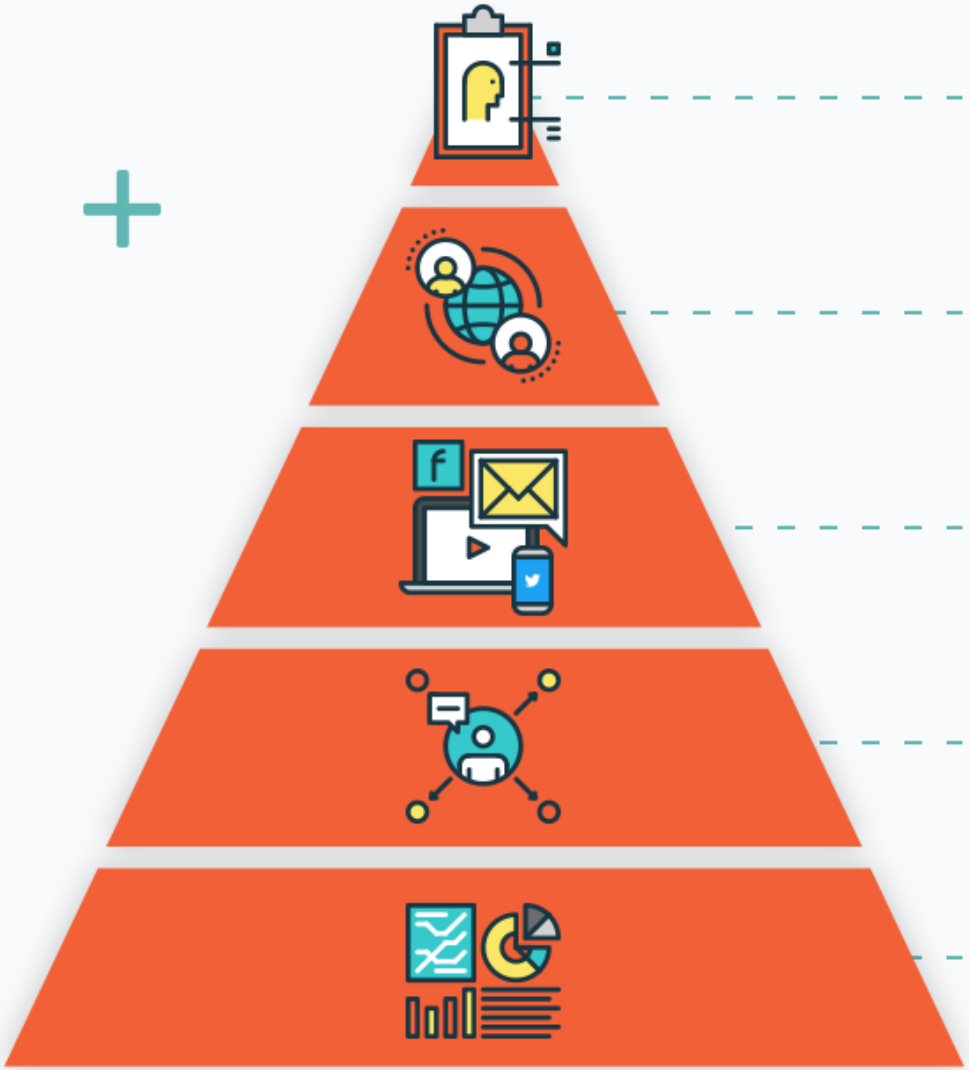
Account-Based Marketing & Sales Funnel



1. IDENTIFY

a list of companies that are the best fit for your solution. Create customer profiles.

2. EXPAND

the company profiles with the contact information of key stakeholders and decision-makers.

3. ENGAGE

contacts through a multi-channel and multi-touch marketing campaign.

4. SALES ENGAGE & CLOSE

maintain highly-personalized delivery of sales content and proposals all the way to close.

5. ADVOCATE & MEASURE

capture and share customer testimonials. Measure campaign attribution from lead to close.

Sources: Jayme Scotto & Associates and DealHub.io

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