

the 6 Ws of B2B account-based marketing

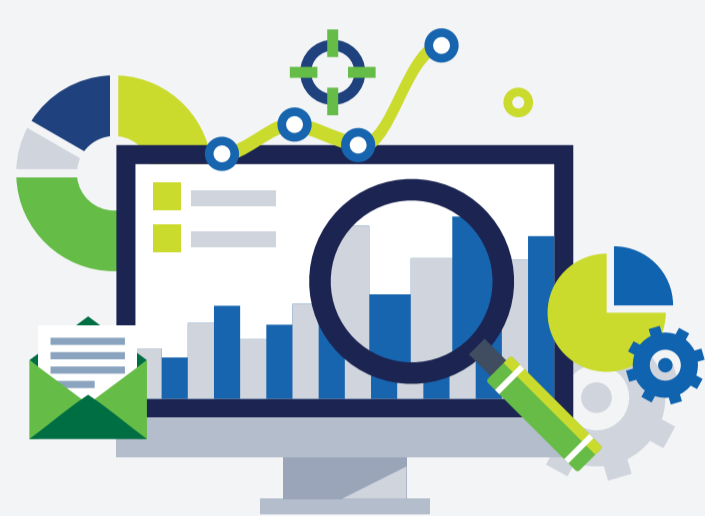
Most B2B companies focus on serving specialized business-only sectors and subsectors, such as custom manufacturing, enterprise software, healthcare finances, or supply chain and logistics. **Account-Based Marketing** suits the B2B space by targeting specific decision-makers from the start, filtering out unqualified prospects, and aligning marketing and sales on strategy, content, and engagement for each account.

Discover **The 6 Ws of Account-Based Marketing** and gain a better understanding of how this strategic tactic can strengthen your marketing strategy.

WHAT is account-based marketing?

Account-based marketing (ABM) involves identifying, obtaining, and marketing to targeted, high-value accounts. ABM allows you to communicate directly with executives and business leaders who have authority in large purchasing or contractual decisions, resulting in a faster turnaround of more qualified sales leads.

- Highly personalized and targeted campaigns
- Quickly builds trust with B2B decision-makers
- Supports the sales process with carefully crafted messaging



WHY is account-based marketing beneficial in B2B?

- Your money only goes towards the **MOST** qualified leads
- More qualified leads = shorter sales cycles
- Enables a more personalized approach to lead nurturing
- Provides a valuable marketing alternative to Google Ads
- Helps sales and marketing teams align on goals and strategies
- Connects the dots between spend and awareness

WHO is most likely to benefit from account-based marketing?

ABM strategies are particularly beneficial for B2B marketing and sales teams. From startups to long-standing corporations, account-based marketing offers huge potential to connect businesses with business owners and presidents, c-suite officers, and directors.

industries where ABM shines:



healthcare and life sciences



software and technology



commercial business services



manufacturing



industrial services

WHEN should you use account-based marketing?

- Your products or services are only appropriate for a specific, narrow market
- Most of your revenue (at least 80%) comes from the top 20% of your customers
- Other traditional and organic marketing strategies aren't yielding the desired results
- You're prepared to invest in third-party marketing support



WHERE can you find account-based marketing solutions?

At Sagefrog, our most trusted ABM solution is RollWorks, a B2B-focused platform designed to align marketing and sales efforts and grow your revenue. The platform seamlessly integrates with Salesforce, HubSpot, and other popular MarTech vendors, and enables marketers to target specific users on multiple platforms with:

- Cross-channel account connections
- Clear and intuitive reporting
- Regular feature updates
- Dedicated customer success and support teams
- An easy-to-use interface

WE can accelerate your account-based marketing success.

Part of what makes Sagefrog so successful in digital marketing is our ability to adapt as the B2B landscape changes. ABM is a powerful B2B marketing tactic that helps businesses find, engage with, and convince high-value personas to become clients. With our expertise and the RollWorks platform, we can align your marketing and sales efforts to identify and engage with qualified leads and continuously optimize and accelerate their journey to becoming a client.



talk with a specialist about how account-based marketing can help your business leap ahead.

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