



# Account-Based Marketing For Dummies

*Sangram Vajre*

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**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
- Integrate your campaign with marketing automation software

If you're a member of a sales or marketing team already using a CRM tool who's looking to increase your reach, *Account-Based Marketing For Dummies* has you covered!

"**Account-Based Marketing For Dummies** clears away the confusion surrounding this much-hyped topic. It offers simple, direct explanations of what account-based marketing is, why it's important, and how to do it. Any business marketing professional will benefit from a look at this book." - **David Raab, Founder at Raab Associates**

"If you're reading this book and just getting started with ABM, welcome to the future of what b-to-b marketing can be: insight-led, technology-enabled and, above all, customer focused. Our clients are delighted with the business impact they deliver using account-based marketing, and you will be, too." - **Megan Heuer, Vice President and Group Director, SiriusDecisions**

"Like a Hollywood agent, marketing's job is to get sales the 'audition,' not the part. Account-based marketing is the key to maximizing the number of the 'right' auditions for your sales team, and *Account-Based Marketing For Dummies* explains how." - **Joe Chernov, VP of Marketing at InsightSquared**

"Ever-advancing marketing technology is enabling a new generation of sales and marketing strategies to thrive, changing the playing field for companies of all sizes. This modern wave of account-based marketing has tremendous potential to improve your business, and Sangram Vajre is an insightful and enthusiastic guide to show you how." - **Scott Brinker, Author of Hacking Marketing**

"Account-based marketing is shifting how businesses use customer insights to capture more upmarket revenue. This book teaches a new wave of data-driven marketers how to embrace an enlightened quality-vs-quantity approach and execute a scalable ABM strategy that delivers real results." - **Sean Zinsmeister,**

## Senior Director of Product Marketing, Infer

"The book may be titled '...for dummies', but ABM is proving to be a smart approach for B2B marketers charged with generating sales pipeline and acquiring and delighting customers. Use this book to help you get started and advance your account-based marketing strategies and tactics that will thrill your sales colleagues, executive team and customers alike." **Scott Vaughan, CMO, Integrate**

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