

Unlock Your Growth Potential with High-value Targeting

ACCOUNT-BASED MARKETING STRATEGIES

The team at The Deciding Factor specializes in aligning your marketing and sales with Account-Based Marketing (ABM). We've developed an accessible ABM strategy to help small and mid-sized businesses identify high-value accounts.

By leveraging marketing technology – including intent data and website visitor identification – your business can find potential customers who are interested in you and your products when they are searching.

CONCENTRATING RESOURCES ON HIGH POTENTIAL BUSINESS OPPORTUNITIES

Traditional marketing casts a wide net, but ABM concentrates resources on a small group of specific prospects with high-value potential. These prospects are targeted by harnessing data – millions of intent signals about the products they buy, what they're searching for, what content they consume and what websites they are visiting – to deliver personalized campaigns that nurture their buying journey.

TDF has used this approach to help numerous clients achieve their growth objectives. Expect numerous benefits from TDF as your ABM partner, including:

- Increased engagement with key decision-makers
- Higher conversion rates and accelerated sales cycles
- Enhanced brand loyalty and long-term customer relationships

WHY CHOOSE THE DECIDING FACTOR?

TDF brings a wealth of expertise across various B2B businesses and a data-driven mindset to your ABM initiatives. Our skilled marketers combine innovative strategies with innovative technology to deliver measurable results. We can help you implement an affordable marketing tech stack that provides you with access to data previously only available with pricey enterprise-level software.

Here's how we can transform your marketing efforts:

Account Identification and Segmentation

We begin by identifying your ideal customer profile (ICP) and segmenting target accounts based on industry, size and other critical criteria. This focused approach ensures more efficient allocation of resources.

Custom Content Creation

TDF excels in customizing content to resonate with each target account. We craft individualized emails, engaging ads, informative whitepapers and more that speak to the pain points and interests of decision-makers.

Multi-Channel Engagement

We leverage a multi-channel strategy to reach your target accounts. From social media and email campaigns to targeted advertising and content syndication, our integrated approach maximizes visibility and engagement across platforms.

Sales and Marketing Alignment

Collaboration between sales and marketing is crucial for ABM success. We work closely with your sales team to ensure alignment on target accounts, messaging and outreach strategies. This unified front enhances lead nurturing and accelerates the sales cycle.

Analytics and Continuous Optimization

Our commitment to data doesn't end with implementation. We provide in-depth analytics and insights to measure ABM campaign effectiveness. We continuously monitor performance and optimize strategies to ensure that our marketing efforts yield maximum ROI for your company.

TRANSFORM YOUR MARKETING STRATEGY WITH TDF'S ABM CAPABILITIES

The Deciding Factor helps you navigate the complexities of the B2B landscape. We can unlock the full potential of your target accounts utilizing one-to-one, one-to-few and one-to-many ABM strategies and implementations.

Contact us today to learn how we can tailor an ABM strategy that drives results and grows your business.

GET IN TOUCH

Karen Meyers Holzer | karen.holzer@decidingfactor.us | 513-227-7494