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**ABM - Account
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Sangram Vajre

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simple reason -
it works. I've
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about it here,
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growing body of
statistics. Where*

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*The term account-
based marketing
isn't
necessarily new.
Identifying and
targeting key*

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*accounts has
always been a
best practice
for B2B Finance
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sales
teams. What's
different about
account-based
marketing today
is that the rise
of technology
has given
marketing teams*

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teams recognize
the importance
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**Where ABM has
been in use for
at least a year,**

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*for instance,
60% of users
reported a
revenue increase
of at least 10%,
and 19% reported
a revenue impact
of 30% or
greater. This
blog is aimed to
explain account
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for ...*

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marketing, also
referred to as
ABM, is a
marketing
strategy that

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*focuses on
specific target
accounts within
an industry or
market. It
utilizes
personalized
messaging and
attributes to
create a unique
campaign
designed to
speak to the
prospect behind*

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each account.

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*This account-
based marketing
framework will
help to put
context on all
the strategies
and tactics
you'll use for*

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*creating
campaigns. With
account-based
marketing, think
about it from
going beyond the
typical B2B
buyer's journey
to an account's
journey. The
account's
journey goes
beyond the
purchase*

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(whether to buy
or not from your
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explains every

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and sales teams
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coordinated
effort to reach
specific
accounts.*

*Readers will
understand how
to align the
marketing and
sales teams to
make ABM most*

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*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 ...*

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*is Advocate. In
the first stage,
Identify, you
determined your
target list of
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