

# ACCOUNT BASED MARKETING (ABM) CAMPAIGN PROCESS WITH SALES

What does an Account Based Marketing (ABM) campaign with sales actually look like? The following illustrates how an ABM campaign is executed alongside sales.



Ideal Customer Profile (ICP) is created in order to help us prospect and create unique content.



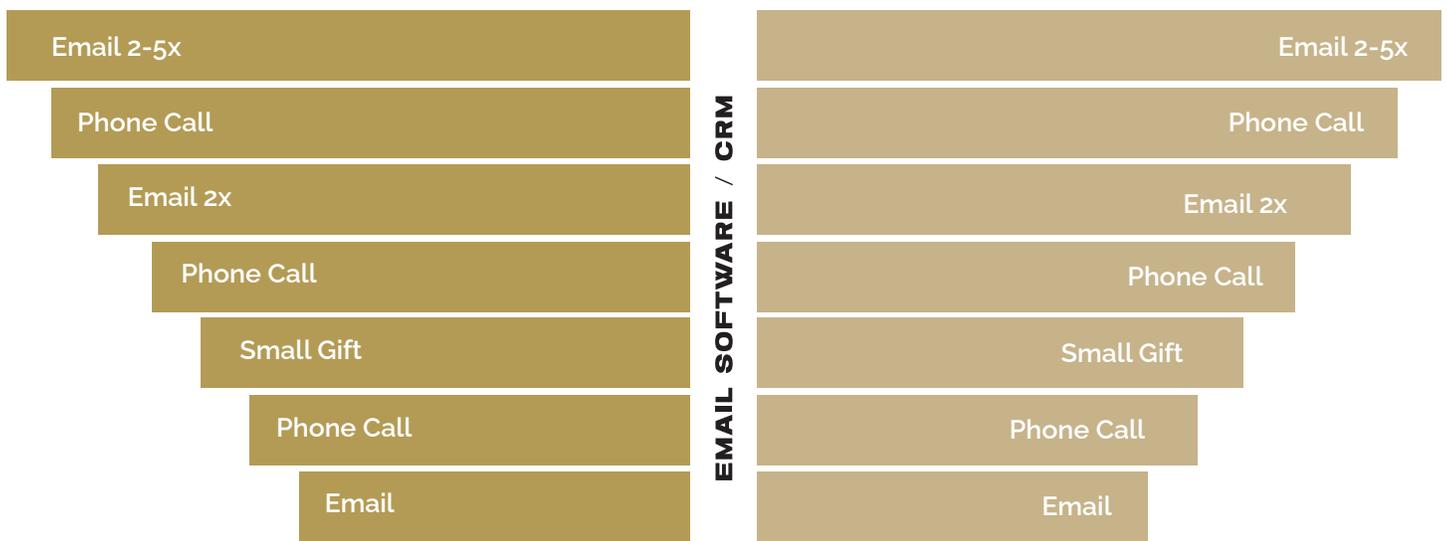
Having a Defined Sales Process (DSP) allows Marketing the ability to help nurture prospects at crucial times in the sales funnel.



Producing powerful messaging along with unique/fun content will help drive engagement with your prospects.

## NEW PROSPECTS WE CURATE FOR YOU

## YOUR CURRENT PROSPECTS



## INFLUENCING MESSAGING

## INFLUENCING CONTENT

