

B2B Company Improves the Quality of Every Sales Touch

A professional services company is getting better quality leads and meetings by pairing sales efforts with Digital Business Targeting. They handpicked companies to target, and sales can see who's clicking in real-time.

APPROACH

We conducted a Marketing Strategy Audit process to take a deeper look into their account-based marketing efforts.

Through the process, we identified two gaps in their targeting and messaging strategy; collectively being used by both their sales and marketing teams. A new ABM strategy plan was created to synchronize the efforts of sales and marketing to key accounts.

SOLUTIONS

In the first 4 months, the account-based marketing strategy was rolled out with the following:

- Sales team handpicked their top 300 prospects for Digital Business Targeting
- A cohesive messaging strategy was created and used in both sales and marketing messaging
- B2B Site Tracking was created so sales members could see in real-time who was visiting their site from both efforts



THE RESULTS

In the first 4 MONTHS* they saw:

100% of the target audience saw an ad 10x/month

55.7% of the audience had engaged with the website

61% of the audience had opened an email from a sales representative

** of the 300 handpicked prospects who had not previously engaged*



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