



Think About Marketing Where It Matters Most

Double Down on Account Based Marketing to Retain Customers and Grow

Customer Retention is the New Growth

Outreach to main contacts at key accounts through **personal calls**

Outreach to main contacts through **emails and personal calls**

Active communication through **social, email and online meetings**

Partner with Customer Success to reassure your current customers. They want to know how you're responding to the crisis and any business impact.

New Logos Never Go Out of Style

1:1 persona outreach for each high potential account

1:1 buying team outreach tuned to each segment

General outreach to buying teams at target accounts

Partner with Sales to make sure that prospects know that they can still benefit from your product or services, even in challenging circumstances.

Focus on Your Customers, Current and Future

Customer retention is key, and Account Based Marketing principles can help you focus. In a crisis or disruptive event, circle the wagons and focus on your customers first.

1:1 Personal Calls to inform and reassure your top customers. Provide extra attention & help their business move forward.

- Gift card to local restaurant to support their community
- WFH survival kit (i.e. great books relevant to their industry)
- Virtual happy hour

1:Few Account Calls to inform and reassure them, encourage growth with your business as we return to normalcy

- Account specific webinars to optimize in a new environment
- Hand-written notes of appreciation and encouragement
- Team treats for the department when back to the office

1:Many Active Outreach to inform and reassure your support

- Virtual events – getting the most from your products
- Personalized email & direct mail
- Customer appreciation on social channels

When pipeline is disrupted, Account Based Marketing targets high potential prospects. Cut through the FUD with clear value for the prospects that need you most.

1:1 Personal Video Meetings to stand out in a crowded market

- Persona and account specific messaging
- Personalized, high-impact direct mail
- Social targeting of the buying personas

1:Few Active Outreach to inform and generate awareness

- Account specific webinars to educate
- Display advertising, social targeting
- Team treats for the department when back to work

1:Many Digital Outreach to inform and generate awareness

- Virtual events
- Personalized email & direct mail
- Display advertising, social targeting