

# Accelerate

**ORGANIC GROWTH WITH ACCOUNT  
BASED MARKETING**

Forrester Research  
estimates 99% of  
inbound sales leads  
fail to become new  
customers.





This failure to convert inbound leads stems from the nature of most traditional, poorly targeted mass lead generation communication

# Account Based Marketing (ABM) is progressive B2B communication strategy that leverages:

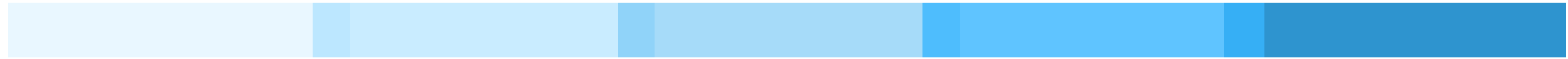
Specific  
individual  
account  
targeting

A focus on key  
influencers +  
decision  
makers

Personalized  
content

Targeted  
digital content  
distribution

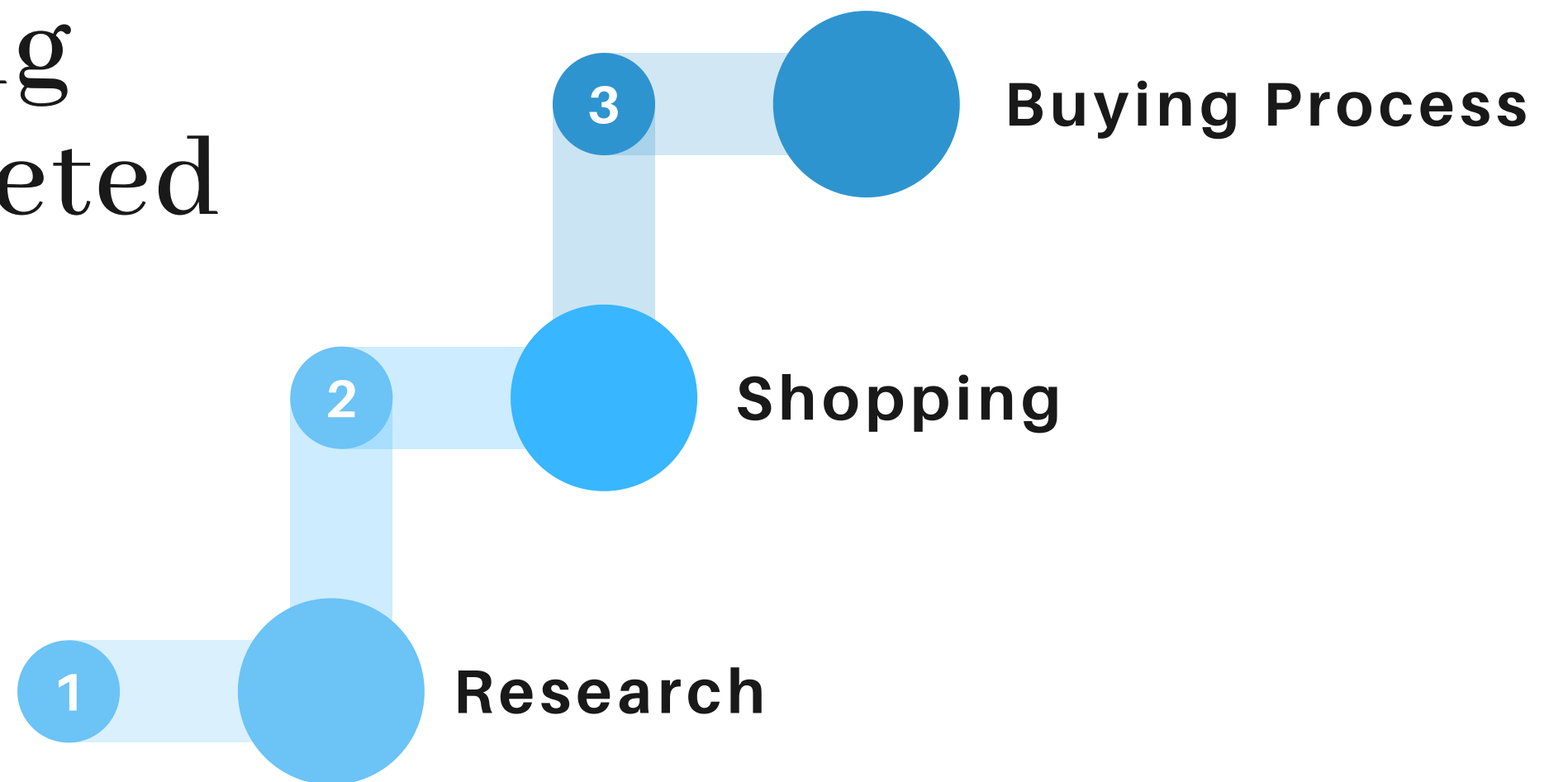
# Account Based Marketing



is often used to reach specific executives in companies where you already have existing base of business.



Account Based Marketing represents the strategic integration of timely, purposeful marketing communication targeted at key executives to influence their:

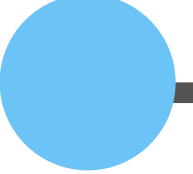


Account Based Marketing features  
personalized content/messaging built on  
identified target customer  
needs/wants/challenges

2018 Research by ITSMA revealed  
that 45% of national companies  
employing ABM strategies achieve  
100% plus Return on Investment



**Account Based Marketing strategies  
are designed to accomplish four  
important goals:**

- 1. Raise your brand profile**
  - 2. Communicate important product service information**
  - 3. Get your company into the customer's consideration set**
  - 4. Increase revenue in existing established accounts**
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Account Based Marketing turns the traditional sales funnel upside down.

It focuses less on penetrating new prospects but rather on radiating your brand/message within existing customers

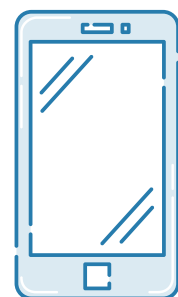
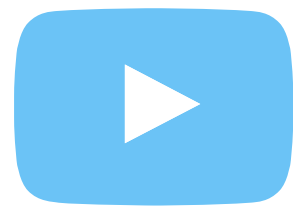


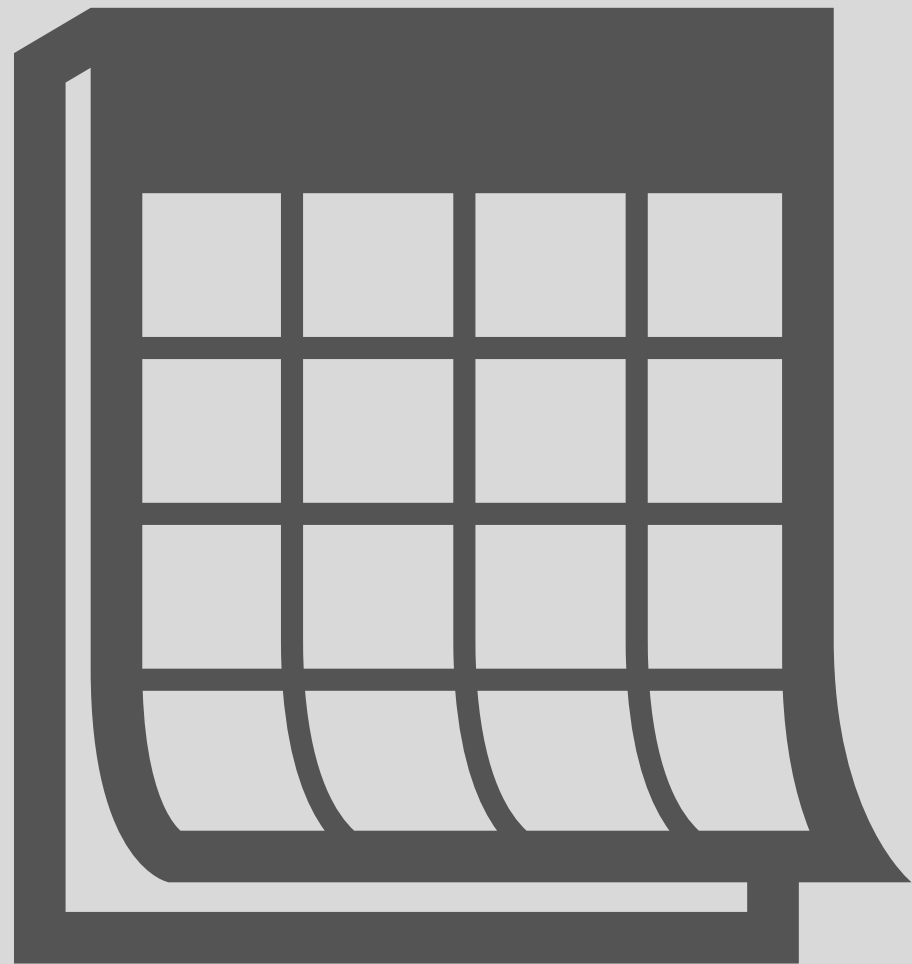
ABM+<sup>SM</sup> is an outsourced Ascension form of  
Account Based Marketing service

Providing end-to-end support  
designing, distributing and measuring  
the impact of targeted customer  
communication

# ABM+

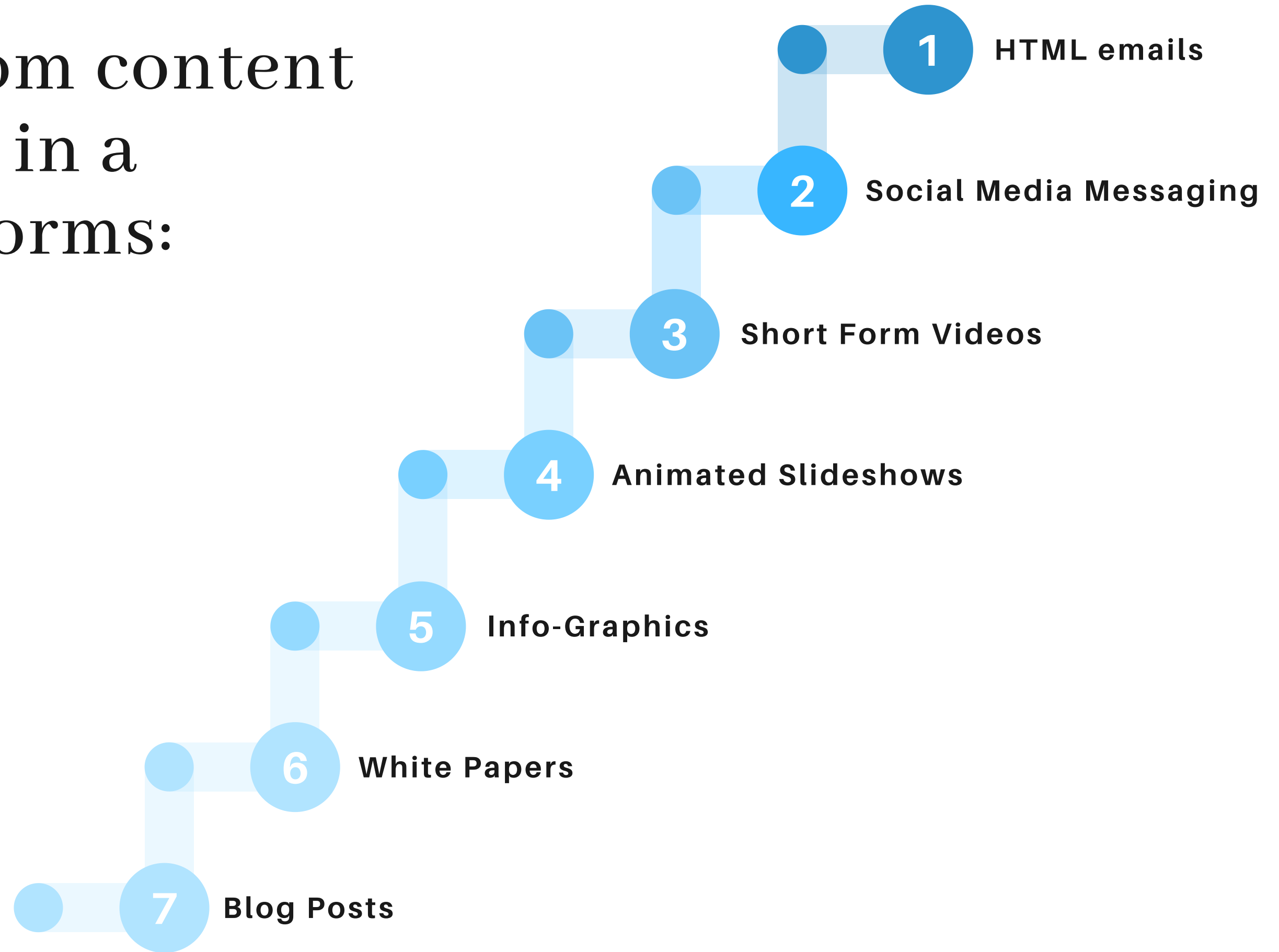
**combines multi-channel communication  
with internal sales prospecting activities to  
support up/cross sell to existing accounts**



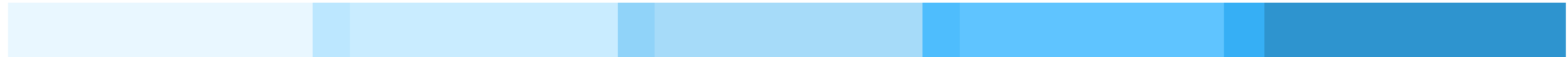


ABM+<sup>SM</sup> provides a monthly stream of custom brand and product/service messages directed at identified decision makers/influencers in existing customer accounts

ABM+ custom content  
is provided in a  
myriad of forms:



# ABM+<sup>SM</sup>



...provides an ongoing lead generation + thought leadership program targeting executives that hold the power to buy more of their products/services

Ascension ABM+<sup>SM</sup>  
provides three  
important benefits:

**1. Improved marketing + sales ROI  
than from traditional business  
development approaches**

**2. Expanded breadth + depth of  
executive contacts in existing  
accounts**

**3. Tighter integration of Marcom +  
sales prospecting activities**

# Ascension

**works hands-on with companies in a  
myriad of industries to help drive  
meaningful top line growth integrating  
marketing/sales programming**



ABM+ is just one example of the  
many different ways Ascension can  
help your company accelerate  
organic growth this year!

# TO LEARN MORE

about ABM+<sup>SM</sup> and how it can help you expand your business in existing accounts

Contact Jip Inglis at

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