

Top Account Based Marketing (ABM) Campaigns for Driving Revenue Growth

Maximize your marketing efforts with these proven ABM campaign types that can help you achieve your sales goals

1 Events

Incorporating events into your ABM strategy can yield significant benefits as they provide a platform for bringing together influential decision-makers. They also allow you to:

- Tailor topics to specific industries, pain points and interests
- Establish meaningful connections
- Interact in-person
- Share insights
- Build relationships

2 Industry publications

Identify the industry publications your ideal clients turn to for thought leadership content and engage them through:

- Guest Blogging
- Advertising
- Webinars
- Dedicated emails

3 Webinars

Webinars have become an effective and powerful tool for ABM because they provide valuable insights to your audience while building trust. Additional benefits include:

- Engagement with target accounts
- Position you as an expert/thought leader
- Deliver highly personalized content to personas

4 Email

Email marketing is a tried and true method of reaching out to potential customers. It remains a vital marketing channel for ABM for several reasons:

- Personalization and segmentation
- Automation
- Scalability
- Cost effectiveness
- Measurability

5 Paid advertising

Even with highly targeted content, it can be challenging to get in front of the right people. This is where paid advertising comes into play. There are several benefits of paid advertising in ABM, including:

- Precision targeting & visibility
- Higher ROI
- Measurability
- Scalability

6 Web personalization

Why settle for a generic website experience when you can provide content to match the needs of individual users? Additional perks of website personalization include:

- Improved user experience
- Higher engagement
- Increased conversions
- Enhanced loyalty

7 Direct mail

In today's digital age, email inboxes are overflowing making direct mail a refreshing and effective way to engage with prospects. Benefits include:

- Highly personalized content for individual accounts
- Give them something tangible to hold, making your brand more memorable
- Stand out with personalized gifts to grab your target's attention
- Use as part of multi-channel approach to reinforce your message