

Relationship *to* REVENUE

It's a Match:
Combining classic rapport building (schmoozing) with today's sophisticated account-based marketing technologies

What is ABM anyway?

Account-based marketing: a strategic approach that coordinates personalized marketing and sales efforts to open doors and deepen engagement at specific accounts.

- Jon Miller, Engagio CEO and Founder

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Despite the hype, account-based marketing is really nothing new.

In fact, it's the oldest sales methodology out there: **relationship selling.**



CLASSIC

Back in the day, deals closed over a three-martini lunch.



CONTEMPORARY

Now, a blizzard of emails hits the inbox of every Tom, Dick and Harriet on the daily.



THE FUTURE

The way of tomorrow is a personalized touch on any and all marketing and sales communications, from user-specific videos to custom content.



What's changed?

The sheer amount of channels and tactics out there!

So, the savvy marketer should take the old methods and pair them with cutting-edge technology to reach the right people at the right time.



People like to engage on their terms, using mobile, social, display, and video, and not on your terms, like calling and emails between 9AM and 5PM."

- Eric Spett, CEO of Terminus

Terminus

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With the flood of technologies and methodologies out there, marketing & sales alike need a proven roadmap for success with ABM.

INTRODUCING THE

LeadMD

Certified Account-Based Marketing Stack

DATABASE

ABM starts with great data. It's important for you to go through your existing database and ensure it accurately reflects your Ideal Customer Profile (ICP).

DATA

LEAD TO ACCOUNT MAPPING

DiscoverOrg

OceanOS

LeadGenius

Engagio

LeanData

ACCOUNT PLANNING

Once you have identified your ICP, get your teams together and ensure you have the right plan of attack for engagement.

BUSINESS PROCESS

salesforce

slack

CONTENT

Content is still king, you just need to make sure you have the RIGHT content offers based on the account you're targeting.

OFFERS & WORKFLOWS

SnapApp

vidyard

ClearVoice

EXECUTION

It's all about execution, baby!

After you have created your planning frameworks and start seeing better alignment within your teams, it's time to get your message & offers out to your account-prospects.

CAMPAIGNING

PLAYBOOKS

PERSONALIZATION

TARGETED ADS

Marketo

outreach

outreach

Engagio

INSIDESALES

Optimizely

Terminus

Terminus

MEASUREMENT

Now that your campaigns are live & in the world, ensure what you offered is actually working. Go back & evaluate and give credit to the offers & channels that are working!

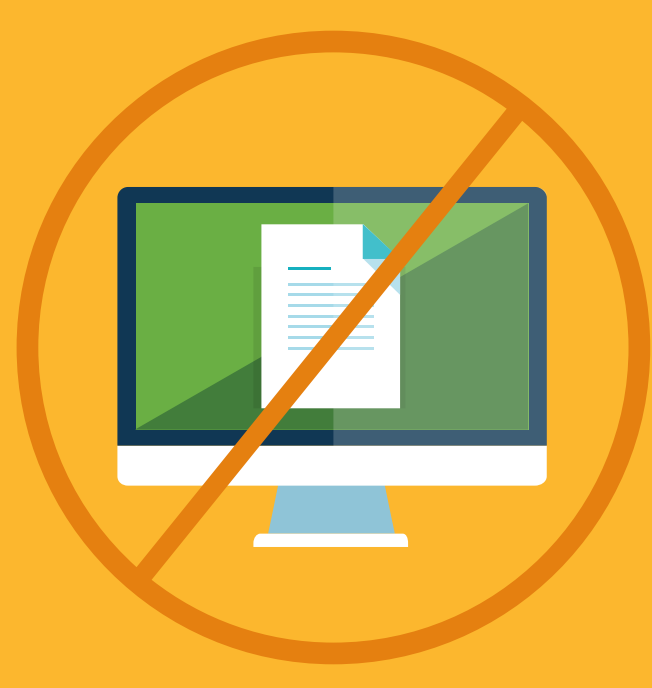
ABM ANALYTICS

CAMPAIGN ATTRIBUTION

Engagio

bizible

So, where does LeadMD fit in? Our team of account-based accelerators help marketers accross all organizations strategize and operationalize marketing best practices that yield the best results.



BUT... IT'S NOT ALL ABOUT TECH

While technology might be easy to buy, it certainly isn't easy to manage. The key trifecta of this story is People, Process, AND Technology.

CREATE BETTER ENGAGEMENT

Using the right tools, creating appropriate content, and working with the right people will not only help generate new revenue, but also **retain current clients**. And that's a good thing—it **costs 6-7 times more** to acquire a new customer than retain an existing one.

One of the most important things to remember when thinking about account-based marketing is **quality** over **quantity**.

- Sangram Vajre, Co-Founder and CMO at Terminus

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BETTER RELATIONSHIPS = MORE REVENUE

Creating a scalable technology stack with the right tools to align your teams and communicate more efficiently with your clients will only secure a better client-to-vendor relationship.

LeadMD
Empowering Marketers. Powered by Technology.

To learn more about LeadMD services, visit LeadMD.com

To check out more best practices, visit LeadMD.com/marketplace