







# Account Based Marketing

As a full service demand generation agency dedicated to B2B organizations, Marsden Marketing provides end-to-end ABM related services including:

-  ABM Strategy, Research and Planning
-  ABM Technology Selection and Integration
-  Design, Execution, and Management of Multi-Channel Campaigns




-  ABM-Specific Personalized Content
-  Sales Enablement and Automation
-  Measurement, Reporting and Campaign Optimization

Our ABM practice is completely focused on generating the maximum return from your ABM investment. We leverage the experience and skills developed over years of working on both the client and agency sides of the demand generation process. We are technologists, creatives, content marketers and demand generation specialists. We have the certifications and awards to prove our value, but more importantly, the data to back it up.

## Services

Whether you are looking for comprehensive support - from strategy through execution - or specific capabilities to augment your existing resources, Marsden Marketing is ready for you.

No ABM program is one-size-fits-all. We'll work with you to select the right mix of services to meet your objectives, budget, and needs. Our ABM capabilities include:

-  Development of ABM Strategy and Roadmap
-  Organizational ABM Readiness Assessment
-  Account Selection and Segmentation into Target Groups
-  Definition of Your Ideal Client Profiles (ICP) and Buying Unit Personas
-  Content Assessment, Planning and Creation
-  Evaluation of Existing Database for ABM
-  Evaluation of Existing Martech Stack and Recommendations for Needed Enhancements
-  Development of Campaigns/Creative, and Account Plans for Each Account Group

### Build Your ABM Target Groups

#### One-to-One ABM: Group 1

Select group to receive highly customized programs.

#### One-to-Few ABM: Group 2

Account clusters with similar issues/needs (industry/role), customized content according to need/issue.

#### One-to-Many ABM: Group 3

Remaining ICPs to receive personalized marketing campaigns at scale.

### Let's Talk

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