



## KEY TAKEAWAYS

# How to win with ABM

In a drive to create the best possible experience for prospects and customers, account-based marketing (ABM) has become a priority for B2B businesses. Here are our panel of experts' top tips for winning with ABM.



**Christa Norton, Capita**

"Enjoy the freedom to be innovative and creative with this agile strategy, but be prepared to fail and move on."

**Karen Carter, Cvent**

"Do your research so that you can be clear on who your ICP is. Understand the industry, challenges, and marketplace, so that when you are developing your content and looking at channels that you're set up for success."



**Martin Boyle, Web Insights**

"Always think customer first. If you're doing that, you can't go too far wrong as everything else will fall off the back of that. Help your customers and add value for them by being human, as well as working with the sales teams to ensure you are creating a positive experience for your prospects."

**Zack Alspaugh, Sendoso**

"Be patient. There's a lot that goes into a successful ABM strategy, so take your time and do your due diligence to set it up. You're going to have some wins, but also some losses here and there. But stick with it and be willing to build for the long term."



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