

Critical Success Factors (CSFs) for ABM

New Uses of Core Marketing Channels

One of the core goals of ABM is to deliver more personalized content to targeted accounts. While no new miracle channel has arisen, successful ABMers—fueled by better insights and strategies—are leveraging standard channels in new ways to better engage and sustain relationships with target accounts.

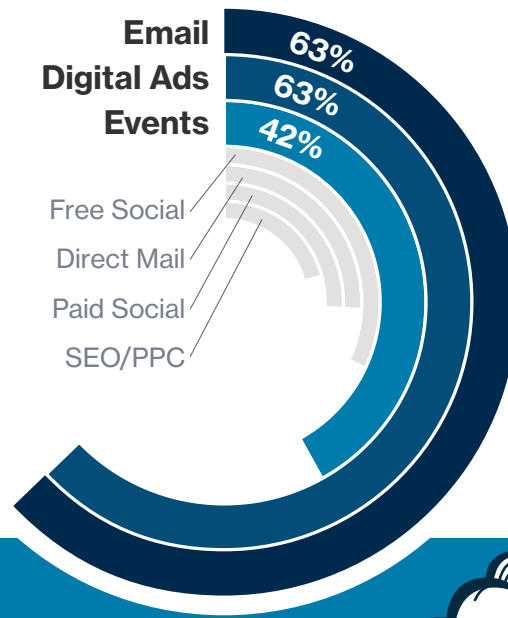


We looked at over 250 companies to understand the critical success factors that help teams exceed ABM expectations. [Learn more by downloading our full research report: "Profiling ABM Success."](#)

Traditional channels deliver results

Three core channels remain central to success with ABM: email, events and display advertising.

More than **63%** of successful ABMers identify digital display as a top-three channel—as many as those that identify email.



Pro Tip: Succeeding at ABM depends on how you adapt existing channels that are working for you, expand to include new channels based on your ideal customer profile (ICP) and deploy tactics to better engage target accounts. To sustain relationships with target accounts, make sure you have access to buying signal data that will enable you to tailor timely, relevant messaging using core channels.

Marketing's use of channels

To create better, more relevant experiences that deliver more value to your ideal customer profile (ICP) and drive more ROI, marketers are changing the way they create content and how they nurture.



Pro Tip: Utilize the right data sources to help you speak more directly to known target account interests, purchase drivers and competitive consideration. This will better engage key members of the buying team at critical points in their journey. Nurture paths should be designed to deliver increasing specificity in support of how buyer decisions progress.

Top adjustments

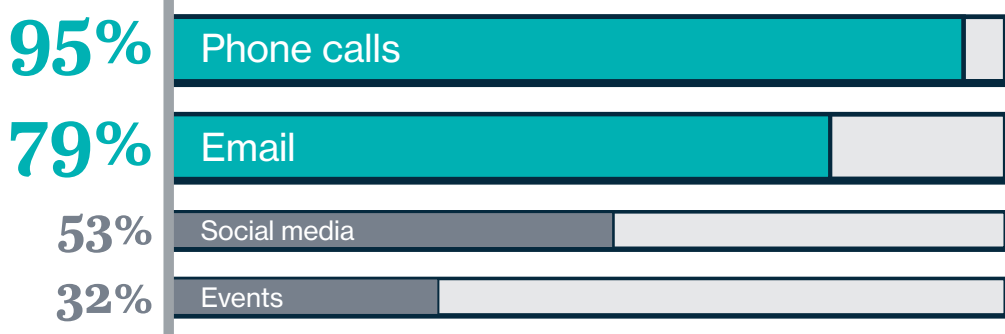
73%
have modified content creation

47%
have changed the approach to nurturing accounts

45%
have changed messaging

Sales use of traditional channels

While there is no ABM-specific channel that stands out for lead follow-up, companies exceeding their goals are more likely to favor phone over email and social media over events.



Pro Tip: More than the channel, it's the level of activity at the account that matters most. Once you have identified the right level and quality of engagement, prioritizing outreach based on that is key. Sales reps should use buyer-relevant insights to prioritize accounts and buying teams and then personalize communication that includes content tailored to their interests and market.



Profiling ABM Success: New research for benchmarking and roadmapping your own ABM journey

Download the full report at techtarget.com/profiling-abm-success

Source:
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