

account based marketing tactics 2018

Account Based Marketing Tactics 2018: A Comprehensive Guide

Author: Alexandra Jones, MBA, Senior Marketing Consultant at Growth Strategies Inc., with 10+ years experience in B2B marketing and a proven track record of successful ABM implementations.

Keyword: account based marketing tactics 2018

Description: This in-depth guide explores the key account based marketing (ABM) tactics employed successfully in 2018. We examine the significance of ABM in a rapidly evolving marketing landscape, detailing specific strategies and providing actionable insights for businesses seeking to maximize their ROI through targeted, personalized campaigns. We delve into the nuances of identifying ideal customer profiles (ICPs), creating personalized content, leveraging various marketing channels, and measuring the effectiveness of ABM initiatives – all within the context of 2018's marketing trends. Learn how to successfully implement account based marketing tactics 2018 and achieve significant results.

1. The Rise of Account Based Marketing in 2018

2018 witnessed a significant surge in the adoption of account based marketing tactics. Gone were the days of broad, scattergun marketing approaches. Businesses were increasingly realizing the power of focusing their efforts on a select group of high-value accounts, nurturing relationships, and ultimately driving higher conversion rates and increased customer lifetime value. The shift towards account based marketing tactics 2018 was driven by several key factors:

Increased competition: In saturated markets, businesses needed a more effective way to differentiate themselves and stand out from the crowd. ABM provided a targeted approach, allowing companies to build strong relationships with key accounts and gain a competitive edge.

Changing buyer behavior: Buyers were becoming more informed and discerning, demanding personalized experiences. ABM allowed companies to tailor their messaging and offerings to the specific needs and preferences of each target account.

Advancements in marketing technology: The availability of sophisticated marketing automation tools and CRM systems made it easier to manage and track ABM campaigns, providing valuable insights into campaign performance.

2. Identifying Ideal Customer Profiles (ICPs) for Account Based Marketing Tactics 2018

Before implementing any account based marketing tactics 2018, it's crucial to define your ICPs. This involves identifying the characteristics of your most valuable customers, including their industry, company size, revenue, location, and pain points. A well-defined ICP allows you to focus your efforts on the accounts most likely to convert, maximizing your ROI. In 2018, the focus on data-driven ICP identification intensified, leveraging CRM data, market research, and even publicly available information to paint a complete picture of ideal accounts.

3. Personalized Content Creation: The Heart of Account Based Marketing Tactics 2018

Personalized content is central to successful account based marketing tactics 2018. Generic marketing materials simply won't cut it. Instead, you need to create content that resonates with the specific needs and challenges of each target account. This includes:

Personalized emails: Addressing individuals by name and referencing their specific company challenges in emails creates a more engaging experience.
Tailored case studies: Showcasing how your product or service has helped similar companies achieve their goals demonstrates value and builds trust.
Custom webinars and presentations: Offering unique insights and solutions relevant to the target account builds rapport and establishes expertise.
Targeted advertising: Using account-based advertising platforms to deliver highly relevant ads to key decision-makers increases engagement.

4. Leveraging Marketing Channels for Account Based Marketing Tactics 2018

Account based marketing tactics 2018 often utilized a multi-channel approach, combining different marketing channels to reach key decision-makers effectively. Popular channels included:

Email marketing: For personalized communication and nurturing leads.

Social media: For building relationships and engaging in relevant conversations.

Content marketing: For providing valuable information and establishing thought leadership.

Direct mail: For making a memorable impression and delivering personalized gifts.

Paid advertising: For reaching key accounts with targeted ads.

5. Measuring the Effectiveness of Account Based Marketing Tactics 2018

Tracking and measuring the success of your account based marketing tactics 2018 is crucial. Key metrics to monitor include:

Engagement rates: How are key accounts interacting with your content and campaigns?

Conversion rates: How many target accounts are converting into customers?

Customer lifetime value: What is the long-term value of acquiring a customer from a target account?

Return on investment (ROI): Are your ABM efforts generating a positive return?

6. The Role of Technology in Account Based Marketing Tactics 2018

Marketing automation platforms and CRM systems were vital in managing and tracking account based marketing tactics 2018. These tools enable marketers to:

Automate repetitive tasks: Freeing up time to focus on strategic initiatives.

Track campaign performance: Gaining valuable insights into what's working and what's not.

Personalize communication: Delivering tailored messages at scale.

Integrate data: Getting a holistic view of the customer journey.

7. Challenges of Implementing Account Based Marketing Tactics 2018

While effective, account based marketing tactics 2018 also presented challenges:

Resource intensive: ABM requires a significant investment of time, resources, and expertise.

Difficult to scale: Reaching a large number of accounts using personalized tactics can be challenging.

Measuring ROI: Accurately attributing revenue to ABM efforts can be difficult.

Data privacy concerns: Collecting and using customer data responsibly is crucial.

8. Account Based Marketing Tactics 2018: A Case Study

[Insert a brief case study here highlighting a successful ABM campaign from

2018. This could involve a specific company and their approach. Include quantifiable results to demonstrate the effectiveness of the strategy.]

Conclusion

Account based marketing tactics 2018 represented a significant shift in the B2B marketing landscape. By focusing on high-value accounts and personalizing the customer journey, businesses were able to improve conversion rates, increase customer lifetime value, and gain a competitive edge. While challenging to implement, the rewards of a well-executed ABM strategy can be substantial. The lessons learned and strategies employed in 2018 continue to inform and inspire effective ABM strategies today.

FAQs

1. What is the difference between ABM and traditional marketing?
Traditional marketing uses a broad, mass-market approach, while ABM focuses on targeting specific high-value accounts.
1. How do I identify my ideal customer profile (ICP)? Consider factors like industry, company size, revenue, location, and pain points. Use data analysis and research to define your ICP accurately.
1. What are the key metrics to track in ABM? Engagement rates, conversion rates, customer lifetime value, and ROI are all important metrics to monitor.
1. What technology tools are helpful for ABM? Marketing automation platforms, CRM systems, and account-based advertising platforms are essential tools for successful ABM.
1. How do I personalize content for ABM? Tailor your messaging to the specific needs and challenges of each target account, using their name, company details, and industry-specific insights.

1. What are the challenges of ABM? Resource intensiveness, scalability issues, ROI measurement difficulties, and data privacy concerns are common challenges.
1. Can small businesses use ABM? Yes, even small businesses can leverage ABM by focusing on a smaller, highly targeted set of ideal customer profiles.
1. How does ABM align with sales strategies? ABM requires close collaboration between marketing and sales teams to ensure consistent messaging and a seamless customer experience.
1. What are some examples of successful ABM campaigns? Research case studies from companies that have successfully used ABM to drive growth and revenue.

Related Articles:

1. "Account-Based Marketing: A 2018 Retrospective": This article analyzes the major trends and successes of ABM in 2018.
2. "Building Personalized Buyer Journeys for Account Based Marketing Tactics 2018": A deep dive into crafting targeted customer journeys.
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4. "The Role of Technology in Successful Account Based Marketing Tactics 2018": Examines the essential technologies needed for effective ABM.
5. "Overcoming Challenges in Account Based Marketing Tactics 2018": Addresses common obstacles and offers solutions for implementing ABM.
6. "Account Based Marketing Case Studies: Success Stories from 2018": Provides examples of successful ABM campaigns with quantifiable results.
7. "Account Based Marketing and Sales Alignment: A 2018 Perspective": Explores how to effectively align marketing and sales for successful ABM.

8. "The Future of Account Based Marketing: Trends Beyond 2018": Looks at the evolution of ABM beyond 2018 and future predictions.
9. "Developing a Data-Driven Strategy for Account Based Marketing Tactics 2018": Emphasizes the importance of data in informing ABM decisions.

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account based marketing tactics 2018: 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 tactics 2018: 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 tactics 2018: 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 tactics 2018: 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 tactics 2018: *Data-First Marketing* Janet Driscoll Miller, Julia Lim, 2020-09-16 Supercharge your marketing strategy with data analytics In *Data-First Marketing: How to Compete & Win in the Age of Analytics*, distinguished authors Miller and Lim demystify the application of data analytics to marketing in any size business. Digital transformation has created a

widening gap between what the CEO and business expect marketing to do and what the CMO and the marketing organization actually deliver. The key to unlocking the true value of marketing is data – from actual buyer behavior to targeting info on social media platforms to marketing’s own campaign metrics. Data is the next big battlefield for not just marketers, but also for the business because the judicious application of data analytics will create competitive advantage in the Age of Analytics. Miller and Lim show marketers where to start by leveraging their decades of experience to lay out a step-by-step process to help businesses transform into data-first marketing organizations. The book includes a self-assessment which will help to place your organization on the Data-First Marketing Maturity Model and serve as a guide for which steps you might need to focus on to complete your own transformation. Data-First Marketing: How to Compete & Win in the Age of Analytics should be used by CMOs and heads of marketing to institute a data-first approach throughout the marketing organization. Marketing staffers can pick up practical tips for incorporating data in their daily tasks using the Data-First Marketing Campaign Framework. And CEOs or anyone in the C-suite can use this book to see what is possible and then help their marketing teams to use data analytics to increase pipeline, revenue, customer loyalty – anything that drives business growth.

account based marketing tactics 2018: 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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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.

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marketing strategies with global organizational structures and managing the relationship between national subsidiaries, regional headquarters, and global headquarters, as well as corporate social responsibility challenges and pertinent future trends that are likely to affect global business. A guide to suitable video resources giving additional background to this book can be downloaded by all readers by contacting the author. Instructors can also obtain additional support material for teaching. Please email Bodo Schlegelmilch at WU Vienna, using your institutional email and stating your university affiliation: - More than 400 PowerPoint slides covering the material in each chapter- Open Ended Questions - A comprehensive multiple choice test bank with solutions

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technological transformation and build the core skills they need as marketers to create fully integrated strategies and successful campaigns.

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Examples of Data Analytics Techniques and unsolved Analytics Driven Case Exercises, to offer students hands-on practice of data manipulation as well as classroom activities to stimulate peer-to-peer discussion - Expanded range of examples to cover over 250 diverse companies from 25 countries and most industry segments - Vibrant visual presentation with a new full colour design

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

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Through a lens focused on real-world examples and insightful case studies, it illuminates the impact of AI on productivity and customer experiences. Beyond the transformative power, the book grapples with the ethical considerations that arise in the wake of AI adoption in services marketing. It seeks to guide both academics and practitioners, offering a resource to harness AI strategically, optimize services, and maintain a competitive edge in the global market.

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purchase goods and services. Modern messaging apps, which allow for real-time conversations and instant feedback, have transformed the way we interact in our personal and professional lives, yet most businesses still rely on 20th century technology to communicate with 21st century customers. Online forms, email inquiries, and follow-up sales calls don't provide the immediacy that modern consumers expect. Conversational marketing and sales are part of a new methodology centered around real-time, one-on-one conversations with customers via chatbots and messaging. By allowing your business to communicate with customers in real time—when it's most convenient for them—conversational marketing improves the customer experience, generates more leads, and helps you convert more leads into customers. Conversational Marketing pioneers David Cancel and Dave Gerhardt explain how to: Merge inbound and outbound tactics into a more productive dialog with customers Integrate conversational marketing techniques into your existing sales and marketing workflow Face-to-face meetings, phone calls, and email exchanges remain important to customer relations, but adding a layer of immediate, individual conversation drives the customer experience—and sales—sky-high.

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