

“THE ABM is an Organization Culture, it’s the way we build the machine and orchestrated the process”

“The opportunity cycle covers about 75% of the sales funnel’s stages and about 30-40% of the full funnel’s stages (Marketing and Sales)”

“When we come to implement ABM, it doesn't mean what we did until now was wrong or not good enough; it means that...”

*THE Author: Kiefer Hazaz,
THE RiCH.agency
July 2019*



THE Account Based Marketing (ABM) eBook for Successful Implementation

**Learn why ABM, to whom, which ABM model works, and
how to utilize the Ten Steps Model to grow revenue.**

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THE RiCH. *agency*
INBOUND MARKETING

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Introduction

Account Based Marketing (ABM) is a process which encompasses multi-parameters, marketing elements, sales processes and solution messages into one specific neural network, in which every dot may affect the other and the outcome.

“In the ABM we create one sandbox in which everyone collaborates on each Account at the same time.”

WHY ABM and to Whom

Think about it as a sandbox, in other marketing strategies, each department has a sandbox. Sometimes they share tools and support between the sandboxes. In the ABM we create one sandbox in which everyone collaborates on each project Simultaneously. It may sound crazy and complex, but it need not be.

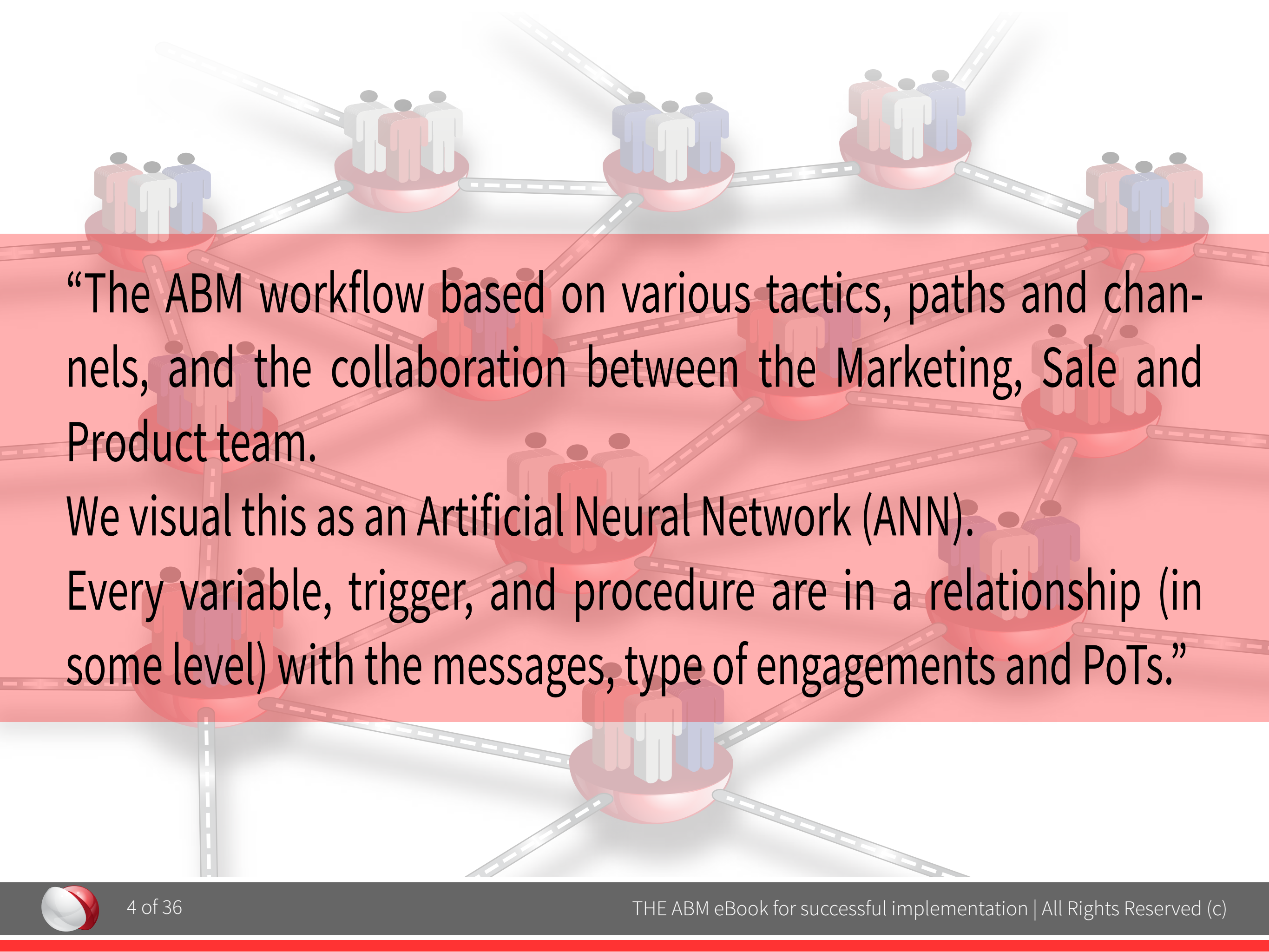
ABM may relate to any size and type of company, even though it's not for everyone. Hence, we can choose one or two paths or process from the Full Funnel and

need not implement on the Full Funnel, furthermore, **embracing approach doesn't mean that we need to stop doing the old type** of marketing and sales tactics, or to put campaigns on hold which already convert and deliver.

When we talk ABM, you might using some of the marketing tactics and tricks.

However, the implementation process has much more to it as a holistic approach, to connect all the dots in the marketing and sales operation.





“The ABM workflow based on various tactics, paths and channels, and the collaboration between the Marketing, Sale and Product team.

We visual this as an Artificial Neural Network (ANN).

Every variable, trigger, and procedure are in a relationship (in some level) with the messages, type of engagements and PoTs.”

THE ABM Terms & Expressions

Before we go in-depth on the process, let's define the key components included in the Account Based Marketing implementation and tactics.

Full Funnel: THE Funnel which includes every procedure and step from the Contacts generating/demanding throughout the closing deal. This funnel is involving a team from across departments; Product, Marketing, Sales, and Business Dev.

Account: The targeted company.

Lead: A specific opportunity or request for solution/service from a Buying Group or specific contact.

Contact: The person we engage with during the process.

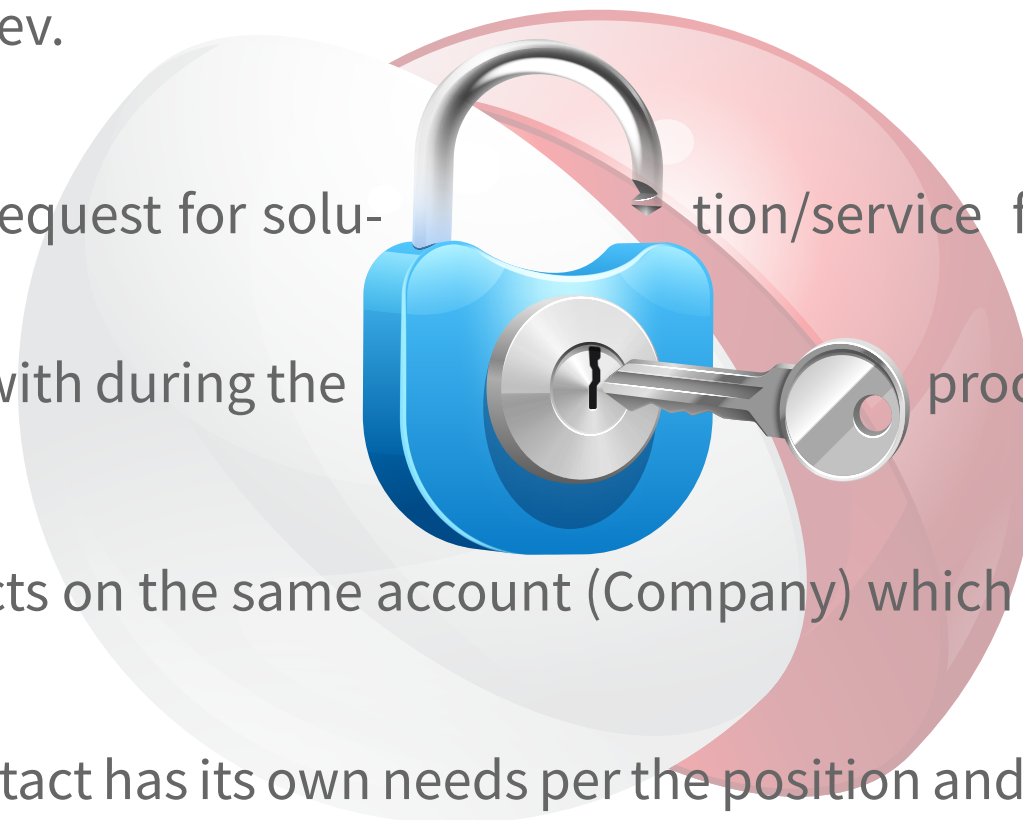
IAP: Ideal Account Profile.

Buying Group: A group of contacts on the same account (Company) which will be part of the decision to purchase your product/services.

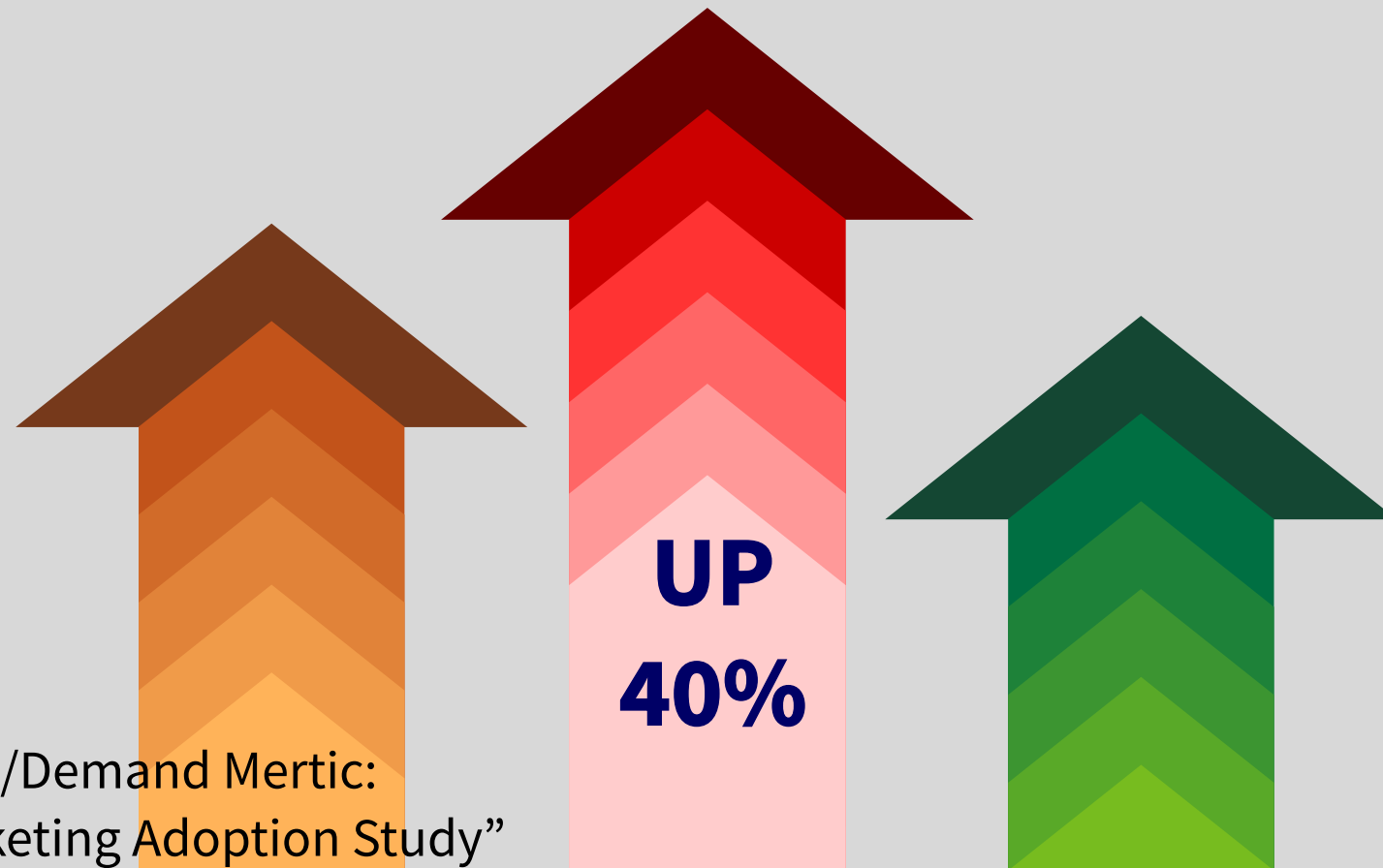
PoT (Point of Trigger): Every contact has its own needs per the position and the department/company he manages and runs; The PoT Is a specific keyword or phrase in a message which activates the Contact to take an action.

MQL: Marketing Qualified Leads, the point when the Account/Lead moved from marketing to sales.

Artificial Intelligence (AI) and Business Intelligence (BI): Automated/Learning Machine for Data creating and analytics, which Integrated with Automation Platforms to ensure procedure success.



Average Contract Value (ACV) for targeted accounts were 40% higher for mid-market and 35% higher for enterprise accounts.



“Demandbase/Demand Metric:
Account Based Marketing Adoption Study”

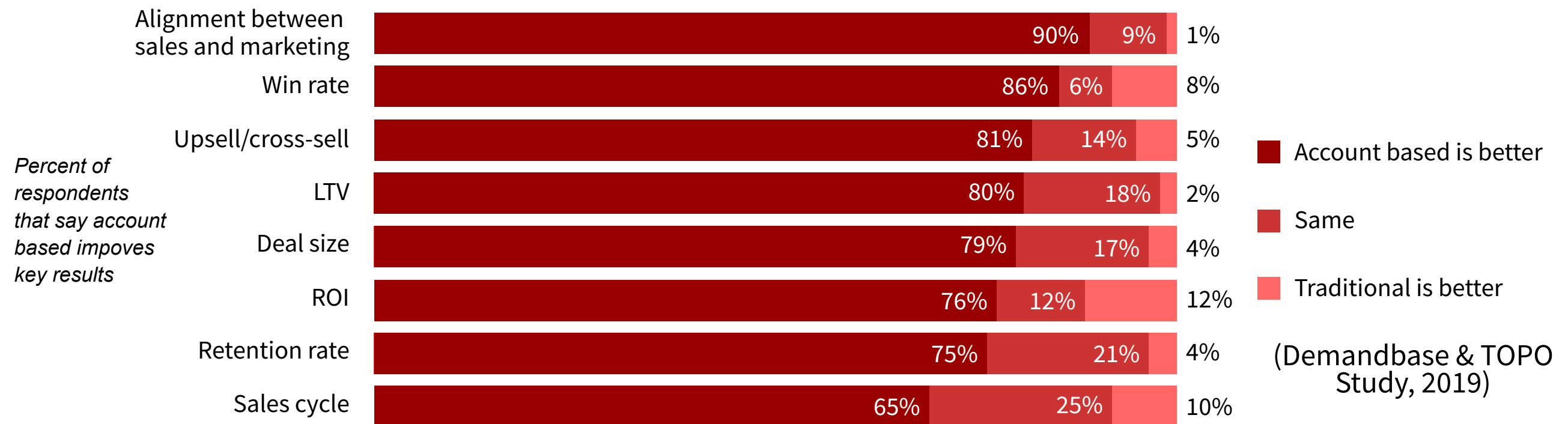
“THE ABM Strategy implemented in a B2B Enterprise SW Client, the tactics led the company **to increase the revenue** more **than 275%**, and secured the **biggest deal** they ever signed with a **Fortune 500 company.**”



THE ABM Components



ABM Improves Key Results



The secret sauce of the ABM strategy is how all marketing and sales tactics connect with the engagement types to utilize the outcomes analysis to leverage it in order to push the opportunity through the Sales Funnel to the closing stage.

The ABM strategy is the holistic approach to ‘sharpen the axe’ and **find the right method or ‘road map’**, to personalize the message, create uniqueness, and emphasize the benefits of the products, or solutions to the needs and to allocate the Point of Trigger (PoT) of the contact and the buying group.

With each engagement accrued using the ABM tactics, we will be able to manage the contact’s journey as a whole, to which its Point of Trigger (PoT) will be generated by the right message, features, and notes, to move the account in stages on the full funnel.

Hence, the core of the **ABM tactics are to treat each opportunity part of an account**, and for each account, multiple contacts will be part of the process.



THE ABM Model

Marketing today is all about personalizing the messages, creating multiple engagements, establishing the buying group, and building trust and awareness.

Every Contact from the Accounts has its own business goals, point of trigger (PoT) and require achieving better results on his managed projects and objectives.

The ABM Strategy divides into the One Pillar and Three Cornerstones Model (See Fig 1.0).

To be arranged with the ABM implementations, we have developed this WorkFlow Model which concentrated tactics, channel and task into **Three Cornerstones**. As every marketer understands, the main feeder to the model and the Cornerstone **is the Content- THE Pillar**, which includes the keywords, messages and trigger points.

The ABM workflow is based on various tactics, paths and channels, and the connections with the Marketing, Sales and Products team.

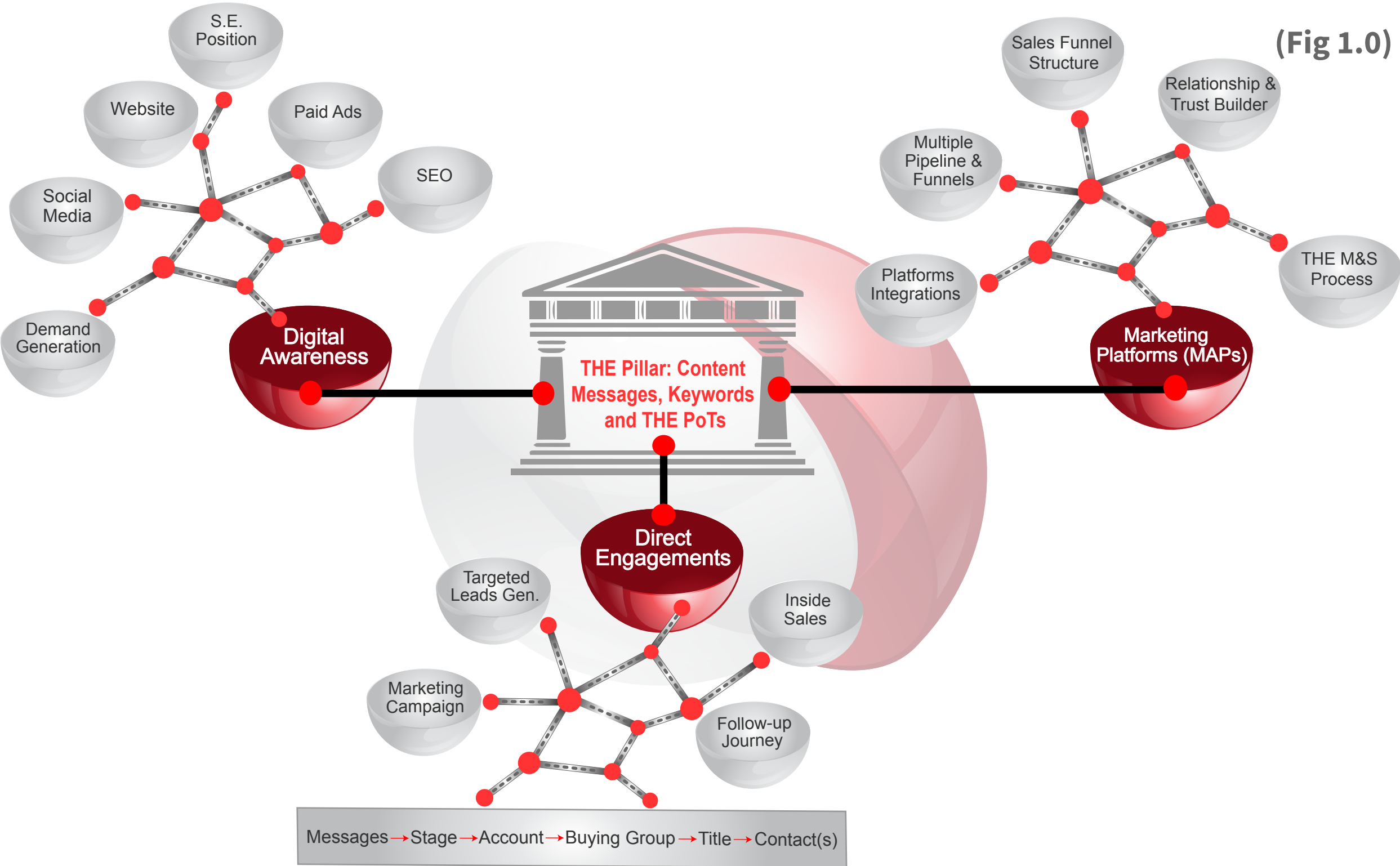
We can visualize it as an Artificial Neural Network (ANN). Every variable, trigger, and process is in a relationship (at some level) with the messages, type of engagements and PoTs.



THE Three Cornerstones & One pillar
is a model to ensure full interactions
while connecting all the dots between
the elements, tactics, and platforms in
the Account Based Marketing
Implementation.



One Pillar & Three Cornerstones Model



(Fig 1.0)

Account Based Marketing (ABM) WorkFlow



Why B2B Companies Have Chosen Account Based Marketing Tactics

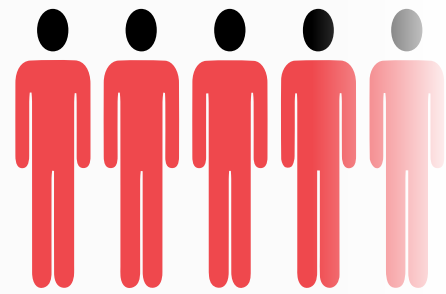
ITSMA research, 2018 Benchmark Study



77%

achieved 10% or greater ROI from ABM

ABM continues to deliver higher ROI than traditional marketing:



45%

achieved more than double ROI from ABM

- ✓ 67%; Our ABM accounts have achieved greater customer success with our solutions than other accounts.
- ✓ 66%; Our ABM accounts are more likely to provide positive references and advocate for us than other accounts.
- ✓ 57%; Collaborative innovation with individual ABM accounts has led to developing valuable new solutions for our company to take more widely to market.

How much Companies practicing ABM dedicated of marketing budgets?

2012

V S

2019

15% of their marketing budgets to ABM

28% of their marketing budgets to ABM

Nearly Doubled





- Step I:** Define Your Targets
- Step II:** Classify and Map
- Step III:** Build the Metric
- Step IV:** Digital Awareness
- Step V:** Direct Engagement
- Step VI:** MAP & THE Funnel
- Step VII:** Measure and Analyze
- Step VIII:** Pilot
- Step IX:** Launch
- Step X:** Monetization

THE Ten Steps

THE ABM Is a holistic approach, and as such, the amount of variable, tactics, and type of engagements will dramatically affect the success, therefore, plan in advance and understand the strategy as a whole is vital to the success.

This Ten Steps eBook's purpose is to provide Marketers, Sales, Product Managers and Executives an understanding that high-level procedures must be taken to implement or to **improve an Account Based Marketing (ABM) Strategy.**

THE Three Cornerstones and One Pillar model have built on 15 years' experience in business developments for B2B Companies and which have composed the Sales Side, Marketing operation, and Product business development **Startup, Small-Mid size, and Fortune 500 Companies deals.**

Each of the Cornerstones and the Pillar, refer to the Marketing team, Sales team and Product team, THE ABM implementation is not a Marketing Project, it has to involve multiple departments and connect all the dots.



Step I- Define THE Targets

Define the goals and objectives to optimally implement ABM Strategy is one of the vital steps to the process.

The first layer at this stage is to choose the right tactic based on the organization goals, and which will determine the entire Steps and Procedure on the implementation.

There are three main tactics (as first defined by ITSMA) for the ABM implementation:

One-To-One ABM: Individual Account team to develop and implement highly customized programs for individual accounts.

One-to-Few ABM: Specific sales teams to focus on small groups or clusters of accounts with similar business imperatives.

One-to-Many ABM: Marketers work with sales to define priority account lists, use technology to engage and personalize marketing to individuals

within those accounts, and track results by account.

The second layer is the Sales Type, which will discover vital parameters on our targeted audience.

We focus on four options of Sales Type:

- (1) Generate Cross-Sell/Up-Sell.
- (2) Increase conversion between Stages.
- (3) Generate new engagements.
- (4) Resurrect opportunities (Restore to life).



Step II- Classify and Map

The ABM Strategy is based on Accounts, Multiple Contacts, and the Buying Group, rather than Leads Strategy, which is the opportunity with a specific contact. Hence, in both strategies the relationship with a specific Contact and Decision Maker (s) is still essential to the deal's success. The accounts and contacts classification mapping are vital to ensure a successful ABM Implementation. It requires us to create awareness, build the trust and establish the relationship with multiple contacts on the same account.

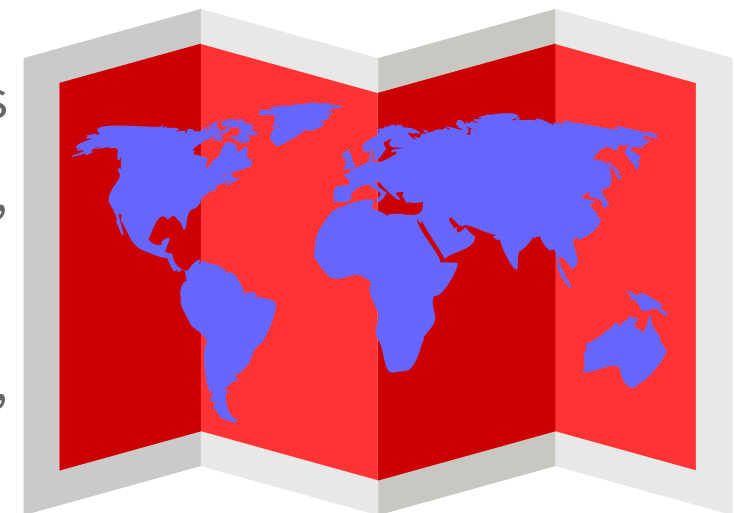
1. **Map all of your** Contacts into three types of groups:

(1) Contact (2) Accounts (3) Buying group

2. **Collect all the data** from the past per an Account, and per a Contact, any detail will help with the nurturing, engagements, and retention process.

3. **Generate new Contacts** per any of the Accounts you targeted. The Contacts should include details such as; Industry, Position level, SIC code, Department, Systems, Platform, etc.

4. **Build a five-level score** (A,B,C or digits) and score each of the buying groups, the opportunity, and the contacts will be essential to the nurturing process.



Abraham Lincoln, once said: (16th President of the United States)

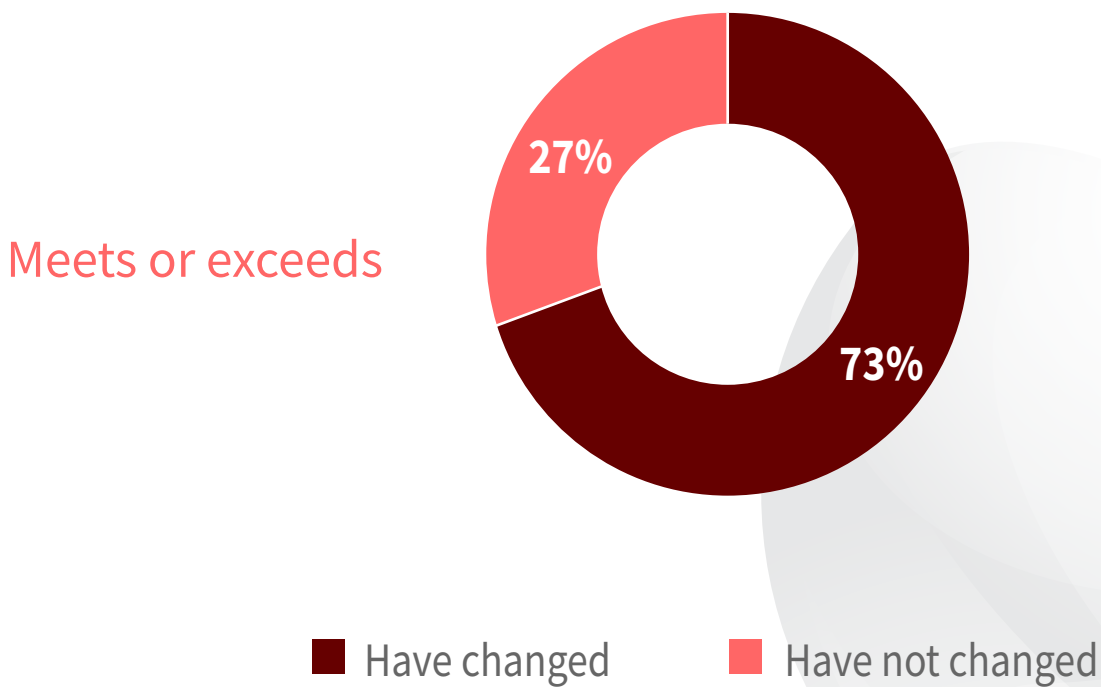
“Give me six hours to chop down a tree and I will spend the first four sharpening the axe.”



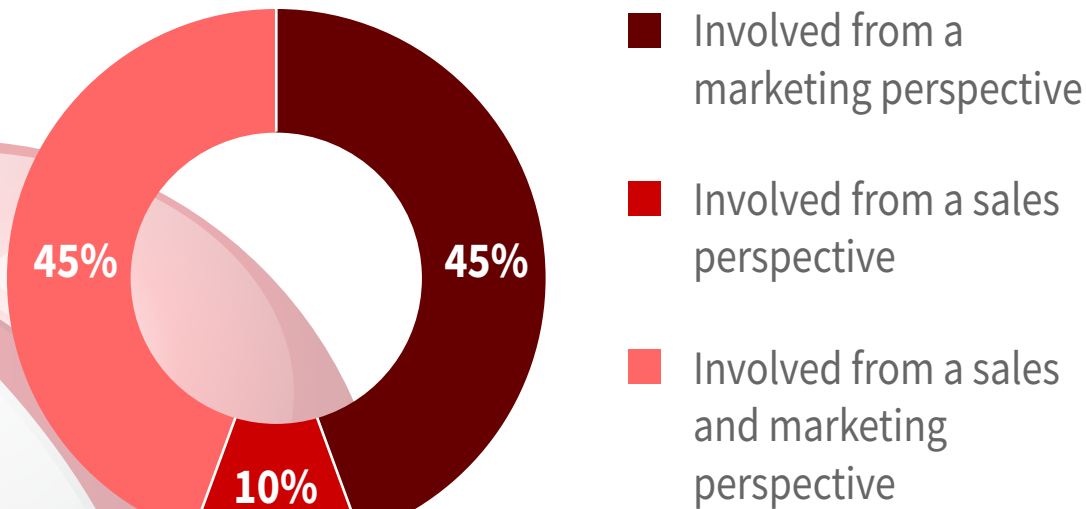
Research Study Results

By TOPO & DemandBase

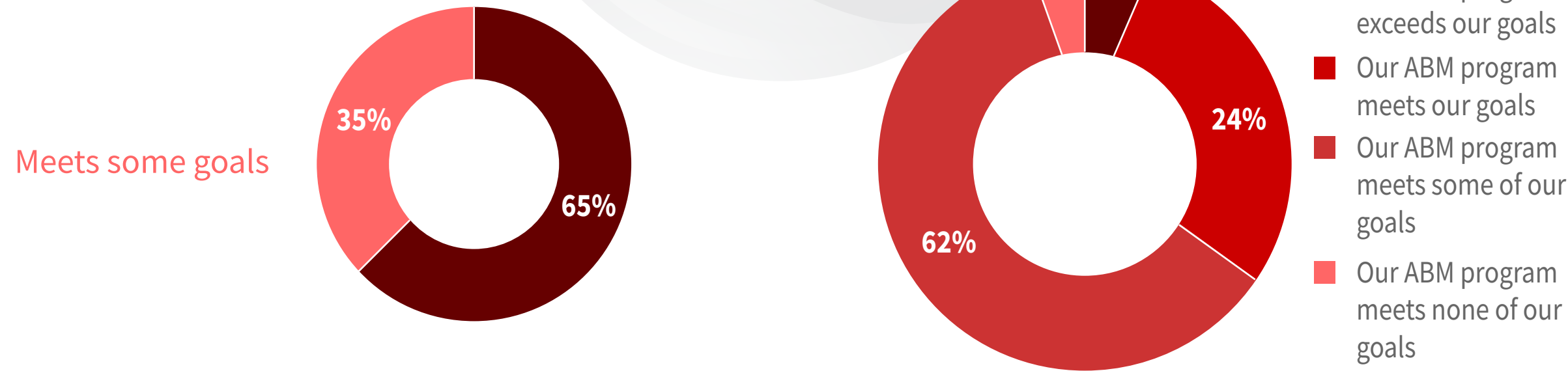
Has your ABM program changed the way you create content? If so, how?



Which roles are involved in planning and executing your ABM program in your organization?



How would you rate the effectiveness of your ABM program in meeting the goals of your organization?



Step III- Build THE Metric & Orchestrate the Process

ABM is not a specific campaign, tactic or task we implement and utilize one time, **it's an Organization Culture. it's the way we build the machine and orchestrated the process** between the marketing, sales, and product to share data, knowledge and insights about the Accounts and the prospects, in order to increase engagement performance.



The metric needs to combine all the elements in the marketing, sales and product(s), with the marketing messages, keywords, sales pitch, and scripts. The IAP may change during the implementation and will be adjusted.

The ABM Framework's Pillar is the content, messages and keywords.

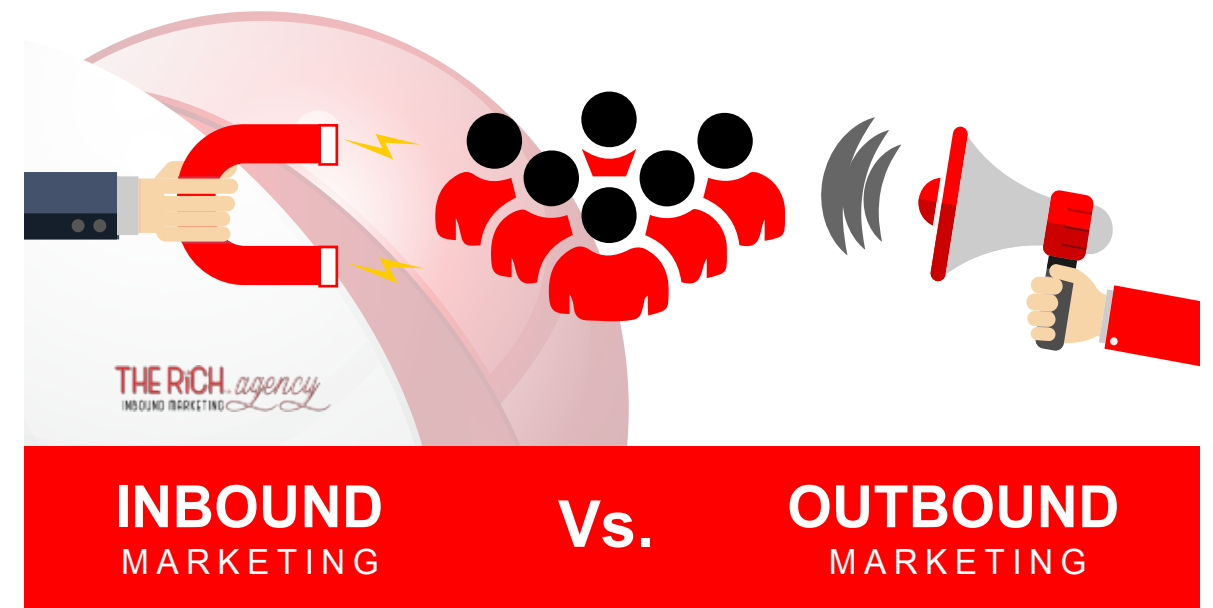
Those connect all the Cornerstones and the tactics into ANN network:

1. **Collect all the data**, messages, keywords, tactics from all the department in the organization as they see it.
2. **Aggregate all of your benefits** and advantages from your marketing, sales and product teams into one big list, don't eliminate any of the messages.



Build THE Metric & Orchestrated

3. **Create an IAP** (Ideal Account Profile) document, that defines who is the perfect client for the organization, such as, the buying group, the position of the targeted contact(s), demographic and organization parameters, the messages, sales pitch, and scripts would utilize to engage and to lead it to the closing.
4. **Generate new messages and PoT** (Point of Trigger); each one can be the next trigger for a contact or the buying group to move forward.
5. **Disperse the messages between:**
 - A relationship's types, such as (1) To build a trust (2) To create awareness (3) Features as pain point answers.
 - A specific stage you created on the funnel.
 - A specific role position/level and buying groups.
 - The type of the messages, such as (1) High level Service/Solution overview (2) Technology knowledge (3) Reply messages (4) PoT-Nurture needs.
 - Score the engagements based on the type of message, and per the importance of the Account to your Organization.



Structure the Full Funnel

Even though the Full Funnel is part of the Marketing Automation Platform Cornerstones, and would manage the marketing and sales process entirely, from generating, engaging and to the closing process. The Full Funnel structure is crucial for the implementation success; therefore, it's essential to structure the stages, substages, and the relationships on the Full Funnel as part of this Step III.

Here are the main points to take in consideration while structuring the Full Funnel.

1. **Take every significant step** in the process into a stage, in general, every point in which the Prospect might need to think or make a decision should be a stage.

2. **Every type of product** should have its comprehensive funnel, to test the performance on a weekly basis the funnel needs to be aligned.

3. **A funnel can be built** for a specific product or a particular business model of a product.

4. **To convert a lead(s)** from one stage to another there has to be a

specific task which triggered this conversion. It is not a sales or marketing decision.

5. **NO more only Sales Funnel!** Collaborate with the sales, marketing, and product team.

The Full Funnel represents the entire cycle for the product, not only for the sale.

6. **Upon the funnel structure** each Lead needs to be allocated to a particular stage- not the account as a group but the leads in which includes all the contacts in this process.

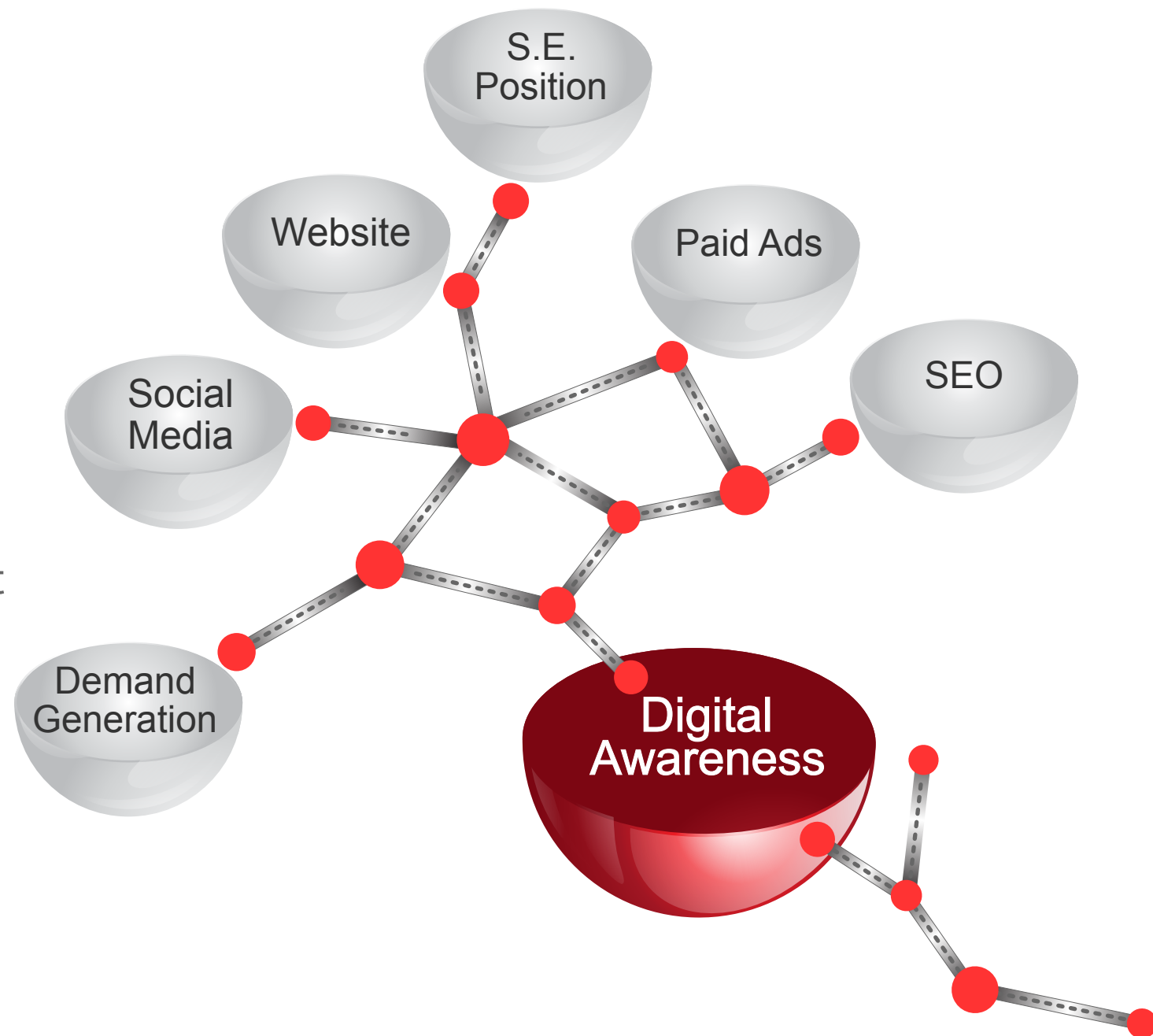
7. **Build the nurturing, engagements and retention** process for the individual in the buying group and for the buying group as a whole.



Step IV- Digital Awareness

Every marketer understands the power of social media and digital awareness, and companies are pushing their brand through digital marketing tactics. Hence, for the ABM strategy, digital marketing will need to play another role in the overall plan.

Whenever we talk ABM, almost any company and marketer will say ‘sure, we have it’, ‘we’re doing that’, ‘having thousands of followers’. But the ABM is not coming to replace what you have or did until now. The main purpose is to **enhance and elevate the awareness and engagement to a new level**, and with that create a machine which will work for your sales team to increase revenue.



Digital Awareness

There are about ten digital marketing channels, when we build the ABM tactics. We need to analyze and choose the right channels which contribute the most to enhance the engagement with a specific contact, the account, and the buying group, to increase the other elements of the engagements for the ABM strategy for the final goal- Increase ROI and Revenue.

Choosing the right channels for your ABM Strategy is the tricky point. **Here are a few of our insights:**

- **The channels must** be able to support a direct approach to a specific Contact(s).
- **The total budget** for this cornerstone is crucial for the success of choosing the right channels.
- **The messages and the keywords** you are utilizing need to be aligned with the online media your contacts and buying groups can cross over.
- **The keywords generated** on the Pillar Stage (Stage IV) is vital to engage with the right audience.
- **Digital marketing must** support your efforts to build trust, and brand awareness.



Paid Ads (Demand Generation) B2B Industry Conversion: CTR: 2,41%, CPC: \$ US3.33, CVR: 3.04% (Wordstream, June 2019)

SEO: To be among the 3-10 results, will generate to you about 30% of the total search query per the word/phrase.

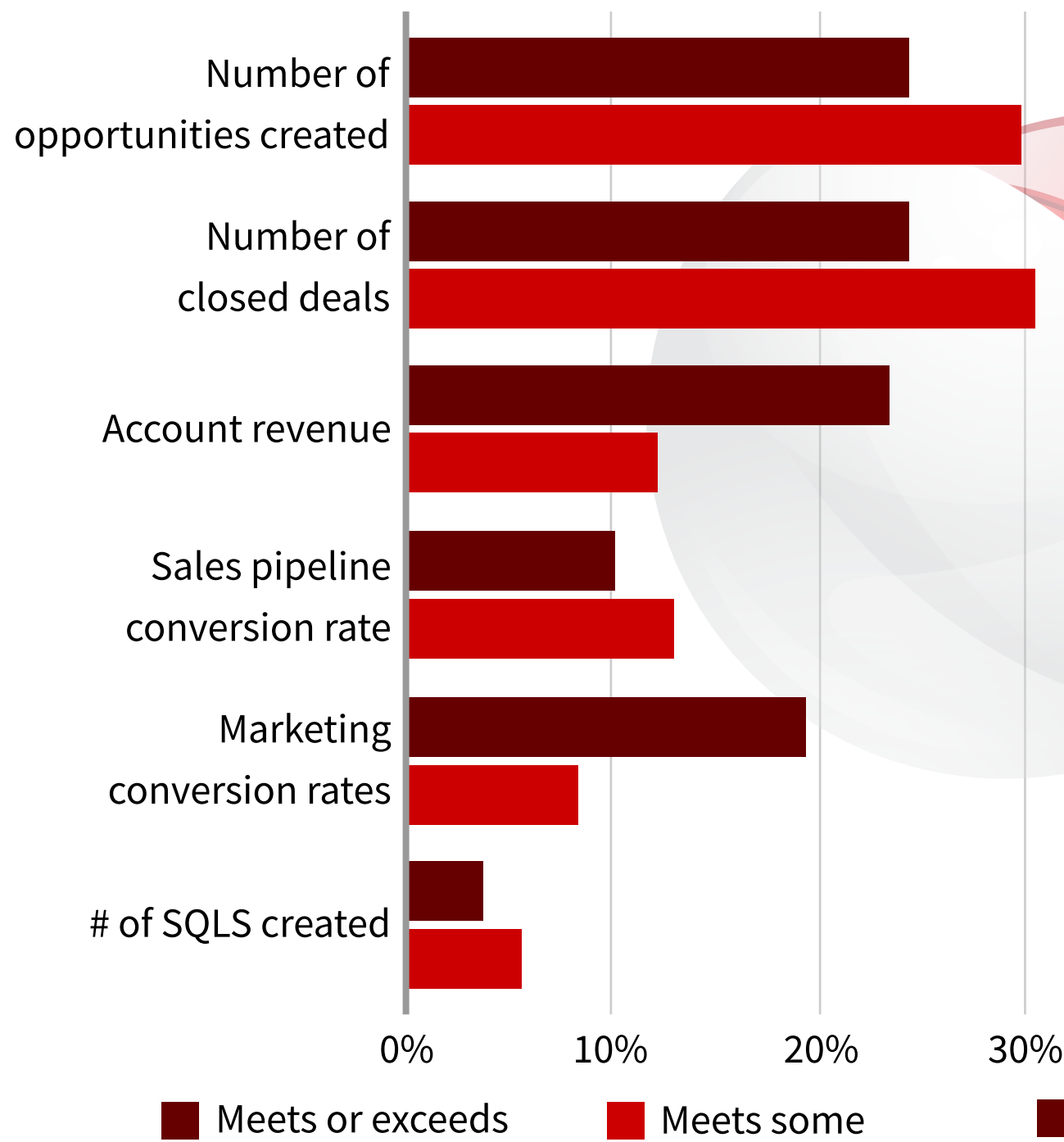
Email Automation: Contact list can achieve about 0.5% engagement rate, generating VL contacts can cost from \$0.25-\$5/Contact



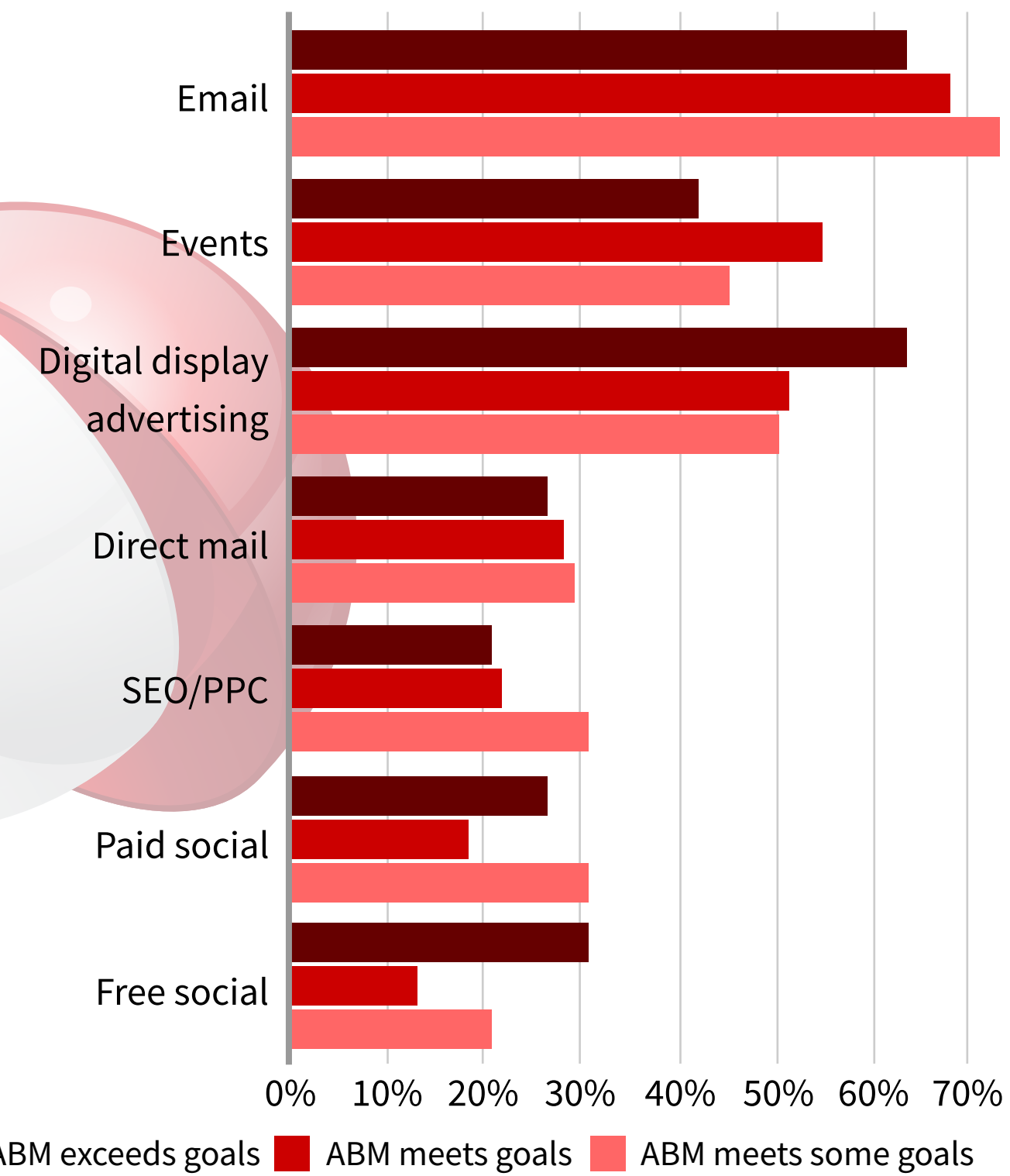
Research Study Results

By TOPO & DemandBase

What is the single most important criterion you use to measure the success of your ABM program?



Please identify your top three marketing channels when it comes to generating leads for your ABM program.



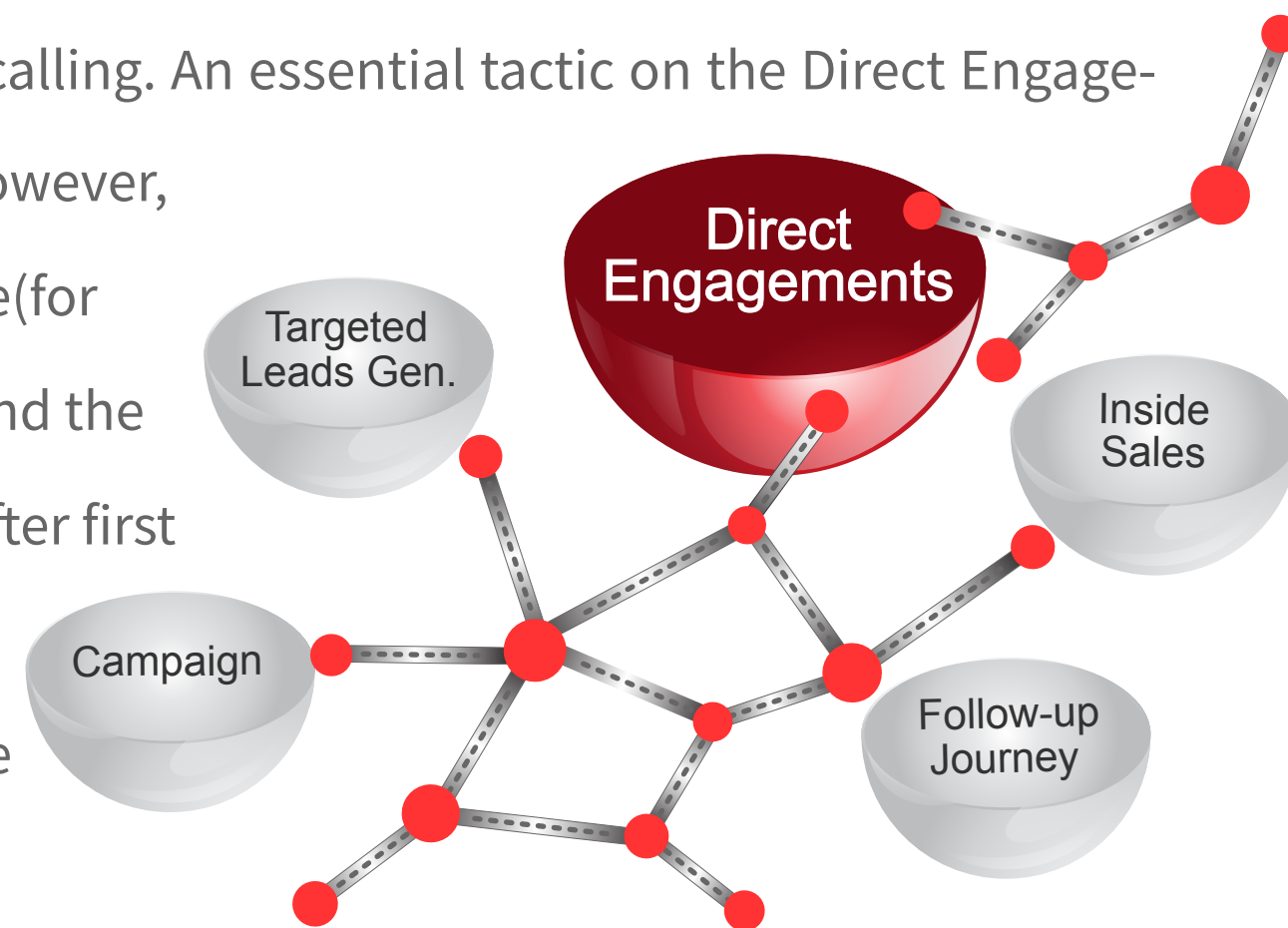
Step V- Direct Engagement

The Direct Engagement Cornerstone leverages the Digital Awareness Cornerstone and the Full Funnel structure and mapping we created on the prior stages.

Although some Sales Managers designate the engagement tactics to the sales arm, some will define them under marketing. **This is the handshake point between the marketing and the sales** in Full Funnel. There are ambivalent messages about cold calling. An essential tactic on the Direct Engagement step is the Phone Calls by Inside Sales team. However, we have learned that to reach a contact on the phone (for the first time) **takes between 17-20 times calling**, and the number of calls can reduce dramatically when it is after first awareness through other channels.

When we implement the ABM strategy, we should use cold calls, however, it will not be first engagement.

Preferably after the contact or one of the buying groups engaged through another channel.



Messages → Stage → Account → Buying Group → Title → Contact(s)



Direct Engagement

As we clarified, one purpose of the ABM Strategy implementation is to connect all the dots between the Marketing, Sales, and Product, to enhance the sales cycle of the account. The sales portion on the Engagement Cornerstone should personalize, not only be the name of the Contact but the messages which will target and be relevant to his

position, the stage in the Full Funnel, his contribution to the buying group, and the history of the Account cycle.

While the Digital Awareness (Step V) is a Marketing function responsibility with the support by the Sales team; And the **'Classify and Map' (Step II) as the sales function** responsibility with the backing of Marketing;



This Step-has Direct Engagement and is the full coloration and integrations between the two divisions.

This Step is all about taking all the messages and utilizing them per the personalization the Sales team must create with a Contact and Buying Group.





The market for CRM lead management applications grew by 14% in 2017. Users are demanding more emphasis on an enhanced lead classification and scoring process.

Vendors have reacted to these demands by providing multichannel lead management capabilities, and focusing on AI for scoring and nurturing.

Gartner, Published 12 September 2018 - ID G00341549

Step VI- Marketing Automation Platform (MAP)

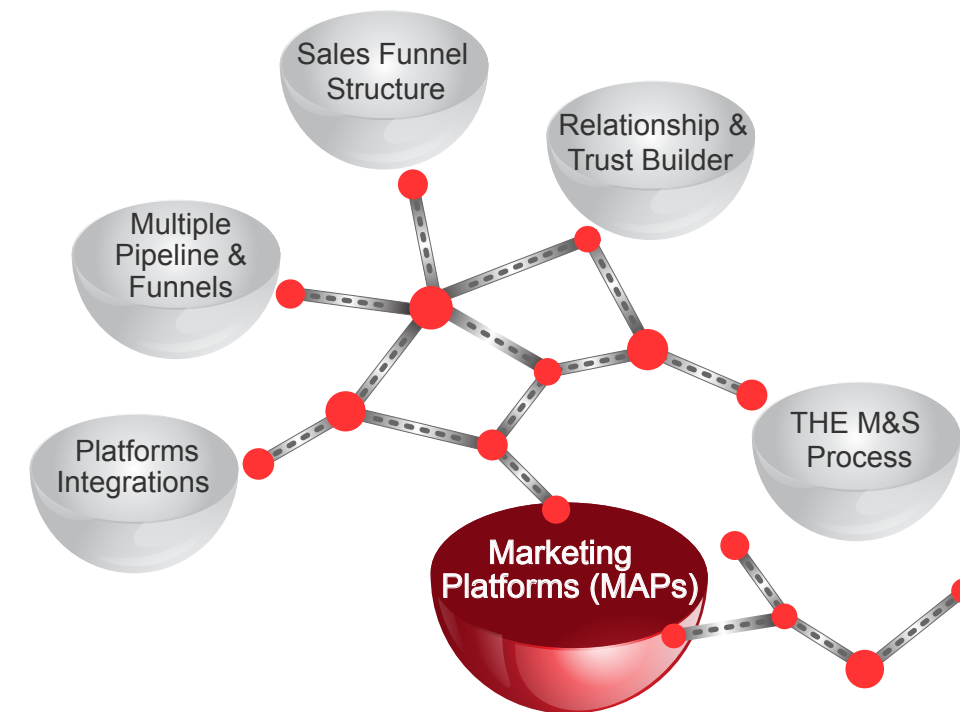
Choose wisely! The main purpose of any Platform is to work FOR YOU and NOT vice versa, it needs to address your needs and integrates with the process. If you work with a Marketing Agency usually, this will be provided as part of the service.

The Marketing landscape includes over 7,000 Marketing Platforms and Systems (See Figure 2.0, Page 26). Some can contribute to all of the process and some to a specific tactic, in some even specialized for ABM tactics. However, no matter which you choose

a flexibility for ABM implementation is vital.

THE ABM procedures must be synchronized and orchestrated; the only way to do it efficiently is with the right MAP. The multivariate elements and the delegate connections between all the dots, while using personalization in a variety of levels on the Account, require the MAP to utilize the AI and BI, while allowing the ABM's team to react in real-time.

Marketing Automation Platform (MAP) includes a variety of features (Figure 3.0, Page 27), and



each manages a specific procedure or channel, not all the features required for a successful ABM implementation.

However, with the MAPs' Pricing in the market today, almost every company at every stage can afford it.

Peter Drucker, America's father of management philosophy, said:

"What gets measured gets managed."



Marketing Automation Platforms (MAPs)

(Fig 2.0)

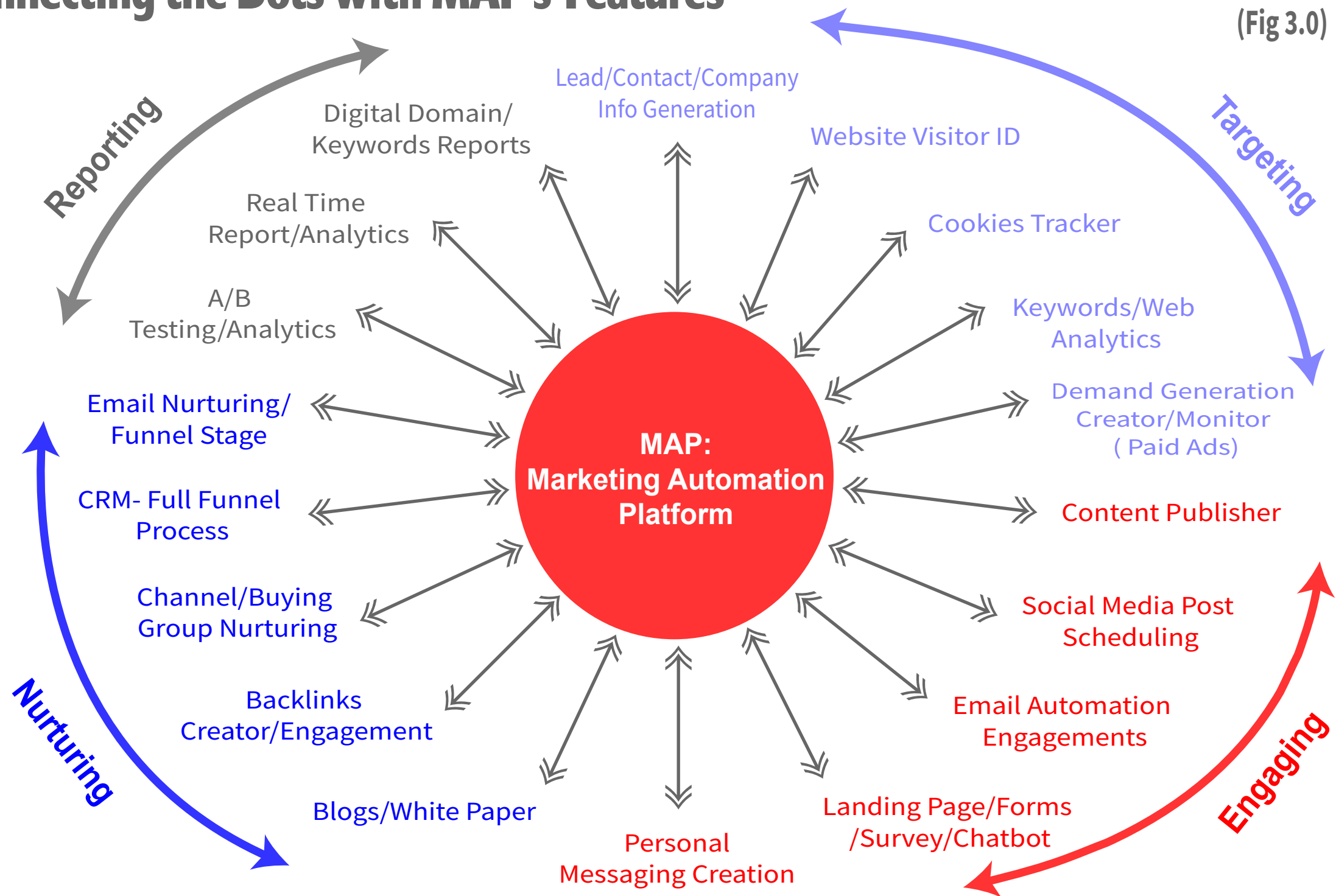


The graphic above shows only a sampling of companies in each category. Data cumulative through March 2019



Connecting the Dots with MAP's Features

(Fig 3.0)



Up to a few years ago, **MAP was affordable only for big enterprises.** In the last few years, more Technology Platforms provide the features, connectivity, and integration between the Marketing ends point and channels. **And with reasonable pricing for small-mid size companies as well.**



THE Full Funnel in MAP

A **wrong assumption** is that opportunity is a stage in the sales funnel, which makes it harder to monitor and monetize the funnel's performance. The Opportunity cycle covers about **75% of the sales funnel's stages** and **about 30-40%** of the Full Funnel's stages (Marketing and Sales).

Therefore, we should structure the Full Funnel specifically to the tasks and highly correlated with Full Funnel's process and cycle.

The stages which are defined on Figure 4.0 (Page 29) is a high-level stage, on every one of those stages we need to create a substage, which will be adjusted per the type of sales cycle, sales process and industry.



What is the purpose in building a complex Funnel?

- **To understand** where the weaknesses, strengths and the advantages are to improve and manage every one of the steps.
- **To Build the right** nurturing per stage and steps, the Point of Trigger (PoT) is vital to the ABM process and in general to any sales process.
- **To be able to monitor** our Sales and Marketing team and provide them the right training where there is a lack of knowledge and experience.
- **To forecast with real numbers** and conversion rates and not only based on old assumptions.
- **To understand which** stage works better and which stage needs more marketing budget to be improved.



THE Marketing & Sales Funnel

(Fig 4.0)

(CQL) Closing Qualified Lead

An agreement was requested and negotiation is in the process.

05
CQL

Done
Deal

(MQL) Marketing Qualified Lead

Meeting scheduled and executed-First demo or intro meeting with the Prospects.

04
SQL

03
MQL

(SQL) Sales Qualified Lead

Immediate needs were found, and the Prospect requests for a proposal.

02
QL

(QL) Qualified Lead

Upon first engagement with the prospect, the opportunity, needs and the right contact were found.

01
VL

(VL) Validated Lead

Verify the contact(s), lead and the company information.

Inbound Lead

Outbound Lead



Step VII- Measure and Analyze

It's a Marketing and Sales operation, it is not a 0 or 1; there is no right or wrong, **only what converts and increases the ROI and by that the Revenue.** Hence, as marketers, we need to plan for the best, build and execute like a pro, monitor in real time with Artificial Intelligence (AI) platforms and Business Intelligence (BI) processes and be able to change and adjust according to the results, which can be provided by the MAP.



The ABM implementation com-
poses from many elements and
variables, and it's crucial for the
success to measure and test
each one.

Each variable might change the
results and outcomes, therefore
when we Define the Targets

(Step I) and Classify and Map
(Step II), the head-points on
every cornerstone and between
them **would be a measurement
point.**

Since in the ABM methodology
everything is linked, we should
handle that as neural networks

but not only as an algorithm but
rather a framework for learning
and a set of actions that need to
be taken accordingly.

**Choose your technology plat-
forms wisely;** those will be vital
for your ability to take actions
and decisions in real time.



Step VIII- THE Pilot

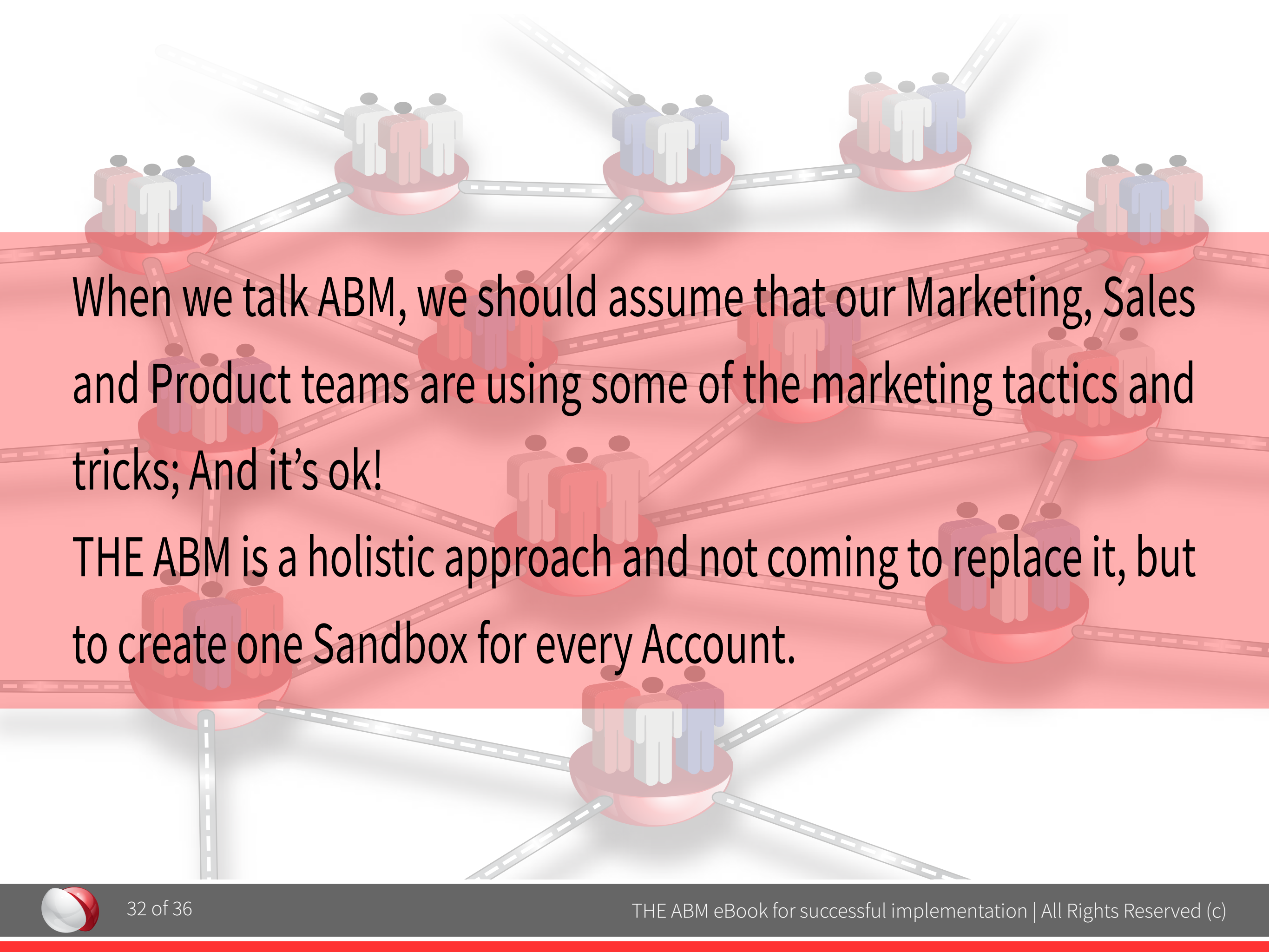
The **ABM strategy** can reshape and redefine almost every head-point and connections between the marketing and the sales operation. Due to the process of the **ABM that every point may affect** other results (next steps) or even the overall performance, we must conduct a Pilot.

The Pilot will provide us with a bird's eye view on the ABM implementation process.

Choose two or three accounts or a particular path and focus on that. In general, we prefer to choose two types of accounts which have at least three contacts as the buying group, and in a different stage of the funnel which is managed under a different Sales Manager.

The pilot should have its own goals and objective; the AI (Artificial Intelligence) platform must be ready (integrated) for the pilot. The primary purpose is to verify that all the elements and the links between the dots are working, there is a good flow between the parties (Product, Sales, and Marketing) and all of this orchestrated to support the ABM implementation to success.





When we talk ABM, we should assume that our Marketing, Sales and Product teams are using some of the marketing tactics and tricks; And it's ok!

THE ABM is a holistic approach and not coming to replace it, but to create one Sandbox for every Account.

Step IX- Launch

Finally! You Are Ready To Launch.

As mentioned above, **ABM is a Culture**, therefore we need to confirm that the team chosen to manage the process on behalf of their department aligns with the new organizational culture and the way the deals and leads fly on the Full Funnel stages to success and to increase revenue.

The Pillar and Cornerstones are ready and connected with each other, the Pilot has provided the insights of the procedures needs to be adjusted.

The best way is to launch in stages, divide all process into three or four steps per the main head-point, and launch each on a definite time.

Even though **the launch is a particular day**, it's a process which needs to **spread over 3-4 weeks**, and provide each head point to initiate on a specific week.



When you divide the launch in a head-point per week, it will provide the **team the adequate time and attention** to check that the channels and tactics are aligned and the data flow between the dots is integrated and enhance each other.



Step X- Monetize, Adjust and Improve

THE primary purpose of the Account Based Marketing (ABM) is to increase ROI, conversion and generate more revenue to the company.

When we come to implement ABM, **it doesn't mean** that what we did until now was wrong or **not good enough**; it means we understand that with the new world of AI and BI, which affect the marketing and sales procedure, we need our teams and processes to be aligned.

That being said, Step X is all about improvements, and achieving efficiency within the process, the teams and between the ABM model dots. The marketing automation platform will provide us with the ability to check each link between the head-points, Cornerstones and the Pillar.

Once we've found the weak link, we must solve it and fast to prevent any effects on other links and head-points in the process. On the beginning of this stage, build a monetization plan, what needs to be monitored, when, who and what to do with the results.



Empower your brand through Inbound marketing.

Your Inbound Marketing is our vision, with the ABM Strategy as the route and MAP platforms in our veins we generate Engagements and **build the Inbound Marketing Machine.**


THE RiCH.agency (former name: Fruition Business Group) has worked with clients from all over the globe closely.

We are achievers! Believe that in the marketing tactics today, you must have a full stack capabilities with BI (Business Intelligence), AI (Artificial intelligence), digital marketing platforms, monitoring Systems, to create engagements, infrastructure the nurture and rotation, facilitate the relationships and the reputation with your B2B Contacts, Buyer Groups, and Accounts.



THE Full Stack Marketers for Successful Inbound Marketing

Marketing Automation | Account Based Marketing | Digital Marketing

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About the Author:

Mr. Kiefer Hazaz, who has a 20+ year career, encompasses all aspects of Sales operation, Marketing strategy, Product management, Business development, and C-Level experience, from a variety of High-Tech Companies size and industries.

The vast expertise has provided Mr. Hazaz the potential to maximize Marketing ROI and increase sales through successful ABM Implementations and Marketing Automation Integrations for companies all over the world.

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