

## The “Secret” to Successful Account-Based Marketing?

The “secret” is to develop cohesive sales and marketing strategies to provide a customer-centered focus for better, more effective engagement and results by focusing on specifically targeted prospects.



### How does it work?

**Connect + Nurture + Drive = Success**

Account-based marketing gives your sales and marketing teams the ability to connect with your ideal audience, develop and nurture relationships, and drive growth to achieve success.

By aligning sales and marketing goals to focus on prospects who can help attain these goals, you’ll have the time to increase mutual knowledge and understanding of your businesses, personalize your marketing message, and develop relationships that will lead to more sales and customer retention.



### How do you start?

- 1 Define your brand, message, and goals.
- 2 Identify your wish list of prospects and shift your focus from “lots of leads” to a refined wish list.
- 3 Analyze prospects’ needs and goals.
- 4 Create a campaign that’s customized for each account.

Marketing2Connect can help you. We are not your typical marketer who sends out mail campaigns, follows up with targeted online ads, and then hopes that your sales team can earn a win. Instead, we use ABM to help align your sales, marketing, and lead generation in a comprehensive, 360-degree approach for attracting your ideal clients.

Marketing2Connect has designed a unique three-tier approach to empower your team members and deliver cutting-edge insights that open new doorways to success. We educate to help you identify and profile the right accounts. We empower by designing and executing multi-tier marketing campaigns. We accelerate your chances of success with personalized VIP campaigns, visibility into new markets, and customer-retargeting programs.

## Interested in learning more?

See how your company can benefit from developing an account-based marketing program.

Contact [joan@marketing2connect.com](mailto:joan@marketing2connect.com) for an analysis of what our account-based service can do for you!



## About Marketing2Connect

Marketing2Connect is an Illinois-based certified women-owned business providing professional B2B marketing services to help increase your marketing capabilities and grow your sales. From single account-based projects to a series of promotions or a full range of marketing services, our team of experts will give you the attention, advice, and execution you need to take your business to the next level.

At Marketing2Connect we strategize and execute to help you get stronger leads, increase customer engagement, and develop pipelines. Add Marketing2Connect to your team and see "Marketing Made Easy" for you.