



Account Based Marketing For Dummies

By Sangram Vajre

John Wiley Sons Inc, United States, 2016. Paperback. Book Condition: New. 1. Auflage. 234 x 190 mm. Language: English. Brand New Book. 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 accountbased 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 decisionmakers 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...



Reviews

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