

KEO Marketing MARKETER'S BRIEF



TRENDS IN ACCOUNT BASED MARKETING FOR MID-MARKET COMPANIES



Insight
Selling

EDUCATION MARKETING



Inbound
Marketing

LEAD GENERATION



Outbound
Marketing

ACCOUNT BASED MARKETING



Content
Marketing

MOBILE • LOCAL • SOCIAL



Marketing
Automation

LEAD NURTURING

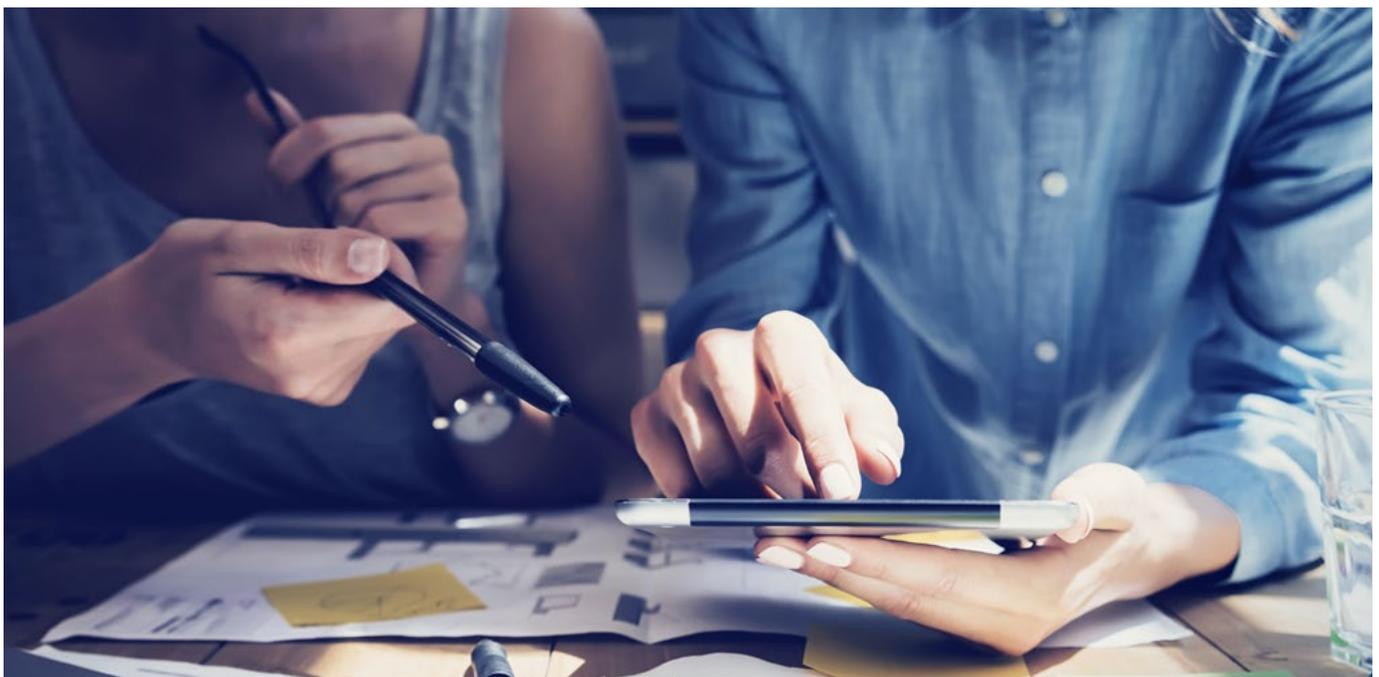
TRENDS IN ACCOUNT BASED MARKETING FOR MID-MARKET COMPANIES

In 2017, account based marketing is the trending marketing strategy of choice for mid-market B2B companies. Through account based marketing, sales and marketing teams are working together to take targeted valuable prospects through the sales funnel and help them become loyal customers.

Account based marketing has gained traction because of its return on investment for B2B mid-market companies. According to a survey from ITSMA, nearly 85% of marketers who measure ROI say **account based marketing delivers higher returns** than any other marketing strategy. Perhaps this is why more than 60% of B2B marketers report that they plan to **start using account based marketing** within the next year.

Mid-market companies are seeing the following critical benefits of ABM:

Companies are finding better prospects (and reaping the benefits) Cold calls and mass targeted content are a thing of the past. Now, because of account based marketing, mid-market companies are locating the best prospects possible and securing those large accounts. According to Demandbase, when compared to lead-based marketing, account-based marketing resulted in a **40% higher contract value for targeted accounts**.

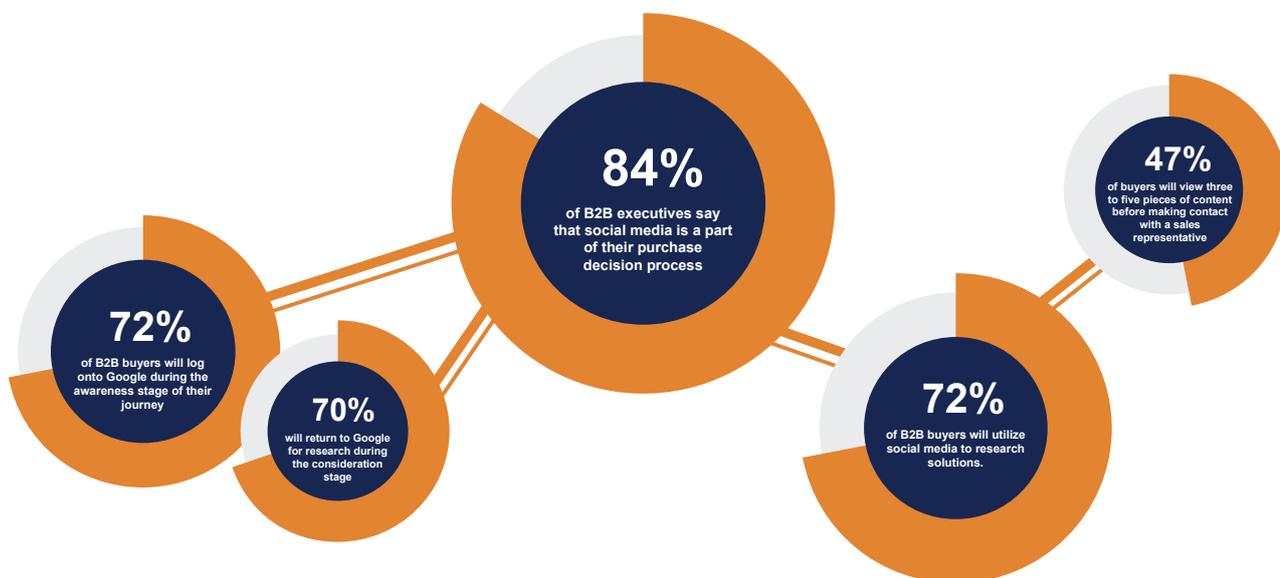


THERE IS AN EMPHASIS ON DATA-DRIVEN CAMPAIGNS

Nearly every person's digital movements can be tracked these days. B2B mid-market companies are taking advantage of this by collecting demographic and behavioral data about prospects so they can more accurately target and help these prospects in their campaigns.

Buyers generate a huge amount of data that B2B mid marketers can utilize to personalize marketing campaigns. Just take a look at the following statistics:

- 72% of B2B buyers will log onto Google during the awareness stage of their journey, and 70% will return to Google for research during the consideration stage.
- 84% of B2B executives say that social media is a part of their purchase decision process.
- 72% of B2B buyers will utilize social media to research solutions.
- 47% of buyers will view three to five pieces of content before making contact with a sales representative.



Before marketers create account based marketing content, it is important to do the necessary research to figure out exactly what kind of content their prospects crave.

COMPANIES ARE USING TECHNOLOGY FOR EVERY PART OF THE PROCESS

Account based marketing is much more efficient when mid-market companies use technology to assist them. In 2017, some of the software that they are utilizing includes:



LeadGenius, which allows B2B companies to find the key decision makers at the organizations they are targeting.

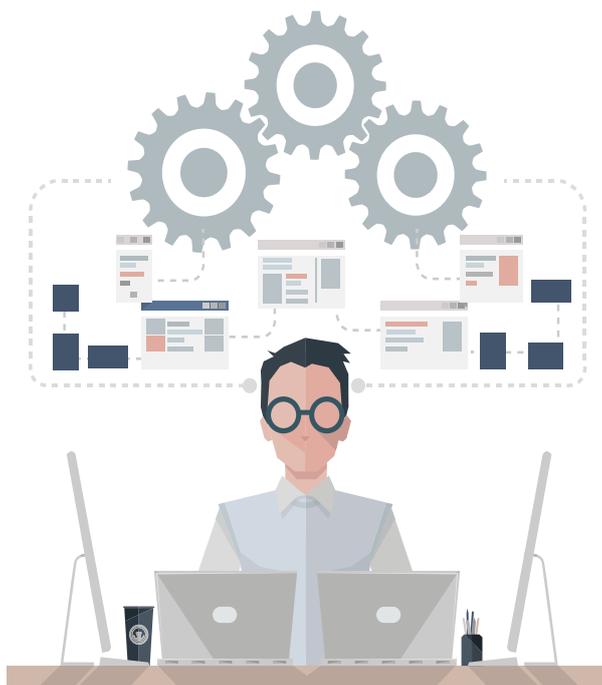


Datanyze, which lets B2B companies perform competitor analysis, see who visited their websites, and view which targets have used or dropped their competitors.



ZenProspect, sales automation and intelligence software that allows B2B companies to target prospects and accounts based on company size, existing technology in use, role at the company, and more.

Today, there are more tools available for mid-market B2B companies than ever before. B2B marketers just have to decide which ones are most appropriate based on their needs and budget.



AUTOMATION IS CRITICAL

A recent BAO survey of B2B technology companies revealed that 60% of organizations are **targeting more than 50 accounts at a time**. When B2B mid-market companies are busy, time constraints necessitate using marketing automation for parts of successful ABM campaigns.

By using marketing automation, B2B marketers can ensure message deliverability, automatically and on time. Prospects receive messages when they are more likely to buy, and data is collected in real time so marketers can measure their results. Automation not only saves time but resources as well.

KEO Marketing Can Jumpstart Your Account Based Marketing Campaigns

Want to accelerate your outbound lead generation results? Have a known list of target companies you want to reach? ABM may be the answer for you. Learn more ([link to ABM page on the website](#)).

KEO Marketing can help you leverage ABM to take your sales pipeline to the next level. **Contact KEO Marketing for a complimentary consultation today.**



ABOUT KEO MARKETING

KEO Marketing is an award-winning business-to-business (B2B) inbound marketing agency in Phoenix. The marketing agency develops and executes successful marketing strategies and plans that significantly grow business. Some of the world's largest brands have depended on KEO Marketing for marketing programs that deliver tangible and substantial results.

Led by a team of experienced marketing experts, KEO Marketing specializes in B2B marketing strategies that deliver results. Some of these solutions include website design, search engine marketing and optimization, online advertising, social media, mobile marketing, local marketing and more.

For more information and to request a complimentary marketing audit visit keomarketing.com.



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