



6

SIMPLE STEPS TO
ABM
SUCCESS



Account-based marketing (ABM) is gaining ground among B2B marketers. In fact, more than 90% of B2B marketers believe ABM is absolutely essential. And it's for good reason: ABM's ROI reportedly outperforms all other B2B marketing investments.

However, labeling ABM as a marketing program is a misnomer. It's really a business initiative that requires marketers to collaborate closely with other teams, including product, sales, IT and customer service.

**Follow these 6 steps, and your marketing will be
ABM-ready before you know it.**

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KNOW YOUR MARKET

Combine your customer data with trusted market data, segment along multiple dimensions, build ideal profile.

1

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IDENTIFY & VALIDATE TARGETS

Select target accounts for both account management and business development teams, map contact coverage in target accounts.

2

POPULATE ACCOUNT MAP

Identify relevant data & contacts, map influencer and decision makers. Connect account insights to sales & marketing strategy.

3

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PERSONALIZE THE MESSAGE

Using insights gathered, generate or modify messages and content personalized for target accounts and contacts.

4

EXECUTE THE PROGRAM

Create engagement plans, personalized marketing campaigns, and direct touch points with account contacts.

5

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A close-up photograph of a person's hands holding a glowing lightbulb. The lightbulb is illuminated from within, casting a warm, golden glow. A string of similar lightbulbs is visible in the background, also glowing. The background is dark and out of focus. The image is overlaid with a dark blue diagonal shape in the top right corner and a white diagonal shape in the bottom left corner.

**MEASURE,
REFINE,
EXPAND**

Track results, refine as needed. Consider any account or market changes.

6

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LEVERAGE A STRONG DATA FOUNDATION TO FUEL ABM SUCCESS

By following these 6, simple steps, you'll have the foundation to build and execute an ABM program at scale. But, true success starts and ends with data for in-depth insight and account selection.

Visit www.dnb.com/perspectives to learn more.

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