

# Why Should I Use Account-based Marketing?

## Why is ABM important?

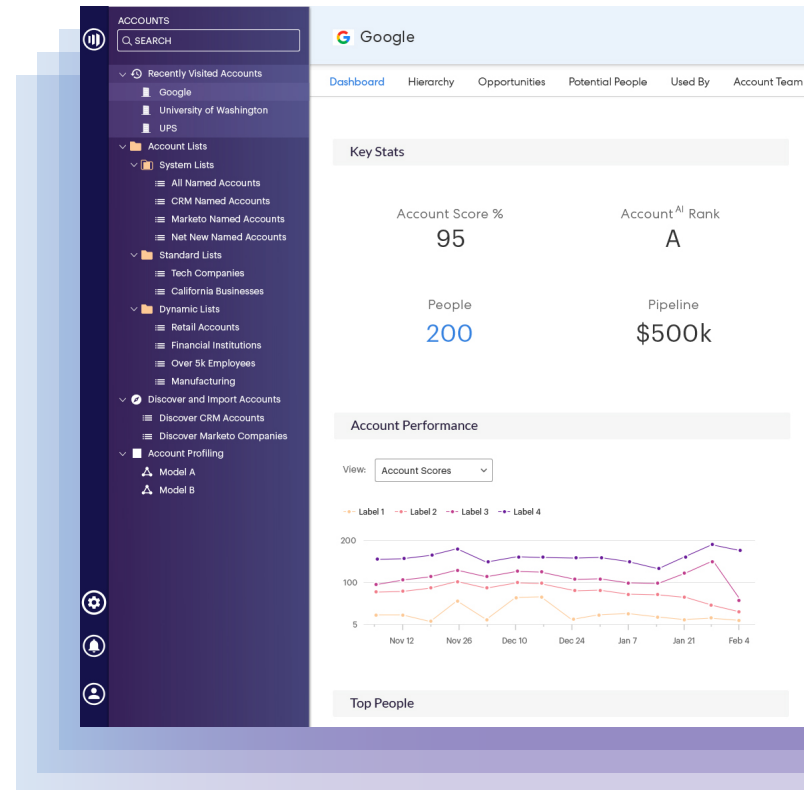
As a marketer, you're always looking for new ways to drive revenue for your organization. Traditionally, B2B marketing teams have largely subscribed to a lead-based inbound marketing model. This includes driving awareness and engaging the largest number of potential individual leads through content marketing and other digital marketing techniques, then nurturing those leads and guiding them down the funnel toward sales. The problem that has been overlooked is that all of this is done without an account strategy in mind.

As marketers have become proficient in digital marketing at scale, and analytics capabilities have improved, it's become clear that not all generated leads are the best fit. As a result, marketers are wasting time, budget, and resources on the wrong opportunities. This has created the need for more targeted techniques and technologies.

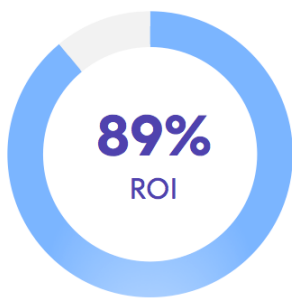
While ABM is not a new concept, it's quickly becoming table stakes for B2B brands of all sizes due to recent technological innovations and is becoming the new foundation for all B2B sales and marketing efforts. The goal is not to eliminate lead-based efforts, but rather to find the right mix of lead- and account-based strategies that fit best with your organization and maximize results. In fact, 97% of marketers achieved a higher ROI by incorporating ABM than with any other marketing initiative, according to Alterra Group.

## What are the benefits of ABM?

Both traditional demand generation and account-based marketing strategies have their benefits, and organizations



need to find the right mix of both to maximize their revenue potential. By adding elements of ABM to your revenue strategy and using it to augment and improve your lead-based efforts, you can generate more revenue faster and more efficiently than before. That's because the accounts you target with ABM are strategic—they're often high-yield and a better fit for your products or solutions. As a result, these accounts naturally have a higher likelihood of generating more revenue and can help you penetrate new markets and verticals. ABM also helps justify engagement and resource allocation using data instead of gut feelings and opinions. ABM can also be effective for consumer audiences, specifically B2C-considered purchase scenarios that involve a high level of investment and time from the buyer.



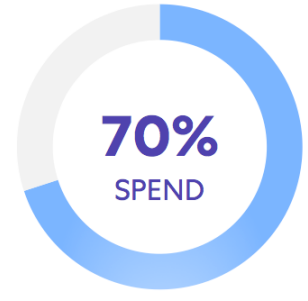
**89% of marketers report higher ROI from ABM vs. lead-based marketing (45% doubled ROI)**



**86% of marketers report higher win rates (13% Avg. Uplift)**



**72% of marketers report larger deals sizes (21% Avg. Uplift)**



**70% of marketers are increasing their ABM spending for 2019**

## The Benefits of ABM

Account-based marketing offers real benefits to organizations. Let's look at some of the key benefits and their impact.

### It boosts overall sales and marketing ROI

According to the 2018 Account-Based Marketing: The Complete Business Requirements Guide, 93% of B2B marketers worldwide consider ABM extremely or very important to their overall marketing efforts.

### It is more efficient and targeted

By deciding on which accounts to target, you can profoundly impact the way you think about sales and marketing and the types of programs you execute, along with the shared resource gaps that you need to fill. Instead of casting a wide net, you can look for ways to target key individuals in specific organizations. By strategically targeting your efforts, you minimize the expenditure of resources on less important buyers or market segments. And because ABM requires organizational buy-in from the beginning, everyone works toward achieving the same goals.

### It is more personal

ABM redirects your sales and marketing efforts to a targeted audience with laser precision, and it also entails coordinating and personalizing your messaging and

communications to specific personas and buying groups within each target account. According to the 2017 State of Engagement Report by Marketo, 66% of B2B consumers expect all of their interactions with brands or vendors to be personalized. Buyers are more likely to engage with content that is specifically for them and is relevant to their business and stage in the buyer journey. Because ABM is inherently personal, your campaigns are already optimized for the right audience.

### It helps drive attributed revenue

With strategic ABM, you take an account-centric view of measurement, which makes it easier to show your impact on the accounts that matter most. You'll understand the true impact each activity across channels has on driving the sale. And because of close collaboration between sales and marketing, each team can understand exactly which channels, campaigns, and messages made an impact.

### It increases sales, marketing, and organizational alignment

ABM marketers must also work closely with sales to identify target accounts and pursue them throughout the sales process, with the strategic goal of landing and expanding those accounts. This collaboration holds each team accountable for working toward the same goal and ultimately creates a positive culture shift within your organization if done successfully.

B2B marketers who successfully launch and sustain formal ABM programs can improve their firms' revenue growth and profit margins, strengthen connections between marketing and sales colleagues, and enhance interactions with customers and prospects. Success requires new working relationships between marketing and sales.

### **It improves the buyer experience**

By using a robust ABM solution to automate the delivery of relevant, personalized messages across all channels, the buyer experience is improved compared to using point solutions for one-off campaigns. Each persona receives content that matters to them at their respective stages, which builds trust and loyalty over time.

### **ABM is for companies of all sizes**

Traditionally, ABM strategies were reserved for large organizations with big budgets and teams— and implementing them could be a tedious, manual, sales-driven process because of the personalization required.

ABM today is less about your company size and more about your business model and goals. Thanks to emerging technologies, businesses of all sizes can successfully implement ABM—and smaller companies are able to run highly personalized ABM campaigns at scale to help build awareness and credibility.

**[Learn more at marketo.com/solutions/account-based-marketing](https://marketo.com/solutions/account-based-marketing)**