



Unlocking the Power of LinkedIn: How to Leverage Account Based Marketing for B2B Success

A marketers handbook for ABM best practices to navigate 2023



Introduction

B2B Marketers' jobs are more challenging than ever. The marketplace is crowded, internal resources are limited, and buyers are distracted and budget-constrained, making it difficult for marketers to cut through the noise. In the face of these headwinds, it is paramount that marketers lean into strategies that produce predictable, business-impacting results.

Account Based-Marketing (ABM) is a solution that enables marketers to engage the accounts that matter most, build relationships with decision makers, and present relevant targeted content throughout the buying journey to influence business results. In fact, **84 percent of businesses using account-based marketing report that this strategy offers higher ROI than other marketing campaigns.**

However implementing ABM isn't easy. Without the appropriate alignment, data, and tools, it can be challenging to reach key accounts and drive desired actions. Additionally, investing in account-based programs that focus on long-term business results can feel risky when confronted with demands for quick wins.

[Karin Kimbrough](#), LinkedIn's Chief Economist, recently shared her advice for businesses looking to cut a path through the continued economic uncertainty: **stay adaptive, get informed, and be decisive.** This simple advice is particularly true for B2B marketers, and indicates that turning to data-driven, agile, account-based strategies is the best way to go-to-market with smaller teams and budgets in 2023 and still deliver business-impacting results.

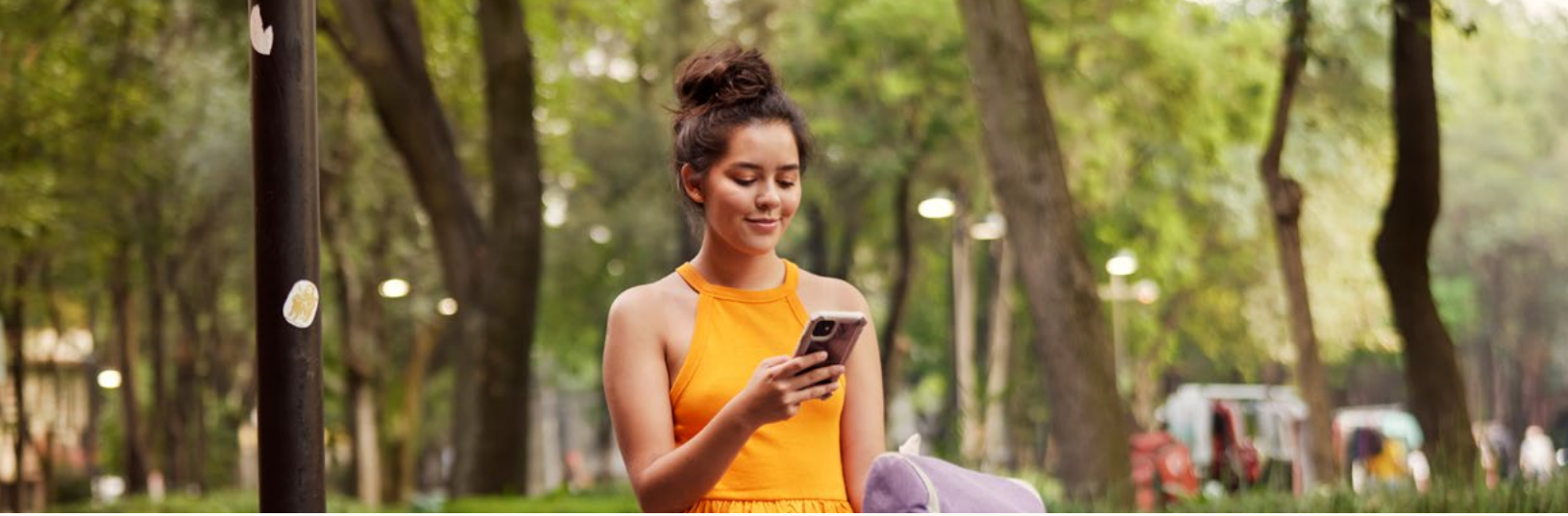
In this eBook, we will help you navigate the dynamic landscape of ABM in 2023 by using data to inform decisions and produce strong outcomes. You'll discover the value of LinkedIn for ABM, the native tools available on the platform, and how [LinkedIn Marketing Partners](#) can help. We will also guide you through the process of building audiences for ABM, creating content to engage the buying committee through the buying journey, optimizing ABM programs across channels, and understanding and communicating the impact of your ABM programs.



Account-Based Marketing on LinkedIn

With the world's largest professional network, a highly engaged audience, and business focused environment, LinkedIn is the ideal platform to execute high-impact ABM strategies.

- **900M members** and **59M companies** on the platform.
- **4 of 5 LinkedIn members** drive business decisions
- **180M Senior Level** and **10M C-Level** Decision Makers
- Audiences exposed to brand and acquisition messages on LinkedIn are **6x more likely to convert.**



LinkedIn has tools to help marketers execute more successful ABM strategies on LinkedIn:

- **Segment Breakdowns:** Get an understanding of your audience attributes once you upload a contact or account list into Campaign Manager.
- **Company Engagement Report:** View your target account's engagement across LinkedIn marketing activities and on your website holistically.
- **Website Demographics:** Get a deeper understanding of your website visitors to measure your reach, engagement, and conversions based on your target audience's professional characteristics.
- **Lookalike Audiences:** Expand your audience with attributes similar to the list of stakeholders you already have.
- **Audience Insights:** Generate insights about your matched and saved audiences from the Audiences page in Campaign Manager.
- **Demographic Reporting:** View reporting on demographic dimensions associated with the people who interacted with your ads.
- **LinkedIn Insight Tag:** Understand who is visiting your website and unlocks powerful demographic insights about your website visitors.
- **LinkedIn Audience Network:** Extend the reach of your ads beyond LinkedIn and across a premium network of publishers.

Using LinkedIn's native tools and ad formats together with [LinkedIn Marketing Partner](#) platforms and integrations can help account-based marketers be more agile, decisive, and impactful. This combination brings to bare connected data to make better decisions, more sophisticated ABM strategies that influence decision makers, and actionable insights that help optimize campaigns and illuminate business impact.



Building Target Audiences for ABM

An efficient and impactful ABM strategy starts with careful planning, and the first step to success is selecting the right target audience. It's essential to identify accounts that are most likely to drive pipeline or revenue for your business, are a good fit for your specific products or services, or align with a particular industry or marketing segment that is likely to purchase. A strong understanding of accounts from data sources like CRMs, website analytics, 3rd party data providers (intent, technographics, firmographics, etc.), customer personas, and historical marketing engagements can make building an effective ABM target audience much easier.

Pro Tip:

Aligning sales and marketing teams on campaign goals, ideal customer profiles, and customer needs and challenges during the planning process is critical to ABM success.

This helps to [increase conversion rates](#) by ensuring a coordinated, cohesive approach to account targeting and engagement through the buyer journey and customer lifecycle. It also makes reporting results and optimizing strategies easier at the conclusion of campaigns.

Here are some helpful questions to ask sales teams to make sure you're aligned:

- What does success look like for sales teams and other cross-functional stake-holders?
- What accounts is sales focused on?
- Where is sales having trouble closing deals?
- What are the most common questions sales gets from key accounts?

Use Intent Data to identify which accounts are in or out of market for a product or service



Intent data providers like TrustRadius help marketers understand the research behavior of key accounts, providing valuable insights into where accounts are in their buying journey and which businesses, products, or services they are researching. This information can be incredibly useful in segmenting existing account lists or identifying new accounts to include in targeting lists.

Pro Tip:

- Ask your sales team for a list of their high priority account prospects.
- Upload this account list into TrustRadius or other intent platforms and be able to rank the accounts by level of intent for your company's products or services.
- Share which companies have high vs. low intent along with information on what accounts are researching to help sales prioritize their outreach and have smarter conversations. This information will also help you understand which low-intent accounts might need more nurturing from marketing to be ready for sales engagement.

TrustRadius dynamically feeds **intent data** into LinkedIn, so customers can seamlessly launch ad campaigns to nurture accounts down the funnel for a bottom of the funnel touchpoint. They provide 2 tiers of intent data; **category intent** for anyone searching for a solution in a named category to serve ads to anyone shopping in that category, and **product intent** for anyone who comes to your product listing to learn more about your offering.

TrustRadius can also help companies get additional **social proof points** that support their point of differentiation and go-to-market initiatives which can be utilized in any multi-channel touchpoints with prospects. This **review syndication widget** helps provide proof points for conversion and **lower funnel content strategies**.

Combine 1st and 3rd party data sources to get a comprehensive view of target accounts



Platforms like Terminus and Demandbase allow marketers to centralize data from CRM, marketing automation, and 3rd party data providers (like intent, technographics, and firmographics) to build an ideal customer profile and segment accounts based on signals like historical behavior and level of intent. Look-alike modeling can also be used to identify potential new accounts to target when trying to expand to new markets. Combining data sources in concert allows marketers to make more informed decisions about which accounts should fall into high-value account lists.

Terminus allows marketers to be smarter about their spend by aligning their key accounts, and accurately identifying and targeting account decision makers and influencers across customer touchpoints. Marketers can then:

- Layer Terminus account lists with LinkedIn's 1st party member data to **create intelligent targeting segments to reach the buying committee.**
- **Seamlessly target key accounts across multiple channels**, like Terminus display advertising, chat, email signature marketing, web personalization, and LinkedIn ads.
- **Measure the impact of cross-channel account-based strategies** in one platform.

Terminus' integration with LinkedIn Ads means that marketers can easily target dynamic account lists and the buying committee members that matter most. Marketers push Terminus account lists (identified using 1st and 3rd party data) directly to LinkedIn, layer on LinkedIn's 1st party member demographic data, and then target the list with any LinkedIn ad format to increase ABM program efficiency.

Combine 1st and 3rd party data sources to get a comprehensive view of target accounts



Demandbase is an account-based marketing platform that helps go-to-market teams drive more impact through identifying, targeting, and engaging ideal customers throughout the buying journey. The platform allows B2B GTM teams to:

- Identify target accounts and buying committees that are a good fit for specific products and services and are more likely to become customers with AI, data analytics, and 1st and 3rd party data sources.
- Engage target accounts across channels and marketing and sales touchpoints with personalized content.
- Measure and optimize campaigns using real-time analytics and reporting on campaign reporting and target audience behavior.

Demandbase's integration with LinkedIn Ads allows B2B marketers to reach the accounts and buyers that are most likely to purchase key products and services on LinkedIn. Marketers can create dynamic account or contact lists using 1st and 3rd party data and push them to LinkedIn to drive high quality engagement with LinkedIn campaigns and ad formats as part of a multi-channel ABM strategy.

Activate sales intelligence to align marketing and sales



Platforms like HubSpot make it easier for marketers to bring together sales signals, like pipeline data, deal values, and sales touchpoints, alongside traditional marketing data (firmographics, historical campaign engagements, etc) to establish a highly valuable ideal customer profile. By combining these data sources and illuminating which accounts are most likely to respond to marketing messages and which accounts are converting with sales, marketers can make more informed decisions about which accounts to target and which messaging to use.

HubSpot gives B2B companies a single, comprehensive view of accounts and contacts, which allows them to engage accounts with unified customer experiences across marketing, sales, and customer success.

When it comes to HubSpot's integration with LinkedIn, the central goal is to help B2B marketers not only see how their LinkedIn Ads are performing, but also how they influence the buyer's journey. With the integration, marketers can:

- Connect ads data (ad tracking, lead syncing, tracking pixel, etc) to CRM account intelligence data to create a single view of an account or contact.
- Optimize messaging for target audiences using key role data, demographic information, and ad engagement data to ensure valuable audiences are exposed to quality content and impactful ads.
- Use ads data to understand how ad campaigns influence the buyer's journey across marketing, sales, and customer service efforts.
- Use data to optimize target audiences, iterate on ad strategy, and increase ROI.

The ABM and Target Accounts features within HubSpot increase account intelligence – bringing in every contact, open deal, deal value, marketing engagement, and sales touch point for each account – to better align marketing and sales teams around a strategy to attract their ideal customer.



Did you know:

Many [LinkedIn Marketing Partners](#) allow you to push dynamic account (and contact) lists to LinkedIn Campaign Manager to be used in advertising campaigns. This means you can use the powerful data from Marketing Partners to identify account lists and then use LinkedIn's high quality 1st party member data to layer on demographic targeting to accurately target high value decision makers.

With lots of professionals changing jobs these days and [over 10 people influencing most buying decisions](#), make sure to keep your demographic targeting broad so you are reaching the full buying committee. Try layering on a maximum of 2 demographic filters, like function and seniority (and don't sleep on Senior ICs—raising awareness with these future decision makers could pay off in the long-run!).



G2 Intent helps Entomo Drive Strong Results with Smarter Targeting

G2's integration with LinkedIn Ads empowers B2B marketers with the ability to operationalize intent at the account level. Marketers can use the research insights to identify and segment account lists based on whether they are in or out of market for products and solutions, and push those accounts directly into LinkedIn campaigns.

Chris Perrine, G2 APAC VP, and **Robin Izsak-Tseng**, VP of Revenue Marketing, highlight a straight-forward segmentation strategy to help marketers plan account-based strategies and allocate resources:

- Segment G2 Buyer Intent data account lists based on level of intent and likelihood an account will convert.
- Tier accounts and tag them in CRM. Tier A might only have 100 accounts, while Tier B might have 500, and Tier C might have thousands.
- Map out how to allocate resources by tier as well as how to engage each tier of accounts with relevant content.

Entomo, an enterprise SaaS company specializing in modern performance management software, used this approach to help refine target audiences with G2 intent data and customize marketing messages to engage accounts on LinkedIn through the funnel.

“LinkedIn allowed us to target the right prospects. Our next priority was to identify audiences who were ready to buy. That’s where G2 data helped. Exporting that traffic into LinkedIn ensured that we were focusing our efforts on audiences with higher levels of buying intent.”



Arun Sundar
Global CMO, Entomo

Entomo was able to achieve a **70% increase in brand impressions** and **52% decrease in cost-per-lead**. 1 in 5 of their marketing-source-proposal stage opportunities was from G2 and LinkedIn.





Building Out Full-Funnel Content Experiences for Key Accounts Across Channels

To create a positive experience for buyers, maintain momentum through long B2B buying cycles, and increase the likelihood of conversion, engaging key accounts and buying committees with personalized, relevant content through the full funnel and across channels is critical.

In normal times, **only about 5% of accounts in an ideal customer profile are in-market for a product or solution**. During times of economic uncertainty, that percentage of in-market accounts might be as low as 1%. Therefore, companies should plan for the future and build awareness and consideration among key accounts to stay top of mind when accounts are in a buying situation again instead of decreasing marketing activity to match in-market demand.

Boosting brand awareness and, more importantly, **mental availability** so your product or solution is top of mind when accounts are ready to buy again means practicing consistency, both in reaching accounts where they are consuming content and in your branding and messaging. A **case study** from LinkedIn's B2B Institute notes that less than 20% of B2B marketers list brand building as a marketing objective, but investing in account-based brand and building a full-funnel ABM strategy is best practice for all economic climates to increase business resilience and maximize conversion from key accounts.

To develop a cross-channel content strategy that engages accounts through the funnel, deepens relationships, and drives revenue growth, marketing and sales teams must align to create a seamless, coordinated approach. From there, there are a few best practices to follow.



Account research is crucial for understanding the needs, pain points, and decision-making process of key accounts and the different buying committees at key accounts.

Revisiting the tools and tactics used to build account lists can be helpful here, like collaborating with sales for known accounts and by using engagement insights and intent data from platforms like Bombora to highlight what sorts of products or services accounts are researching, what websites they're visiting to help answer questions, and more. This can help provide direction to create relevant content and ensure that your full-funnel content marketing strategy is speaking directly to the needs and interest of key accounts and buyer groups, and is aligned with the messaging coming from sales teams.

Bombora's intent data allows B2B marketers to **identify accounts that are actively researching topics related to their products or services, and build out a content strategy for ABM that is personalized, relevant, and effective.**

- Company Surge, Bombora's intent score, can be used to identify whether accounts are in or out of market for a product or service, which helps marketers improve their segmentation and ensure they are targeting accounts with content that fits their stage and mindset.
- Bombora's topic consumption data and content recommendations can be valuable to marketers by providing insight into the interests of key accounts and what sort of content they are already engaging with across the web. This sort of insight can help marketers shape a content strategy that speaks directly to key accounts in a relevant, personalized way.



Segment accounts to build content experiences based on where they are in the buying journey and the needs, pain points, and interests of the different members of the buying committee.

There could be up to 10 members or more in a buying committee, who may have different goals and agendas depending on their role in the organization. Based on account research like buyer stage, industry, or pain point, marketers might identify broad segmentation categories or take a more targeted engagement approach. Starting broad is recommended when launching an ABM strategy to increase learnings, particularly with awareness and consideration objectives. As accounts move towards conversion, a more personalized and focused approach based on the specific needs of key stakeholders across both marketing and sales touchpoints is the recipe to drive revenue.



Create the right mix of content, ad formats, and channels to speak to the pain points, mindset, and needs of accounts and buyers throughout the funnel.

Marketers have the option to engage accounts on LinkedIn using a number of ad formats and across other social platforms, display advertising, email marketing, and more. It can be overwhelming to decide which platforms to activate and how to manage them effectively, particularly when dealing with constrained resources. Platforms like Sprinklr can help B2B marketers manage the challenge of operating and optimizing across channels so the focus can be on an aligned account-focused strategy, rather than a channel-specific approach. This is why focusing on consistent, relevant content can be so impactful.

Sprinklr's Unified-CXM platform helps marketers understand customer signals by connecting data across channels and organizational silos, helping brands and agencies scale their success on LinkedIn and other channels across every customer touchpoint. Sprinkles advertising solution allows marketers to segment and target the right audiences to optimize spend and campaign performance, in real-time on LinkedIn and across channels. Marketers can:

- Use **rule-based automation** to keep campaigns performing to their best ability across channels
- Use **auto-optimization** to adjust bids and budgets based on performance
- Manage campaigns across multiple channels
- Set different **permission levels** across channels within the Unified platform to ensure that all parties have the appropriate access and visibility
- Create **custom dashboards** to visualize campaign performance in a more digestible way and create automated reports to be sent to anyone at a regular cadence

Pro Tip:

Knowing what type of content and channels tend to drive the best results at each stage of the buying journey can make B2B marketers' jobs much easier and improve the outcome of ABM strategies.

Marketing Objective	Best Practice	Helpful LinkedIn Ad Formats & Tools	Content Examples
Brand (Awareness)	Target broad account segment base on buyer stage or industry with content that improves brand recall using consistent messaging and imagery. <i>Remember: You can use intent to understand where buyers are in the buying journey; low intent accounts are great for awareness messaging.</i>	Single Image Ads Video Ads Carousel Ads LinkedIn Audience Network	Thought leadership content, including report from industry experts. 
Consideration & Engagement	Stay broad with your targeting ad start sharing content that highlights how your product or solution can solve relevant challenges for key accounts. <i>Remember: Using topic consumption data helps you understand what accounts are interested in to ensure content is highly relevant.</i>	Single Image Ads Video Ads Carousel Ads Document Ads LinkedIn Audience Network	Deep dives into products through webinars, guides or e-books 
Demand (Conversion)	Make sure marketing and sales messages are aligned and start getting specific. This is a good time to test messages that are specific to key members of the buying committee: the CFO probably wants to see the end user of your product or service would be happy to see a demo video.	LinkedIn Lead Gen Forms Message & Conversation Ads	Best practices or customer case studies. 



From inspirational video ads to raise awareness, to telling stories via case studies and white papers to build consideration, to leveraging customized landing pages and implementation guides with Lead Gen Forms and Message Ads when an account is ready to buy, creating the right mix of content and using the right ad formats and channels is core to driving the desired action from key accounts.



Did you know:

LinkedIn works with a number of [content and creative partners](#) that help marketers develop content that can elevate the impact and results for account-based strategies. The right content solution depends on the audience and objective, and developing a full funnel brand and demand strategy is a high-performing combination. [Scorch](#) and [Transmission](#) can develop branded content across a variety of formats, from infographics to eBooks to social posts and [VidMob](#) can bring thought leadership to life as short animated videos. No matter the goal, our marketing partners have the expertise to create high-performing content.

SCORCH[®]

TRANSMISSION.

vidmob



RollWorks helps Convoso unlock ABM Success

RollWorks' platform helps marketers **get the right message in front of the right audience at the right time** using tools for account and contact intelligence, personalization tools, and real-time analytics.

- Using account-based insights, marketers can gain a better understanding of target accounts' needs, preferences, and behaviors to inform content creation to speak to buyer pain points and interests.
- RollWorks' real time analytics and insights allow marketers to understand how different content is engaging each account, which allows marketers to be agile in how they are optimizing their content strategy to maximize performance.

Convoso, a leading cloud-based call center software for sales and lead generation teams, has experienced the power of using RollWorks Audience Synching for LinkedIn to more efficiently activate their account-based strategy on LinkedIn.

The Convoso marketing team added LinkedIn targeting filters, like Groups focused on call centers, onto curated RollWorks Audiences to run two campaigns. The first used LinkedIn Conversation Ads to promote demo bookings, **resulting in a 25X lower CPL** versus Google Ad Words. The second promoted specific downloadable content to collect leads using LinkedIn Lead Gen Forms. This resulted in **10X more downloads** compared to previous LinkedIn campaigns.

The gains in efficiency and results have been significant for Convoso. "All in all, RollWorks Audience Synching for LinkedIn has unlocked a lot of capabilities that I couldn't access before," said Jesse Frohling, Digital Marketing Manager at Convoso. "Combining the segmentation power of RollWorks with the various LinkedIn ad formats has boosted our conversion rates and lowered our cost per leads – the impact has been incredible



Metadata Helps Monte Carlo increase Opportunity ROI 14X with Full Funnel ABM

Metadata helps marketers automate how they activate and optimize their marketing strategies across channels, and integrates with CRM platforms to allow marketers to optimize strategies across LinkedIn Ads, Facebook, display, and Google ads, based on pipeline results.

Metadata customer Monte Carlo started using Metadata to help with targeting and campaign automation and execution. Their ideal customer profile was quite narrow, and they needed to be efficient and laser-targeted with their full funnel account-based program.

Using Metadata, the Monte Carlo team was able to create dynamic account and contact lists based on Salesforce opportunity progression data and newly identified decision makers, and target those lists with content relevant to where they are in the buyer journey across LinkedIn ads and Metadata's other channels. These account lists would update automatically to ensure whenever an account progressed in Salesforce they were removed from one list and added to the next, saving valuable time and ensuring accounts were engaging with content relevant to them.

One specific tactic Monte Carlo used was setting up a low funnel always on campaign to convert late stage opportunities to sales. Since the content was very specific to late stage accounts, Metadata's dynamic audiences ensured that accounts were added and removed from the targeting list based on accurate Salesforce data.

Using Metadata's integration with LinkedIn ads, Monte Carlo was able to improve their lead to opportunity rate, increase ROI on opportunities by 14X, penetrate into accounts they had previously been unable to reach, and build new relationships with key decision makers.



Measure the Impact of ABM Programs

When tackling a full-funnel, cross-channel ABM strategy, B2B marketers need to have consistent visibility into the impact of their programs from the leading indicators of success, like impressions and click-through rate, to the longer range pipeline metrics, like sales qualified leads, opportunity creation, pipeline velocity, and revenue.

Keeping track of these metrics in the short, medium, and long term, and communicating them effectively to sales and other stakeholders will ensure that B2B marketers are able to optimize campaign performance effectively, stay on top of changing business priorities, and highlight the value they are bringing to the business.

Focus on metrics that are aligned with the funnel stage and maturity of your ABM Program.

When it comes time to measure performance, marketers should be referring back to the clear goals and objectives set out when establishing the account-based strategy. ABM is a long-term strategy, so it is important to consider the success metrics of a program based of course on the objective of a given campaign or strategy, but also how long a strategy has been in-market. For a company with a 12 month sales cycle, marketers should not expect to measure revenue after 6 weeks. LinkedIn's **objective-based metrics** can be helpful in identifying how to define success at each stage of the buying journey and based on program maturity.

- If the goal is to **raise awareness within new target accounts**, marketers should consider measuring **impressions, unique reach, account penetration, and brand lift** within target accounts.
- If the goal is to **nurture the buyers along the journey**, marketers might measure consideration metrics such as **account engagement, website visits, and content downloads**.
- If the goal is to **drive new business**, marketers can look to measure conversion metrics such as **sales qualified leads, number of meetings, opportunities created, and revenue**.

Measure the Impact of ABM Programs



Partners like Madison Logic can help marketers keep track of these metrics across the lifecycle of an ABM strategy by surfacing insights helpful to marketers, like which accounts are engaging most frequently, the demographics of the buying committee members that are engaging, what content is the most effective at driving key actions from accounts, and how ABM strategies are impacting pipeline and revenue.

Madison Logic's multi-channel ABM platform gives marketers the data and tools to optimize target audiences, surface content insights, understand account engagement data, and see the impact of programs on pipeline.

Madison Logic's integration with LinkedIn Ads allows marketers to include LinkedIn Ads in cross-channel account-based strategies to take advantage of the high quality engagement from decision makers on LinkedIn. Marketers can:

- **Identify and segment key accounts**, and target them across multiple channels, including LinkedIn Ads.
- **Surface cross-channel data** on how up to 10,000 key accounts are engaging with content to identify what is working and how to optimize programs.
- **Connect CRMs** to Madison Logic's platform to show the **impact of account-based strategy on pipeline metrics**.

Communicating the impact of ABM programs to sales and other cross-functional stakeholders is just as important as being able to measure the impact. When communicating internally, the principles of engaging key accounts persist: marketers should consider individual stakeholder goals and the goals of the company to ensure the metrics speak to important benchmarks or objectives.

Measure the Impact of ABM Programs



Integrate's platform helps marketers take a buyer-driven, multi-channel, account-based approach to engaging, converting, and measuring the impact of ABM and demand gen strategies to grow business. The platform provides tools that allow marketers to:

- Identify and target accounts in customers' ideal customer profile.
- Connect and centralize cross-channel leads and key campaign metrics into one dashboard for easier insights into the impact of ABM and demand gen strategies.
- Make sure leads that come in are compliant, qualified, deduped, and complete through lead scoring and qualification tools, data for lead enhancement, and integrations with marketing and sales technologies to enable automated lead routing.
- Measure the impact of marketing strategies on pipeline and key business metrics, allowing marketers to focus on strategies that drive revenue.

Integrate's integration with LinkedIn ads allows marketers to easily target key accounts in LinkedIn campaigns and then ingest, enhance, route leads from LinkedIn to their CRM or Marketing Automation platform, and illuminates the impact and value of LinkedIn Leads.



"We already use Integrate for our content syndication and display advertising, and the ability to activate social campaigns would be a game changer. **Having one central platform to activate, govern, and measure our cross-channel campaigns will make our marketing efforts more effective and scalable.**"

Anthony Mennie, Marketing Manager at LeadIQ



Pull it all Together to Maximize Value for B2B Marketers and Customers

At the heart of ABM, the strategy offers a solution for marketers to increase efficiency, impact, and focus. Done well, it also makes your customers feel understood and taken care of, not pressured to buy. Raising awareness and consistently nurturing the right accounts with relevant, helpful content will foster loyalty and brand recall, which keeps your brand top-of-mind when it finally comes time to buy, which is particularly critical in today's environment.

As marketers continue to navigate the ever-changing B2B landscape in 2023 and beyond, the core tenants of how to cut a path through uncertainty will continue to ring true and help chart a path for ABM success:



Stay Adaptive: Build a content strategy that can adjust based on changing needs and level of interest of your audience and key decision makers.



Get Informed: Really understand who you want to target, what their needs and buying behaviors are, and whether they're in-market or out of market. Understand what KPIs you need to communicate to your stakeholders and how your ABM strategy is mapping to those goals.



Be Decisive: Do your research and stick with your strategy. You can adapt and optimize, but trust that you've done the work to understand your audience and built your content strategy to engage them. Don't be deterred by market conditions, and remember that only up to 5% of your buyers are in-market at a given time. The best ABM strategies are built for the long game.

With the appropriate alignment, data, tools, and best practices to fuel account-based strategies, B2B marketers are equipped to establish and execute programs that meet the needs of businesses (and customers) now while building resilience and setting up brands for future revenue and long-term growth.



LinkedIn is the
ideal platform for
your ABM strategy.

LinkedIn I ♥ ABM

