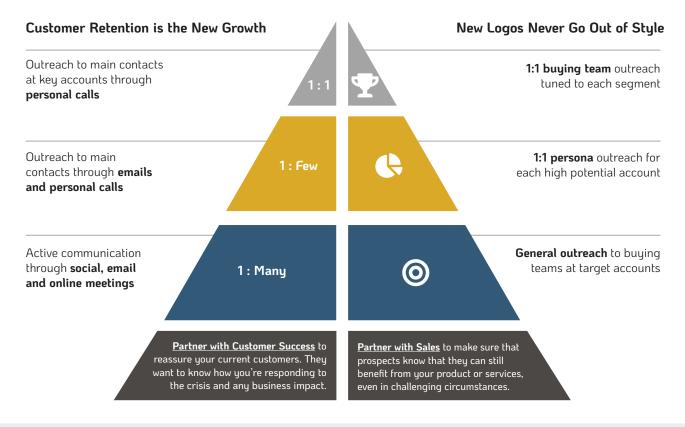


# Think About Marketing Where It Matters Most

Double Down on Account Based Marketing to Retain Customers and Grow



### 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