



# Account-based Marketing

Think Outside the Box



## INTRODUCTION

Account-based marketing encourages action and generates leads. This profile-based approach requires sales and marketing functions to work together, focused on the same list of accounts, the synergistic benefit of which should not be underestimated. Focusing energy and resources into one set of target accounts ensures better alignment and reaps dividends.



ABM uses tailored messaging to provide expertly delivered, bespoke lead generation campaigns, saving you time and resources. CPB's account-based, multi-touch marketing campaigns are designed to support IT vendors, distributors, and resellers generate leads from a carefully selected target audience.

### **Account-based marketing generates targeted account success.**

Account-based marketing is a fluid service; it should provide what you want, building bespoke packages to meet your needs.

CPB can help you deliver personalised marketing which resonates with your target accounts, improving lead generation. The approach can produce excellent results, particularly when targeting high-value customers.

### **Spark the imagination and inspire your prospects with ABM.**





## How ABM Works

Account-based marketing capitalises on multi-touch marketing technology.

All campaigns are bespoke to your needs and focus on your target account information and profiled buying personas. All interactions are monitored and responded to using personalised messaging via a marketing automation platform.

## Preparing Your Target Audience

ABM activity requires preparation to create a meaningful targeted audience for your personalised marketing messaging. Profiling provides the opportunity to relay multiple portfolio remits within one campaign based on install and contact data intelligence.

Whether you choose to keep things simple or pull out all the stops to profile your chosen organisations, CPB can assist you with each step. The table shows the elements of data targeting included in the various levels of ABM campaign delivery, encompassing low, medium and high-level campaign options.

ABM; PREPARING YOUR TARGET AUDIENCE	LOW	MEDIUM	HIGH
Target accounts matched to ProspectaBase	✓	✓	✓
IT contact credentials exported from ProspectaBase	✓	✓	✓
IT installation details exported from ProspectaBase	✓	✓	✓
Profiling: IT buying personas	X	✓	✓
Profiling: IT contact preferences	X	X	✓
Profiling: IT structure / decision making chain	X	X	✓
Profiling: IT contracts / suppliers / renewal dates	X	X	✓
Profiling: Company / organisation structure	X	X	✓



## Let's Get Personal!

We recommend incorporating multi-touch marketing for a successful ABM campaign:

- Marketing automation
- Email marketing
- Social
- Telemarketing
- Digital marketing



## 3 reasons to adopt account-based marketing:

### 1. TARGETED, PERSONALISED MARKETING

ABM gives marketers the opportunity to create more personalised messaging. Farewell blanket messaging! It's time to focus on your target audience.

### 2. EFFICIENT USE OF MARKETING RESOURCE

ABM structures marketing efforts on key accounts to drive the most ROI. This narrow focus optimises the use of your most valuable resources: time and money.

### 3. IMPROVED CUSTOMER ACQUISITION

ABM isn't new, but it is effective. It focuses on nurturing key customers and prospects. It eliminates the poor leads and shines a greater spotlight on the process of customer acquisition.

Account-based marketing focuses on your target audience, resulting in high quality lead generation.

#### The benefits of using account-based marketing for lead generation:

- Improved customer acquisition process
- Reignite dormant accounts
- Synchronicity between sales and marketing
- Personalised targeting and nurturing
- Data-driven decision making
- Faster sales process and shorter sales cycle
- Cost efficiencies
- Improved brand trust and customer relationships/experience
- Improved reporting
- Clearer path to better ROI

## OUR PEDIGREE

Having worked in the IT industry for over 20 years, CPB is experienced in delivering marketing campaigns across a plethora of solutions, products and services in IT, network security and infrastructure.

## CPB ACCREDITATIONS

CPB is serious about what it does and ensures our people have the right level of IT/technical knowledge to act as brand ambassadors for your products.

CPB's agents undertake vendor sales accreditations to ensure they're up to speed with the latest innovations, portfolio developments and product USPs.

Our team has now obtained over 75 accreditations from 20 vendors.



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