

# The Evolution of B2B Marketing

## THE JOURNEY TO ABM

**The marketing of yesteryear**

B2B marketers focus on broad marketing efforts creating content for their buyer persona and trying to promote it wherever that persona might be.

- CONTENT TYPE**  
TV, print, billboard, print ads, direct mail
- FIRST OUTREACH**  
The brand / the marketer
- TARGET**  
Large broad audiences
- MVP**  
Broadest reach wins

**Inbound marketing**

Search engines help create Inbound marketing and content creation booms, buyers specifically search out topics and answers.

- CONTENT TYPE**  
Blogs, videos, white papers, eBooks, case studies, etc.
- FIRST OUTREACH**  
The buyer
- TARGET**  
Anyone interested in the topic
- MVP**  
Most valuable content wins

**ABM**

While Inbound is great at capturing demand, it doesn't help create it. Inbound shouldn't be your only strategy if you want to reach your full market (or all your best-fit accounts). What about those accounts that are not yet interested, but should be?

Enter account-based marketing.

Where Inbound uses a wide-reaching approach, ABM focuses on specific high-value target accounts.

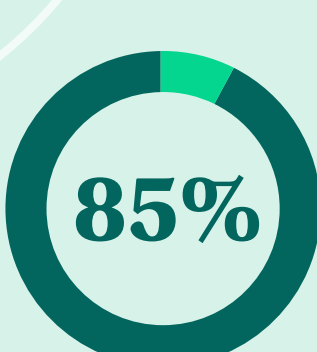
Marketing and sales proactively identify companies that are the best fit for your product or service, then collaboratively target them with coordinated sales and marketing plays. ABM is largely an outbound strategy that complements your inbound and traditional leads-based models.

- CONTENT TYPE**  
Ads, landing pages, video, webinars, white papers, eBooks, case studies, etc.
- FIRST OUTREACH**  
Together, marketing and sales educate and interact with prospects
- TARGET**  
Best-fit target accounts
- MVP**  
Campaigns that drive accounts through the funnel effectively

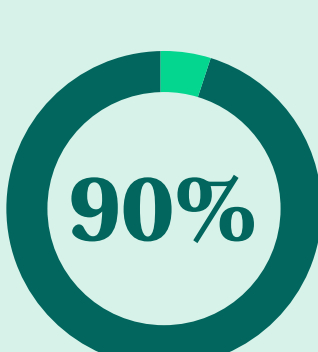
## A Balanced Approach: Why you should use both Inbound & ABM

INBOUND	ABM
<ul style="list-style-type: none"> <li>Cost efficient way to capture demand from accounts in-market</li> <li>Meets the buyer where they are through relevant content</li> <li>Captures demand (customers come to you)</li> <li>Boost overall market visibility for your brand</li> <li>Works alongside traditional and ABM methods, too</li> </ul>	<ul style="list-style-type: none"> <li>Get in front of the accounts that are your best fit</li> <li>Reach the entire buying committee, not just individual leads</li> <li>Focus your investment on high-value accounts</li> <li>Personalize campaigns for key accounts</li> <li>Works alongside traditional and inbound methods, too</li> </ul>
<ul style="list-style-type: none"> <li><b>Not all of your good-fit accounts will be in-market.</b> And, not all website visitors will be from good-fit accounts</li> <li>It's a long game: Can take awhile for content to rank and people to find it</li> <li>You can't win every keyword, or reach everyone who should be searching for you. Works best with ABM</li> </ul>	<ul style="list-style-type: none"> <li><b>Requires ongoing resource investment (unlike inbound, which continues to generate no-cost leads over time)</b></li> <li>Requires strong data and alignment with / buy-in from sales on your target account list</li> <li>Limits the total set of accounts you're reaching (works best combined with inbound &amp; traditional)</li> </ul>

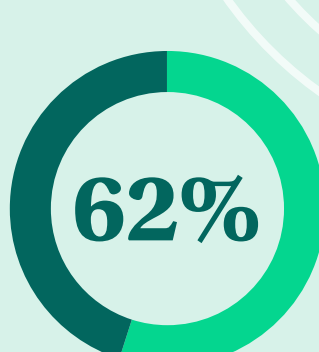
## By The Numbers



According to 85% of marketers ABM has the best ROI



Reach up to 90% of your TAL



Inbound costs 62% less per lead than traditional outbound

## Today's B2B marketing mix

**INBOUND**  
Captures demand with relevant content prospects want to find

**ABM**  
Creates demand by concentrating marketing & sales resources on target accounts