



Why ABM Works Great for Startups?



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01. Increase ROI:

When marketing dollars are intelligently invested by a startup, account-specific targeting ensures the investment is made where the dollars are most likely to return. A survey by ITSMA identified that 87% of respondents claimed that account-based marketing returns a higher ROI than any other marketing investment.

02. Build Stronger Relationships:

Put resources towards building more robust, better relationships with potential customers. In other words, this increases their loyalty and retention. In their words, 84% of the businesses benefiting from ABM indicate that another approach to which it helped is retaining and expanding the existing client relationships—from LinkedIn.

03. Reduced Sales Cycle:

Given the proper targeted initiatives, an accelerated process of decision-making and sealing of deals could be witnessed if the sales and marketing strategies are put in line in conjunction with ABM in a manner that is more focused on leads that are showing more potential.

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Competitive differentiation is the key to survival and growth in this startup, fast-moving environment. Two views are averse to run-of-the-mill marketing. It cannot keep up, being far

short on many resources and a budget, and it is also based on speed. That's where account-based marketing comes in.

This article will explain how startups can successfully employ ABM to gain a competitive advantage using examples and statistics.

Read the complete article- [Account-Based Marketing for Startups](#)