



# ACCOUNT BASED MARKETING

The Future Is Here



Account Based Marketing is the next level of marketing. Fine-tuned a lot more than conventional marketing techniques do, Account Based Marketing heralds the dawn of a new breed of marketers who take their work seriously.





# Introduction

For generations, marketers have been used to generic and automated work flows. However, such marketing brings inherent hindrances in connecting with clients. The world of marketing has to keep pace with the changing face of client needs. Connecting with consumers today – be it in the B2C or B2B arena – has become a challenge. This has happened due to the overuse of traditional methods of communication. Take for example the humble email. A marketing research report has pegged the penetration of SPAM email at 44 billion for a day. That is a staggering number to say the least.

Prospects are turned off by this overbearing presence of irrelevant and disjointed sales messages reaching them at a surprisingly quick pace. There is no personalization today. The age of the neat, sharply dressed, well-polished Don Drapers knocking on your door, surprising you with the amount of information they have about your business and your need has long gone. Marketing has become a formality, with big corporations pumping in billions to endorse celebrities who do not make any difference to you or me if they drink a brand of soft drink or drive a certain brand of SUV. There has been a paradigm shift in the way marketing tools are evolving. From the postal sales pitch to the customized and personalized email, we have come a long way in fact. Despite these massive surges, marketing still requires a lot more investment and shows a lot lesser in returns.

Shooting in the dark is one thing, knowing your target inside out and designing the weapon of choice is entirely another. Knowing your prospect, their needs and desires and designing a solution, which fits every need will get you what

you want. This level of personalization is what Account Based Marketing is all about. With prospects becoming finicky about their choices and the competition growing as intensely as ever, understanding the need of evolving accordingly is what makes the difference between success and failure.

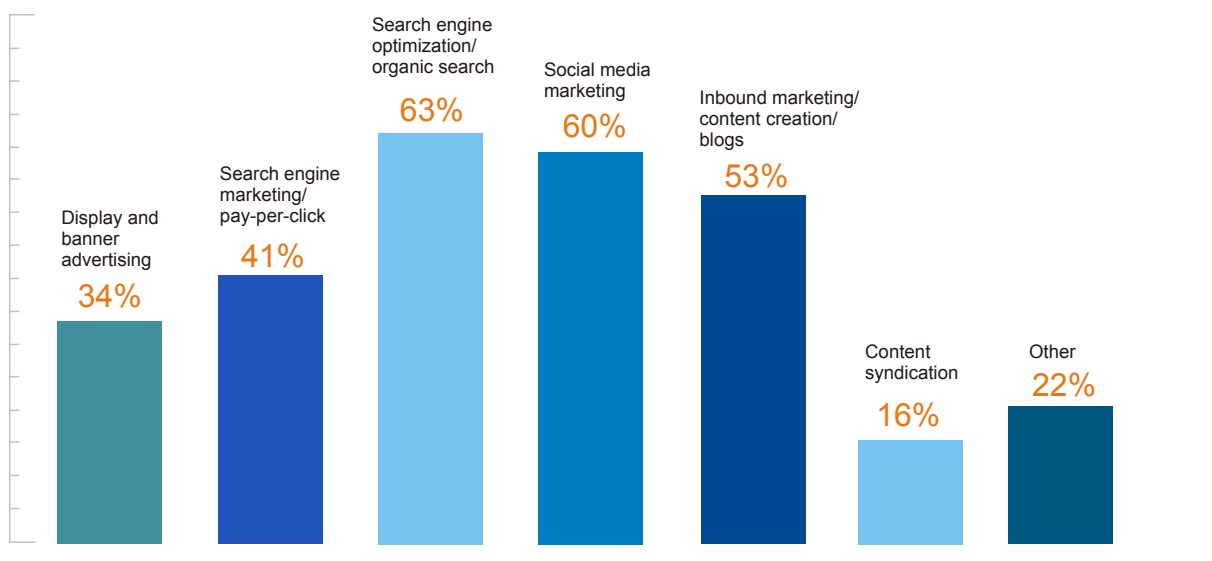


# What Is Account Based Marketing?

The marketing mix has changed dramatically over a period of time. Display/banner ads, SEO and PPC campaigns used to be the top dogs when the internet was all powerful and prevailing. Today tools such as social media, content creation and inbound marketing have become hot topics. Let us look at what a survey revealed as to which marketing tools marketers prefer today.

Account Based Marketing, simply put, is identifying and aligning marketing and sales initiatives to deliver top services to a highly targeted set of prospects or customers. ABM or Account Based Marketing is used to generate or increase revenue by focusing best practices on developing and retaining certain key accounts which have been identified as the biggest support for ROI.

## Which of the following strategies does your company use for online marketing?



Social Media as a marketing tool is waxing, while “tried and true” B2B tactics like PPC seem to be waning.

This is a clear indication of the change that is becoming typical at the top levels of marketing management. “Buyer 2.0” has high expectations due to the immense proliferation of social media and the personalization that comes with it. Marketers have to be smart enough to drive their messages and content towards the right prospect at the right stages in the buying cycle. This requires ample granular research and dedicated effort.

Budgets allocations are also a pointer to this shift. Content creation and dissemination has the highest amount of budgets allocated in this fiscal. All in all, the context has changed. To engage the new generation buyer, engagement, conversations and relevance hold fort. This is where Account Based Marketing comes into the picture.

One of the key benefits of this type of marketing strategy is the ability to target the sweet spot. This allows for faster sales funnel completion, and also develops relationships on a long term basis. This relationship development is critical for repeat business now – more than ever.

The stress on building relationships is much more now because prospects have advanced miles into understanding the market. They have ready access to streams of information on the web through blogs, social media, niche forums and websites. The information they have is surprisingly big. This means that the marketer needs to be a step ahead. Knowing more about the prospect will bring leverage and allow better informed pitches to be created.





