

GUIDE

## TARGET YOUR HIGH- VALUE ACCOUNTS AND INCREASE ROI WITH **ACCOUNT-BASED** **MARKETING**

# WHAT IS ABM?

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To stay competitive in the evolving digital marketplace, brands are increasingly investing in personalized marketing approaches.



**Account-based marketing (ABM) is a focused growth strategy in which marketing and sales collaborate to create personalized buying experiences for an identified set of high-value accounts.**

Vonazon's team of sales and marketing experts are well-versed in the ABM methodology and can implement robust strategic ABM techniques to help you maximize your return on investment and maintain meaningful relationships with your most valuable clients.



# ABOUT VONAZON

## ABOUT vonazon



### Who we are

Vonazon is equipped to effectively manage any area of a company's sales and marketing process. We are one of the most experienced and well-versed marketing agencies in the world offering marketing automation platform consulting services, including HubSpot set-up and management. We are proud to call ourselves HubSpot Elite Partners, an exclusive group of marketing agencies trusted to provide the highest level of support on the robust platform.



### How we work

Vonazon is a full-service marketing and sales agency with dedicated teams for each phase of our marketing process. Our departments operate together like a well-oiled machine through collaboration between an incredibly talented and versatile staff and our amazing client base. We combine all our expertise and strengths to create marketing strategies, campaigns, materials, and maintenance services that are unparalleled in their quality and impact.



# ABM STRATEGY

## ABM STRATEGY

### According to Marketers...

A circular infographic showing 87% with a blue and white ring.

87%

According to 87% of marketers, **ABM out performs other marketing activities.**<sup>1</sup>

A circular infographic showing 62% with a blue and white ring.

62%

62% of marketers say **they have seen a positive impact single implementing ABM.**<sup>2</sup>

<sup>1</sup> Miller, J. (2018, May 7). The ABM metrics that will make your ABM trial successful. <sup>2</sup> Cain, M (2019, September 9). ABM Maturity Corresponds to Better Revenue Results. <sup>3</sup> Beutler, B (2020, October 27). The 2020 State of ABM Report.

A large blue circular graphic with a white arrow pointing to the text.

Companies with long-term ABM strategies attribute

**79% of opportunities and**

**73% of total revenue to**

**ABM efforts.**<sup>3</sup>

## GETTING RESULTS WITH ABM



### 1 Define Your High-Value Accounts

We use your analytics, automation, and any other business intelligence tools to identify and prioritize your high-value accounts. We look for factors like revenue possibilities, market impact, likelihood of repeat purchase, and the possibility of higher profit margins.



### 4 Find the Best Channels of Communication

We consider which channels will be most effective for your target accounts, such as web, email, and mobile.



### 2 Identify Key Internal Players

We determine the structure of your target accounts, as well as how and who makes their choices.



### 5 Carry Out Targeted & Coordinated Campaigns

Our marketing and sales teams work cohesively together to create high-quality campaigns that make the most of each team member's talents.



### 3 Define Your Messaging & Content Strategy

Our team creates valuable content that solves specific and crucial points. In doing so, we generate new ways for your messaging to communicate value to your target account.



### 6 Measure, Optimize, & Iterate as Needed

We continue to test, monitor, and optimize your ABM marketing efforts for continual growth and higher ROI.

# CONTACT US

**CONTACT US TODAY**

## LET'S WORK TOGETHER

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