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ABM Strategy:  
A Guide to Effective  
Account-Based Marketing

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# Introduction

For B2B companies, a healthy funnel of high-quality leads is required to promote necessary growth within a brand. Account-based marketing, or ABM, is a tactic more and more marketing teams are employing to drive those high-quality leads from strategic accounts. ABM is not a new concept, but there are many things that can be done to ensure success. Below, I've outlined a few tips to help you get started.

## What is ABM?

ABM is a B2B marketing tactic for targeting specific accounts rather than taking the more traditional lead-based approach. ABM utilizes personalization to engage the specific prospect with a more one-to-one approach over a one-to-many approach of lead-based marketing. ABM, when utilized properly, can result in winning bigger deals and cutting down the time it takes to make the sale.

