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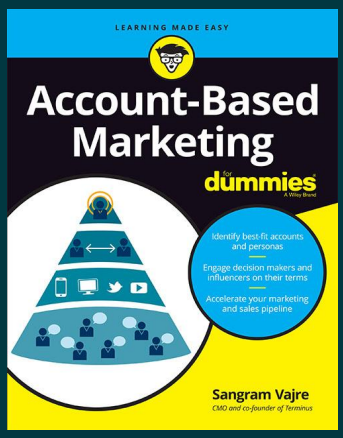

Account-Based Marketing For Dummies

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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Table of Contents

Foreword

Introduction

Part 1: Getting Started with Account-Based Marketing

Chapter 1: Introducing the Basics of Account-Based Marketing

Chapter 2: Making the Case for Account-Based Marketing

Chapter 3: Aligning Sales and Marketing

Chapter 4: Selecting Tools

Part 2: Identifying Accounts for Marketing

Chapter 5: Targeting Your Best-Fit Accounts

Chapter 6: Fueling the Account-Based Marketing Engine

Chapter 7: Qualifying Your Target Accounts

Part 3: Expanding Contacts Into Accounts

Chapter 8: Reaching the Right People in Target Accounts

Chapter 9: Using Marketing Automation for Your Account Strategy

Chapter 10: Distilling the Key Roles of "Smarketing"

Part 4: Engaging Accounts on Their Terms

Chapter 11: Generating Velocity for Sales

Chapter 12: Personalizing the Buyer's Channel

Chapter 13: Developing Content for Campaigns

Chapter 14: Executing ABM: A Playbook

Part 5: Turning Customers Into Advocates

Chapter 15: Elevating the Buyer to Customer Journey

Chapter 16: Valuing Customer Advocacy

Chapter 17: Aligning Marketing, Sales and Customer Success

Part 6: Putting It All Together

Chapter 18: Measuring the Success of Campaigns

Chapter 19: Tracking Metrics for Every Account

Part 7: The Part of Tens

Chapter 20: Ten Reasons B2B Companies Need Account-Based Marketing

Chapter 21: Ten Obstacles Facing Account-Based Marketing

Chapter 22: Ten Account-Based Marketing Blogs to Read

Chapter 23: Ten ABM Thought Leaders to Follow

Index

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