account based marketing roi

Account Based Marketing ROI: Measuring the Success of Your Strategic Approach

Author: Sarah Chen, Senior Marketing Consultant at GrowthSpark Marketing. Sarah has over 10 years of experience in B2B marketing, specializing in account-based strategies and ROI measurement for enterprise-level clients. Her expertise includes developing and implementing ABM programs, designing robust attribution models, and analyzing marketing performance data to drive revenue growth.

Publisher: MarketingProfs – A leading provider of marketing education and resources for professionals, specializing in cutting-edge strategies and tactics.

Editor: Michael Davis, MBA, Certified Marketing Analytics Professional (CMAP). Michael has 15 years of experience in marketing analytics and data-driven decision making.

Keywords: Account Based Marketing ROI, ABM ROI, Measuring ABM ROI, Account Based Marketing Return on Investment, ABM Attribution, B2B Marketing ROI, Strategic Account Management, ABM Metrics, Marketing ROI Calculation

Abstract: Account-based marketing (ABM) is a highly targeted strategy that focuses resources on a select group of high-value accounts. While the potential for high ROI is significant, accurately measuring account based marketing ROI requires a sophisticated approach. This article explores various methodologies and approaches to effectively measure and maximize the return on investment from your ABM initiatives.

1. Understanding the Unique Challenges of Measuring Account Based Marketing ROI

Unlike traditional marketing campaigns that focus on broad reach, ABM prioritizes depth of engagement with a smaller number of key accounts. This targeted nature makes it more challenging to directly attribute revenue to specific ABM activities. Traditional marketing metrics like website traffic and lead generation don't always fully capture the value created through ABM's long-term nurturing and relationship building. Therefore, a multi-faceted approach to measuring account based marketing ROI is crucial.

2. Defining Your ABM Goals and Key Performance Indicators (KPIs)

Before embarking on any ABM campaign, clearly define your goals and corresponding KPIs. These should be aligned with your overall business objectives. Instead of solely focusing on leads, consider metrics that reflect the progress towards closing deals with your target accounts. Examples include:

Named Account Engagement: Track interactions with key decision-makers within target accounts. This could involve email opens, meeting attendance, content downloads specific to that account, and social media engagement.
Sales Qualified Opportunities (SQOs): Measure the number of opportunities generated from ABM activities that are qualified by sales.
Win Rate: Analyze the percentage of targeted accounts that convert into paying customers.
Customer Lifetime Value (CLTV): Assess the long-term value of acquired customers from ABM initiatives.
Average Deal Size: Track the average value of deals closed through ABM programs.
Marketing Qualified Accounts (MQAs): Quantify the number of accounts that meet predefined criteria for engagement based on their fit and potential.
Sales Accepted Leads (SALs): Measure how many marketing leads are passed on to sales and deemed valuable.

3. Implementing a Robust Attribution Model for Account Based Marketing ROI

Attribution models are critical for determining which ABM touchpoints contribute to successful outcomes. Simple last-touch models fail to capture the multi-touch nature of ABM. Consider these options:

Multi-touch attribution (MTA): This approach assigns credit to multiple touchpoints across the customer journey, offering a more holistic view of ABM effectiveness. Consider models like linear, time decay, or custom algorithms.
Custom Attribution Models: Develop models tailored to your specific ABM processes, considering the unique touchpoints and interactions involved.
Account-Based Attribution: Focus on attributing revenue to specific accounts, considering the cumulative impact of all marketing and sales activities.

4. Leveraging Marketing Technology for Account Based Marketing ROI Measurement

Marketing automation platforms, Customer Relationship Management (CRM) systems, and marketing analytics tools are essential for tracking ABM activities and measuring ROI. These tools enable:

Data Integration: Consolidate data from multiple sources to gain a comprehensive view of account interactions.
Real-time Reporting: Monitor campaign performance and make adjustments as needed.
Predictive Analytics: Utilize data to identify high-potential accounts and optimize campaign strategies.

5. Qualitative Data and its Contribution to Account Based Marketing ROI

While quantitative data provides crucial metrics, qualitative data provides valuable context. Gather feedback from sales and account management teams to understand the impact of ABM initiatives on relationships and deal progression. This includes:

Sales team feedback: Gather insights on the effectiveness of ABM programs in qualifying leads and shortening sales cycles.
Customer surveys: Assess customer satisfaction and loyalty resulting from ABM engagement.
Case studies: Showcase the success stories of ABM initiatives to demonstrate ROI and justify future investments.

6. Continuous Monitoring and Optimization for Improved Account Based Marketing ROI

Measuring account based marketing ROI is not a one-time event. Regular monitoring and optimization are key to maximizing returns. Use data to identify areas for improvement and adjust your strategies accordingly. This includes:

A/B testing: Experiment with different messaging, content, and channels to optimize campaign performance.
Campaign analysis: Evaluate the results of each ABM campaign to identify what worked well and what needs improvement.
Regular reporting: Provide consistent updates on ABM performance to stakeholders.

7. Calculating Account Based Marketing ROI: A Practical Example

Let's assume an ABM campaign targeted 100 high-value accounts. The total investment was $100,000. The campaign resulted in 10 new customers, with an average deal size of $50,000 and a projected Customer Lifetime Value (CLTV) of $250,000 per customer.

Total Revenue Generated: 10 customers $50,000/customer = $500,000
Total CLTV: 10 customers $250,000/customer = $2,500,000
ROI based on revenue: ($500,000 - $100,000) / $100,000 = 400%
ROI based on CLTV: ($2,500,000 - $100,000) / $100,000 = 2400%

This illustrates the significant long-term ROI potential of ABM.

Conclusion

Measuring account based marketing ROI requires a more sophisticated and multifaceted approach than traditional marketing. By defining clear goals, implementing robust attribution models, leveraging marketing technology, and incorporating qualitative data, businesses can accurately assess the effectiveness of their ABM programs and demonstrate significant returns on investment. Continuous monitoring, optimization, and a long-term perspective are key to maximizing the value of ABM initiatives and achieving sustainable business growth.

FAQs

1. What are the biggest challenges in measuring ABM ROI? The biggest challenges include attributing revenue to specific ABM activities, the long sales cycles common in ABM, and the need for sophisticated data analysis and attribution models.

1. How can I improve my ABM attribution model? Implement multi-touch attribution models, consider using custom algorithms tailored to your specific ABM activities, and ensure data integration from all relevant platforms.

1. What are some key qualitative metrics for ABM success? Sales team feedback, customer testimonials, case studies, and survey results assessing customer satisfaction and engagement.

1. How often should I review my ABM ROI? Regularly, at least monthly or quarterly, allowing for adjustments based on performance.

1. What tools can help me track ABM ROI? Marketing automation platforms (e.g., HubSpot, Marketo), CRM systems (e.g., Salesforce, Zoho CRM), and marketing analytics tools (e.g., Google Analytics, Adobe Analytics).

1. How can I justify ABM investment to stakeholders? Present a compelling case by demonstrating potential ROI using realistic projections, showcase success stories from similar companies, and highlight the long-term value of acquiring high-value customers.

1. What's the difference between ABM ROI and traditional marketing ROI? ABM ROI focuses on a smaller number of high-value accounts, while traditional marketing ROI considers broader reach and lead generation. ABM ROI often considers longer-term value (CLTV).

1. Is a high account based marketing ROI always guaranteed? No, success depends on strategic planning, proper execution, and accurate measurement. Poorly planned or executed campaigns will not deliver high ROI.

1. How can I improve the efficiency of my ABM efforts to maximize ROI? Focus your efforts on highly qualified accounts that fit your ideal customer profile. Prioritize personalization and meaningful engagement at every touchpoint. Continuously analyze your data to refine your strategy.

Related Articles:

1. "The Ultimate Guide to Account-Based Marketing (ABM)": This comprehensive guide covers the fundamentals of ABM, including strategy, execution, and technology.

1. "Account-Based Marketing: A Step-by-Step Guide for Success": A practical guide offering actionable steps for implementing an effective ABM program.

1. "Boosting Your ABM ROI Through Data-Driven Decisions": This article emphasizes the importance of data analysis in optimizing ABM strategies.

1. "How to Measure the True ROI of Your ABM Program": An in-depth look at various methods for measuring ABM ROI, including different attribution models.

1. "Overcoming the Challenges of Measuring ABM Effectiveness": This article focuses on common pitfalls and offers solutions to improve ABM measurement.

1. "Predictive Analytics and ABM: A Winning Combination for ROI": Explores the use of predictive analytics for identifying high-potential accounts and optimizing ABM strategies.

1. "Case Studies: How Leading Companies are Achieving High ABM ROI": Provides real-world examples of successful ABM implementations and their measurable impact.

1. "The Role of Sales and Marketing Alignment in ABM Success": Explores the importance of cross-

functional collaboration for maximizing ABM ROI.

1. "Account-Based Marketing and Customer Lifetime Value: A Synergistic Relationship": Focuses on the connection between ABM and CLTV, highlighting how ABM can drive long-term profitability.

account based marketing roi: 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 roi: 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 roi: 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 roi: *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 roi: Marketing ROI James Lenskold, 2003-08-22 ROI (Return on Investment) is today's key business tool for measuring how effectively money was spent--yet few marketing managers receive any ROI training at all. Marketing ROIchanges all that, showing marketing pros at every level how to use ROI and other financial metrics to support their strategic decision making. This comprehensive book details how an accurate working knowledge of ROI is essential for using the latest marketing measurements, and provides insights for gaining the greatest competitive advantage from the skilled use and understanding of ROI concepts.

account based marketing roi: A Practitioner's Guide to Account-Based Marketing 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.

account based marketing roi: Data-Driven Marketing Mark Jeffery, 2010-02-08 NAMED BEST MARKETING BOOK OF 2011 BY THE AMERICAN MARKETING ASSOCIATION How organizations can deliver significant performance gains through strategic investment in marketing In the new era of tight marketing budgets, no organization can continue to spend on marketing without knowing what's working and what's wasted. Data-driven marketing improves efficiency and effectiveness of marketing expenditures across the spectrum of marketing activities from branding and awareness, trail and loyalty, to new product launch and Internet marketing. Based on new research from the Kellogg School of Management, this book is a clear and convincing guide to using a more rigorous, data-driven strategic approach to deliver significant performance gains from your marketing. Explains how to use data-driven marketing to deliver return on marketing investment (ROMI) in any organization In-depth discussion of the fifteen key metrics every marketer should know Based on original research from America's leading marketing business school, complemented by experience teaching ROMI to executives at Microsoft, DuPont, Nisan, Philips, Sony and many other firms Uses data from a rigorous survey on strategic marketing performance management of 252 Fortune 1000 firms, capturing $53 billion of annual marketing spending In-depth examples of how to apply the principles in small and large organizations Free downloadable ROMI templates for all examples given in the book With every department under the microscope looking for results, those who properly use data to optimize their marketing are going to come out on top every time.

account based marketing roi: 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 roi: The Revenue Acceleration Rules Shashi Upadhyay, Kent McCormick, 2018-05-22 Turn data into revenue in the B2B marketing sphere The Revenue Acceleration Rules is a unique guide in the business-to-business space, providing a clear framework for more effective marketing in an accounts-based environment. Written by a veteran in the predictive marketing sphere, this book explains how strategies typically used on the consumer end can be tailored to drive revenue in B2B sales. Industry experts offer advice and best practices, using real-world examples to illustrate the power of analytics and on-the-ground implementation of predictive ABM initiatives. Covering the complete spectrum from why? to how?, this book provides an invaluable resource for B2B marketers seeking a step forward in the rapidly-evolving marketplace. Business-to-business sales makes up roughly 45 percent of the economy, and the power of predictive marketing has been proven time and again in the consumer sphere. This guide is the only resource to merge these two critical forces and provide clear guidance for the B2B space. Supercharge your demand waterfall Align marketing and sales Learn best practices from industry experts Grow revenue with account-based marketing Predictive marketing reveals the small clues that speak to big trends. While B2B diverges from consumer marketing in a number of ways, the central demand for value remains; analytics helps you stay ahead of the curve, streamline the marketing to sales funnel, and increase ROI. Strengthen the relationships you already have, attract new accounts, and prioritize accurately to turn contacts into leads, and leads into customers. Your data can be your biggest marketing asset, and The Revenue Acceleration Rules shows you how to leverage it into revenue.

account based marketing roi: Marketing Performance Thomas Bauer, Tjark Freundt, Jonathan Gordon, Jesko Perrey, Dennis Spillecke, 2016-07-25 Drive marketing ROI with an investor's mindset and a proven toolkit Top marketers today don't shy away from financial accountability. In fact, they actively seek to account for the return on their companies' investments in marketing – because they want their budget to make a difference for their brands and for their business: more relevant messages, more effective campaigns, more satisfied customers, more profitable promotions, higher returns to shareholders. If this is how you think about marketing, this book is for you. It is a book for CMOs who adopt an investor's mindset, and it deals with the most pressing marketing performance questions. This isn't a work of theory. This is a hands-on guide to better marketing for top managers, neatly packaged into ten concise chapters that are just right for a short-haul flight. Learn how to: Increase sales with smarter fund allocation Reduce marketing costs without sacrificing effectiveness Strengthen the role of marketing with quantified ROI Build capabilities for sustainable performance improvements Marketing Performance delivers expert insight, a wealth of proven success factors, and real-life case studies that will help you drive marketing performance and grow your business.

account based marketing roi: B2B Marketing Uwe G. Seebacher, 2021-05-03 This unique book comprehensively presents the current state of knowledge, theoretical and practical alike, in the field of business-to-business (B2B) marketing. More than 30 of the best and most recognized B2B marketers address the most relevant theoretical foundations, concepts, tried and tested approaches and models from entrepreneurial practice. Many of those concepts are published for the first time ever in this book. The book not only builds on the existing classic literature for industrial goods marketing but also – and much more importantly – finally closes the gap towards the rapidly growing ecosystem of modern B2B marketing terms, instruments, products, and topics. Technical terms such as Account-Based Marketing, Buyer Journey, ChatBots, Content AI, Marketing Automation, Marketing Canvas, Social Selling, Touchpoint Sensitivity Analysis, and Predictive Intelligence are explained and examined in detail, especially in terms of their applicability and implementation. The book as a whole reflects the B2B marketing journey so that the readers can directly connect the content to their own experience and use the book as a guide in their day-to-day work for years to come.

account based marketing roi: Account-Based Marketing For Dummies Sangram Vajre, 2016-04-13 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 roi: *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 roi: Social Media ROI Olivier Blanchard, 2011-02-22 Use Social and Viral Technologies to Supercharge Your Customer Service! Use this book to bring true business discipline to your social media program and align with your organization’s goals. Top branding and marketing expert Olivier Blanchard brings together new best practices for strategy, planning, execution, measurement, analysis, and optimization. You will learn how to define the financial and nonfinancial business impacts you are aiming for--and achieve them. Social Media ROI delivers practical solutions for everything from structuring programs to attracting followers, defining metrics to managing crises. Whether you are in a startup or a global enterprise, this book will help you gain more value from every dime you invest in social media. You’ll learn how to: Align social communications with broader business goals and functions Plan for effective performance measurement Establish clarity of vision, purpose, and execution Implement guidelines and operations for effectively managing social media Get started by “listening before talking” Integrate social media into long-term marketing programs, short-term campaigns, and brand initiatives Use social media to deliver real-time, optimized customer support Leverage mobility and the “on-the-fly” social media culture Measure FRY (Frequency, Reach, and Yield) Includes a foreword by Brian Solis.

account based marketing roi: 250+ Best Practices for B2B Marketing Success Alexander Kesler, 2024-03-26 Triumph in the B2B Marketing World with a How-To Guide Containing 250+ Useful Tips and Tricks 250+ Best Practices for B2B Marketing Success is a step-by-step guide to becoming a leading B2B marketing professional. Written by Alexander Kesler, a seasoned marketing practitioner and thought leader, this book serves as a resource for every level of B2B professional, from those taking their first steps into the B2B marketing world to the most experienced pundits. 250+ Best Practices for B2B Marketing Success synthesizes best practices that can take years to learn into an easy-to-understand (and easy-to-implement) guide. The information in this book is proven, ready-to-use, and contains steps that most marketers can apply right away—on everything from crafting content to measuring its effectiveness at the campaign’s end. Above all, this book presents engaging strategies and practices suitable for any business. Short and to the point, marketers can apply the advice presented here at any point in their career, from college to the boardroom. If you are a digital marketing or business leader who grapples with the problems and challenges of today’s multi-faceted and ever-evolving industry, 250+ Best Practices for B2B Marketing Success will help you implement proven strategies into your own B2B marketing initiatives with accomplished ease.

account based marketing roi: Good Practices and New Perspectives in Information Systems and Technologies Álvaro Rocha,

account based marketing roi: B2B Marketing Toni J. Young, 2024-01-10 Welcome to a journey through the dynamic and ever-evolving world of B2B marketing. In this book, you delve deep into the strategies, tools, and insights that are reshaping how businesses connect, engage, and grow in the digital age. Whether you're a seasoned marketer, a business leader, or someone stepping into the vast universe of B2B marketing, this book is your compass to navigate the complex terrain of modern marketing practices.

account based marketing roi: The Art of Client Service Robert Solomon, 2016-04-04 A practical guide for providing exceptional client service Most advertising and marketing people would claim great client service is an elusive, ephemeral pursuit, not easily characterized by a precise skill set or inventory of responsibilities; this book and its author argue otherwise, claiming there are definable, actionable methods to the role, and provide guidance designed to achieve more effective work. Written by one of the industry's most knowledgeable client services executives, the book begins with a definition, then follows a path from an initial new business win to beginning, building, losing, then regaining trust with clients. It is a powerful source of counsel for those new to the business, for industry veterans who want to refresh or validate what they know, and for anyone in the middle of the journey to get better at what they do.

account based marketing roi: *Account-Based Marketing: Personalizing Campaigns for Key*

Accounts Mayfair Digital Agency, 2023-02-01 Account-Based Marketing: Personalizing Campaigns for Key Accounts is a groundbreaking book that explores the powerful strategy of account-based marketing (ABM) and its profound impact on modern B2B marketing. This comprehensive guide is tailored to help businesses build lasting relationships with key accounts by delivering personalized, targeted campaigns. The book delves into the intricacies of identifying high-value accounts, understanding their unique needs, and crafting messages that resonate on an individual level. Through in-depth case studies and practical advice, readers will learn how to align sales and marketing efforts to create a cohesive ABM approach, maximizing their chances of success. Additionally, the book emphasizes the role of data and analytics in fine-tuning ABM strategies, ensuring each engagement is data-driven and result-oriented. For marketers seeking to revolutionize their approach and unlock the full potential of key accounts, Account-Based Marketing: Personalizing Campaigns for Key Accounts stands as an indispensable resource, guiding them towards long-term business growth and prosperity.

account based marketing roi: *Marketing For Dummies* Jeanette Maw McMurtry, 2022-11-08 Pump up your business with the latest, greatest marketing techniques In a post-pandemic, up or down economy, it’s harder than ever to meet highly complex and ever-changing customer expectations. The top-selling Marketing For Dummies covers basics like sales strategy, channel selection and development, pricing, and advertising. We also teach you complex elements like personalization, customer behavior, purchasing trends, ESG ratings, and market influences. With this complete guide, you can build a business that not only competes in a challenging market, but wins. This updated edition of Marketing for Dummies will walk you through the latest marketing technologies and methods, including customer experience, retargeting, digital engagement across all channels and devices, organic and paid SEO, Google ads, social media campaigns and posts, influencer and content marketing, and so much more. You’ll discover what works, what doesn’t, and what is best for your business and budget. Learn the marketing and sales strategies that work in any economy Discover how to engage customers with trust and enthusiasm Understand post-pandemic changes in consumer attitudes Discover new tools and technologies for finding customers and inspiring loyalty Adapt your brand, pricing, and sales approach to make your business more valuable Avoid common marketing mistakes and learn how to measure the impact of your efforts For small to mid-size business owners and marketing professionals, Marketing For Dummies lets you harness the latest ideas to drive traffic, boost sales, and move your business forward.

account based marketing roi: The B2B Social Media Book Kipp Bodnar, Jeffrey L. Cohen, 2011-12-20 Advance your B2B marketing plans with proven social media strategies Learn social media's specific application to B2B companies and how it can be leveraged to drive leads and revenue. B2B marketers are undervalued and under appreciated in many companies. Social media and online marketing provide the right mix of rich data and reduction in marketing expenses to help transform a marketer into a superstar. The B2B Social Media Book provides B2B marketers with actionable advice on leveraging blogging, LinkedIn, Twitter, Facebook and more, combined with key strategic imperatives that serve as the backbone of effective B2B social media strategies. This book serves as the definitive reference for B2B marketers looking to master social media and take their career to the next level. Describes a methodology for generating leads using social media Details how to create content offers that increase conversion rates and drive leads from social media Offers practical advice for incorporating mobile strategies into the marketing mix Provides a step-by-step process for measuring the return on investment of B2B social media strategies The B2B Social Media Book will help readers establish a strong social media marketing strategy to generate more leads, become a marketing superstar in the eye of company leaders, and most importantly, contribute to business growth.

account based marketing roi: The Content Formula Liz Bedor, Michael Brenner, 2015-11-26 The Content Formula answers the biggest question currently on marketer's minds: what is the ROI of content marketing?This book provides a step by step guide for marketers, and is divided into three parts: how to build the business case for content marketing, how to find the budget to establish a new content marketing program, and how to measure content marketing success in business terms.

account based marketing roi: Trailblazers: 100 Case Studies in Marketing Brilliance Himanshu Singhal, 2024-04-19 Trailblazers: 100 Case Studies in Marketing Brilliance unveils the revolutionary power of marketing that transcends mere transactions to forge lasting cultural phenomena. From Apple's iPod unveiling that reshaped the music industry, to Red Bull and Coca-Cola creating iconic brand experiences, this book chronicles the journey of brands that broke the mold. It's a testament to those who leveraged innovation, psychology, and bold narratives to not just meet, but anticipate consumer desires. For visionaries eager to disrupt and inspire, Trailblazers is your guide to the art of marketing that changes the world—one campaign at a time. Welcome to the revolution.

account based marketing roi: 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 roi: 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 roi: The Seven Keys to Managing Strategic Accounts Sallie Sherman, Joseph Sperry, Samuel Reese, 2003-04-29 Market-proven strategies to generate competitive advantage by identifying and always taking care of your best customers The Seven Keys to Managing Strategic Accounts provides decision makers with a proactive program for profitably managing their largest, most critical customers--their strategic accounts. Drawing on the expertise of S4 Consulting, Inc., a leading-edge provider of strategic account consulting, and Miller Heiman, a global sales training leader serving many Fortune 500companies, this how-to book shows how many of today's market leaders have learned to focus on their most profitable customers, avoiding or overcoming common errors before they become relationship-crippling disasters. Placing its total focus on the design and implementation of cost-effective strategic account management programs, this hands on book provides: A world-class competency model for strategic account managers Techniques for developing a program to manage and grow co-destiny relationships Examples and cases from Honeywell, 3M,and other leading corporations

account based marketing roi: Lead Generation for the Complex Sale: Boost the Quality and Quantity of Leads to Increase Your ROI Brian Carroll, 2010-06-08 Lead Generation for the Complex Sale arms you with a sophisticated multimodal approach to generating highly profitable leads. Brian Carroll, CEO of InTouch Incorporated and expert in lead generation solutions, reveals key strategies that you can implement immediately to win new customers, accelerate growth, and improve your sales performance. You'll start by defining your ideal leads and targeting your ideal customer. Then, you'll construct your lead generation plan, a crucial step to staying ahead of your competition long-term. To help you put your plan into action, Carroll guides you step by step to: Align sales and marketing efforts to optimize the number of leads Use multiple lead generation vehicles, including e-mail, referrals, public relations, speaking events, webinars, and more Create value for the prospective customer throughout the buying process Manage a large group of leads without feeling overwhelmed Identify and prioritize your best prospects Increase the percentage of leads who become profitable customers Avoid lulls in the sales cycle With Lead Generation for the Complex Sale you'll learn how to target prospects early in the buying process and make the most efficient use of sales productivity and marketing resources.

account based marketing roi: The Art of Selling Big Dr. Utpal Chakraborty, 2023-07-06 This book ' Art of selling big' talks about the latest marketing trends and the ways people involved in selling various product and service. This book of marketing can help them and guide them the ways by which they can sell more. This book will help in grooming sales people to have an edge in the area of marketing and sales.

account based marketing roi: Digital Marketing Fundamentals Marjolein Visser, Berend Sikkenga, Mike Berry, 2019-11-04 Digital Marketing Fundamentals is the first comprehensive digital marketing textbook to cover the entire marketing process. The academic theory behind Digital Marketing, as well as techniques and media, is discussed. Digital Marketing Fundamentals is easy to read and contains many international examples and cases. The Dutch version of this book (Basisboek Online Marketing) has become a standard issue in The Netherlands. In this book, all relevant aspects of digital marketing are addressed: strategic aspects, the use of the Internet for market research, product development and realisation, branding, customer acquisition, customer loyalty and order processing. The book also discusses effective websites and apps, digital analytics and planning, and management. The application of social media and mobile communications is seamlessly integrated into the topics. Digital Marketing Fundamentals is suitable for commercial and management courses in higher education, including universities and business schools, and for professionals working in digital marketing. To request access to the book's online resources, please click here: http://www.digitalmarketing.noordhoff.nl For FAQs: https://www.basisboek-onlinemarketing.nl/faq-lecturers.html

account based marketing roi: Research Anthology on Strategies for Using Social Media as a Service and Tool in Business Management Association, Information Resources, 2021-05-28 Social media has become an integral part of society as social networking has become a main form of communication and human interaction. To stay relevant, businesses have adopted social media tactics to interact with consumers, conduct business, and remain competitive. Social technologies have reached a vital point in the business world, being essential in strategic decision-making processes, building relationships with consumers, marketing and branding efforts, and other important areas. While social media continues to gain importance in modern society, it is essential to determine how it functions in contemporary business. The Research Anthology on Strategies for Using Social Media as a Service and Tool in Business provides updated information on how businesses are strategically using social media and explores the role of social media in keeping businesses competitive in the global economy. The chapters will discuss how social tools work, what services businesses are utilizing, both the benefits and challenges to how social media is changing the modern business atmosphere, and more. This book is essential for researchers, instructors, social media managers, business managers, students, executives, practitioners, industry professionals, social media analysts, and all audiences interested in how social media is being used in modern businesses as both a service and integral tool.

account based marketing roi: What Sticks Rex Briggs, Greg Stuart, 2006-09-01 What Sticks is the one book that explains exactly how marketing and advertising works today! Based on new insights from analysis of over $1 billion worth of advertising. Decades ago it was okay to believe, as retail magnate John Wanamaker did, that “Half the money I spend on advertising is wasted; the trouble is, I don’t know which half.” However, today the stakes are much higher. Marketing thought leaders Rex Briggs and Greg Stuart estimate that $112 billion in advertising spending in the U.S. alone is wasted, cutting deeply into company profits. What Sticks uncovers bold new insights from the largest-ever global marketing research project among 30 Fortune 200 companies, including: Procter & Gamble, Johnson & Johnson, Kraft, McDonalds, Unilever, Ford and others. This is a comprehensive and solutions-oriented book that outlines how any marketer, at any level, can guarantee their advertising succeeds. Marketers cannot ignore the findings or the solutions revealed in What Sticks, such as: * Why 47% of the advertising campaigns studied didn’t work and what you can do to guarantee yours does * How to spend the same advertising budget, but get better results * How to get your CFO and CEO to eagerly increase your marketing & advertising budget * How to forecast next year’s advertising budget (Hint: It’s not by using last year’s spending!) * How to immediately fix your advertising by applying these principles and real nuggets of wisdom Revitalize your advertising and join the new marketing revolution at www.whatsticks.NET

account based marketing roi: *Inbound PR* Iliyana Stareva, 2018-04-24 The digital era’s new consumer demands a new approach to PR Inbound PR is the handbook that can transform your agency’s business. Today’s customer is fundamentally different, and traditional PR strategies are falling by the wayside. Nobody wants to feel “marketed to;” we want to make our own choices based on our own research and experiences online. When problems arise, we demand answers on social media, directly engaging the company in front of a global audience. We are the most empowered, sophisticated customer base in the history of PR, and PR professionals must draw upon an enormous breadth of skills and techniques to serve their clients’ interests. Unfortunately, those efforts are becoming increasingly ephemeral and difficult to track using traditional metrics. This book merges content and measurement to give today’s PR agencies a new way to build brands, evaluate performance and track ROI. The ability to reach the new consumer, build the relationship, and quantify the ROI of PR services allows you to develop an inbound business and the internal capabilities to meet and exceed the needs of the most demanding client. In this digital age of constant contact and worldwide platforms, it’s the only way to sustainably grow your business and expand your reach while bolstering your effectiveness on any platform. This book shows you what you need to know, and gives you a clear framework for putting numbers to reputation. Build brand awareness without “marketing to” the audience Generate more, higher-quality customer or media leads Close the deal and nurture the customer or media relationship Track the ROI of each stage in the process Content is the name of the game now, and PR agencies must be able to prove their worth or risk being swept under with obsolete methods. Inbound PR provides critical guidance for PR growth in the digital era, complete with a practical framework for stimulating that growth.

account based marketing roi: Talk Triggers Jay Baer, Daniel Lemin, 2018-10-02 Talk Triggers is the definitive, practical guide on how to use bold operational differentiators to create customer conversations, written by best-selling authors and marketing experts Jay Baer and Daniel Lemin. Word of mouth is directly responsible for 19% of all purchases, and influences as much as 90%. Every human on earth relies on word of mouth to make buying decisions. Yet even today, fewer than 1% of companies have an actual strategy for generating these crucial customer conversations. Talk Triggers provides that strategy in a compelling, relevant, timely book that can be put into practice immediately, by any business. The key to activating customer chatter is the realization that same is lame. Nobody says let me tell you about this perfectly adequate experience I had last night. The strategic, operational differentiator is what gives customers something to tell a story about. Companies (including the 30+ profiled in Talk Triggers) must dare to be different and exceed expectations in one or more palpable ways. That's when word of mouth becomes involuntary: the customers of these businesses simply MUST tell someone else. Talk Triggers contains: Proprietary research into why and how customers talk More than 30 detailed case studies of extraordinary results from Doubletree Hotels by Hilton and their warm cookie upon arrival, The Cheesecake Factory and their giant menu, Five Guys Burgers and their extra fries in the bag, Penn & Teller and their nightly meet and greet sessions, and a host of delightful small businesses The 4-5-6 learning system (the 4 requirements for a differentiator to be a talk trigger; the 5 types of talk triggers; and the 6-step process for creating talk triggers) Surprises in the text that are (of course) word of mouth propellants Consumers are wired to discuss what is different, and ignore what is average. Talk Triggers not only dares the reader to differentiate, it includes the precise formula for doing it. Combining compelling stories, inspirational examples, and practical how-to, Talk Triggers is the first indispensable book about word of mouth. It's a book that will create conversation about the power of conversation.

account based marketing roi: 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 roi: Rise of the Revenue Marketer Debbie Qaqish, 2013-10-21 This book is written for the B2B marketing executive who is responsible for answering the question What are you going to do about revenue? This one question begins the transformation of marketing from a cost center to a revenue center, a journey for which most executives are not fully prepared. To describe this transformation, Debbie Qaqish and The Pedowitz Group coined the term Revenue Marketing in 2010. This book was written as a Playbook for the executive responsible for leading this change. Marketing executives reading this book will: gain insight from the Revenue Marketing practices of twenty-four marketing executives interviewed for this book; learn about a new discipline called Revenue Marketing and how it transforms marketing from a cost center to a revenue center; find out how to move Revenue Marketing from a strategy to an executable plan; discover how to manage the key areas of change required on this journey; and understand and be able to apply the key plays for building a repeatable, predictable, and scalable Revenue Marketing practice.

account based marketing roi: The Fundamentals of B2B Marketing , Welcome to the forefront of knowledge with Cybellium, your trusted partner in mastering the cutting-edge fields of IT, Artificial Intelligence, Cyber Security, Business, Economics and Science. Designed for professionals, students, and enthusiasts alike, our comprehensive books empower you to stay ahead in a rapidly evolving digital world. * Expert Insights: Our books provide deep, actionable insights that bridge the gap between theory and practical application. * Up-to-Date Content: Stay current with the latest advancements, trends, and best practices in IT, Al, Cybersecurity, Business, Economics and Science. Each guide is regularly updated to reflect the newest developments and challenges. * Comprehensive Coverage: Whether you're a beginner or an advanced learner, Cybellium books cover a wide range of topics, from foundational principles to specialized knowledge, tailored to your level of expertise. Become part of a global network of learners and professionals who trust Cybellium to guide their educational journey. www.cybellium.com

account based marketing roi: How to Start a Business Selling Fair Trade Candles AS, How to Start a Business About the Book: Unlock the essential steps to launching and managing a successful business with How to Start a Business books. Part of the acclaimed How to Start a Business series, this volume provides tailored insights and expert advice specific to the industry, helping you navigate the unique challenges and seize the opportunities within this field. What You'll Learn Industry Insights: Understand the market, including key trends, consumer demands, and competitive dynamics. Learn how to conduct market research, analyze data, and identify emerging opportunities for growth that can set your business apart from the competition. Startup Essentials: Develop a comprehensive business plan that outlines your vision, mission, and strategic goals. Learn how to secure the necessary financing through loans, investors, or crowdfunding, and discover best practices for effectively setting up your operation, including choosing the right location, procuring equipment, and hiring a skilled team. Operational Strategies: Master the day-to-day management of your business by implementing efficient processes and systems. Learn techniques for inventory management, staff training, and customer service excellence. Discover effective marketing strategies to attract and retain customers, including digital marketing, social media engagement, and local advertising. Gain insights into financial management, including budgeting, cost control, and pricing strategies to optimize profitability and ensure long-term sustainability. Legal and Compliance: Navigate regulatory requirements and ensure compliance with industry laws through the ideas presented. Why Choose How to Start a Business books? Whether you're wondering how to start a business in the industry or looking to enhance your current operations, How to Start a Business books is your ultimate resource. This book equips you with the knowledge and tools to overcome challenges and achieve long-term success, making it an invaluable part of the How to Start a Business collection. Who Should Read This Book? Aspiring Entrepreneurs: Individuals looking to start their own business. This book offers step-by-step guidance from idea conception to the grand opening, providing the confidence and know-how to get started. Current Business Owners: Entrepreneurs seeking to refine their strategies and expand their presence in the sector. Gain new insights and innovative approaches to enhance your current operations and drive growth. Industry Professionals: Professionals wanting to deepen their understanding of trends and best practices in the business field. Stay ahead in your career by mastering the latest industry developments and operational techniques. Side Income Seekers: Individuals looking for the knowledge to make extra income through a business venture. Learn how to efficiently manage a part-time business that complements your primary source of income and leverages your skills and interests. Start Your Journey Today! Empower yourself with the insights and strategies needed to build and sustain a thriving business. Whether driven by passion or opportunity, How to Start a Business offers the roadmap to turning your entrepreneurial dreams into reality. Download your copy now and take the first step towards becoming a successful entrepreneur! Discover more titles in the How to Start a Business series: Explore our other volumes, each focusing on different fields, to gain comprehensive knowledge and succeed in your chosen industry.

account based marketing roi: Busting Silos Hillary Carpio, Travis Henry, 2023-07-11 Unify your teams and go to market like the best in the business Hillary Carpio and Travis Henry of Snowflake helped scale the go to market program behind one of the fastest growing software companies in history. Not satisfied with the traditional model of separate sales and marketing functions, they married both into integrated, account-based, cross-functional teams that targeted and closed business at historic rates—what they call one-team GTM. In Busting Silos: How Snowflake Unites Sales and Marketing to Win its Best Customers, Carpio and Henry map out how you can do the same at scale. Learn to: Turn your funnel upside down and stop wasting resources Design a one-team ABM program, align people with strategy, and win buy-in Deliver the right message at the right time to the right account Scale your pilot to sell (and upsell) to enterprise heights Whether you are building a new ABM function or scaling an existing one, your ABM and sales development reps are likely siloed. To go to market at size, speed, and scale like Snowflake, that needs to change. Busting Silos is your roadmap to making it happen.

account based marketing roi: Sales Engagement Manny Medina, Max Altschuler, Mark Kosoglow, 2019-03-12 Engage in sales—the modern way Sales Engagement is how you engage and interact with your potential buyer to create connection, grab attention, and generate enough interest to create a buying opportunity. Sales Engagement details the modern way to build the top of the funnel and generate qualified leads for B2B companies. This book explores why a Sales Engagement strategy is so important, and walks you through the modern sales process to ensure you’re effectively connecting with customers every step of the way. • Find common factors holding your sales back—and reverse them through channel optimization • Humanize sales with personas and relevant information at every turn • Understand why A/B testing is so incredibly critical to success, and how to do it right • Take your sales process to the next level with a rock solid, modern Sales Engagement strategy This book is essential reading for anyone interested in up-leveling their game and doing more than they ever thought possible.

account based marketing roi: ABM Account-Based Marketing: Bev Burgess, Dave Munn, 2019-09-25 Você já parou para pensar que alguns clientes da sua empresa podem ser tão relevantes ao ponto de merecerem uma abordagem de marketing exclusiva? Em ABM – Account Based Marketing: como acelerar o crescimento nas contas estratégicas com planos de marketing exclusivos, Bev Burgess e Dave Munn apresentam o ABM, suas vantagens em relação a outras abordagens de marketing e como implementá-lo de forma bem-sucedida. Os autores utilizam como exemplo casos reais de grandes empresas como Microsoft, Fujitsu, entre outras. Com base em pesquisas realizadas em centenas de empresas que já adotam o ABM em todo o mundo, os autores revelam os segredos para uma implementação exitosa de planos de marketing exclusivos em contas estratégicas criteriosamente selecionadas. Indo além dos aspectos mais técnicos que envolvem o Account Based Marketing, o livro também aborda questões de natureza comportamental que interferem na adoção do ABM, como o engajamento das contas no processo, a integração com a área de vendas e a obtenção de apoio da direção no patrocínio da iniciativa. Burgess e Munn apresentam detalhadamente as três modalidades de ABM que podem ser usadas para otimizar os recursos e os impactos do programa: o ABM Estratégico, o ABM Lite e o ABM Programático, cada qual direcionado a uma parcela de clientes de acordo com seu porte e relevância. Um ponto interessante da obra é no que se refere ao papel do ABM Marketer, o novo profissional que emerge para assumir a desafiadora missão de integrar os esforços de marketing e vendas nas contas estratégicas. ABM é o livro ideal para profissionais de marketing e vendas que atuam em negócios B2B (business-to-business) e estão sentindo na própria pele as dificuldades para atingirem suas metas. Após a leitura desta obra, esses profissionais estarão mais preparados para elaborar planos de marketing exclusivos para suas contas estratégicas e, com isso, alavancar seus resultados.

Additional Resources

Create a Google Account - Computer - Google Account Help
A business account also makes it easier to set up Google Business Profile, which helps improve your business visibility and manage your online information. When you create a Google …

Use Gmail to access your Google Account
Follow the onscreen information to add Gmail to your account. When you add Gmail, your Gmail address will become the primary username on your account. It will be what others see when …

Google Account Help
Official Google Account Help Center where you can find tips and tutorials on using Google Account and other answers to frequently asked questions.

Change or reset your password - Computer - Google Account Help
Follow the steps to recover your account. You'll be asked some questions to confirm it's your account and an email will be sent to you. If you don’t get an email: Check your Spam or Bulk …

Come recuperare l'Account Google o Gmail
Recuperare un Account Google eliminato. Se hai eliminato il tuo Account Google di recente, puoi seguire i passaggi per recuperare il tuo account. È ancora impossibile accedere Creare un …

Crea un Account Google
Un account Gmail è uno dei diversi servizi Google che puoi utilizzare e con cui puoi salvare i dati se hai un Account Google. Altri servizi che puoi utilizzare con il tuo Account Google includono: …

Find, control & delete the info in your Google Account
Timeline is a Google Account setting that creates a personal map that helps you remember places you visit, routes you use, and trips you take. When you have Timeline turned on, your device …

Make your account more secure - Google Help
A green shield with a check mark means your account is healthy and no immediate action is needed. To check for notifications: Sign into your Google Account. At the top right, select your …

Create a Gmail account - Gmail Help - Google Help
Create an account . Tip: To use Gmail for your business, a Google Workspace account might be better for you than a personal Google Account. With Google Workspace, you get increased …

Sign in with Google - Google Account Help
If you delete your third-party account, your Google Account is unaffected, because third-party accounts and Google Accounts are independent of each other. The third party doesn't notify …

Create a Google Account - Computer - Google Account H…
A business account also makes it easier to set up Google Business Profile, which helps improve your business visibility …

Use Gmail to access your Google Account
Follow the onscreen information to add Gmail to your account. When you add Gmail, your Gmail address will …

Google Account Help
Official Google Account Help Center where you can find tips and tutorials on using Google Account and other …

Change or reset your password - Computer - Google Accoun…
Follow the steps to recover your account. You'll be asked some questions to confirm it's your account and an …

Come recuperare l'Account Google o Gmail
Recuperare un Account Google eliminato. Se hai eliminato il tuo Account Google di recente, puoi seguire i …

Account Based Marketing Roi

Account Based Marketing Roi

Related Articles

- according to the direct instruction
- accenture aws business group
- accounting as a language

Back to Home