

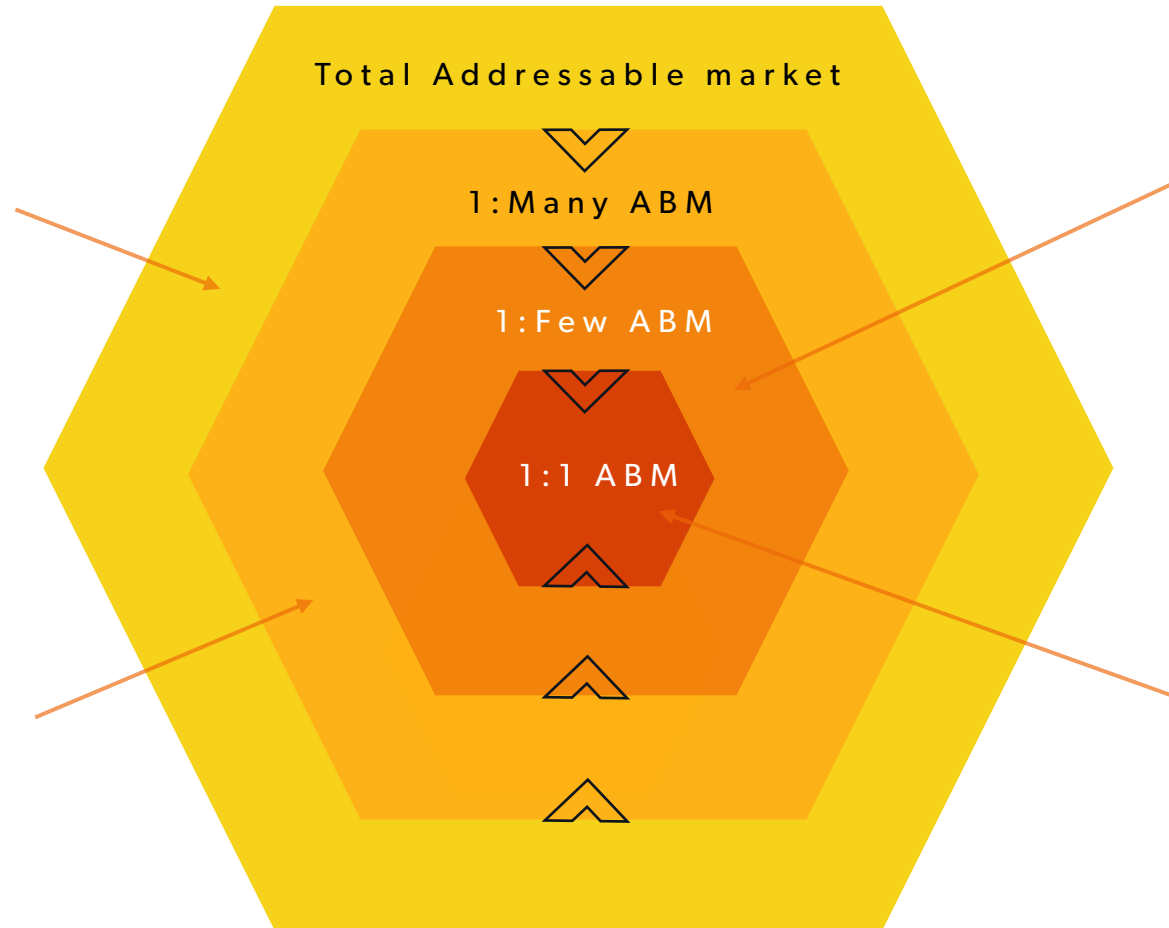
Taking an account-based approach to optimise your marketing ROI

TAM/SAM

- Brand awareness
- PR
- SEO
- PPC
- Inbound marketing
- Qualification into 1:Many for target accounts

1:Many ABM

- Demand generation to named accounts
- Digital advertising
- Direct marketing
- Intent profiling
- Lead nurture campaigns
- Social selling
- Webinars



1:Few ABM

- Industry/sector focus to select accounts (existing & new customers)
- Sector research & bespoke content
- Dedicated landing pages & assets
- Contact build for each account
- Industry roundtables

1:1 ABM

- Primary focus on account growth
- In-depth research & insight
- Account specific messaging & content
- Personalised communications
- Bespoke events
- Intense account engagement