



THE ABM ADVANTAGE: HOW B2B BUSINESSES CAN DRIVE REVENUE, RELATIONSHIPS & RESULTS

The most successful B2B teams don't wait for leads to convert. They create momentum by focusing on what matters most: the right accounts, the right people, the right message – at the right time.

It's time to hunt like an owl...

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Introduction: The New B2B Growth Imperative

For B2B businesses across industries, from technology and industrial manufacturing to financial services and SaaS, one challenge consistently keeps commercial leaders awake at night: how to **drive meaningful, sustainable growth** in a market defined by declining engagement, longer sales cycles, and tighter budgets.

The pressure is real. Commercial teams are being asked to do more with less. Budgets are under scrutiny. Stakeholder groups are growing. And the buying process? It's **no longer linear** – it's complex, unpredictable, and often hidden behind layers of procurement and internal consensus. Yet most go-to-market strategies haven't kept up.

The traditional playbook; mass email blasts, generic lead gen forms, spray-and-pray digital ads – simply doesn't cut through anymore. Buyers are **more informed, more selective, and more insulated**. They do their own research. They engage on their terms. And when they do show interest, they expect relevance, not repetition.

Even when leads are generated, many stall. Pipelines look healthy on the surface – full of MQLs and demo requests, but too often, they fail to convert. Sales teams chase 'opportunities' that aren't sales-ready. Marketing hits its numbers, but revenue lags behind. And the gap between marketing activity and commercial impact widens.

That's why more forward-thinking B2B organisations are turning to **Account-Based Marketing (ABM)**, not as a campaign or a bolt-on tactic, but as a **fundamental shift** in how marketing and sales work together to unlock strategic growth.

This whitepaper gives you the blueprint.

ABM flips the script.

It **replaces volume with value**. Focuses resources on the accounts that matter most. Aligns teams around shared goals – not disconnected dashboards. And most importantly, it delivers personalised, insight-driven engagement that resonates with real buyers, **across the full decision-making unit**.

For businesses serious about growth, ABM isn't just a better approach.

It's the new commercial engine.

At Broadley Speaking, we've spent decades helping ambitious B2B organisations unlock revenue from high-value accounts.

Our field-tested ABM model, built on human expertise, real-time data, and sales-led insight, delivers qualified engagement where it counts most: inside the decision-making units of your best-fit prospects.

We've Generated Over

£2BN

IN CLIENT REVENUE

We've Generated over

10,000

LEADS FOR OUR CLIENTS

Only 5% of B2B buyers

ARE IN-MARKET AT ANY GIVEN TIME

Why Most B2B Pipelines Underperform



Even with the right people and tools, many B2B sales pipelines fail to convert. Not because of a lack of effort, but because of flawed structure, misalignment, and outdated thinking.

High activity, low impact

Marketing pushes content. Sales makes calls. But none of it adds up to genuine pipeline progression. Dashboards look busy, but revenue lags behind.

Fix: Align on outcome KPIs (meetings booked, decision-makers engaged, velocity) – not vanity metrics like email opens or form fills.

Too reactive, too late

If you wait for leads to come in, you're already behind. By the time someone fills in a form, they've often shortlisted three vendors and commoditised your value.

Fix: Use buyer intent data and outbound signals to engage earlier in the buying journey – before the RFP.

Single-threaded deals

Sales focuses on a single champion. Then the deal stalls because procurement, IT, or finance weren't engaged.

Fix: Map and influence the full buying group – and build content aligned to their specific priorities.

Technology without context

Teams buy martech stacks and intent platforms – but struggle to translate the data into meaningful action.

Fix: Blend AI and human intelligence to qualify interest and create relevant, timely outreach.

Sales and marketing misalignment

Sales ignores marketing leads. Marketing blames sales for not following up. Meanwhile, opportunity is lost.

Fix: Create shared goals, integrated planning, and feedback loops that align both teams around revenue.

The New B2B Growth Imperative

For years, B2B sales and marketing teams have relied on traditional demand generation to drive pipeline growth, broad campaigns, generic content, and volume-based lead capture. But in today's buying landscape, that model is breaking down.

Why? Because buyers have changed.

They're inundated with noise, receiving hundreds of emails, ads, and outreach messages every week. They're engaging later in the sales process, often making up their minds before ever speaking to a salesperson.

And they're no longer lone decision-makers. The average B2B deal now involves 6 to 10 stakeholders, each with different priorities, goals, and concerns.

The result? Sales pipelines appear full, but fail to convert.

Opportunities stall. Meetings go nowhere. And teams waste time chasing leads that never had real intent in the first place.

The Shift: From Activity to Impact

In this new landscape, the most successful B2B brands are making a structural shift - away from scattergun marketing, and towards focused, insight-led Account-Based Marketing (ABM). ABM isn't just another campaign. It's a smarter, more strategic way to grow.

It aligns marketing and sales around the accounts that matter most, orchestrates personalised engagement across full buying groups, and translates buyer intent into real commercial outcomes.

How Broadley Speaking Helps

Our Engineered ABM Framework helps B2B businesses:

- Focus on high-fit, high-value accounts
- Engage full decision-making units, not just individual leads
- Convert insight and intent into predictable, scalable revenue

In short, we don't just help you generate pipeline. We help you build a pipeline that performs.

Companies using ABM generate 208% more revenue than those using traditional marketing approaches (ITSMA).

87% of marketers say ABM delivers higher ROI than any other marketing initiative (Altera Group).

Broadley Speaking's ABM framework helps B2B companies:

Focus on best-fit accounts
Engage full buying groups
Turn intent and insight into revenue

Why Most B2B Pipelines Underperform

Type of Underperformance	Why It Happens	Fix That Works
Activity ≠ Progress	High marketing activity doesn't mean real sales movement	Focus on KPIs that drive revenue: meetings booked, stakeholder engagement, conversion velocity
Late Engagement	Relying solely on inbound leads means you're too late to influence decisions	Use intent signals and outbound to engage buyers earlier in the journey
Single-Threaded Sales	Talking to just one contact leads to stalled or lost deals	Map and engage the full decision-making unit, multi-thread across roles
Data Without Action	Martech and CRM tools are underused or misaligned with sales needs	Combine automation with human-led outreach and contextual judgement
Sales & Marketing Misalignment	Lack of shared goals, language, and metrics leads to missed opportunities	Align both teams around revenue goals, shared data, and accountability frameworks

"Marketing is not the art of finding clever ways to dispose of what you make. It is the art of creating genuine customer value." – Philip Kotler

The ABM Opportunity for B2B Businesses

Account-Based Marketing transforms the way B2B businesses generate revenue. Instead of casting a wide net and hoping for qualified leads, ABM flips the model: it starts with a precise target and builds relevance, trust, and momentum from day one. Why does ABM work in B2B?...

Complex Buying Committees

With 6–10 stakeholders in a typical B2B deal, engaging just one person isn't enough. ABM enables coordinated, role-specific outreach to the full buying group.

Long Sales Cycles

In high-value, high-consideration sales, nurturing relationships over time is essential.

ABM gives structure to that nurturing – aligning content, contact, and cadence.

Cross-Sell and Upsell Potential

ABM isn't just for new business – it's a powerful way to grow wallet share within existing customers.

Strategic account development can drive exponential lifetime value when supported with insight-led campaigns.

High-Value Accounts Deserve High-Value Effort

Not all prospects are equal. ABM lets you tier your investment based on account value and fit.

- 1:1 ABM for top-tier targets
- 1:few for strategic verticals
- 1:many for broader segments

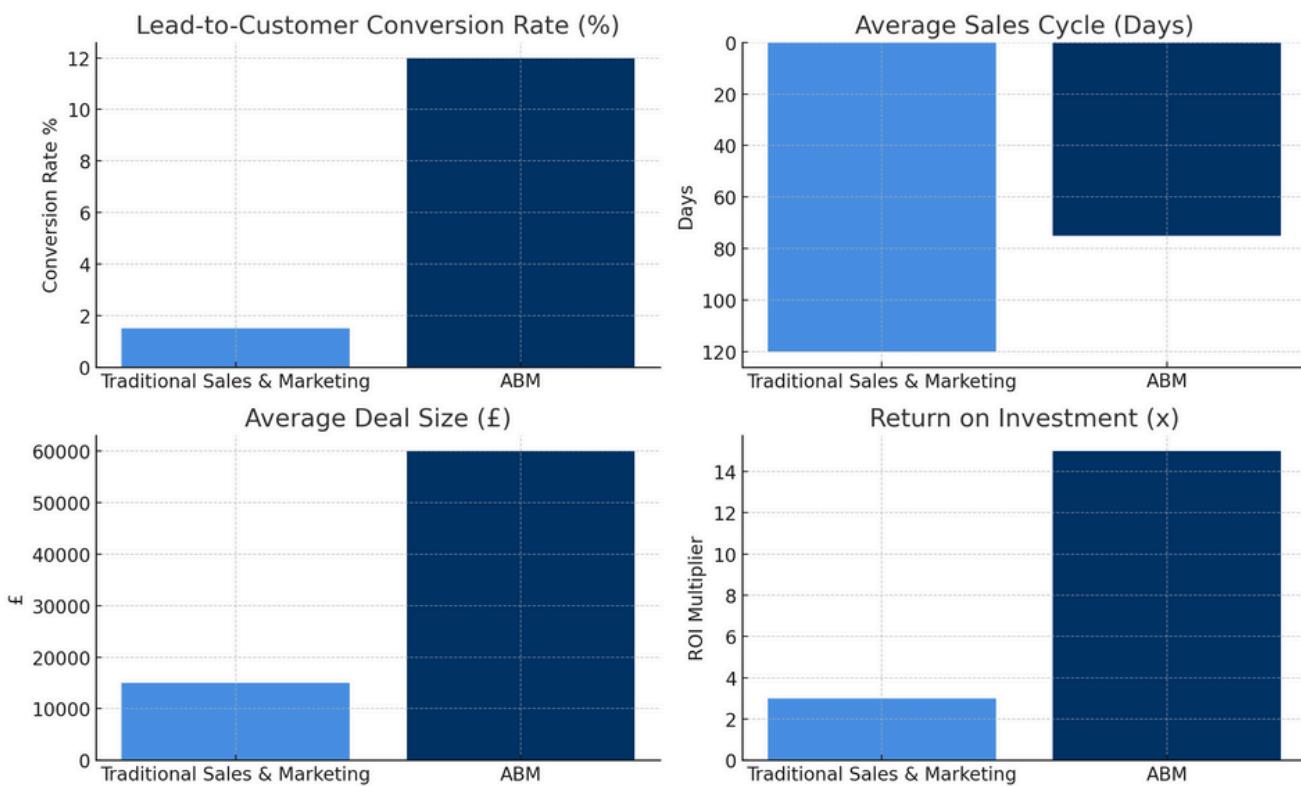
Tighter Budgets, Bigger Scrutiny

With procurement under pressure and spend scrutinised, B2B buyers look for credibility, relevance, and ROI. ABM enables content and outreach to be tailored to strategic objectives, not just features.

"ABM works because it replaces guesswork with precision, noise with relevance, and pipeline padding with real commercial outcomes."

ABM in Action: Broadley Speaking's Field-Tested Results

ABM vs. Traditional Sales & Marketing: Why Precision Wins



Key Takeaways:

Conversion Rate:

ABM delivers an **average of 12% lead-to-customer conversion**, versus just **1.5% with broad, untargeted marketing**.

Sales Cycle Length:

ABM campaigns close deals **45 days faster** on average, thanks to earlier, **deeper engagement** with decision-makers.

Deal Size:

Focused ABM efforts result in **4x larger deal sizes**, targeting **high-value accounts** with tailored propositions.

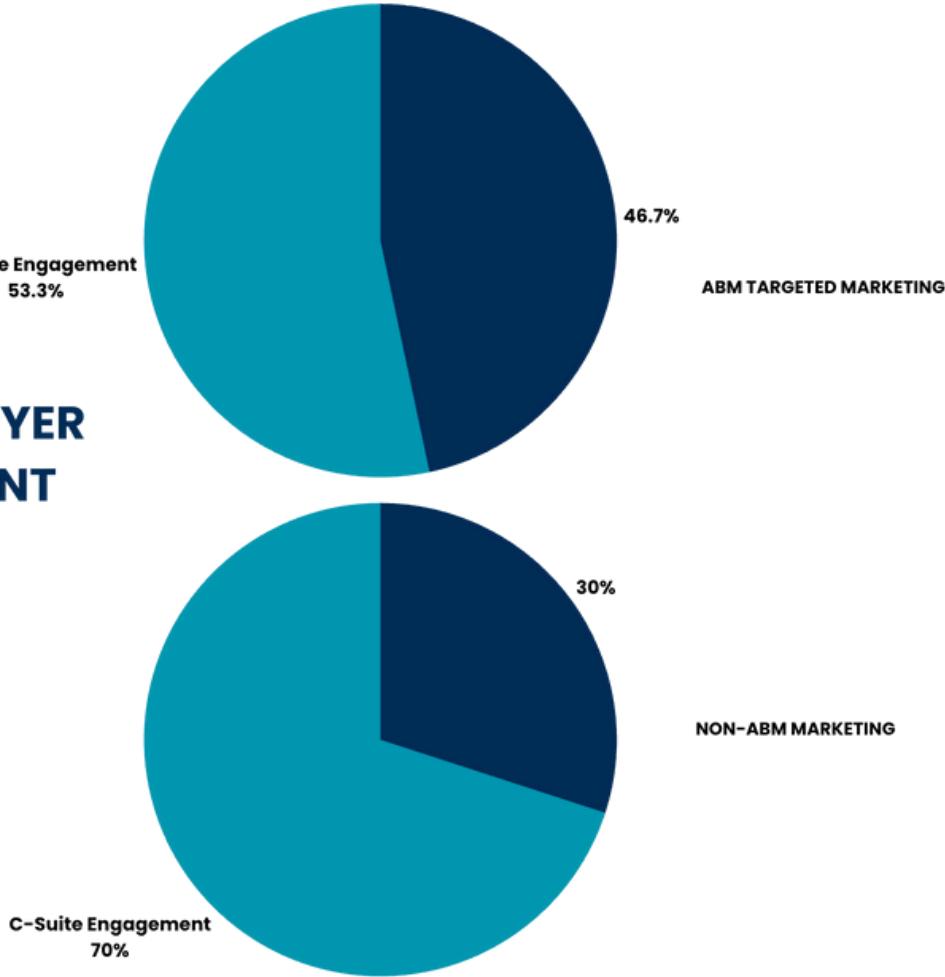
Return on Investment:

ABM generates a **15x ROI**, compared to a **modest 3x** from traditional outbound tactics.

Every successful ABM strategy starts with sharp focus.

The key is to invest your sales and marketing resources where they can deliver the greatest return. That means choosing the right accounts, understanding their context, and engaging them at the right time, with the right message.

C-SUITE BUYER ENGAGEMENT ANALYSIS



- Start with what's working (your best customers).
- Build a data-informed ICP.
- Enrich and expand your list using tools like Cognism.
- Score accounts by fit and intent.
- Prioritise those with the greatest commercial potential.
- Validate with Sales and Marketing before launch.

Building the Foundation – Data, Intelligence & Targeting

Step 1: Define Your Ideal Customer Profile (ICP)

- Go beyond revenue and headcount.
- Analyse historical wins based on:
- Profitability
- Strategic alignment
- Sales cycle velocity
- Ease of delivery

Include firmographics (industry, size), technographics (tools used), and behavioural triggers (search trends, job moves).

Step 2: Use Data to Prioritise High-Fit Accounts

- Use real-time intent signals from platforms like Bombora, LinkedIn, OMNIA.
- Who's researching topics aligned to your value prop?
- Where are job changes or budget shifts happening?
- Build a scoring system.
- Strategic fit (does it match your ICP?)
- Buying intent (are they active in-market?)
- Engagement signals (have they interacted with you before?)

Focus on the top 10–20% of your accounts – these are your ABM 'sweet spot.'

Step 3: Blend Human & Machine Intelligence

- Data shows you where interest exists, but not why.
- Use your sales and customer teams to overlay real-world insights:
- What are the pain points?
- What internal dynamics affect decision-making?
- Who's truly influential?

Tip: Use a 'heat map' of target accounts to visualise scoring, intent signals, and stakeholder completeness.

Broadley Speaking's Tools for Better Targeting

Account Scorecards: Rank by fit and engagement

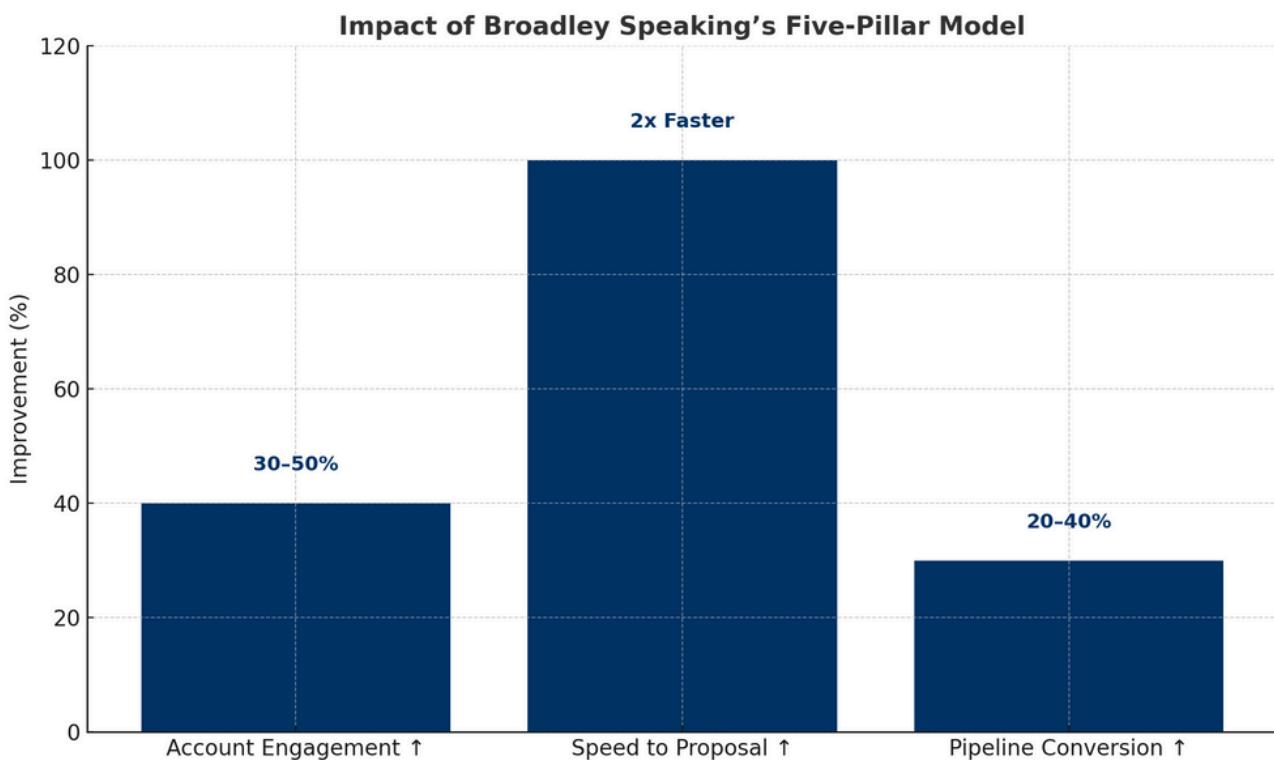
Stakeholder Mapping Grids: Know who matters most in each account

Engagement Dashboards: Track signals, content views, and readiness over time

Choosing the right accounts isn't just step one – it's the foundation of everything. Precision targeting reduces waste, sharpens messaging, and increases conversion.

The Broadley ABM Framework – Five Strategic Pillars for B2B Growth

Account-Based Marketing can feel complex. But at Broadley Speaking, we've broken it down into five clear, actionable pillars, each designed to help B2B sales and marketing



Clients who adopt our five-pillar model typically see:

- 30–50% increase in account engagement.
- 2x faster progression from first contact to proposal.
- 20–40% improvement in pipeline conversion rates.

ABM delivers unrivalled results because it **stops wasting energy** on the masses and focuses everything on the **few** accounts that actually **drive revenue** – with **precision, personalisation, and purpose**.

Identify High-Value Target Accounts

1

- Use firmographic, technographic, and behavioural data to build a strategic target list.
- Score accounts using both fit and intent – and refresh quarterly.
- Focus your energy where the reward justifies the effort.

Develop Personalised Engagement Strategies

2

- Create account-specific messaging rooted in the company's objectives and challenges.
- Craft content that speaks directly to stakeholder roles, industry context, and current pain points.
- Repurpose modular content by sector, role to scale efficiently without losing relevance.

3

Align Sales & Marketing Around Revenue

- Shared goals, shared metrics, shared plans.
- Weekly stand-ups, co-owned account plans, and joint reviews of engagement data.
- ABM works best when marketing stops “generating leads” and starts co-owning deals with sales.

4

Don't rely on just email. Use:

- LinkedIn for credibility
- Phone calls for discovery
- Webinars for authority

- Events for face time
- Direct mail for standout impact
- Map outreach to stakeholder preferences and role priorities.

5

Execute Multi-Channel, Multi-Touch Outreach

Track what matters: meetings booked, pipeline progression, stakeholder coverage, deal velocity. Use campaign retrospectives to review:

- What content converts?
- Which channels resonate with which roles?
- Where do deals get stuck?

Mapping and Influencing the Buying Matrix

In B2B sales, your biggest risk isn't rejection, it's being ignored by the people who matter. Most deals are won or lost not because of the strength of your offer, but because of how well (or poorly) you navigate the internal dynamics of the buying group.

That's where the Buying Matrix comes in, a strategic framework to systematically identify, understand, and engage every stakeholder involved in a B2B decision.

Why the Buying Group Matters

- B2B purchases now involve 6–10 stakeholders (Gartner).
- Each stakeholder has their own goals, risks, and influence.
- Deals stall when even one key person isn't convinced or informed.

Key Insight: If you're only selling to your main contact, you're playing with incomplete information – and incomplete influence.

Identify All Stakeholders

- Champions, decision-makers, influencers, blockers, users.
- Don't just guess – ask your contact: "Who else will be involved?"

Categorise Their Roles

- What are their goals?
- What's their level of influence? Are they a supporter, neutral, or resistant?

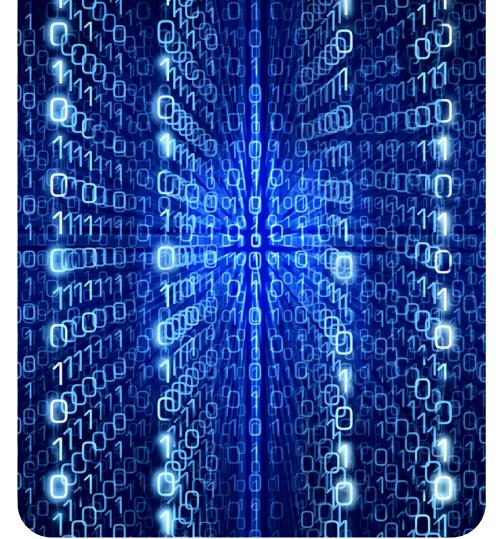
Understand Motivations and Friction

- Finance = ROI and risk, Operations = integration and ease, IT = compliance and security, End users = usability and support.

Map Internal Politics

- Who trusts whom?
- Where do power dynamics or veto rights sit?

Bottom Line: Selling to one person might get you a meeting. Selling to the Buying Matrix gets you the deal.



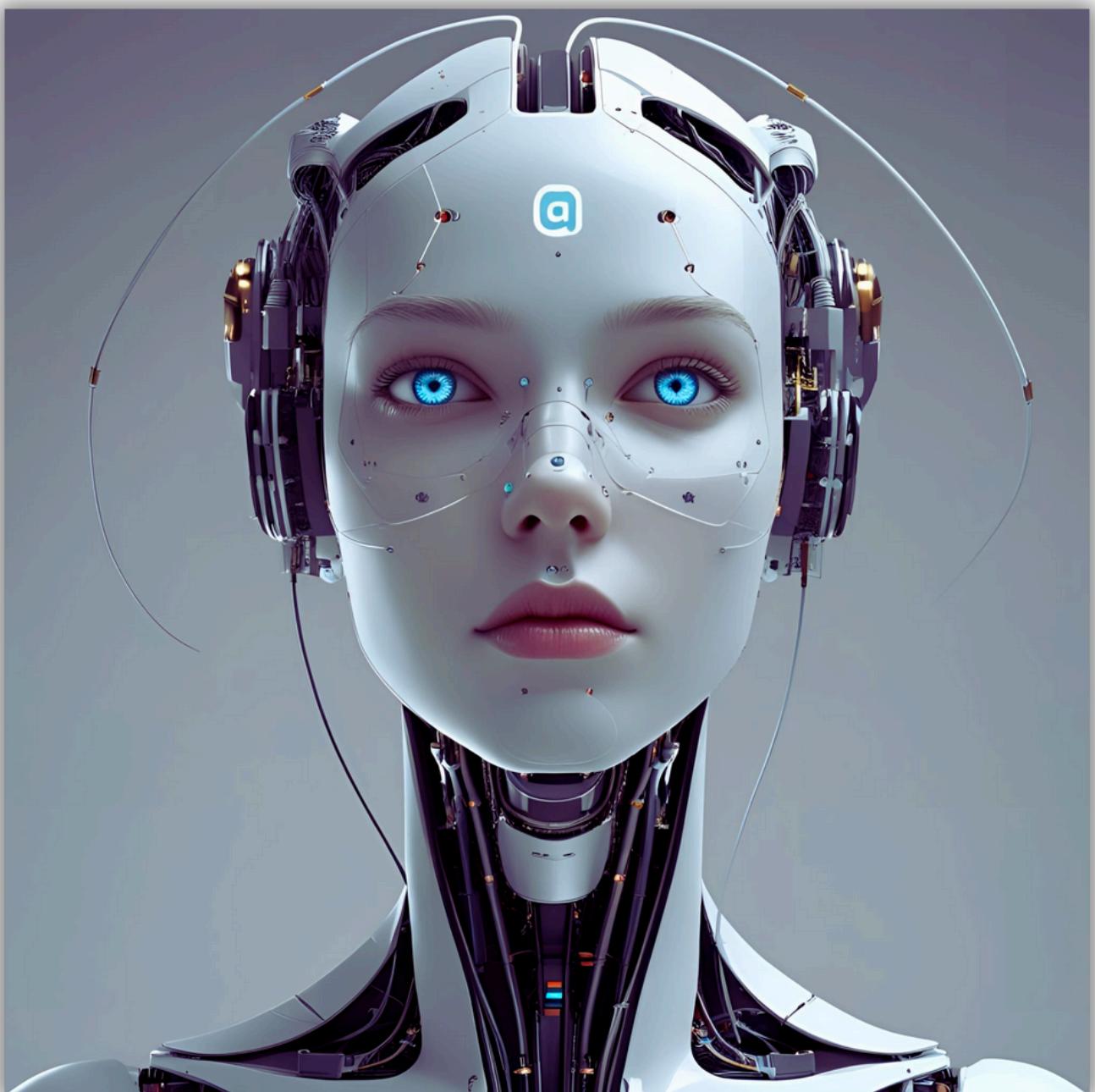
Tools & Tactics to Influence the Matrix

- Persona-Based Messaging
- Role-specific content: calculators for CFOs, technical specs for engineers, success stories for exec sponsors
- Omnichannel Engagement
- Email, LinkedIn, phone, webinars, content – coordinated across stakeholders
- Sales Enablement
- Equip internal champions with 1-pagers, videos, and proof points to sell on your behalf
- Engagement Scoring
- Track who's active, who's cold, and who's influencing others

Data + Human – Why Insight Alone Isn't Enough

Today's sales and marketing teams have access to more data than ever before: intent signals, web behaviour, job changes, content views. But data without human judgement doesn't build pipelines, it builds false confidence.

True ABM success comes from combining data precision with human intelligence. That's the Broadley Speaking advantage.



Signals tell you where to look. Human judgement tells you what to do next.

The Balance of Intelligence

Data Trends



Data Access Expansion	Human Judgement Gap	ABM Success Factors	Challenges of Data Alone	Importance of Human Insight
Sales teams have more data than ever, yet struggle to interpret it effectively.	Relying solely on data often results in false confidence and misguided strategies.	True success combines data precision with human insight for effective account-based marketing.	Data can lead to false positives , automation issues, and disconnected platforms if misused.	Human insight is essential for building trust , adapting strategies, and identifying opportunities.

The Hidden Risks

Today's sales and marketing teams have access to more data than ever. However, **data without human judgement** can lead to false confidence and misguided strategies.

Data Without Insight	Combining Forces	Challenges of Data
Access to vast data can lead to false confidence ; relying solely on data without human judgement risks missing critical insights.	True success in ABM results from merging data precision with human intelligence, leveraging the strengths of both for optimal outcomes.	Data alone can create false positives , lead to automation overkill, and result in siloed platforms that hinder effective decision-making.

The Problem

Data alone can lead to **false confidence**, resulting in poor marketing decisions and missed opportunities.

The Advantage

Combining data with **human insight** enhances decision-making, allowing teams to adapt strategies and build lasting relationships.

Data is your compass. Humans are the ones steering the ship.

Transforming ABM Measurement Strategies

Metrics That Matter – Measure ABM Success

Why Traditional Metrics Fail

Too many ABM programmes are measured like lead gen campaigns: clicks, impressions, MQL volume. But ABM isn't about reach, it's about revenue. Success should be tracked by how well you engage the right people, in the right accounts, and drive them to meaningful commercial outcomes. At Broadley Speaking, we focus on the metrics that actually move the needle.



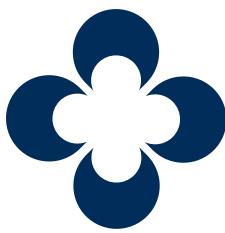
The Five Metrics That Matter in ABM

Account-Based Marketing (ABM) is crucial for driving targeted engagement, optimizing sales strategies, and maximizing revenue growth in today's competitive landscape.

ENGAGED ACCOUNTS ANALYSIS

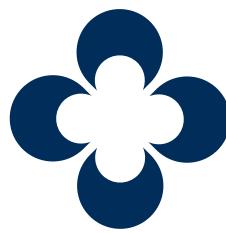
Engaged accounts are crucial for evaluating the effectiveness of your ABM strategy.

Tracking metrics such as content engagement, meetings booked, and email replies allows you to identify **active interest** and determine if you're targeting the right accounts.



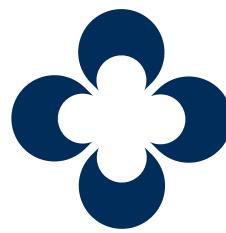
Stakeholder Coverage

Engaging multiple contacts within each target account is crucial for accelerating deal cycles and improving win rates.



Pipeline Progression

Tracking the journey of accounts from suspect to opportunity helps determine the **velocity of engagement** and overall effectiveness of ABM efforts.



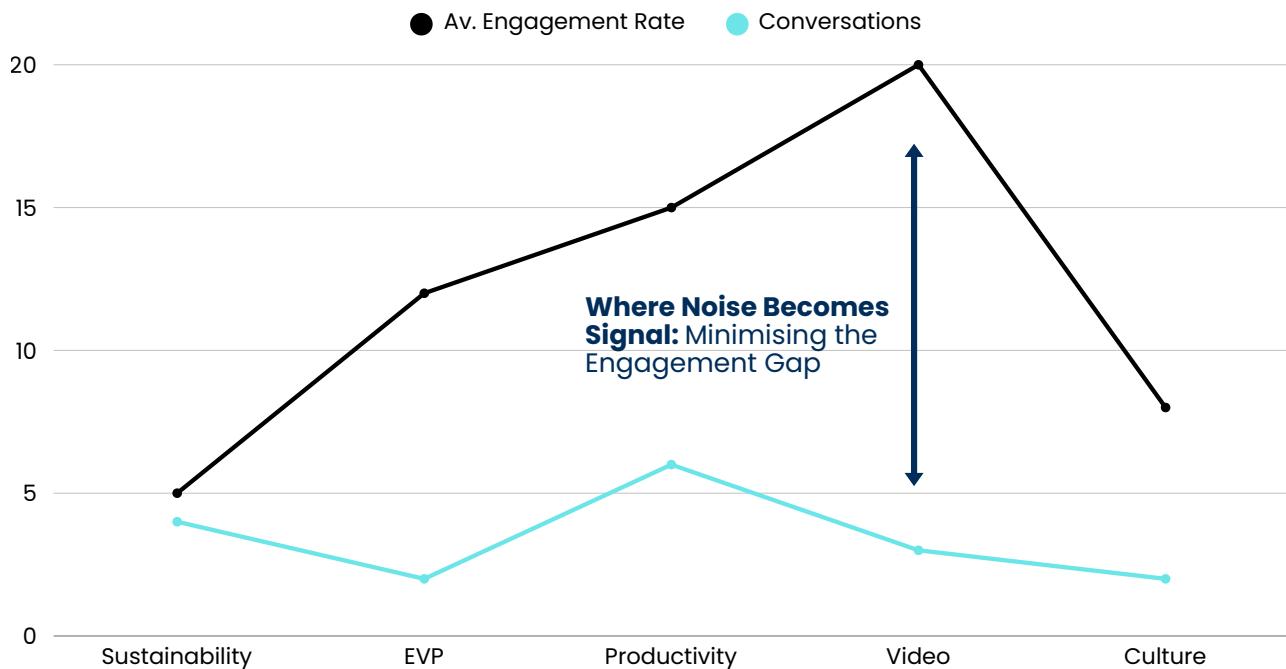
Revenue Influence

Understanding how ABM activities impact revenue through attribution modelling is essential for linking **marketing efforts to sales outcomes**.

RED FLAGS OVERVIEW

Identifying **warning signs** in the ABM process is crucial. By monitoring key indicators, teams can address issues promptly and adapt strategies to ensure they remain on track toward their goals.

Impressions vs. Conversations



When measuring **effectiveness of campaigns**, look into conversations generated as a result of it. An example above shows that whilst a video campaign may generate the most impressions, tangible results are limited.

The highest ROI here may have come from sustainability, where average engagement is matched by conversations generated. This is where **real ROI** is delivered, conversations with your audience.

BEST PRACTICES

To implement successful ABM strategies, great teams focus on effective quarterly reviews and closed-loop reporting. These practices ensure constant adaptation to insights and encourage collaboration between sales and marketing for improved outcomes.

Quarterly ABM Reviews

Analyze accounts that progressed or stalled

Identify reasons behind lack of movement

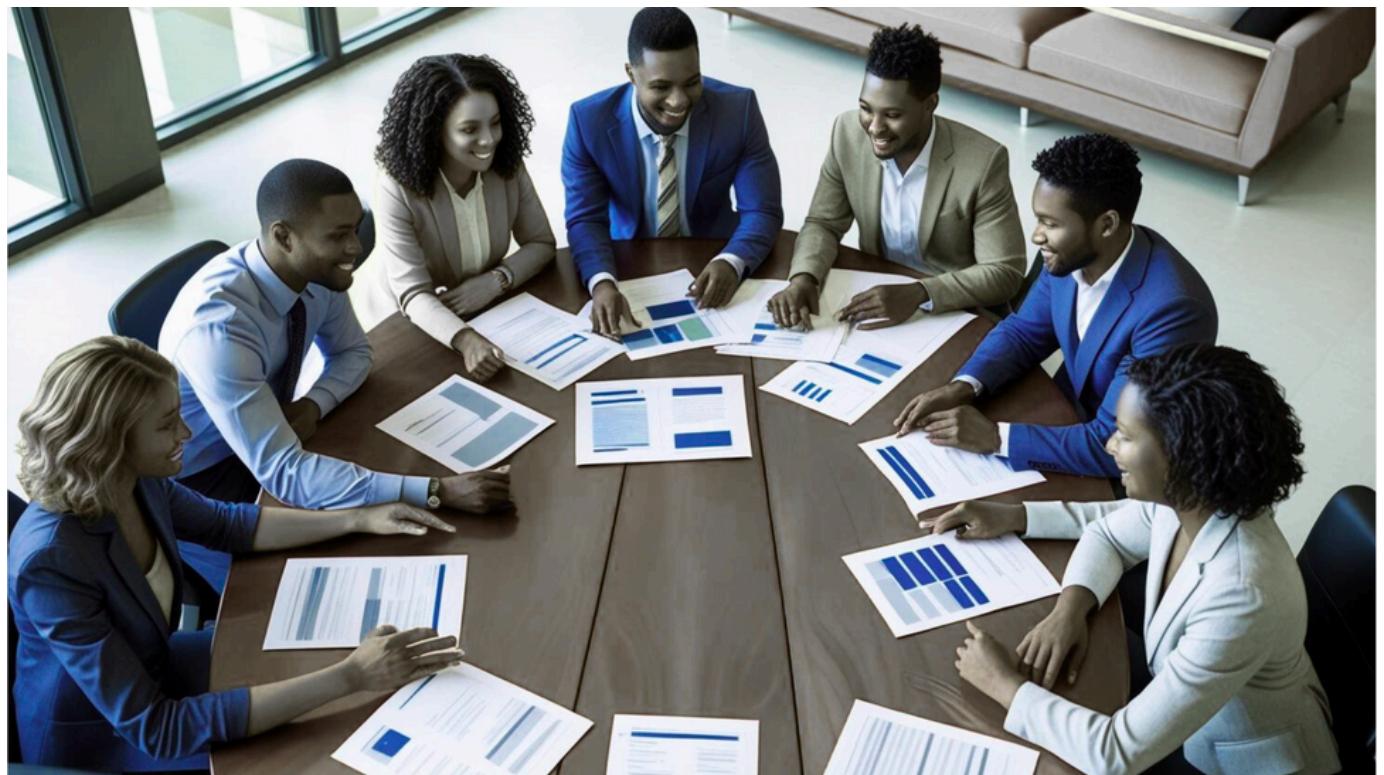
Establish action plans for improvement

Closed-Loop Reporting

Share dashboards between sales and marketing

Provide real-time insights for better decisions

Foster collaboration for increased success



"Having unity between sales and marketing has been a game changer for us. Before we kick started an ABM approach we made sure we aligned all teams involved in sales and marketing, giving a shared purpose and clear measurable collective targets. After a couple of months it was fantastic seeing the feedback loop between teams informing both sales and marketing tactics. The results are shining through!" - Sales Director

The Broadley Speaking ABM Framework

Engineered growth through a structured, repeatable process

The Broadley Speaking ABM Framework delivers a structured approach to achieving engineered growth through targeted strategies and alignment.

MAP THE BUYING MATRIX

Understand stakeholders and develop engagement strategies.



TARGET WITH PRECISION

Identify key accounts and prioritize effectively.



BUILD SMART CONTENT

Create relevant content that resonates with audiences.



EXECUTE OMNICHANNEL

OUTREACH

Engage through multiple channels with personalization.



ALIGN SALES & MARKETING

Focus on shared goals and revenue outcomes.



Introducing a strategic approach

Target with Precision Framework

Define your **Ideal Customer Profile (ICP)** and prioritize accounts using effective scoring tools to enhance your marketing and sales efforts, ensuring you focus on the **most promising opportunities** for growth and engagement.



Ideal Customer Profile

Identify the perfect fit for your offerings to target effectively.

Account Scoring

Evaluate and rank accounts based on their potential value and readiness.

Prioritisation Tools

Utilise tools that streamline the identification of high-priority accounts.

Map the Buying Matrix

Understanding stakeholder roles is essential to create detailed personas and develop a robust engagement plan that resonates with your target audience. This will ultimately drive successful interactions and outcomes throughout the buying process.

Stakeholder Mapping

- Identify key stakeholders and their influence on the buying decision.
- Personas.
- Create detailed personas to understand the needs and motivations of buyers.
- Engagement Plan.
- Develop a robust plan to effectively engage each stakeholder throughout the process.

Build Smart Content & Messaging

To successfully engage buyers, create **modular content** that resonates with internal champions, ensuring relevance across diverse formats. This will enhance communication and foster stronger connections with your target audience.

- Modular Content.
- Create flexible content that can be easily adapted across platforms.
- Relevance.
- Ensure your messaging connects with the specific needs of each stakeholder.
- Internal Champions.
- Empower advocates within accounts to amplify your message effectively.



Execute Omnichannel, Human-Led Outreach

Engage potential clients by leveraging **multi-channel strategies** that personalize outreach. Utilize human insights to build meaningful connections, ensuring your messaging resonates with stakeholders and encourages deeper engagement throughout the buying process.

- Personalisation.
- Tailor your messages to resonate with individual buyer needs.
- Human Insight.
- Use insights to foster genuine connections and relationships.
- Multi-Channel.
- Engage through various platforms to maximize reach and impact.

Align Sales and Marketing Effectively

Creating **account plans** with dashboards ensures that teams focus on shared goals and revenue, leading to improved collaboration and measurable outcomes for the organization. This alignment fosters a unified approach to driving success.

- Shared Goals.
- Aligning on common objectives enhances team collaboration and focus.
- Dashboards.
- Use dashboards to visualize performance and track progress effectively.
- Account Plans.



OPTIMISING THE ABM PROCESS FOR SUCCESS

To ensure continuous improvement, it's vital to measure outcomes, learn from data insights, and optimise strategies. Utilising dashboards and analytics tools enables teams to refine their tactics for sustained growth and success.

Why Measurement & Optimisation Matter in ABM

In ABM, success isn't just about launching a campaign, it's about sustaining and scaling it. Unlike one-off lead gen efforts, ABM is a long-term commercial engine. That means performance must be constantly monitored, analysed, and refined. Without this discipline, campaigns risk going stale, missing key signals, or continuing ineffective tactics simply because no one flagged them.

From Gut Feel to Data-Led Decision-Making

Modern ABM campaigns generate a huge amount of engagement data – email clicks, content downloads, LinkedIn interactions, meeting acceptance rates, intent signals, and more. But raw data means nothing if it doesn't translate into action. By building structured dashboards and clear feedback loops, teams can spot what's working, what's not, and why. This allows for real-time course correction and smarter, evidence-based decisions – not guesswork.

Continuous Improvement Is Where ROI Lives

The most successful ABM programmes aren't the ones that "launch big", they're the ones that evolve. Weekly and quarterly reviews uncover patterns: Are certain buyer personas more responsive than others? Are deals stalling at the same point? Are we over-relying on one channel? Small tweaks – like tightening messaging, adding a new touchpoint, or re-prioritising accounts, can lead to major shifts in conversion rates and pipeline velocity.

Transparency That Unites Sales & Marketing

Dashboards and performance reviews also create alignment. When both sales and marketing teams can see the same metrics, conversations generated, stakeholder engagement, pipeline impact, it creates accountability and shared focus. It shifts the narrative from "how many leads?" to "how much revenue?" and that's when true collaboration happens.

The Outcome: Predictable Growth, Not One-Off Wins

Ultimately, measuring and optimising ABM isn't just about improving performance – it's about creating predictability. That's the goal: a high-impact, insight-driven engine that adapts to buyers, evolves with the market, and delivers revenue you can count on.

Why the Broadley ABM Framework Works

Insight-Driven Targeting

- ABM drives 208% more revenue than traditional marketing.
- Using intent data boosts conversion rates 4x.
- 20–30% of Broadley appointments convert to revenue.

Aligned Teams Win More

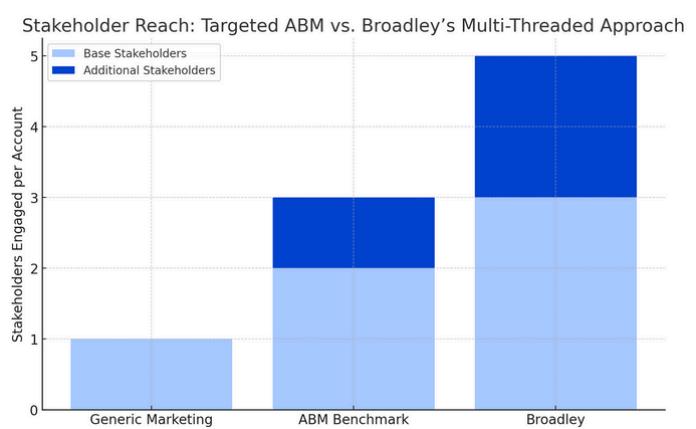
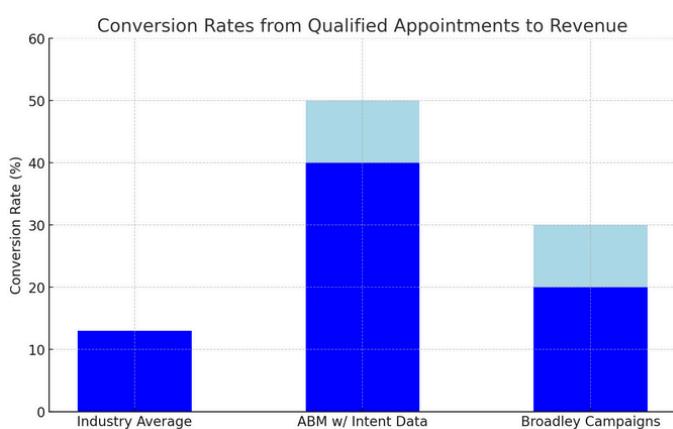
- Aligned sales & marketing = 38% higher win rates.
- Misalignment costs B2Bs up to 10% of annual revenue.
- Broadley dashboards keep everyone focused on deals, not noise.

Buyer-Relevant Engagement

- 70% of buyers expect personalised outreach.
- Targeted ABM shortens sales cycles by up to 50%.
- Broadley reaches 3–5 stakeholders per account to drive real influence.

Measurable, Repeatable Growth

- Only 10% of B2Bs master omnichannel — they grow 5x faster.
- Quarterly ABM reviews can triple your pipeline.
- Broadley campaigns including ABM have delivered over £2.7bn in new revenue.



"You have to build deep, meaningful relationships with customers. That's how sustainable growth really happens – not through hype, but through trust and long-term value."

— Satya Nadella, CEO of Microsoft

Key Takeaways – Building Your ABM Growth Engine

Account-Based Marketing isn't a campaign. It's a commercial growth strategy – engineered for the complexity of modern B2B sales. Whether you're trying to win net-new logos, expand within key clients, or stabilise your pipeline in a volatile market, ABM gives you the focus, structure, and impact to succeed.

1. Focus on the Few That Matter Most

- Precision targeting beats broad reach.
- Build a tightly defined ICP and prioritise accounts based on fit and buying intent.

2. Influence the Full Buying Group

- One contact isn't enough.
- Use stakeholder mapping and persona-specific messaging to engage champions, influencers, blockers, and decision-makers.

3. Use Data as a Compass, Not a Crutch

- Data reveals signals. Humans convert them into sales conversations.
- Layer intent platforms with consultative outreach and live feedback loops.

4. Engage Across Channels – But Always Be Relevant

- ABM lives across email, phone, LinkedIn, direct mail, and events.
- Use insight and role-specific value to cut through noise and drive action.

5. Align Sales and Marketing Around Revenue, Not Leads

- Tear down silos.
- Share goals, dashboards, account plans, and credit for success.

6. Measure What Matters – And Learn Fast

- Track account engagement, pipeline movement, stakeholder depth, and deal influence.
- Review quarterly, iterate, and scale what works.

Final Thought: Engineered Growth Comes from Focused Precision

Account-Based Marketing isn't about doing more – it's about doing what matters, better. By focusing on high-fit accounts, engaging entire buying groups, and using data as a guide rather than a gimmick, ABM enables B2B teams to create real traction where it counts. It shifts the focus from chasing leads to building meaningful commercial conversations that convert.

Success in ABM doesn't come from guesswork or one-off campaigns – it comes from a clear strategy, aligned teams, and a willingness to learn and adapt.

When sales and marketing work together to target, engage, and grow key accounts with relevance and rigour, the result isn't just pipeline; it's predictable, sustainable revenue growth.



The most successful B2B teams don't wait for leads to convert. They create momentum by focusing on what matters most: the right accounts, the right people, the right message – at the right time.

It's time to hunt like an Owl...

BPinkney

Brooke Pinkney
Managing Director
Broadley Speaking