

# TOP 3 BENEFITS

of ACCOUNT BASED MARKETING

Improve your digital marketing ROI through ABM strategies

## Have you incorporated ABM into your marketing stack?

As broadcast marketing continues to decline, more B2B marketers are using targeted and personalized strategies to drive revenue. If your B2B marketing program is not using ABM strategies, here are three big benefits that may change your mind.

“Don't count the people you reach; reach the people that count.”  
– David Ogilvy

## #1 ABM Delivers the Best ROI



of marketers agree that ABM outperforms traditional marketing for B2B business in all three R's ...



Reputation



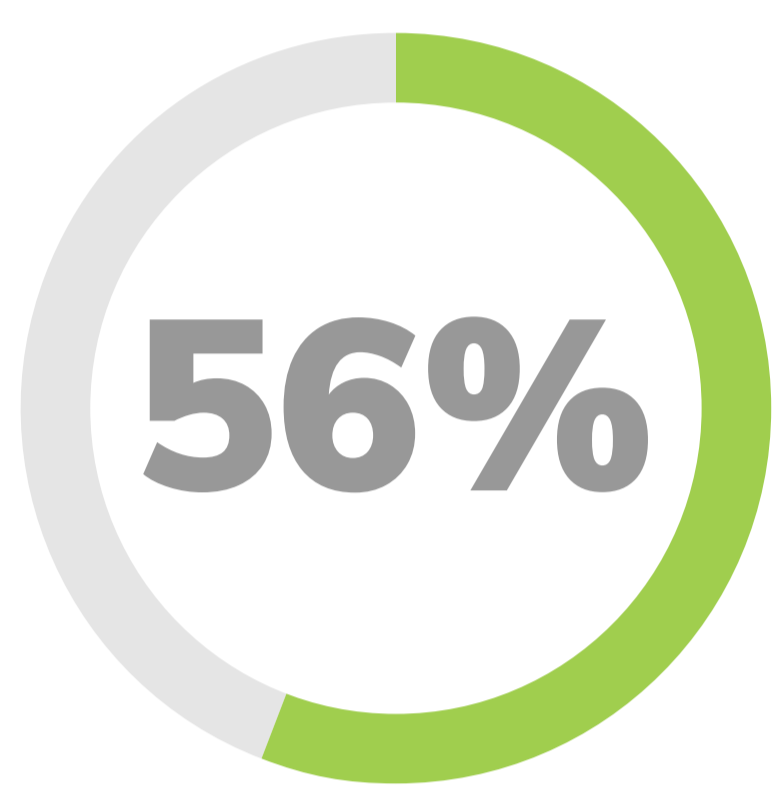
Relationships



Revenue

ABM also consistently shows the best performance in the following key metrics:

### PIPELINE GROWTH



### REVENUE GROWTH



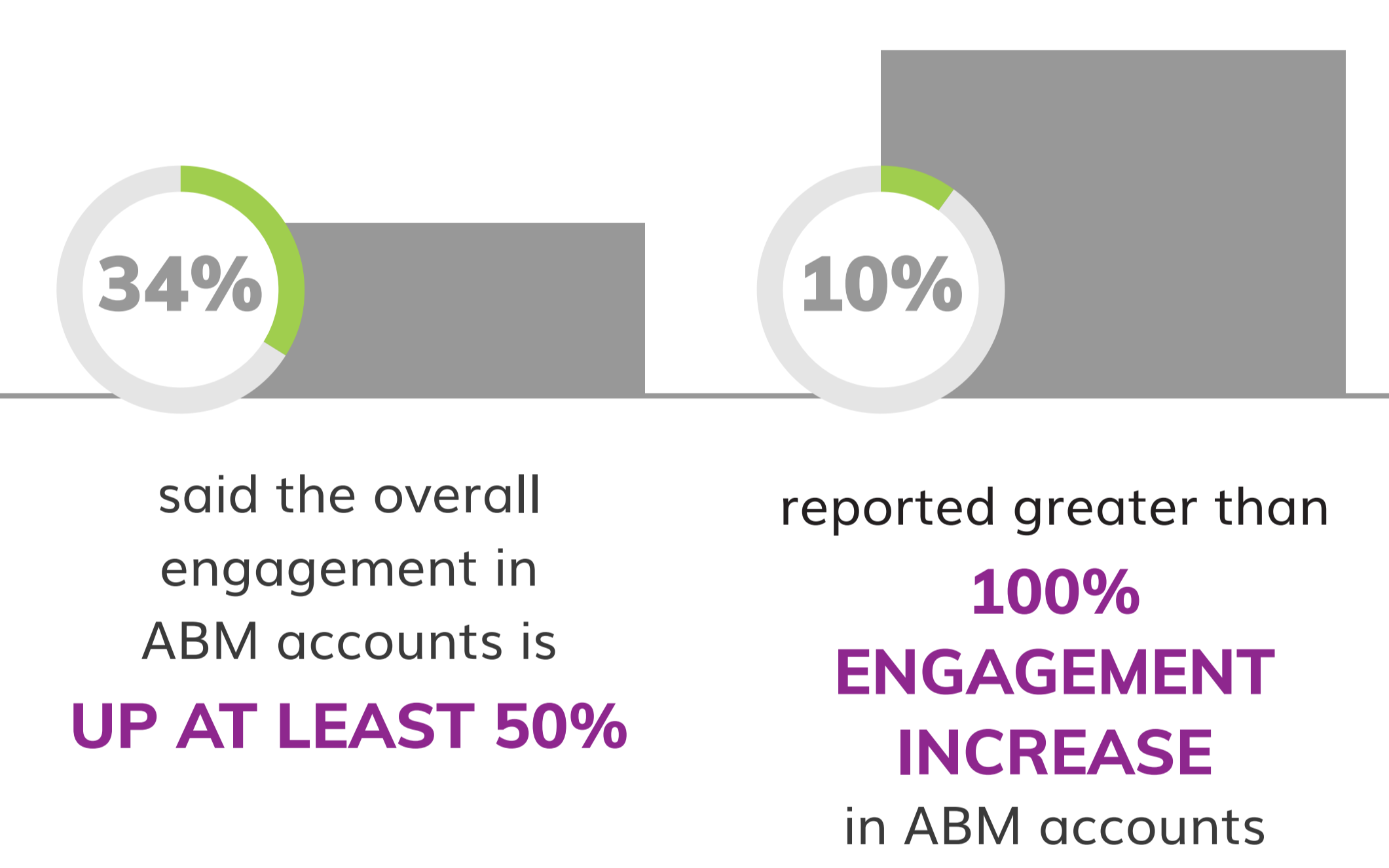
### WIN RATE



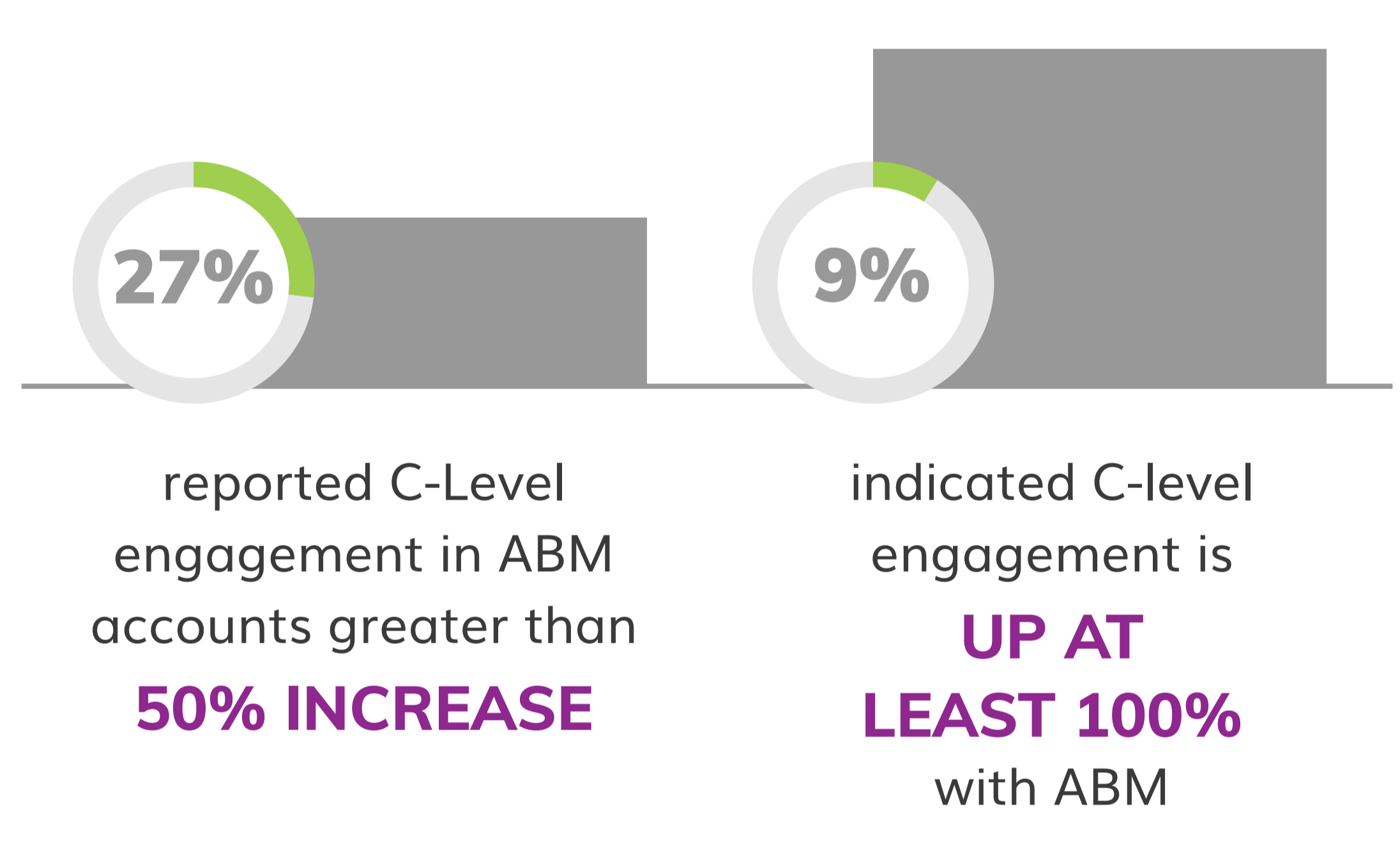
## #2 Increased Engagement

Landing a five or six-figure deal takes time. The journey typically involves many touchpoints with prospects. This leads to one of ABM's biggest advantages where engagement rates with C-level targets have seen over 100% increases.

### TARGET ACCOUNT ENGAGEMENT



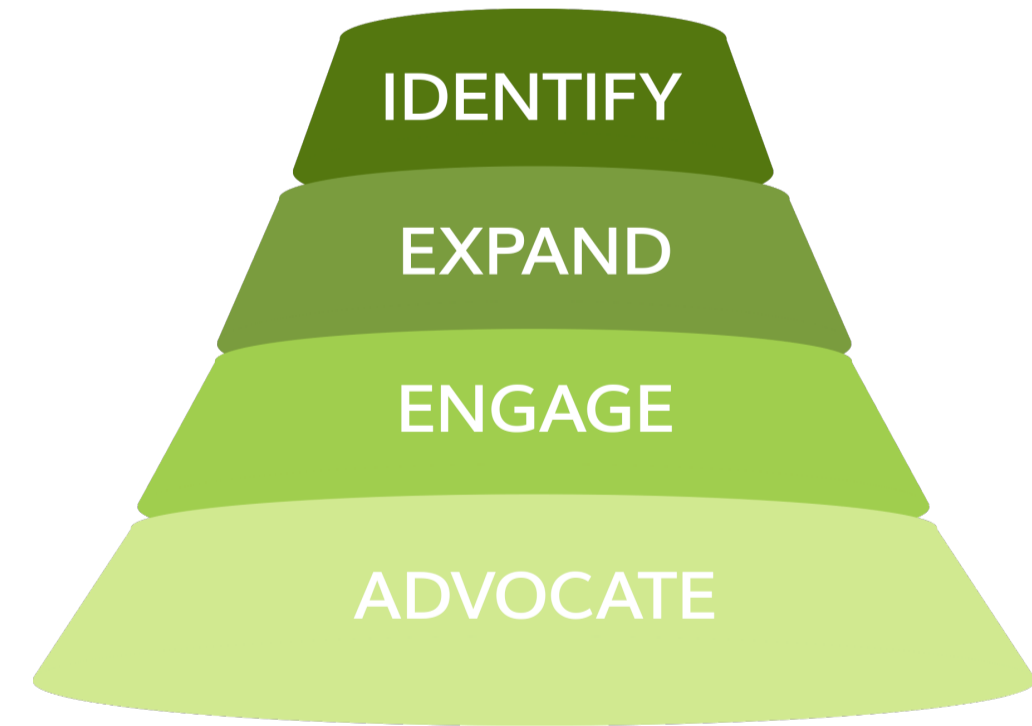
### C-LEVEL ENGAGEMENT



Source: 2017 State of ABM

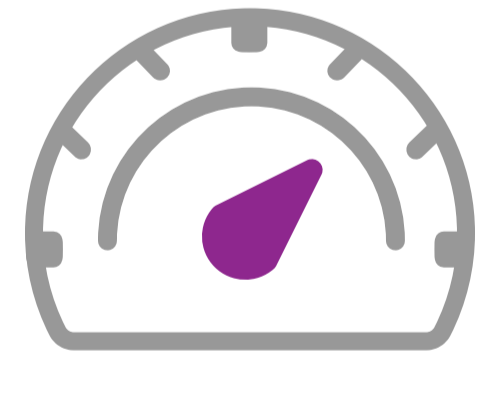
## #3 Better Sales and Marketing Alignment

### ABM FLIPS THE FUNNEL



You start with specific accounts and then expand those accounts to create new opportunities. This aligns your sales and marketing team producing big benefits.

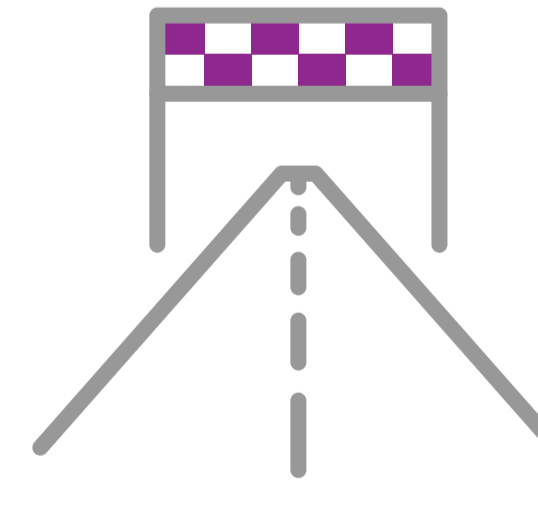
### SAVE YOUR SALES TEAM TIME



**50%** of companies report ABM reduces sales time wasted on unproductive tasks

Source: The B2B Lead

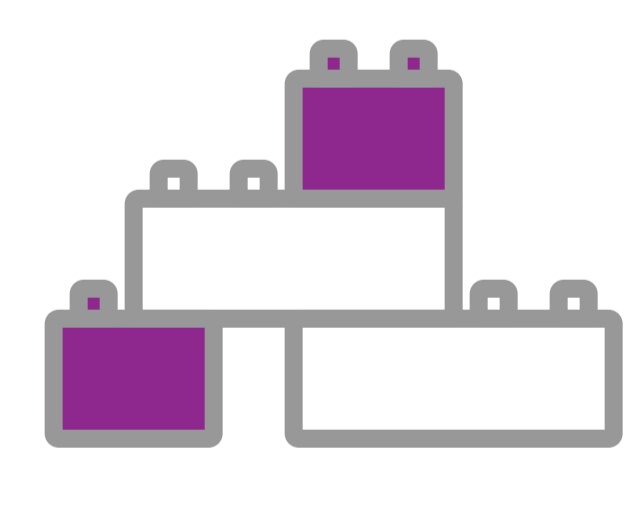
### CLOSE MORE DEALS



**91%** of businesses report more closed deals

Source: 2017 State of ABM

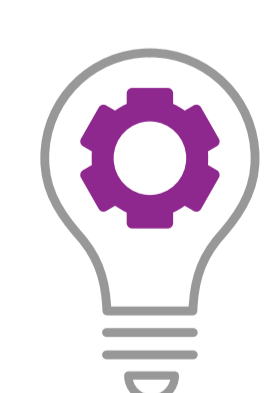
### INCREASE AVERAGE DEAL SIZE



**91%** of respondents report deal sizes are larger for ABM accounts

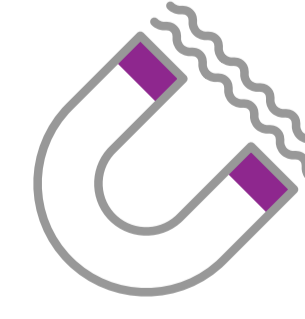
Source: 2017 State of ABM

## About GamePlan Marketing



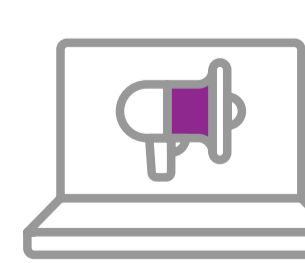
### Marketing Strategy

Our IT marketing consultants have deep experience working in tech. We help select the best marketing technology to support your budget and goals, setting the right pace for roll out of your campaigns.



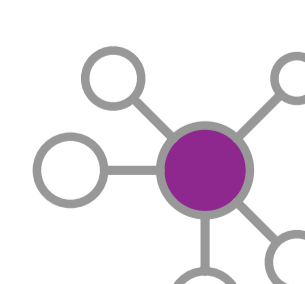
### Demand Generation

Our creative team develops digital demand gen campaigns, including interactive quizzes, contests, assessments, and videos.



### LinkedIn & Google Ads

Ad campaigns built for brand awareness and top of funnel lead generation.



### Social Media Management

Gain consistency in the delivery of your social media messaging with social media as a service.



### Direct Mail

Direct mail, brochures, postcards, sell sheets, 3D mailers: theme development, graphic design, and mailing services.

### Learn More

TO LEARN HOW YOU CAN INCORPORATE ABM INTO YOUR CURRENT MARKETING PROGRAM VISIT US AT [WWW.GAMEPLANMARKETING.CA](http://WWW.GAMEPLANMARKETING.CA)