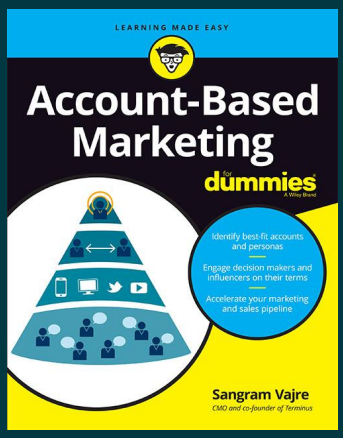
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Account-Based Marketing For Dummies

By Sangram Vajre

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Description

Account Based Marketing for Dummies will help marketers and sales teams build a coordinated effort to reach specific accounts. Readers will understand how to align the marketing and sales teams to make ABM most effective. They will learn how to analyze current data to identify the accounts with the biggest ROI opportunities, and then the techniques to most effectively reach each account, rather than the individual listed in their CRM for that account. Using online advertising and other messaging in the places the accounts are already engaging online, account based marketers can engage with current and potential customers on their terms.

About the Author

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