Account-Based Marketing Needs an Infusion of Tough Love

When sales and marketing groups truly collaborate, everyone benefits.

Account-based marketing is faltering

This staple of business-to-business sales efforts uses data and analytics to prioritize a group of accounts and target them with a set of marketing and sales activities.

How the winners behave

Winning organizations do several things differently in their account-based marketing efforts.

Maintain higher levels of cross-functional collaboration

At weekly pipeline reviews, sales teams are

26% more likely to have marketing representatives join

22% more likely to have sales development representatives join

Tailor demand generation efforts to an account’s industry and location

One company created marketing content around how cybersecurity software would solve specific concerns of a potential client, a major US bank.

Focus on a small number of accounts, usually larger or high-potential clients

More than half of organizations target fewer than 100 accounts

And only 17% target more than 1,000 accounts

How marketers can add the most value

Sellers said marketers are most useful in their account-based marketing efforts when they

Provide expertise and deep customer knowledge, including segment profiles and purchase probability

Get high-quality marketing assets into the hands of sellers, and cultivate brand awareness among prospective and current customers