

ACCOUNT BASED MARKETING 2020

ACCOUNT BASED MARKETING 2020: A COMPREHENSIVE GUIDE TO SUCCESS

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PUBLISHER: GROWTHSPARK INSIGHTS, A LEADING PROVIDER OF B2B MARKETING RESEARCH AND ANALYSIS. GROWTHSPARK INSIGHTS IS KNOWN FOR ITS IN-DEPTH REPORTS AND ACTIONABLE STRATEGIES FOCUSED ON DRIVING REVENUE GROWTH FOR B2B BUSINESSES. THEIR EXPERTISE LIES IN PROVIDING DATA-DRIVEN INSIGHTS AND PRACTICAL GUIDANCE ON EMERGING MARKETING TRENDS, INCLUDING ACCOUNT-BASED MARKETING 2020 AND BEYOND.

EDITOR: JOHN SMITH, EDITOR-IN-CHIEF AT GROWTHSPARK INSIGHTS. JOHN HAS OVER 15 YEARS OF EXPERIENCE IN B2B EDITORIAL AND CONTENT STRATEGY. HE HAS A DEEP UNDERSTANDING OF THE CHALLENGES AND OPPORTUNITIES FACING B2B MARKETERS AND ENSURES ALL GROWTHSPARK INSIGHTS CONTENT IS BOTH INSIGHTFUL AND ACTIONABLE.

KEYWORD: ACCOUNT BASED MARKETING 2020

SUMMARY: THIS COMPREHENSIVE GUIDE DELVES INTO THE INTRICACIES OF ACCOUNT-BASED MARKETING IN 2020, PROVIDING A PRACTICAL FRAMEWORK FOR SUCCESSFUL IMPLEMENTATION. IT COVERS BEST PRACTICES, COMMON PITFALLS TO AVOID, AND ACTIONABLE STRATEGIES FOR OPTIMIZING YOUR ABM EFFORTS. WE EXPLORE KEY COMPONENTS LIKE IDENTIFYING IDEAL CUSTOMER PROFILES (ICPs), DEVELOPING PERSONALIZED MESSAGING, LEVERAGING TECHNOLOGY, AND MEASURING ROI. THIS GUIDE IS ESSENTIAL FOR B2B MARKETERS SEEKING TO ELEVATE THEIR MARKETING STRATEGIES THROUGH EFFECTIVE ACCOUNT BASED MARKETING 2020 APPROACHES.

INTRODUCTION: NAVIGATING THE ACCOUNT BASED MARKETING 2020 LANDSCAPE

ACCOUNT-BASED MARKETING (ABM) EXPERIENCED A SURGE IN POPULARITY IN 2020, FUELED BY A SHIFT TOWARDS MORE PERSONALIZED AND TARGETED APPROACHES IN B2B SALES AND MARKETING. ACCOUNT BASED MARKETING 2020 PRESENTED UNIQUE CHALLENGES AND OPPORTUNITIES, DEMANDING A REFINED UNDERSTANDING OF BUYER BEHAVIOR AND THE EFFECTIVE DEPLOYMENT OF TECHNOLOGY. THIS GUIDE PROVIDES A ROADMAP TO NAVIGATE THIS EVOLVING LANDSCAPE.

PHASE 1: IDENTIFYING AND PRIORITIZING IDEAL CUSTOMER PROFILES (ICPs) FOR ACCOUNT BASED MARKETING 2020

THE FOUNDATION OF SUCCESSFUL ACCOUNT BASED MARKETING 2020 LIES IN IDENTIFYING YOUR IDEAL CUSTOMER PROFILES (ICPs). THIS ISN'T SIMPLY ABOUT DEMOGRAPHICS; IT REQUIRES A DEEP UNDERSTANDING OF YOUR TARGET ACCOUNTS' BUSINESS CHALLENGES, GOALS, AND BUYING PROCESSES. CONSIDER FACTORS LIKE COMPANY SIZE, INDUSTRY, REVENUE, TECHNOLOGY STACK, AND ORGANIZATIONAL STRUCTURE. PRIORITIZE ACCOUNTS BASED ON THEIR POTENTIAL VALUE AND FIT WITH YOUR OFFERING.

PHASE 2: CRAFTING PERSONALIZED MESSAGING AND CONTENT FOR ACCOUNT BASED MARKETING 2020

GENERIC MARKETING MATERIALS WON'T CUT IT IN ABM. FOR EFFECTIVE ACCOUNT BASED MARKETING 2020, PERSONALIZE YOUR MESSAGING TO RESONATE WITH EACH TARGET ACCOUNT'S SPECIFIC NEEDS AND PAIN POINTS. THIS REQUIRES THOROUGH RESEARCH AND A DEEP UNDERSTANDING OF THEIR UNIQUE CHALLENGES. DEVELOP TARGETED CONTENT SUCH AS CUSTOMIZED CASE STUDIES, WHITE PAPERS, PRESENTATIONS, AND EVEN PERSONALIZED VIDEOS.

PHASE 3: LEVERAGING TECHNOLOGY FOR EFFICIENT ACCOUNT BASED MARKETING 2020

ACCOUNT-BASED MARKETING 2020 RELIES HEAVILY ON TECHNOLOGY TO STREAMLINE PROCESSES AND ENHANCE EFFICIENCY. UTILIZE MARKETING AUTOMATION PLATFORMS TO MANAGE TARGETED CAMPAIGNS, TRACK ENGAGEMENT, AND PERSONALIZE INTERACTIONS. CONSIDER TOOLS FOR ACCOUNT INTELLIGENCE, SALES INTELLIGENCE, AND ENGAGEMENT ANALYTICS TO GAIN DEEPER INSIGHTS INTO YOUR TARGET ACCOUNTS. CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SYSTEMS ARE CRUCIAL FOR INTEGRATING SALES AND MARKETING DATA.

PHASE 4: MEASURING AND OPTIMIZING RESULTS IN ACCOUNT BASED MARKETING 2020

EFFECTIVE ACCOUNT BASED MARKETING 2020 REQUIRES CAREFUL MEASUREMENT AND OPTIMIZATION. TRACK KEY METRICS SUCH AS ENGAGEMENT RATES, PIPELINE CONTRIBUTION, AND ULTIMATELY, REVENUE GENERATED FROM ABM INITIATIVES. ANALYZE YOUR RESULTS REGULARLY AND ADJUST YOUR STRATEGY BASED ON WHAT'S WORKING AND WHAT'S NOT. EXPERIMENT WITH DIFFERENT APPROACHES AND CONTINUOUSLY REFINE YOUR TACTICS.

COMMON PITFALLS TO AVOID IN ACCOUNT BASED MARKETING 2020

LACK OF CLEAR ICP DEFINITION: WITHOUT A WELL-DEFINED ICP, YOUR EFFORTS WILL BE SCATTERED AND INEFFECTIVE.

INSUFFICIENT PERSONALIZATION: GENERIC MESSAGING FAILS TO RESONATE WITH KEY DECISION-MAKERS.

POOR ALIGNMENT BETWEEN SALES AND MARKETING: ABM REQUIRES SEAMLESS COLLABORATION BETWEEN SALES AND MARKETING TEAMS.

IGNORING DATA AND ANALYTICS: WITHOUT MEASURING RESULTS, YOU CAN'T OPTIMIZE YOUR CAMPAIGNS.

UNDERESTIMATING THE TIME AND RESOURCE COMMITMENT: ABM REQUIRES A SIGNIFICANT INVESTMENT.

CONCLUSION

ACCOUNT BASED MARKETING 2020, WHILE DEMANDING, OFFERS SIGNIFICANT POTENTIAL FOR B2B BUSINESSES SEEKING TO GENERATE HIGH-VALUE LEADS AND ACCELERATE REVENUE GROWTH. BY CAREFULLY SELECTING YOUR TARGET ACCOUNTS, CRAFTING PERSONALIZED MESSAGING, LEVERAGING TECHNOLOGY, AND CONSISTENTLY MEASURING YOUR RESULTS, YOU CAN UNLOCK THE POWER OF ABM AND ACHIEVE SIGNIFICANT RETURNS. THE KEY IS TO ADAPT AND EVOLVE YOUR STRATEGIES BASED ON THE DYNAMIC NATURE OF ACCOUNT BASED MARKETING 2020 AND BEYOND.

FAQs

1. WHAT IS THE DIFFERENCE BETWEEN ABM AND TRADITIONAL MARKETING? TRADITIONAL MARKETING USES A BROAD APPROACH, WHILE ABM FOCUSES ON HIGHLY TARGETED ACCOUNTS.

1. HOW DO I CHOOSE THE RIGHT TECHNOLOGY FOR MY ABM STRATEGY? CONSIDER YOUR BUDGET, TEAM SIZE, AND SPECIFIC NEEDS WHEN SELECTING ABM TOOLS.

1. WHAT ARE THE KEY METRICS TO TRACK IN ABM? ENGAGEMENT, PIPELINE CONTRIBUTION, AND REVENUE GENERATED FROM ABM INITIATIVES ARE CRUCIAL.

1. HOW CAN I ENSURE ALIGNMENT BETWEEN SALES AND MARKETING IN ABM? ESTABLISH CLEAR GOALS, COMMUNICATION CHANNELS, AND JOINT RESPONSIBILITY FOR SUCCESS.
1. WHAT ARE SOME EXAMPLES OF PERSONALIZED CONTENT FOR ABM? CUSTOMIZED CASE STUDIES, TAILORED PRESENTATIONS, AND PERSONALIZED VIDEOS.
1. HOW DO I IDENTIFY IDEAL CUSTOMER PROFILES (ICPs)? CONSIDER FIRMOGRAPHIC, TECHNOGRAPHIC, AND BEHAVIORAL DATA.
1. WHAT IS THE ROI OF ABM? THE ROI VARIES DEPENDING ON IMPLEMENTATION AND EXECUTION BUT CAN BE SIGNIFICANTLY HIGHER THAN TRADITIONAL MARKETING.
1. HOW LONG DOES IT TAKE TO SEE RESULTS FROM ABM? RESULTS CAN VARY BUT TYPICALLY APPEAR WITHIN 6-12 MONTHS.
1. WHAT ARE THE CHALLENGES OF ABM IMPLEMENTATION? CHALLENGES INCLUDE RESOURCE ALLOCATION, DATA MANAGEMENT, AND CROSS-FUNCTIONAL ALIGNMENT.

RELATED ARTICLES:

1. "ACCOUNT-BASED MARKETING: A STEP-BY-STEP GUIDE FOR 2020": THIS ARTICLE PROVIDES A DETAILED WALKTHROUGH OF THE ABM PROCESS, FROM IDENTIFICATION TO EXECUTION.
1. "ABM TECHNOLOGY STACK: SELECTING THE RIGHT TOOLS FOR SUCCESS IN 2020": A DEEP DIVE INTO THE VARIOUS TECHNOLOGIES AVAILABLE FOR ABM, WITH RECOMMENDATIONS FOR DIFFERENT BUDGET LEVELS.
1. "MEASURING THE ROI OF ACCOUNT-BASED MARKETING: A PRACTICAL GUIDE FOR 2020": EXPLAINS HOW TO TRACK AND MEASURE THE EFFECTIVENESS OF YOUR ABM CAMPAIGNS.
1. "OVERCOMING COMMON PITFALLS IN ACCOUNT-BASED MARKETING: A 2020 PERSPECTIVE": ADDRESSES COMMON MISTAKES AND PROVIDES SOLUTIONS FOR SUCCESSFUL ABM IMPLEMENTATION.

1. "ACCOUNT-BASED MARKETING FOR SAAS COMPANIES: BEST PRACTICES IN 2020": TAILORED ADVICE FOR SAAS COMPANIES LEVERAGING ABM STRATEGIES.
1. "THE ROLE OF SALES IN ACCOUNT-BASED MARKETING: A 2020 GUIDE": HIGHLIGHTS THE IMPORTANCE OF SALES ALIGNMENT AND COLLABORATION IN SUCCESSFUL ABM.
1. "PERSONALIZED CONTENT STRATEGIES FOR ACCOUNT-BASED MARKETING IN 2020": FOCUSES ON CREATING COMPELLING AND RELEVANT CONTENT FOR TARGETED ACCOUNTS.
1. "ACCOUNT-BASED MARKETING AND ARTIFICIAL INTELLIGENCE: A 2020 ANALYSIS": EXPLORES THE INTEGRATION OF AI IN ABM STRATEGIES FOR ENHANCED TARGETING AND PERSONALIZATION.
1. "ACCOUNT-BASED MARKETING BUDGETING AND RESOURCE ALLOCATION FOR 2020": A GUIDE TO EFFECTIVELY BUDGETING AND ALLOCATING RESOURCES FOR YOUR ABM INITIATIVES.

📖 **Account based marketing 2020: A Practitioner's Guide to Account-based Marketing** Bev Burgess, Dave Munn, 2021-06-29 Improve relationships, drive growth and win new business by developing and implementing highly-customized B2B marketing programmes for key accounts.

account based marketing 2020: 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 2020: 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 2020: 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 2020: *No Forms. No Spam. No Cold Calls* Latané Conant, 2020-07-15 *No Forms. No Spam. No Cold Calls.* is a rallying cry for a new generation of sales and marketing leaders who are ready to ditch the traditional strategies, tactics, and technologies that are no longer working to deliver breakthrough results. Every organization wants to predictably grow revenue. The challenge facing sellers and marketers today is that B2B buyers have taken control of the buying journey, making it nearly impossible for business leaders to accurately predict anything, especially revenue growth. Prospects are being bombarded from all sides with forms, emails, and annoying phone calls as they try to research our solutions. So what do they do? They protect themselves by researching anonymously and not revealing themselves to us until their decision is made. That means that as sellers and marketers, we've lost our opportunity to influence the buying journey—that is, if we're still clinging to the traditional lead-based tools and strategies that we're used to. It's time for a new paradigm. Pioneering CMO Latané Conant delivers a step-by-step guide that will transform the way you think about marketing and selling in the modern age. Often challenging but never dull, *No Forms. No Spam. No Cold Calls.* delivers uncomfortable truths about the status quo—starting with Latané's first breakthrough that our old-school tactics not only treat our future customers like dirt, they also encourage the anonymous buying we're trying to combat. This book challenges sales and marketing leaders to engage customers the right way if you want to achieve predictable revenue growth. Latané lays out exactly how to enable your sales and marketing teams to take pride in the customer experience and finally align on how to put your prospects at the center of everything you do. In doing that, you'll learn to uncover customer demand, prioritize which accounts to work, engage the entire customer buying team, and measure real success. With this customer-first approach, you'll be able to confidently take down the forms, stop sending bulk emails, and quit making cold calls—and achieve breakthrough results.

account based marketing 2020: *Inbound Organization* Dan Tyre, Todd Hockenberry, 2018-04-24 Use inbound principles to build and strengthen your company's future We're in a major shift in a fundamental aspect of how businesses grow, how buyers purchase, and how businesses build meaningful conversations and customer relationships. Companies who align their mission, strategies, action plans, and tools with the way buyers think, learn, discover, and purchase will have a huge competitive advantage. Organizations need to adjust their mindset and build a strategic foundation to deal with these facts and not just update a business plan. *Inbound Organization* shows leaders how to build their company's future around Inbound principles and strengthen the structural foundations necessary to deal with the changes in buyer behavior. It explains how and why Inbound ideas and how to create a remarkable customer experience belong in the boardrooms and on the desks of founders, entrepreneurs, business leaders, and anyone who has a responsibility to lead their organizations into the future. • Discover the foundation of inbound principles • Learn how to put ideas into practice today • Read about organizations that successfully apply the principles of Inbound • Keep your business on course to succeed amidst buyer changes Stay ahead of the curve and learn how to use Inbound principles to ensure you're always ahead of the curve.

account based marketing 2020: *Digital and Social Media Marketing* Nripendra P. Rana, Emma L. Slade, Ganesh P. Sahu, Hatice Kizgin, Nitish Singh, Bidit Dey, Anabel Gutierrez, Yogesh K. Dwivedi, 2019-11-11 This book examines issues and implications of digital and social media marketing for emerging markets. These markets necessitate substantial adaptations of developed theories and approaches employed in the Western world. The book investigates problems specific to emerging markets, while identifying new theoretical constructs and practical applications of digital marketing. It addresses topics such as electronic word of mouth (eWOM), demographic differences in digital marketing, mobile marketing, search engine advertising, among others. A radical increase in both temporal and geographical reach is empowering consumers to exert influence on brands, products, and services. Information and Communication Technologies (ICTs) and digital media are having a significant impact on the way people communicate and fulfil their socio-economic, emotional and material needs. These technologies are also being harnessed by businesses for

various purposes including distribution and selling of goods, retailing of consumer services, customer relationship management, and influencing consumer behaviour by employing digital marketing practices. This book considers this, as it examines the practice and research related to digital and social media marketing.

account based marketing 2020: 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 2020: Advances in Digital Marketing and eCommerce Francisco J. Martínez-López, David López López, 2021-05-26 This book highlights the latest research articles presented at the second Digital Marketing & eCommerce Conference in June 2021. Papers include a diverse set of digital marketing and eCommerce-related topics such as user psychology and behavior in social commerce, influencer marketing in social commerce, social media monetization strategies, social commerce characteristics and their impact on user behavior, branding on social media, social media-based business models, user privacy and security protection on social media, social video marketing and commerce, among other topics.

account based marketing 2020: AI in Marketing, Sales and Service Peter Gentsch, 2018-10-22 AI and Algorithmics have already optimized and automated production and logistics processes. Now it is time to unleash AI on the administrative, planning and even creative procedures in marketing, sales and management. This book provides an easy-to-understand guide to assessing the value and potential of AI and Algorithmics. It systematically draws together the technologies and methods of AI with clear business scenarios on an entrepreneurial level. With interviews and case studies from those cutting edge businesses and executives who are already leading the way, this book shows you: how customer and market potential can be automatically identified and profiled; how media planning can be intelligently automated and optimized with AI and Big Data; how (chat)bots and digital assistants can make communication between companies and consumers more efficient and smarter; how you can optimize Customer Journeys based on Algorithmics and AI; and how to conduct market research in more efficient and smarter way. A decade from now, all businesses will be AI businesses – Gentsch shows you how to make sure yours makes that transition better than your competitors.

account based marketing 2020: Predictable Prospecting: How to Radically Increase Your B2B Sales Pipeline Marylou Tyler, Jeremy Donovan, 2016-08-19 The proven system for rapid B2B sales growth from the coauthor of Predictable Revenue, the breakout bestseller hailed as a “sales bible” (Inc.) If your organization’s success is driven by B2B sales, you need to be an expert prospector to successfully target, qualify, and close business opportunities. This game-changing guide provides the immediately implementable strategies you need to build a solid, sustainable pipeline—whether you’re a sales or marketing executive, team leader, or sales representative. Based on the acclaimed business model that made Predictable Revenue a runaway bestseller, this powerful approach to B2B prospecting will help you to:

- Identify the prospects with the greatest potential
- Clearly articulate your company’s competitive position
- Implement account-based sales

development using ideal account profiles • Refine your lead targeting strategy with an ideal prospect profile • Start a conversation with people you don't know • Land meetings through targeted campaigns • Craft personalized e-mail and phone messaging to address each potential buyer's awareness, needs, and challenges. • Define, manage, and optimize sales development performance metrics • Generate predictable revenue You'll learn how to target and track ideal prospects, optimize contact acquisition, continually improve performance, and achieve your revenue goals—quickly, efficiently, and predictably. The book includes easy-to-use charts and e-mail templates, and features full online access to sample materials, worksheets, and blueprints to add to your prospecting tool kit. Following this proven step-by-step framework, you can turn any B2B organization into a high-performance business development engine, diversify marketing lead generation channels, justify marketing ROI, sell into disruptive markets—and generate more revenue than ever. That's the power of Predictable Prospecting.

account based marketing 2020: ADKAR Jeff Hiatt, 2006 In his first complete text on the ADKAR model, Jeff Hiatt explains the origin of the model and explores what drives each building block of ADKAR. Learn how to build awareness, create desire, develop knowledge, foster ability and reinforce changes in your organization. The ADKAR Model is changing how we think about managing the people side of change, and provides a powerful foundation to help you succeed at change.

account based marketing 2020: Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses Joe Pulizzi, 2015-09-04

"Instead of throwing money away and sucking up to A-listers, now there is a better way to promote your business. It's called content marketing, and this book is a great way to master this new technique." -Guy Kawasaki, Chief evangelist of Canva and author of The Art of the Start 2.0 How do you take the maximum amount of risk out of starting a business? Joe Pulizzi shows us. Fascinate your audience, then turn them into loyal fans. Content Inc. shows you how. Use it as your roadmap to startup success." -Sally Hogshead, New York Times and Wall Street Journal bestselling author, How the World Sees You If you're serious about turning content into a business, this is the most detailed, honest, and useful book ever written. -Jay Baer, New York Times bestselling author of Youtility The approach to business taught all over the world is to create a product and then spend a bunch of money to market and sell it. Joe outlines a radically new way to succeed in business: Develop your audience first by creating content that draws people in and then watch your business sell themselves! -David Meerman Scott bestselling author of ten books including The New Rules of Sales and Service The digital age has fundamentally reshaped the cost curve for entrepreneurs. Joe describes the formula for developing a purpose-driven business that connects with an engaged and loyal audience around content. With brand, voice and audience, building and monetizing a business is easy. -Julie Fleischer, Sr. Director, Data + Content + Media, Kraft Foods What if you launched a business with nothing to sell, and instead focused first on serving the needs of an audience, trusting that the 'selling' part would come later? Crazy? Or crazy-brilliant? I'd say the latter. Because in today's world, you should serve before selling. -Ann Handley, author of the Wall Street Journal bestseller Everybody Writes and Content Rules Today, anyone, anywhere with a passion and a focus on a content niche can build a multi-million dollar platform and business. I did it and so can you. Just follow Joe's plan and his Content Inc. model. -John Lee Dumas, Founder, EntrepreneurOnFire The Internet doesn't need more content. It needs amazing content. Content Inc is the business blueprint on how to achieve that. If you're in business and are tired of hearing about the need for content marketing, but want the how and the proof, Content Inc is your blueprint. -Scott Stratten, bestselling author and President of UnMarketing Inc. Content marketing is by far the best marketing strategy for every company and Joe is by far the best guru on the topic. I wish this book was available when we started our content marketing initiative. It would have saved us a huge amount of time and effort! -Scott Maxwell, Managing Partner/Founder OpenView Venture Partners

account based marketing 2020: Marketing Metrics Neil Bendle, Paul W. Farris, Phillip Pfeifer, David Reibstein, 2020-08-23 Your Definitive, Up-to-Date Guide to Marketing

Metrics—Choosing Them, Implementing Them, Applying Them This award-winning guide will help you accurately quantify the performance of all your marketing investments, increase marketing ROI, and grow profits. Four renowned experts help you apply today's best practices for assessing everything from brand equity to social media, email performance, and rich media interaction. This updated edition shows how to measure costly sponsorships, explores links between marketing and financial metrics for current and aspiring C-suite decision-makers; presents better ways to measure omnichannel marketing activities; and includes a new section on accountability and standardization in marketing measurement. As in their best-selling previous editions, the authors present pros, cons, and practical guidance for every technique they cover. Measure promotions, advertising, distribution, customer perceptions, competitor power, margins, pricing, product portfolios, salesforces, and more Apply web, online, social, and mobile metrics more effectively Build models to optimize planning and decision-making Attribute purchase decisions when multiple channels interact Understand the links between search and distribution, and use new online distribution metrics Evaluate marketing's impact on a publicly traded firm's financial objectives Whatever your marketing role, *Marketing Metrics* will help you choose the right metrics for every task—and capture data that's valid, reliable, and actionable.

account based marketing 2020: *Unleash Possible* Samantha Stone, 2016-10-03 *Unleash Possible* is a how-to guide for high-growth marketing in complex selling environments. Author Samantha Stone, the revenue catalyst, shows you how to initiate growth, and how to partner with sales to get the right results.

account based marketing 2020: *Superior Customer Value* Art Weinstein, 2018-12-07 *Superior Customer Value* is a state-of-the-art guide to designing, implementing and evaluating a customer value strategy in service, technology and information-based organizations. A customer-centric culture provides focus and direction for an organization, driving and enhancing market performance. By benchmarking the best companies in the world, Weinstein shows students and marketers what it really means to create exceptional value for customers in the Now Economy. Learn how to transform companies by competing via the 5-S framework - speed, service, selection, solutions and sociability. Other valuable tools such as the Customer Value Funnel, Service-Quality-Image-Price (SQIP) framework, SERVQUAL, and the Customer Value/Retention Model frame the reader's thinking on how to improve marketing operations to create customer-centered organizations. This edition features a stronger emphasis on marketing thinking, planning and strategy, as well as new material on the Now Economy, millennials, customer obsession, business models, segmentation and personalized marketing, customer experience management and customer journey mapping, value pricing, customer engagement, relationship marketing and technology, marketing metrics and customer loyalty and retention. Built on a solid research basis, this practical and action-oriented book will give students and managers an edge in improving their marketing operations to create superior customer experiences.

account based marketing 2020: *Competing in the Age of AI* Marco Iansiti, Karim R. Lakhani, 2020-01-07 a provocative new book — The New York Times AI-centric organizations exhibit a new operating architecture, redefining how they create, capture, share, and deliver value. Now with a new preface that explores how the coronavirus crisis compelled organizations such as Massachusetts General Hospital, Verizon, and IKEA to transform themselves with remarkable speed, Marco Iansiti and Karim R. Lakhani show how reinventing the firm around data, analytics, and AI removes traditional constraints on scale, scope, and learning that have restricted business growth for hundreds of years. From Airbnb to Ant Financial, Microsoft to Amazon, research shows how AI-driven processes are vastly more scalable than traditional processes, allow massive scope increase, enabling companies to straddle industry boundaries, and create powerful opportunities for learning—to drive ever more accurate, complex, and sophisticated predictions. When traditional operating constraints are removed, strategy becomes a whole new game, one whose rules and likely outcomes this book will make clear. Iansiti and Lakhani: Present a framework for rethinking business and operating models Explain how collisions between AI-driven/digital and

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