

Account Based Marketing with IRS

Fact sheet

Your ABM strategy is crucial to penetrating your key target accounts. Get granular and engage with new decision-makers and influencers in your most important prospects and customers enterprises.

ABM, also known as Major Account Marketing, has grown in significance with the power of martech and database technology. Automation is not enough, nor is undirected major account sales effort. Customising your ABM strategy to your real needs is key. ABM success is a smart blend of martech and One-to-One dialogue with real people, the more personal the better. That dialogue includes social, digital, telephone, events, exec contact and sales.

ABM with IRS follows four steps:

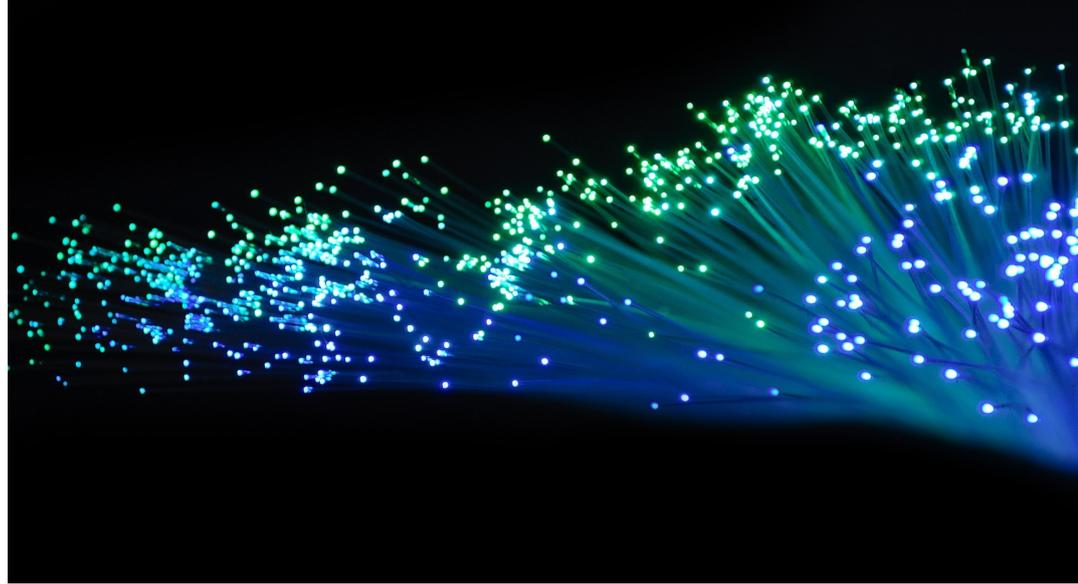
1 Identify/review your target accounts

It's likely you already have a Key Account list, so is it time to review, apply the 80/20 rule and refresh the list and your ABM programme? IRS can add intelligence through account profiling and market segmentation, as well as sharing our experience.

2 Research your target individuals

Getting granular with your target personas, IRS uses a range of sources, including online and social platforms, to create a highly-refined contact data set, to be reviewed by you. ABM is not about throwing at the wall, rather we focus on precisely those Decision Maker's and Influencers that have the propensity to respond and act. Those people become the prime focus of your marketing and sales efforts. They will be your buyers.





3 Build and execute your contact programme

Depending on your strategy, this might be full-on new pipeline generation or intelligence gathering or building for an event. This is where IRS has vast experience to share. Using the right mixture of digital (email, microsites, messaging), social media (especially LinkedIn), telemarketing and database creation, we'll help you stage-by-stage as you identify, make contact and develop those key relationships.

4 Measure

The customer lifecycle is a continuous circle, and so is your ABM marketing strategy. As you go through the various stages, measurement informs your ongoing strategy, whether tweaks or fundamental change. IRS has developed powerful reporting mechanisms to measure every step, applying conversion ratios, prospective pipeline value and ROMI, ready to inform your next moves.

Contact IRS to talk over your ABM strategy, and how, together, we can help you engage with new decision-makers and influencers.

The IRS Difference

IRSMarketing is different to other marketing agencies:

- Our belief is that acquiring new customers is a strategic business.
- The true measure of IRS's success is the £value we bring to your sales pipeline.
- IRS's joined-up marketing delivers optimum results, using the best mix of social, digital, event, database and telemarketing.
- Every IRS activity is designed to enhance your sales pipeline, from new customer contact to profiling or events.
- IRS's 60-strong team is ready to deliver your global campaigns in native languages.
- IRS's 30+ years IT experience leads to faster implementation, fewer demands on your time and improved business results.
- IRS applies the most rigorous Quality Control process in the industry.

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60+

strong team

30+

Years IT experience