

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

So what's changed?

When it gets down to it, it's simply a matter of taking the old methodologies and pairing them with new technology. What's more rock and roll than that? Everyone loves a crowd-pleaser!



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.

With the rise of account-based marketing, marketers have become less interested in selling out and using volume as a metric. What's happening instead? We're returning to the rock 'n' roll roots of engagement.

In this infographic, you'll learn which tools the rock masters at LeadMD recommend for shredding with an account-based marketing approach. Remember, ABM is all about using the right tools to create appropriate content, engage, and ensure you're talking to the right folks—not only to help generate new revenue, but also retain current clients.

Download [this](#) to get the lowdown on how better relationships with your clients can bring in more revenue for your business.

ROCK ON!