

Programme

Account Based Marketing.

Personalise campaigns, engage high-value accounts, align teams, and drive impactful results.

What we cover.

Explore the dynamic world of Account-Based Marketing (ABM) in this comprehensive course designed to equip you with the strategies and skills needed to effectively engage high-value accounts.

Dive into the principles of ABM, where personalised interactions and tailored campaigns drive success. Discover how to identify ideal customer profiles, segment accounts, and create impactful content that resonates with each target.

Learn to align marketing and sales efforts seamlessly to maximize ABM outcomes. Navigate the technological landscape by exploring ABM platforms, data enrichment, and predictive analytics.

Delve into the measurement and analysis of ABM metrics, understanding how to track engagement and revenue impact.

As you progress, tackle the challenges of global and enterprise ABM, and grasp the nuances of account-based advertising and retargeting. Through real-world case studies and a hands-on project, master the art of crafting and executing effective ABM strategies that deliver tangible results in today's competitive business landscape.

Who is it for?

This course is ideal for marketing professionals, sales teams, and business development teams seeking to excel in personalised account engagement for high revenue growth opportunities.

Duration & Delivery Format.

Choose your preferred duration ½ day, 1 day, 2 day, online or physical.

Course Topics.

Module 1: Introduction to Account-Based Marketing

Understanding the concept of ABM
ABM vs. traditional marketing approaches
Benefits and challenges of ABM implementation

Module 2: Building the Foundation

Identifying ideal customer profiles (ICPs)
Segmenting accounts based on attributes and behaviours
Developing account personas and buyer journeys

Module 3: Data and Technology in ABM

Leveraging CRM and marketing automation systems
Data enrichment and validation for accurate targeting
Role of predictive analytics in ABM

Module 4: Crafting Personalised ABM Strategies

Account selection criteria and methodologies
Tiered account segmentation (Strategic, Major, Lite)
Aligning sales and marketing teams for ABM success

Module 5: Content and Messaging for ABM

Creating account-specific content and assets
Tailoring messaging to address account pain points
Personalization at scale: strategies and tools

Module 6: Orchestrating ABM Campaigns

Designing multi-channel ABM campaigns
Selecting appropriate channels (email, social, events, etc.)
Implementing account-specific touchpoints

Module 7: ABM Metrics and Measurement

Defining success metrics for ABM campaigns
Tracking engagement, pipeline progression, and revenue impact
Analysing ROI and attribution in ABM

Module 8: Technology Stack for ABM

ABM platforms and tools overview
Integrating ABM tools with existing marketing stack
Automation and orchestration in ABM workflows

Module 9: ABM and Sales Alignment

Collaboration between marketing and sales teams
Creating account-based sales plays
ABM's role in improving lead-to-revenue processes

Module 10: Global and Enterprise ABM

Challenges and considerations in global ABM
Scaling ABM strategies for enterprise accounts
Localization and cultural factors in global ABM

Module 11: Account-Based Advertising and Retargeting

Using programmatic advertising in ABM
Retargeting strategies for engaged accounts
Ad personalisation and dynamic content

Module 12: Emerging Trends in ABM

AI and machine learning in ABM
ABM for post-sales customer engagement
Ethical considerations and privacy in ABM

Module 13: ABM Project and Presentation

Delegates create an ABM campaign plan
Peer review and feedback
Final presentations and discussions

Assessment Methods.

- Quizzes and assessments after each module to gauge understanding
- Group projects for account-based marketing
- Case studies analysing successful and unsuccessful account based marketing approaches

Further information:

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