.
1. How can I ensure alignment between sales and marketing in an ABM strategy? Establish clear goals, shared responsibilities, and regular communication.
1. What is the role of personalization in ABM? Personalization is key; it creates more resonant engagement and increases the chance of conversion.
1. How can I overcome the challenge of limited resources when implementing ABM? Prioritize your target accounts and focus your resources strategically.
1. What are some examples of successful ABM campaigns? Many case studies are available online showcasing successful ABM implementations across various industries.

Related Articles:

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1. The Future of ABM: Emerging Trends and Technologies: This article explores future trends and technological advancements in the field of ABM.

account based marketing 101: Account-Based Marketing For Dummies Sangram Vajre, 2016-04-25 Grow your account list with an effective account-based marketing strategy Buyers have changed the B2B marketing game. Account-Based Marketing For Dummies is here to give you the tools to transform your current approach to find, reach, and engage with your potential customers on their terms to meet their ever-changing demands. Packed with expert tips and step-by-step instructions, this book shows you how to analyze current data to identify the accounts with the biggest ROI opportunities and execute effective, account-specific techniques that get results. This practical guide takes the intimidation out of account-based marketing in today's highly digitized world. You'll be armed with the knowledge you need to increase your reach in real time, giving you greater exposure to other decision-makers and influencers within an account. You'll discover how, through a combination of marketing technology and online advertising, your messages can be displayed where and when your customers already engage online. Align your sales and marketing teams for greater success in your ABM efforts Analyze data to identify key accounts Target your messages for real-time interaction Integrate your campaign with marketing automation software If you're a member of a sales or marketing team already using a CRM tool who's looking to increase your reach, Account-Based Marketing For Dummies has you covered! Account-Based Marketing For Dummies clears away the confusion surrounding this much-hyped topic. It offers simple, direct explanations of what account-based marketing is, why it's important, and how to do it. Any business marketing professional will benefit from a look at this book. —David Raab, Founder at Raab Associates If you're reading this book and just getting started with ABM, welcome to the future of what b-to-b marketing can be: insight-led, technology-enabled and, above all, customer focused. Our clients are delighted with the business impact they deliver using account-based marketing, and you will be, too. —Megan Heuer, Vice President and Group Director, SiriusDecisions Like a Hollywood agent, marketing's job is to get sales the 'audition,' not the part. Account-based marketing is the key to maximizing the number of the 'right' auditions for your sales team, and Account-Based Marketing For Dummies explains how. —Joe Chernov, VP of Marketing at InsightSquared Ever-advancing marketing technology is enabling a new generation of sales and marketing strategies to thrive, changing the playing field for companies of all sizes. This modern wave of account-based marketing has tremendous potential to improve your business, and Sangram Vajre is an insightful and enthusiastic guide to show you how. —Scott Brinker, Author of Hacking Marketing Account-based marketing is shifting how businesses use customer insights to capture more upmarket revenue. This book teaches a new wave of data-driven marketers how to embrace an enlightened quality-vs-quantity approach and execute a scalable ABM strategy that delivers real results. —Sean Zinsmeister, Senior Director of Product Marketing, Infer The book may be titled '...for dummies', but ABM is proving to be a smart approach for B2B marketers charged with generating sales pipeline and acquiring and delighting customers. Use this book to help you get started and advance your account-based marketing strategies and tactics that will thrill your sales colleagues, executive team and customers alike. —Scott Vaughan, CMO, Integrate

account based marketing 101: Account-Based Marketing Chris Golec, Peter Isaacson, Jessica Fewless, 2019-03-19 Account-Based Marketing is changing the discipline of marketing—Why? Business-to-business (B2B) companies spend \$40 Billion on marketing each year, and they embrace tech-driven innovations, yet the traditional model for lead generation has not changed for decades. Why? In addition to the techniques being outdated, they create friction and distrust between marketing and sales teams. ABM has quickly gained traction with leading B2B

companies because it aligns sales and marketing teams around the accounts that will have the most business impact. Instead of chasing a large volume of lower-quality, generic leads, ABM helps sales and marketing professionals coordinate their efforts against a specific set of target accounts. Despite the clear advantages of ABM, there continues to be much confusion around just how to implement it. Written by the leaders behind the successful marketing firm Demandbase, *Account-Based Marketing* explains how to execute a world-class ABM strategy from start to finish. Find out exactly how highly successful B2B companies are using Account-Based Marketing to grow their customer base. Develop an effective strategy to adapt ABM principles for your own organization with its own unique needs. Integrate your sales and marketing processes into an efficient, cohesive workflow. Locate and attract the ideal clients for your business to increase revenue and open up new opportunities. From building the right target account list and understanding the impact of ABM on marketing programs, to selling ABM within an organization and finding budget for the strategy, you'll find it all in this authoritative guide.

account based marketing 101: A Practitioner's Guide to Account-Based Marketing Bev Burgess, Dave Munn, 2021-06-03 As some of today's major and complex companies are worth more than the GDPs of some countries, traditional marketing approaches, such as glossy corporate campaigns, will have limited returns. Account-based marketing, also known as client-centric marketing, treats important individual accounts as markets in their own right, to help strengthen relationships, build reputation, and increase revenues in important accounts. *A Practitioner's Guide to Account-Based Marketing* outlines a clear, step-by-step process for readers to harness ABM tools and techniques and set up ABM programmes. Featuring insights from practising professionals and case studies from organizations including Fujitsu, Infosys, Microsoft, O2 and ServiceNow, it also contains guidance on developing the competencies needed for account-based marketing and managing your ABM career. This updated second edition contains further discussion on how ABM initiatives can go from a pilot to being embedded in a business, new material on quantified value propositions and updated wider research. Meticulously researched and highly practical, *A Practitioner's Guide to Account-Based Marketing* will help all marketers to deliver successful B2B marketing.

account based marketing 101: Innovative B2B Marketing Simon Hall, 2022-08-03 Navigate the B2B marketing sphere with this fully updated guide on how to better understand new customer habits, the digital era and how to shift away from outdated traditional practices. *Innovative B2B Marketing* is an essential guide for marketers looking for the latest approaches, models and solutions for B2B marketing. Written by one of the leading voices in the B2B marketing sphere who works with the Chartered Institute of Marketing (CIM) and other major associations, this book features real-life examples from a diverse range of sectors including marine, information technology and pharmaceutical, plus topical discussion points and challenges from key B2B marketing forums and associations. Now fully updated, the second edition of *Innovative B2B Marketing* features new chapters on customer attrition, B2B partnership marketing and lead nurturing, as well as further content on influencer marketing and the behaviours of millennial customers. It is accompanied by online resources which consist of case studies, web links to insightful videos and articles, and presentation slides with practical models and templates.

account based marketing 101: Account-Based Growth Bev Burgess, Tim Shercliff, 2022-11-03 Develop long-term relationships, deliver market-beating growth, and create sustainable value with this pragmatic guide to aligning marketing, sales, customer success and your executives around your most important customers. Many B2B companies make half their profitable revenue from just three percent of their customers, yet don't recognize the significance of these accounts, nor invest appropriately in them. *Account-Based Growth* introduces a comprehensive framework for improving internal alignment and external engagement with these vital few. It contains bullet-pointed takeaways at the end of each chapter plus a comprehensive checklist to help you improve your own company's approach to its most important customers. Each element of the framework is brought to life through viewpoints from industry experts and case studies from leading

organizations including Accenture, Fujitsu, Infosys, SAP, Salesforce, ServiceNow and Telstra.

account based marketing 101: Маркетинг на основе учетных записей/аккаунта (Account-based Marketing – ABM) Маргарита Акулич, 2022-05-15 Успех маркетинга на основе учетных записей/аккаунта невозможно переоценить. Поэтому если вы еще не вскочили в этот вагон, срочно набирайтесь знаний о маркетинге на основе учетных записей или маркетинге на основе аккаунта (Account-based Marketing – ABM), содержащихся в этой книге. ABM может стать вашим Святым Граалем. Для подготовки данной книги использовались почти исключительно не русскоязычные источники.

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account based marketing 101: Reengineering Corporate Communication Uwe Seebacher, 2022-07-28 This book employs the latest insights from modern marketing into the theory and practice of corporate communication, including the main stages and goals, and highlights the key potentials for the field. It briefly presents the essential features of the methodological and structural sciences in order to illustrate to the reader how, from a marketer's point of view, these new insights can be derived objectively, reliably, and validly for the field of corporate communication according to scientific criteria. The book then introduces the maturity model for modern corporate communication and describes which fields of activity must be gone through in order to be able to implement the change management process towards corporate communication excellence efficiently and effectively. Building on this, it introduces and defines the most important new concepts of corporate communication in the twenty-first century and thus clearly delineates the field of research for this corporate function in the coming years. The book goes on to address the important areas of IT and HR in order to provide a 360° view of the developments to be realized in the field of corporate communication. A “CC self-test” at the end of the book is intended to help the reader immediately recognize where their own organization stands and, against this backdrop, to be able to start the necessary activities towards corporate communication excellence immediately on the basis of the maturity model. “Prof. Dr. Uwe Seebacher takes us on a timely and informative read on what could be the biggest crisis for Corporate Communications – remaining stagnant in a time of great change. With rich context and fine detail, he illuminates the opportunities to reengineer Corporate Communications and quantify its role in truly impacting business. From the importance of predictive intelligence underpinned by authenticity and empathy to building trust, this book is a guide for

successful business in the 21st Century. I highly recommend it.” Heidi Eusebio, Strategist and Executive Director, Edelman Uwe Seebacher has once again demonstrated in a well-founded manner what methodological and structural science is capable of - namely, to precisely logically derive the long overdue process of change in the field of corporate communications and thereby make it comprehensible. But he also takes the important next step of operationalizing his thoughts in a directly measurable way by providing an easy applicable concrete process model for reengineering corporate communication with many tips, templates and inputs for HR and IT.” Miguel Gimenez de Castro, Head Of Communications Spain, Portugal, Greece and Israel, IBM

account based marketing 101: Marketing Strategy Jenna Tiffany, 2021-05-03 WINNER: The BookFest Spring Book Awards 2022 - Marketing category WINNER: Business Book Awards 2022 - Sales & Marketing category Tasked with creating marketing strategy? This book is for you. Learn about the most useful tools and models, dodge common mistakes, and optimize your marketing strategy success, with this practical and adaptable framework from award-winning thought-leader Jenna Tiffany. Create an effective marketing strategy for your business with *Marketing Strategy*, which offers a clear, easy-to-follow overview of why strategy is important, how to create it, how to implement it, and - crucially - how to measure its success. Packed with global examples and case studies, the book opens by discussing the role strategy plays in any organization's long-term vision. It also discusses the key models and frameworks that can be used to analyze the marketing environment, and offers information on segmentation, targeting and positioning. Importantly, it will outline some of the key challenges likely to crop up, and gives pre-emptive tools for avoiding them. *Marketing Strategy* is highly practical in approach. Chapters are supported by short tasks to complete throughout, to cement the reader's understanding of the concepts discussed. Put together, these tasks create an easy to follow, step-by-step framework for creating a marketing strategy. The framework is adaptable and can be applied to any industry or business. *Marketing Strategy* also includes input from leading marketing strategists including Mark Ritson and organizations such as Mailchimp, the CIM and DMA.

account based marketing 101: *AI Innovation in Services Marketing* Correia, Ricardo, Venciute, Dominyka, 2024-05-13 The emergence of artificial intelligence (AI) has ushered in a transformative wave, disrupting trends and reshaping the landscape of services marketing. As businesses grapple with the interplay between evolving consumer behaviors and the progression of AI, a critical need emerges for a guide to navigate this complex terrain. The stakes are high, and the challenges are multifaceted – from redefining customer experiences to addressing ethical considerations in the age of automation. In response to these pressing issues, *AI Innovation in Services Marketing* stands out as a source of insight, unraveling the complexity surrounding the integration of AI in services marketing. This book endeavors to equip readers with an understanding of how AI is not just a tool but a force driving profound transformation in services marketing. Through a lens focused on real-world examples and insightful case studies, it illuminates the impact of AI on productivity and customer experiences. Beyond the transformative power, the book grapples with the ethical considerations that arise in the wake of AI adoption in services marketing. It seeks to guide both academics and practitioners, offering a resource to harness AI strategically, optimize services, and maintain a competitive edge in the global market.

account based marketing 101: *ABM Is B2B* Sangram Vajre, Eric Spett, 2019-09-03 Instant Bestseller on Amazon in Marketing and Sales! FACT: Less than ONE percent of all leads become customers. As a business, how can you break that trend and achieve client fidelity? In this book we reveal the secrets behind the framework that will sell and retain your customers. Did you know that less than one percent of all leads become customers? It is a true and shocking stat, but there is a way to stop the waste and flip this around. In this highly anticipated book, we reveal the secrets behind our signature TEAM - Target, Engage, Activate, and Measure - framework to transform your approach to market, increase sales, and retain your ideal customers. Account-Based Marketing (ABM) is the new B2B. It's time to challenge the status quo of B2B Marketing and Sales, and transition to what the business arena already expects as the updated B2B model. A transformation

like this can only happen through an account-based approach that unites marketing, sales, and customer success teams (go-to-market teams) as #OneTeam. In summary, the TEAM framework coupled with the account-based approach enables your company to focus on the target accounts, engage them in a meaningful way, activate the sales team with top tier accounts proactively, and finally measure success based on business outcomes over vanity metrics. It's time to take the lead and transition your business to ABM. The process is simple when you have the right book - ABM is B2B. What are you waiting for?

account based marketing 101: Marketing Technology as a Service Laurie Young, Bev Burgess, 2010-05-24 Despite the fact that vast engineering networks are the foundations of modern society, the services that technology companies provide over them have been a relatively neglected area of study. As a result, marketing in some technology businesses has been depressingly tactical and inconsistent. Marketers with little experience, and even less professional training, run around presenting PowerPoint decks to each other, chasing after the latest fad and throwing erratic, changing activities at the market each quarter. Many work on the unchallenged assumption that markets are fast changing and that customers only want the lowest prices. Yet this industry has liberated human imagination in the internet and convinced the world that they must have a PC and a mobile phone. Now, as a result of profound, relentless, global forces, some of the leading firms and greatest minds in it are at last turning their attention to service. With the advent of 'cloud computing' and radical changes in the engineering of some utilities, the marketing of services that are based on a technical infrastructure is about to become as important and sophisticated as in, say, consumer products. This book explores their story and experience. "I really enjoyed the book From Products to Services by Mr Laurie Young. Encouraged by it, Haier accelerated its changeover from a traditional product-driven to a more customer-centric company. This new book Marketing Technology as a Service is another major contribution to technology companies for the cultivation of service needs worldwide." - Mr Zhang Ruimin, CEO and Chairman, Haier Group, Beijing "Young and Burgess describe a shift in mindset and pragmatic techniques that are quite doable - Rae Sedel, MD, Global Technology Practice, Russell Reynolds Associates. "This book provides practical and insightful advice on how to use services to turn technology into value add solutions for real people - Rudy Provoost, CEO, Philips Lighting "Business leaders in India have been remarkably successful at offering technology based services like outsourcing across the world. Currently worth \$60 billion, they intend to reach \$300 billion by 2020. To succeed, the Indian business community must offer new value propositions and adapt to emerging trends, like cloud computing. Burgess and Young have put together the first comprehensive and practical guide for business leaders to meet their challenges of exponential growth." - Dr Mukesh Aghi, Chairman and CEO, Steria (India)

account based marketing 101: Engage to Win Steve Lucas, 2018-09-18 Engagement is the key to success for today's businesses. The world we live in is radically different today from what it was even just five years ago. It is hyperdigital and becoming more so every day. Ironically, we use connected to describe this new world, yet we are asked to interact increasingly through apps and browsers instead of via face-to-face contact with customers and clients. Even with all the incredible advances, it's worth pondering whether organizations actually feel more connected to the people and the companies they do business with. In Engage to Win, author Steve Lucas introduces a new model for marketing to address this new hyper-digital world—one founded on engagement. He introduces the idea that embracing and driving engagement throughout organizations and using it with customers, prospects, employees, and partners is what will set companies apart. This digital era demands that marketers understand the science of marketing in order to scale and succeed. But if we embrace mathematics alone, while abandoning feeling, meaning, and authenticity, we will fail to deliver on the desires of our clients: to feel listened to and understood. So how do we win the heart and mind of the buyer in this new world? Develop a real strategy around engagement by practicing these simple steps: listen, learn, and engage. Listening creates insights, insights drive engagement, and engagement drives revenue. Truly engaging with customers will allow businesses to see, in real-time, when customers' wants and needs are changing, so businesses will be able to adapt,

survive, and ultimately thrive!

account based marketing 101: *Marketing Communications* PR Smith, Ze Zook, 2024-03-03 Full marketing integration is vital in establishing effective marketing initiatives. This newly updated, clear and accessible textbook provides students and practitioners with the skills they need to deliver successful campaigns for the modern consumer. The 8th edition of *Marketing Communications* continues to be a core resource covering all aspects of marketing from the planning stages and implementation to measuring data and campaign performance. Explore how to navigate buyer behaviour, social selling, PR campaigns, big data, marketing automation and more with this complete textbook. Learn through current, real-world case studies from global companies such as TikTok and Spotify and explore what it takes to build a truly integrated, successful marketing plan. Incorporating branding, customer journey, advertising and more, *Marketing Communications* also provides in depth content on the legal requirements you need to develop your strategy including all you need to know about new GDPR rules and 3rd party data. New to this edition, it includes information on the ongoing impact of AI in all aspects of marketing communications ensuring that you have all the tools necessary to reach the modern consumer while utilizing the latest industry technologies. This book will give readers the confidence to work in an environment of constant technological transformation and build the core skills they need as marketers to create fully integrated strategies and successful campaigns.

account based marketing 101: *Social Selling* Timothy Hughes, 2022-11-03 Understand how to reach and engage with the modern buyer using this bestseller. *Social Selling* outlines how to implement a social selling strategy and drive revenue, competitive advantage and market share through social networks. *Social Selling* is a practical, step-by-step blueprint on how to create digital communities and build and turn relationships into sales online. Featuring checklists, tips and examples providing practical guidance, it covers important subjects such as how to network purposely and build social media trust in a mistrustful time and how to develop real influence and authority in your subject area. Now newly revised, the second edition of *Social Selling* captures the latest changes and developments in the industry. It will be accompanied by a new introductory chapter, two new chapters on defining digital businesses and the future of sales and marketing, alongside new case studies by leading industry experts. Written by a thought-leader and renowned practitioner in social selling, Timothy Hughes, this book is essential reading for sales professionals, digital sales directors and social media executives who want to embrace the power of social selling in their organization.

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account based marketing 101: *High-Velocity Digital Marketing* Steven Mark Kahan, 2022-12-06 *High-Velocity Digital Marketing* provides B2B sales and marketing teams with a blueprint for quickly accelerating revenue growth 67 percent of B2B buyers no longer prefer to interact with sales representatives when making purchasing decisions. Gathering information online

is now the hallmark of the buying process. During his 30+ year career, Steven Mark Kahan has developed a digital marketing blueprint that helps companies quickly increase revenue in brutally competitive markets. In *High-Velocity Digital Marketing*, he lays out how you can: Set in motion a modern marketing strategy to dramatically increase revenue growth in record time Create content that resonates with your ideal target customers Drive more visitors to your website without paying for ads Build digital demand generation campaigns that quickly deliver more leads, sales pipeline, and revenue Improve your website to convert at least 5 percent of traffic to leads Leverage public relations so it contributes to revenue growth Synchronize your sales and marketing teams in order to close prospects faster and at a higher rate Marketing online is no longer one of the ways to market—it is the way to do marketing. *High-Velocity Digital Marketing* is your essential, easy-to-implement guide to getting found online, providing the most critical information, and getting your buyers to purchase—fast.

account based marketing 101: *Advanced Introduction to Sustainable Competitive Advantage in Sales* Lawrence B. Chonko, 2021-05-28 This unique Advanced Introduction offers an insight into how sales leaders seek and maintain a sustainable competitive advantage for both organizations and customers. Lawrence B. Chonko explores how sales leaders take professional selling to the next level by focusing on serving the customer. Discussing the key skills of sales leaders - technological proficiency, managing change, and harnessing and using knowledge - Chonko analyzes how sales leaders are distinguished from other sales professionals.

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depth. Filling this knowledge gap, this guide will help readers to create their own unique high-performing sales organisation that fits their product and market environment. Evidence-based and field-tested, it will give answers to critical questions, including: Which sales process should we use? How do we recruit, retain and inspire our sales team? What should we measure, and how should we manage it? What do great sales managers do? Rich with case studies from the author's 25 years of sales consulting experience, this book will appeal to a wide variety of managers and entrepreneurs who wrestle with the question "How do I grow my business?" from sales directors to start-up founders to MBA students.

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America

account based marketing 101: The Modern AI Marketer Pam Didner, 2020-02-21 NOTE FROM AUTHOR: This book was written prior to the release of ChatGPT. For the most up-to-date insights, please consider purchasing the latest books in the AI Modern Marketer Series: In the GPT Era and Guide to Gen AI Prompts. In these two books, you'll understand AI's implications on Marketing and discover a list of effective sales and marketing prompts you can use immediately. Thank YOU- Pam ----- The Modern AI Marketer will take you on a journey starting with the history of AI, AI applications in modern marketing, and how to drive AI initiatives at work. It also includes useful resources such as books, podcasts, and blogs to further expand your AI knowledge. You will see multiple use cases such as how to apply them as a valuable marketing or sales enablement marketing management tool. This eBook is for marketers, and sales professionals, who work directly in or support marketing strategy development, outbound marketing, demand generation, content marketing, account-based marketing, and sales enablement. If you don't know much about AI and what to know what make of it as a marketer and sales professional, check this book out!

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market changes faster than marketing. In essence, marketing strategy has undergone only two eras, the entity era and the bit era, also known as the industrial age and the digital age. In the age of digital society, all CEOs, CMOs and senior marketing executives must consider how to change their strategies, improve the role of marketing and adopt emerging technological and data tools to integrate with the Internet. The goal of digital marketing strategy is not to disrupt existing marketing strategies, but to complement, integrate and develop the two at the same time. In this book, the authors provide detailed discussion and practical analysis on the relationship between marketing and digital technologies and propose a marketing implementation framework for digital strategy platforms. Standing for Recognize, Reach, Relationship and Return, the 4R system is a powerful strategic trading tool for digital implementation, especially for CEOs and CMOs. All other tools, such as data platforms, content marketing, DSP digital advertising and digital marketing ROI design essentially serve the 4R system. As such, the authors advocate for firms to restructure their digital marketing strategy around the 4R system.

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