

Account Based Marketing For Dummies

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(Dr. Porter Mitchell)

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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 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 II 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...

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