

# Account Based Marketing

## Account Based Marketing

*Your Company Name*



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- **Account based marketing (ABM)** is a business marketing strategy that concentrates resources on a set of target accounts within a market.
- It uses personalized campaigns designed to engage each account, basing the marketing message on the specific attributes and needs of the account.

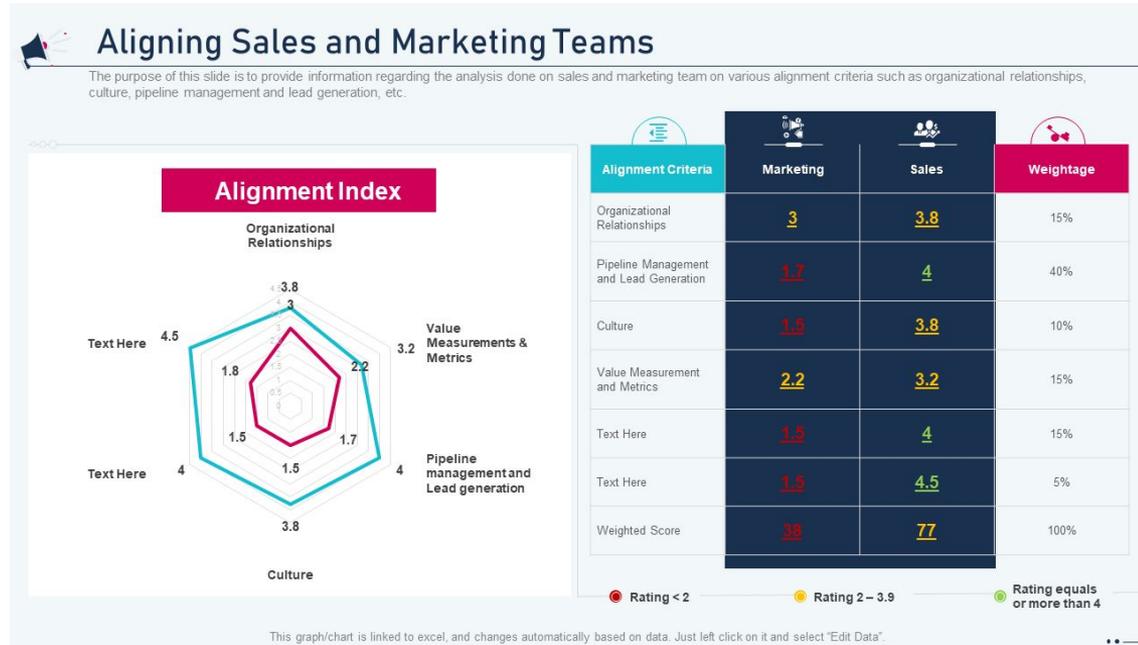


Effective  
Account Based  
Marketing Strategies

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- **Sales and marketing alignment**, also known as "smarketing," is critical to ensuring that these departments are working together to target the right customer base, increase conversions, and drive more sales.

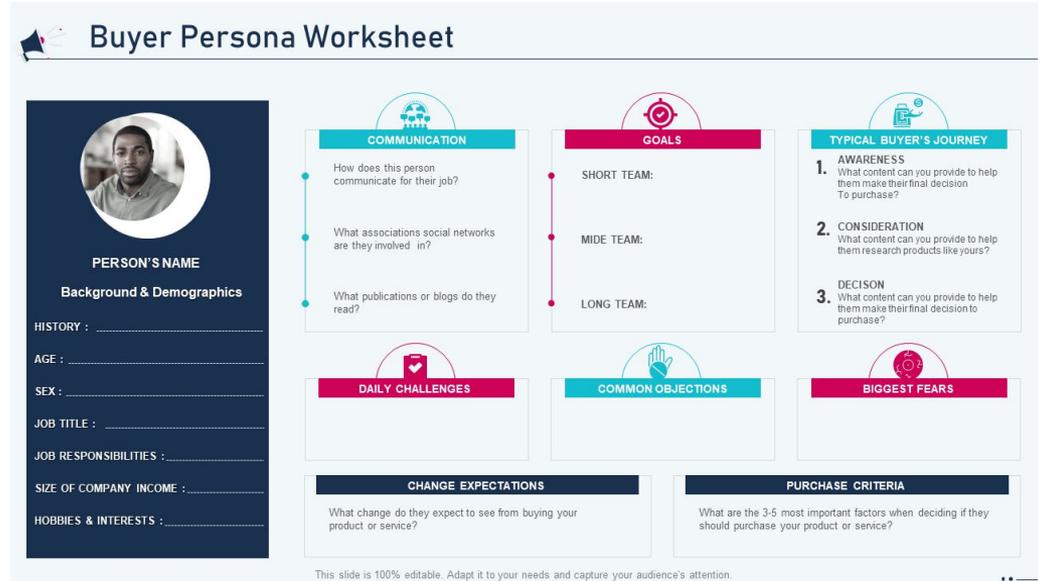


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- A buyer persona is a fictitious or composite image of your ideal customer.
- It's an avatar built using data from both internal (sales, marketing, and customer success team feedback) and external (social media, forums, conferences, and direct customer interviews) sources.

### Buyer Persona Worksheet



The worksheet is a grid of sections for gathering information about a buyer persona. It includes a profile card on the left and several thematic sections on the right.

**PERSON'S NAME**  
Background & Demographics  
HISTORY : \_\_\_\_\_  
AGE : \_\_\_\_\_  
SEX : \_\_\_\_\_  
JOB TITLE : \_\_\_\_\_  
JOB RESPONSIBILITIES : \_\_\_\_\_  
SIZE OF COMPANY INCOME : \_\_\_\_\_  
HOBBIES & INTERESTS : \_\_\_\_\_

**COMMUNICATION**  
How does this person communicate for their job?  
What associations social networks are they involved in?  
What publications or blogs do they read?

**GOALS**  
SHORT TEAM:  
MIDE TEAM:  
LONG TEAM:

**TYPICAL BUYER'S JOURNEY**  
1. **AWARENESS**  
What content can you provide to help them make their final decision To purchase?  
2. **CONSIDERATION**  
What content can you provide to help them research products like yours?  
3. **DECISION**  
What content can you provide to help them make their final decision to purchase?

**DAILY CHALLENGES**

**COMMON OBJECTIONS**

**BIGGEST FEARS**

**CHANGE EXPECTATIONS**  
What change do they expect to see from buying your product or service?

**PURCHASE CRITERIA**  
What are the 3-5 most important factors when deciding if they should purchase your product or service?

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- **Lead nurturing** is the process of establishing and strengthening relationships with buyers at various stages of the sales funnel.
- A successful lead nurturing programme concentrates marketing and communication efforts on listening to prospects' needs and providing the information and answers they require in order to build trust.

### How to Nurture Lead Account for One Month

The purpose of this slide is to provide information regarding account nurturing process initiated by ABM representative. Key initiatives such as email follow up, promotional calls, etc. are to be made for one month in order to maintain or improve account's interest in firm's offerings.

Type	Activity	Audience	Owner	Activity Description
1 – Day 1	Marketing Email	All	Marketing	Announce Event, Feature Keynote
2 – Day 1	Text Here	DM	Marketing	Text Here
3 – Day 8	Marketing Email	Text Here	Marketing	"Why Attend?": Featuring Relevant Speaker (By Person)
4 – Day 11	Sales representative call	Text Here	Sales representative	Call Invitation
5 – Day 11	Sales representative call	All	Sales representative	Invite Email, Feature Relevant Companies Attending
6 – Day 14	Exec email	Text Here	Exec	Text Here
7 – Day 18	Marketing Email	Text Here	Marketing	Less Than Two Weeks! , Feature VR Lounge After-party
8 – Day 22	Sales representative call	Stakeholder , DM	Sales representative	Call Invitation
9 – Day 22	Sales representative call	All	Sales representative	Personalized Email, Feature Networking
10 – Day 24	Marketing Email	Text Here	Marketing	Text Here
11 – Day 28	Sales representative call	All	Sales representative	Last Chance! Message
12 – Day 29	Marketing Email	All	Marketing	"Five Hours Left To Register" Message
Day 31	Live event			

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# FAQs

## What are the different kinds of account-based marketing?

- A team can implement three different types of Account Based Marketing strategies.
- The first is strategic or one-to-one ABM, followed by ABM lite or one-to-few ABM, and finally programmatic ABM or one-to-many ABM.

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## What are the four different selling strategies?

- Script-based selling
- needs-satisfaction selling
- consultative selling
- strategic-partner selling are the four basic sales strategies used by salespeople.

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## What are the goals of sales and marketing?

- The primary goal of marketing is to generate interest in a company's products or services.
- This is accomplished through market analysis, research, and considering the interests of a company's ideal customers and attracting them through messaging that is educational and helpful to the company's target group.

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