

Account - Based Marketing

What you need to know

IDC defines account-based marketing (ABM) as organizing marketing efforts around individual customer accounts

HOW TO START



Align Sales and Marketing Systems



Create and segment your content for key accounts



Map Contact, Lead, Opportunity and Account

BUSINESS VALUE



Develop bigger opportunities in high-potential accounts



Understand the true cost of customer and opportunity acquisition



Defend large accounts from defection to competition

FINANCIAL INVESTMENT



Low financial investment in technology



Revenue and profit increase over time



Customer data should be consistent and complete

HOW IDC CAN HELP YOU



Sales Enablement to empower your organization to sell more effectively



Integrated Marketing to build marketing assets that support your goals



Events to position your solutions and accelerate your pipeline