

ACCOUNT-BASED MARKETING



What Is Account-Based Marketing?

B2B and B2C marketers often try to cast a very wide net with their marketing campaigns in hopes of appealing to as many consumers or companies as possible in their target market.

Account-Based Marketing is an alternative strategy that concentrates sales and marketing resources on a clearly defined set of targets within a market by using a list or set of data from a CRM designed to resonate with those accounts.



85%

of marketers who measure ROI describe Account-Based Marketing as delivering higher returns than any other marketing approach, with half of those marketers citing significantly higher returns.

57%

of respondents said they expect their marketing budget to increase in 2017.



84%

of marketers said that Account-Based Marketing had significant benefits to retaining and expanding existing client relationships.

Only 14%

of marketers surveyed said they expected their marketing budgets to decrease.

TOP 5 BENEFITS OF ACCOUNT-BASED MARKETING

Clear ROI

Effective Account-Based Marketing drives clear business results.

In fact, compared to other marketing initiatives, the 2014 IT SMA Account-Based Marketing Survey found that "Account-Based Marketing" delivers the highest Return on Investment of any B2B marketing strategy or tactic.



Reduced Advertising Waste

Because Account-Based Marketing is so targeted, it allows marketers to focus their resources efficiently and run marketing programs that are specifically optimized for target accounts.

Targeted customers are more likely to engage with advertisements that are geared specifically to them, and is relevant to their stage in the buying journey.



Tracking Goals & Measurement is Clear

When you're analyzing the effectiveness of campaigns, it's easy to draw clear conclusions, because you are able to match your conversions back to your original targeting list.



Sales Alignment is Easier

Account-Based Marketing, when paired with IP Targeting, is perhaps one of the most efficient ways to target clients, align sales, and track effectiveness of your marketing campaigns.

This is primarily due to the fact that the marketer running an Account-Based Marketing program operates with a mindset very similar to sales—thinking in terms of accounts and how to target them, bring them to the table, and generate revenue from them.




HOW TO CREATE A WINNING ACCOUNT-BASED MARKETING PLAN

As clients continue to evolve, companies are becoming more focused on Account-Based Marketing as well as IP Targeting.



Account-Based Marketing is essentially a more targeted type of demand generation. Account-Based Marketing covers all the activities B2B marketing teams do to support sales.

On the surface it might seem that Account-Based Marketing is not dissimilar from traditional demand generation, but there are a number of crucial differences.

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