
Callbox Account-Based Marketing



What is ABM?

If you are a B2B company and account-based marketing (ABM) hasn't found its way into your company's vocabulary yet, you have some catching up to do.

In the simplest of terms, ABM is a strategic marketing and sales approach that targets high-value company accounts rather than individuals to identify, reach and nurture sales leads. An ABM approach recognizes that B2B buying decisions are often made by a group of individuals and not just one person.

According to the 2018 Services Marketing Budget Allocations and Trends Report released by the Information Technology Services Marketing Association (ITSMA), 73% of B2B marketers have already implemented or are planning to implement ABM in the next year or two and 44% say that ABM is now their top marketing priority.

We think it should be yours, too.

Why ABM?

Maybe you just don't know it, but you've probably been using elements of account-based marketing as part of your B2B marketing strategy already. But if you're still unsure about going all-in, here are key points to consider. The ABM approach answers many challenges faced by B2B companies:

CHALLENGE

More stakeholders involved

7-20 people are involved in the decision-making process

Sales cycle is longer

Because it starts at a lower level in the organization and moves slowly towards the primary DM or the reverse

B2B Buyers do more research

94% of buyers do some form of self-research. By 2020, 80% of the buying process will be done without human-to-human interaction

Lead-based marketing can be costly

Targeting contacts and companies that will yield little to no profit makes no sense from a budget perspective

SOLUTION: ABM

Don't limit yourself to one

Talk to as many stakeholders as necessary within your target company accounts

Shorten the cycle with more contacts

Talk to as many stakeholders as you can simultaneously; less time waiting for your message to be forwarded to key people

Draw prospects in with relevant content

Create personalized, engaging content and bring that in front of your target accounts (NON-VOICE CHANNELS)

Spend only on the most attractive targets

Narrow your focus on a smaller number of accounts that are most likely to close

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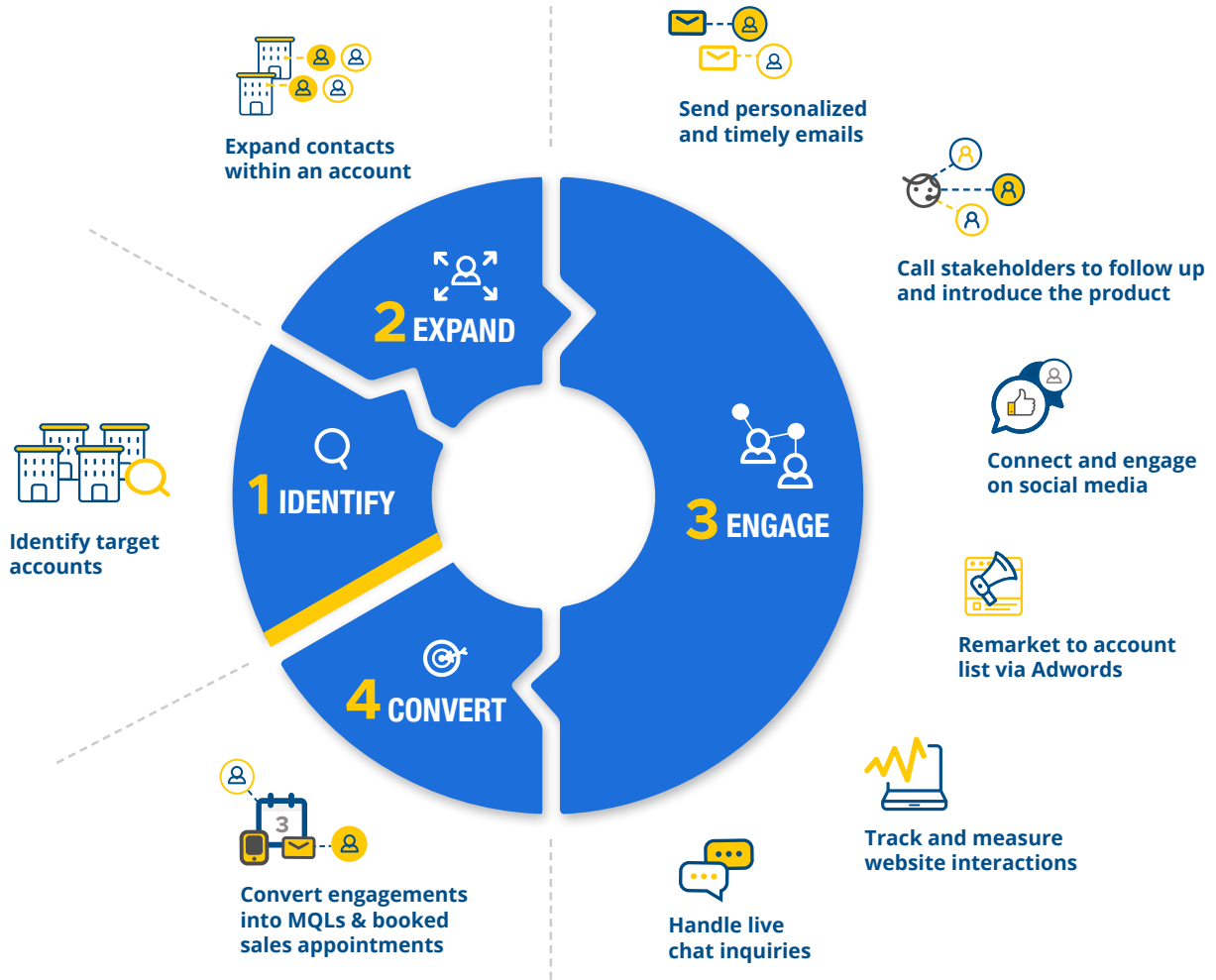
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How can Callbox ABM help your business?

Identify → Expand → Engage → Convert



Multi-Channel Account-based Marketing Process

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Having done business with numerous B2B companies ourselves, we know all too well the value and benefits of account-based marketing.

First call to closed sale may take anywhere from a month to six, but we do it because it's proven effective in landing valuable accounts, and the same ABM process we apply internally, we use and customize to ensure success for our clients.

There are 4 steps in the Callbox account-based marketing process:



1 IDENTIFY



We compile a list of companies that match your target customer profile. Your target companies can be based on your past and current high-performing accounts and those companies you've always wanted to do business with or companies in new markets or territories you wish to grow into.



2 EXPAND



We will populate your list with contacts within those companies who are interested in hearing your pitch and can possibly influence the decision of buying your product.



3 ENGAGE



After creating custom marketing materials for your campaign, we reach out to your target stakeholders via multiple channels and start simultaneous conversations. Throughout the campaign, we keep in touch with them via email and over the phone. We also connect with them on social media. Even when they're browsing their email or other websites, we make sure you're on top of mind through remarketing ads, and every time they find their way to your website, we take note of it. We also qualify your prospects who inquire through live chat on your website. Engaging your target stakeholders in meaningful conversation in a timely manner promotes discussion amongst them and moves the sales process forward faster.



4 CONVERT

We convert these engagements with multiple stakeholders into MQLs & booked sales appointments. To ensure that neither you nor your prospects miss the appointments, we set and confirm them via phone, email and sms.

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