

account based marketing events

Account Based Marketing Events: A Comprehensive Guide to Success

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Summary: This guide delves into the world of account-based marketing (ABM) events, providing a step-by-step approach to planning, executing, and measuring the success of these targeted initiatives. We explore best practices, common pitfalls, and provide actionable strategies to maximize ROI. The guide also highlights the importance of personalization, data-driven decision-making, and post-event follow-up within the context of account-based marketing events.

1. Introduction to Account Based Marketing Events

Account-based marketing (ABM) events are highly targeted marketing initiatives designed to engage specific high-value accounts. Unlike traditional marketing events that cast a wide net, ABM events focus on creating personalized experiences for a select group of key accounts, nurturing relationships, and ultimately driving revenue. The success of account-based marketing events hinges on meticulous planning, personalized engagement, and robust follow-up. This guide provides a roadmap to navigate the complexities of planning and executing successful ABM events.

1. Defining Your Target Accounts for ABM Events

The foundation of any successful account-based marketing event is a clearly defined target audience. You need to identify the key accounts you want to

engage. This involves researching their needs, challenges, and preferences. Detailed firmographic and technographic data is crucial. Consider factors like company size, industry, location, technology stack, and recent activity. The more granular your understanding, the more effective your account-based marketing events will be.

1. Planning and Designing Personalized Account Based Marketing Events

Once your target accounts are identified, the planning phase begins. This involves selecting the right event format – webinars, workshops, exclusive dinners, conferences, or customized in-person experiences. The key is personalization. The event should directly address the unique needs and challenges of each targeted account. This could involve customizing the agenda, speaker lineup, or even the location to resonate deeply with each invited client.

1. Choosing the Right Event Format for your Account Based Marketing Strategy

Different formats cater to different needs. Webinars offer scalability and cost-effectiveness, while exclusive dinners provide a more intimate and high-touch experience. Workshops allow for deeper engagement and hands-on learning. The choice should align with your target accounts' preferences and your overall ABM goals. Consider the level of intimacy desired and the desired level of engagement.

1. Leveraging Technology for Account Based Marketing Events

Technology plays a critical role in successful account-based marketing events. Utilize marketing automation platforms to personalize invitations, track engagement, and automate follow-up. Event management software can assist with registration, logistics, and attendee management. Data analytics dashboards provide real-time insights into event performance, allowing for course correction if needed.

1. Measuring the Success of Your Account Based Marketing Events

Measuring the ROI of account-based marketing events is crucial. Track key metrics such as attendance rates, engagement levels (e.g., website visits, content downloads, social media interactions), lead generation, and

ultimately, closed-won deals. Tie these metrics directly to specific accounts to quantify the impact of your efforts. This data-driven approach allows you to refine your strategy for future events.

1. Post-Event Follow-Up and Nurturing for Account Based Marketing

The work doesn't end after the event. Post-event follow-up is critical to nurture relationships and move accounts through the sales funnel. Send personalized thank-you notes, share recordings or presentations, and schedule follow-up meetings to continue the conversation. Use the data gathered during the event to tailor your communication and offer relevant resources.

1. Common Pitfalls to Avoid in Account Based Marketing Events

Several common pitfalls can derail your ABM event strategy. Avoid a generic approach—personalization is key. Don't neglect data-driven decision-making. Insufficient pre-event planning and a lack of post-event follow-up can also diminish results. Failing to track key metrics and measure ROI undermines your ability to learn and improve.

1. Best Practices for Account Based Marketing Events

Prioritize personalization in every aspect of the event. Leverage data to understand your accounts' needs and tailor your message accordingly. Focus on creating a high-value experience that fosters meaningful engagement. Invest in robust technology to streamline processes and track results. Prioritize qualitative feedback to improve future events.

Conclusion:

Account-based marketing events, when executed strategically, can be highly effective for driving revenue from key accounts. By understanding your target accounts, planning meticulously, personalizing the experience, leveraging technology, and tracking results diligently, you can maximize the ROI of your ABM event strategy. Remember, consistent follow-up is critical to nurturing relationships and converting leads into customers.

FAQs:

1. What is the difference between traditional marketing events and account-

based marketing events? Traditional events target a broad audience, while ABM events focus on a select group of high-value accounts.

1. How do I determine the budget for my account-based marketing events? The budget depends on the event format, target audience size, and planned activities. Start by defining your objectives and then estimate costs based on those goals.
1. What metrics should I track to measure the success of my account-based marketing events? Track attendance rates, engagement levels, lead generation, deal closure rates, and overall ROI.
1. How can I ensure my account-based marketing events are personalized? Leverage data to understand your accounts' needs and tailor the event content, agenda, and communication accordingly.
1. What technology should I use to support my account-based marketing events? Marketing automation platforms, event management software, and CRM systems are valuable tools.
1. How can I improve the engagement of attendees at my account-based marketing events? Use interactive activities, Q&A sessions, and networking opportunities to enhance engagement.
1. What are the common mistakes to avoid when planning account-based marketing events? Avoid generic approaches, neglect data-driven decision-making, and lack of post-event follow-up.
1. How can I build strong relationships with key accounts through account-based marketing events? Focus on creating personalized experiences and fostering genuine connections.

1. How do I measure the long-term impact of account-based marketing events? Track customer lifetime value and the overall contribution of these accounts to your revenue stream.

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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

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the book, spur critical thinking and further students' knowledge. This accessible and comprehensive account of Events Marketing and Management is essential reading for all students and future managers.

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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 events: 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.

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Birdir, Kemal, Birdir, Sevda, Dalgic, Ali, Toksoz, Derya, 2020-12-04 Conferences, symposiums, and other large events that take place at far away hotels require many hours of preparation to plan and need a capable event staff to market. Without the innovative technologies that have changed the face of the tourism industry, many destinations would be unequipped to handle such a task. Impact of ICTs on Event Management and Marketing is a collection of innovative research on the methods and applications of information and communications technologies on almost all facets of hospitality and tourism-related businesses including hotels, restaurants, and other tourism areas. While highlighting topics including digital marketing, artificial intelligence, and event tourism, this book is ideally designed for business managers, event planners, and marketing professionals.

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Pam Didner, 2014-12-19 Engage Customers Around the World with Cross-Regional Content Marketing Technology has virtually erased national borders, forever transforming the way we reach and engage customers, as well as the way we search for and consume content. Global Content Marketing takes you step-by-step through the process of creating and refining your strategies to meet this new reality. LEARN HOW TO: Create content that engages people—regardless of their country and culture Identify key actions and strategies to apply to your projects Connect dots that others don't see and connect them in ways you never thought of before Content marketing across geographies is a different animal. In this smart, practical, and authoritative book, Pam Didner has tamed this animal for all of us. -- DOUG KESSLER, Creative Director, Velocity A valuable guide to developing and distributing your global content effectively. -- NANCY BHAGAT, former VP, Global Marketing Strategy, Intel, and current Divisional CMO, TE Connectivity This book is the blueprint

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Bev Burgess, Dave Munn, 2017-03-03 Account-based marketing, also known as client-centric marketing, is in the process of transforming modern marketing practice. It involves taking a strategic approach to business to business marketing, whereby important individual accounts are treated as markets in their own right. After all, many of the world's leading companies have annual revenues the size of some countries' GDP, so for the businesses that provide services and solutions to these companies, such key accounts truly do represent a global market. A Practitioner's Guide to Account-Based Marketing explores the development of account-based marketing (ABM) as a business practice, and outlines a clear, step-by-step process for readers who wish to set up an ABM programme to accelerate growth. Rich with fascinating case studies and personal stories, A Practitioner's Guide to Account-Based Marketing offers readers privileged access to lessons learned by pioneering companies in the field, including BT, Fujitsu, IBM, Juniper Networks, Microsoft, SAP, and many more. The text is fully endorsed by the Information Technology Services Marketing Association (ITSMA), who run the only formally recognized qualification in the sector: the Account-Based Marketing Certification Programme. Meticulously researched and highly practical, A Practitioner's Guide to Account-Based Marketing will help all marketers strengthen relationships, build reputation, and increase revenues in their most important accounts.

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that produces growth and success: They Ask, You Answer. Using these principles, author Marcus Sheridan led his struggling pool company from the bleak depths of the housing crash of 2008 to become one of the largest pool installers in the United States. Discover how his proven strategy can work for your business and master the principles of inbound and content marketing that have empowered thousands of companies to achieve exceptional growth. They Ask, You Answer is a straightforward guide filled with practical tactics and insights for transforming your marketing strategy. This new edition has been fully revised and updated to reflect the evolution of content marketing and the increasing demands of today's internet-savvy buyers. New chapters explore the impact of technology, conversational marketing, the essential elements every business website should possess, the rise of video, and new stories from companies that have achieved remarkable results with They Ask, You Answer. Upon reading this book, you will know: How to build trust with buyers through content and video. How to turn your web presence into a magnet for qualified buyers. What works and what doesn't through new case studies, featuring real-world results from companies that have embraced these principles. Why you need to think of your business as a media company, instead of relying on more traditional (and ineffective) ways of advertising and marketing. How to achieve buy-in at your company and truly embrace a culture of content and video. How to transform your current customer base into loyal brand advocates for your company. They Ask, You Answer is a must-have resource for companies that want a fresh approach to marketing and sales that is proven to generate more traffic, leads, and sales.

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be of great interest to upper-level students and researchers in Events Marketing and Management, Tourism and the broader field of Urban Geography. The concluding chapter also proposes future research directions--

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