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Account-based Marketing for Dummies (Paperback)

By Sangram Vajre

John Wiley Sons Inc, United States, 2016. Paperback. Condition: New. 1. Auflage. Language: English . Brand New Book. Grow your account list with an effective account-based marketing strategy Buyers have changed the B2B marketing game. Account-Based Marketing For Dummies is here to give you the tools to transform your current approach to find, reach, and engage with your potential customers on their terms to meet their ever-changing demands. Packed with expert tips and step-by-step instructions, this book shows you how to analyze current data to identify the accounts with the biggest ROI opportunities and execute effective, account-specific techniques that get results. This practical guide takes the intimidation out of account-based marketing in today's highly digitized world. You'll be armed with the knowledge you need to increase your reach in real time, giving you greater exposure to other decision-makers and influencers within an account. You'll discover how, through a combination of marketing technology and online advertising, your messages can be displayed where and when your customers already engage online.

- * Align your sales and marketing teams for greater success in your ABM efforts
- * Analyze data to identify key accounts
- * Target your messages for real-time interaction

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