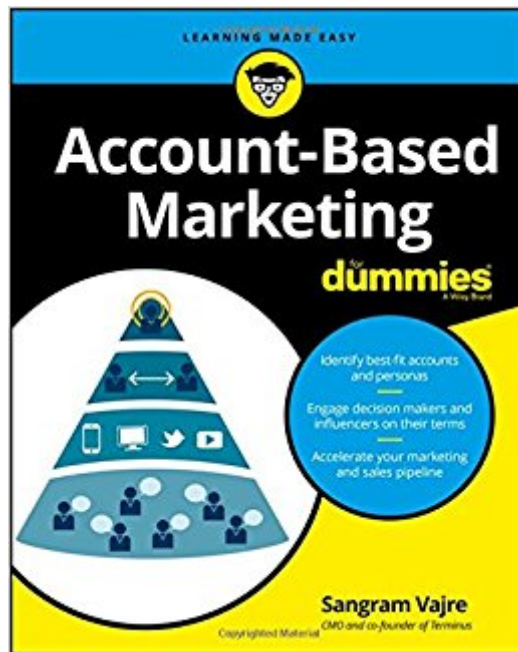




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# Account-Based Marketing For Dummies



## Synopsis

Grow your account list with an effective account-based marketing strategy Buyers have changed the B2B marketing game. Account-Based Marketing For Dummies is here to give you the tools to transform your current approach to find, reach, and engage with your potential customers on their terms to meet their ever-changing demands. Packed with expert tips and step-by-step instructions, this book shows you how to analyze current data to identify the accounts with the biggest ROI opportunities and execute effective, account-specific techniques that get results. This practical guide takes the intimidation out of account-based marketing in today's highly digitized world. You'll be armed with the knowledge you need to increase your reach in real time, giving you greater exposure to other decision-makers and influencers within an account. You'll discover how, through a combination of marketing technology and online advertising, your messages can be displayed where and when your customers already engage online. Align your sales and marketing teams for greater success in your ABM efforts Analyze data to identify key accounts Target your messages for real-time interaction Integrate your campaign with marketing automation software If you're a member of a sales or marketing team already using a CRM tool who's looking to increase your reach, Account-Based Marketing For Dummies has you covered!"Account-Based Marketing For Dummies clears away the confusion surrounding this much-hyped topic.~ It offers simple, direct explanations of what account-based marketing is, why it's important, and how to do it.~ Any business marketing professional will benefit from a look at this book."- David Raab, Founder at Raab Associates"If you're reading this book and just getting started with ABM, welcome to the future of what b-to-b marketing can be: insight-led, technology-enabled and, above all, customer focused. Our clients are delighted with the business impact they deliver using account-based marketing, and you will be, too."~ - Megan Heuer, Vice President and Group Director, SiriusDecisions"Like a Hollywood agent, marketing's job is to get sales the 'audition,' not the part. Account-based marketing is the key to maximizing the number of the 'right' auditions for your sales team, and Account-Based Marketing For Dummies explains how." - Joe Chernov, VP of Marketing at InsightSquared"Ever-advancing marketing technology is enabling a new generation of sales and marketing strategies to thrive, changing the playing field for companies of all sizes. This modern wave of account-based marketing has tremendous potential to improve your business, and Sangram Vajre is an insightful and enthusiastic guide to show you how." - Scott Brinker, Author of Hacking Marketing"Account-based marketing is shifting how businesses use customer insights to capture more upmarket revenue. This book teaches a new wave of data-driven marketers how to embrace an enlightened quality-vs-quantity approach and execute a scalable ABM strategy that

delivers real results." - Sean Zinsmeister, Senior Director of Product Marketing, Infer "The book may be titled 'For dummies', but ABM is proving to be a smart approach for B2B marketers charged with generating sales pipeline and acquiring and delighting customers. Use this book to help you get started and advance your account-based marketing strategies and tactics that will thrill your sales colleagues, executive team and customers alike." Scott Vaughan, CMO, Integrate

## Book Information

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## Customer Reviews

Identify best-fit accounts and personas Engage decision makers and influencers on their terms Accelerate your marketing and sales pipeline Changing the B2B marketing game Buyers have changed the B2B marketing game;and meeting their ever-changing demands can feel like an uphill battle. Packed with expert tips, this down-to-earth guide shows you how to keep afloat in today's highly digitized world, as account-based marketing is laser-focused B2B marketing. Using ABM, your "smarketing" team can accelerate pipeline velocity to generate more revenue from your best-fit prospects and customers. Inside| Identify best-fit accounts Expand your reach Align marketing & sales Develop killer content Engage customers Execute an ABM playbook Measure your success Grow new revenue Turn customers into advocates

Sangram Vajre has quickly built a reputation as one of the leading minds in B2B marketing. Before co-founding Terminus, a SaaS platform for account-based marketing, Sangram led the marketing

team at Salesforce Pardot. He has spoken on the topic of marketing technology around the world and is the mastermind behind #FlipMyFunnel.

Considering this is one of the first books ever on the subject of account-based marketing, the author does a good job presenting an overview of what's changing in the B2B marketing landscape. ABM is such a new subcategory of marketing technology, this book helps to answer basic questions as to what ABM actually is, how B2B marketing and sales teams can apply ABM strategies, and measure the results.

This book is very poorly written and poorly edited. Large sections are repetitive. In some places it contradicts itself - giving a term one definition and then defining it differently in another section. There's a lot of superfluous information. Worst of all, this guy clearly has a poor view of his fellow chief marketing officers. When he describes "B2B marketers" his descriptions and definitions use very negative language and cite the state of B2B marketing from 5-10 years ago. No one I know in B2B marketing acts or thinks the way he describes. I am a proponent of account-based marketing, but I am so offended by Sangram Vajres' view of marketers, that I can promise you I would NEVER buy from his company Terminus as long as he is employed there. Well, maybe if Sangram himself issued an apology and completely re-wrote this book, I might consider it. Sangram, his attitude, and his over-zelaous bashing of marketers in order to sell account-based marketing (and more specifically his own software) is why many CMOs can't get respect. Sad to see this coming from one of our own.

Pretty much useless book even if positioned as the one "for dummies".

Account Based Marketing is something I know very little about. But when the author began to talk about the lack of communication between the Sales people and the Marketing people I knew exactly what he meant. In the companies I've worked for there is frequently a ridiculous lack of coordination and communication between these departments. Groups that really have a lot in common. So what you get in this book is a way to connect these functions/people to make your business stronger. To that end the book talks about the different aspects of the problem that you might face. Everything from personas to Marketing Technology (the software you might need) and how to tie things back to the account. And more, of course. SUMMARY Vajre's book is more comprehensive than I was expecting. The info on how to turn Clients into Advocates was not unexpected; but the information

on software and how to develop company profiles was very good and in sufficient depth for me and an intro book. Lots of good info here. You don't have to read the entire book to get a headstart to mixing things up.

Being able to have fun reading and learn something at the same time is what the original "Dummies" books are all about and this particular book sticks pretty close to that ideal. Whether you have been involved in marketing your entire life or are just starting out in sales, this book provides a lot of common sense principles that almost anyone can use. I wouldn't say that there is anything revolutionary about what is now called Account-Based Marketing, but the book presents several helpful examples that you can probably relate to in our current day and age. Unlike most marketing books I have read lately, this one goes into extensive details at a pace that anyone can keep up with. It's 300+ pages of great advice and I would highly recommend it.

this is a fairly comprehensive look at account based marketing. It is broad enough that beginners will be able to follow along. there are also advanced tips and techniques that should interest the experienced. The book is nicely organized and the author includes the twitter handles of people and companies you may be interested in following or researching further. I thought the writing, while hip, at times, was rather dense and dry. But overall, it is a solid study if you are serious about mastering account based marketing.

First off, this is a good book. No person involved in sales or marketing will walk away empty-handed. It's a solid primer. But in the very first paragraph of the Foreword, it is stated that Account Based Marketing (ABM) is not "really a new idea at all". ABM isn't a new idea. It's just classic marketing and sales spiffed up with some new words, abetted by new technologies and new positioning within the workplace and marketplace. The author is a co-founder of an account-based marketing platform and this is really a marketing piece for his company. But Mr. Vajre is an excellent and thorough writer. His exposition is laden with helpful gems on the sales and marketing process. I was particularly impressed by the chapters on using technology as selling aids. Good stuff. A worthwhile read for business folks, especially in marketing and sales. Jerry

As a college business instructor, I wouldn't like to use this book title as a resource in the classroom,

but the book contents are every bit the excellent info I want to share. So, winner! The book covers segmenting and prioritizing customers, and speaks to the relationships between sales and marketing. It's, worst-case, a lecture in a book and, better case, a good resource for someone who isn't really in marketing but wants to reference key tenants from time to time. Heck, for those individuals, the "for dummies" might even be badge of honor on the book shelf.

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