

ACCOUNT-BASED MARKETING

Hear from marketing agencies to learn the strategies and tactics they're using to achieve success in account-based marketing.



Agencies Use ABM to Grow Revenue

What are the MOST IMPORTANT OBJECTIVES of an account-based marketing strategy?



It's no surprise that revenue growth — from new and existing clients — is the top objective of agencies implementing ABM. Unifying marketing and sales, on a team level and technology-wise, is also important to agencies.



Agencies Are Getting Results for Clients with ABM

How SUCCESSFUL is your account-based marketing strategy at achieving important objectives?



ABM is a leading-edge strategy mostly designed for B2B enterprise marketing. As such, marketing agencies with these types of clients are most likely to be seeing results. While 48% of marketing agencies feel their ABM strategy is best in class, the remaining agencies see room for growth in this area.



Aligning Marketing & Sales is the Key Challenge

What are the MOST CRITICAL CHALLENGES to achieving account-based marketing success?

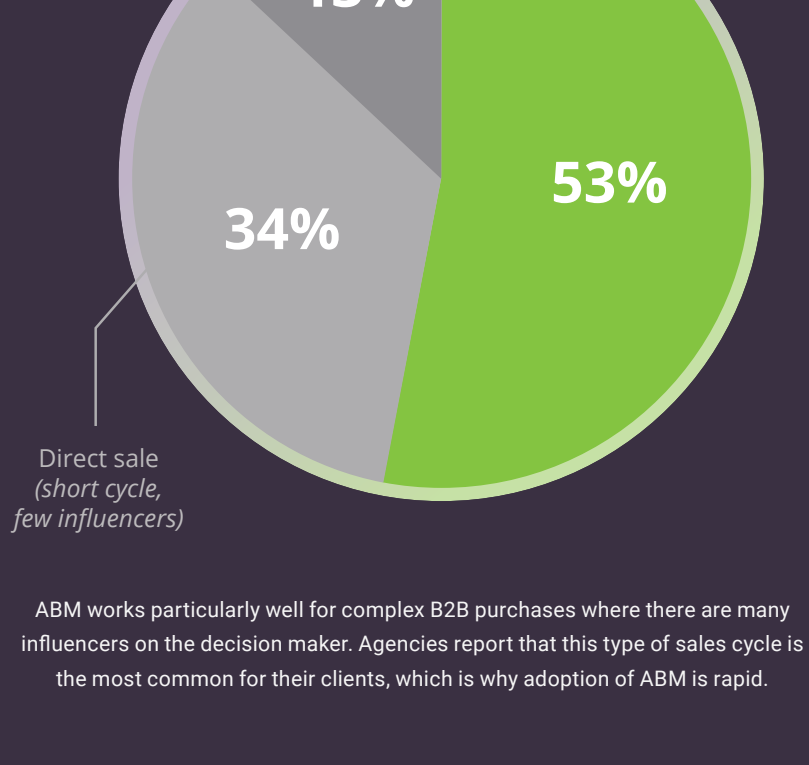


ABM aligns sales and marketing since a marketer employing an ABM strategy parallels the goals of the sales team — targeting key accounts, engaging them and showing results. Agencies say that unifying the teams is critical (44%). Other challenges include increasing the number of accounts and reducing the length of the sales cycle.



High Involvement B2B Sales is the Sweet Spot for ABM

Which best describes the type of SALES CYCLE encountered most often?

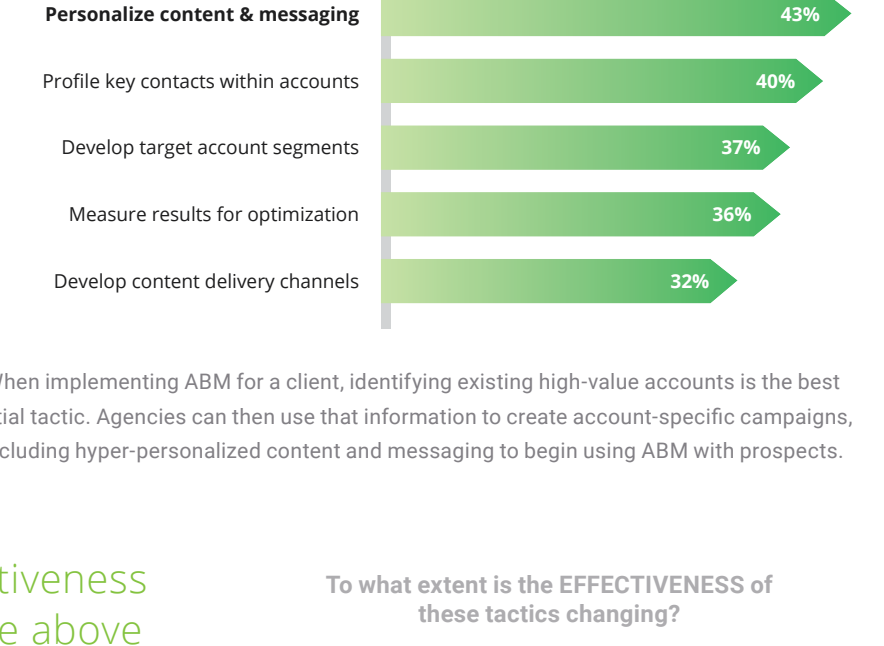


ABM works particularly well for complex B2B purchases where there are many influencers on the decision maker. Agencies report that this type of sales cycle is the most common for their clients, which is why adoption of ABM is rapid.



Tactics For Getting Started

What are the MOST EFFECTIVE TACTICS used for account-based marketing?



When implementing ABM for a client, identifying existing high-value accounts is the best initial tactic. Agencies can then use that information to create account-specific campaigns, including hyper-personalized content and messaging to begin using ABM with prospects.

Effectiveness of the above tactics is increasing for **95%** of marketers.

To what extent is the EFFECTIVENESS of these tactics changing?



Agencies Using Marketing Automation Are Already Ahead

What tactics require the MOST EFFORT (skill, time and expense) to perform?

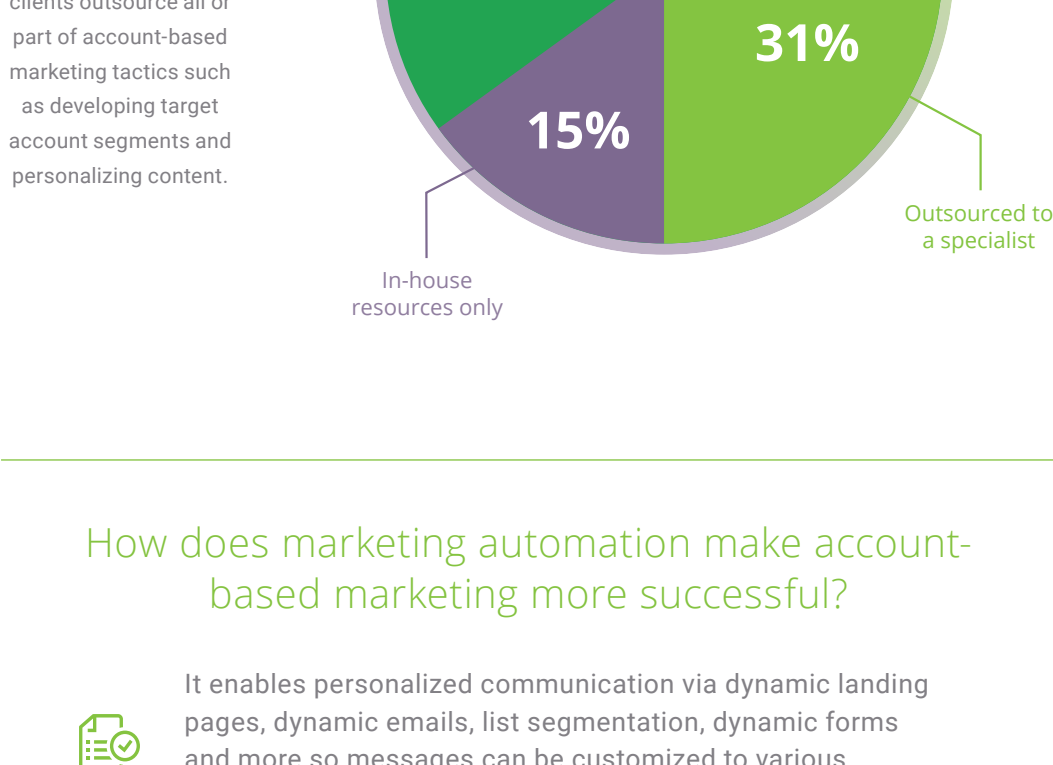


ABM tactics take effort, although agencies that have a marketing automation platform in place can accomplish several of these easily. Marketing automation enables hyper-personalization using dynamic emails and landing pages, and includes campaign tracking and analytics, etc. Platforms with a built-in CRM also track key contacts and help to identify existing high-value accounts.



Outsourcing is Common For Agencies

Which best describes the RESOURCES used to perform account-based marketing tactics?



How does marketing automation make account-based marketing more successful?



It enables personalized communication via dynamic landing pages, dynamic emails, list segmentation, dynamic forms and more so messages can be customized to various personas and where they are in the buyer's journey.



It lets you track the end-to-end ROI of targeted ABM campaigns.



It aligns sales and marketing teams on one platform — including a built-in CRM.



It makes it simple to see what's working and what's not using workflow analytics, form insights behavior tracking and more.