

Getting started with account-based marketing

Are you familiar with the principles of account-based marketing?

YES



Great, you can optimize your strategy now!

NO

Account-based marketing, or ABM, is a B2B marketing strategy in which you target key accounts with tailor-made, personal sales and marketing campaigns.

Is account-based marketing really something new?

Some companies have been practicing account-based marketing for years. It is nothing new in that sense, so why is it so popular now? ABM is popular because we have more technology available to systematically approach and monitor target accounts. Research has proven that an account-based approach increases the ROI of marketing substantially.

Is account-based marketing for me?

Are your sales and marketing teams aligned? And, do you want to work together to win those well-desired accounts? ABM is the right approach for you. Especially when the potential deals are large and when the DMU is complex.

Marketing and Sales have to work together in order to be successful in account-based marketing. Marketers cannot do this without the knowledge and help of the sales team and vice versa.

Are your sales and marketing teams aligned?

YES



You are ready for your first ABM campaign. Start NOW!

NO

Do not start with ABM until you have developed a great relationship between Sales & Marketing. ABM takes time and energy from both parties. Look at the business strategy and define your joint goals accordingly.



If you want to engage with your key accounts and you have defined your goals, it is best to follow the next 5 steps:

1. Get to know your key accounts
2. Collect account insights
3. Create account-relevant content
4. Develop and launch your campaign
5. Measure and optimize

Want to speak to one of our ABM experts?

We are happy to help you with your ABM plans. Please send an email to shimon@spotonvision.com or call +31 (0)6 15 95 22 46.

