



Integrating ABM and Traditional B2B Marketing Best Practices



SalesMark Global



INTEGRATING ABM AND TRADITIONAL B2B MARKETING **BEST PRACTICES**



01

Identify Ideal Customer Profiles (ICPs)

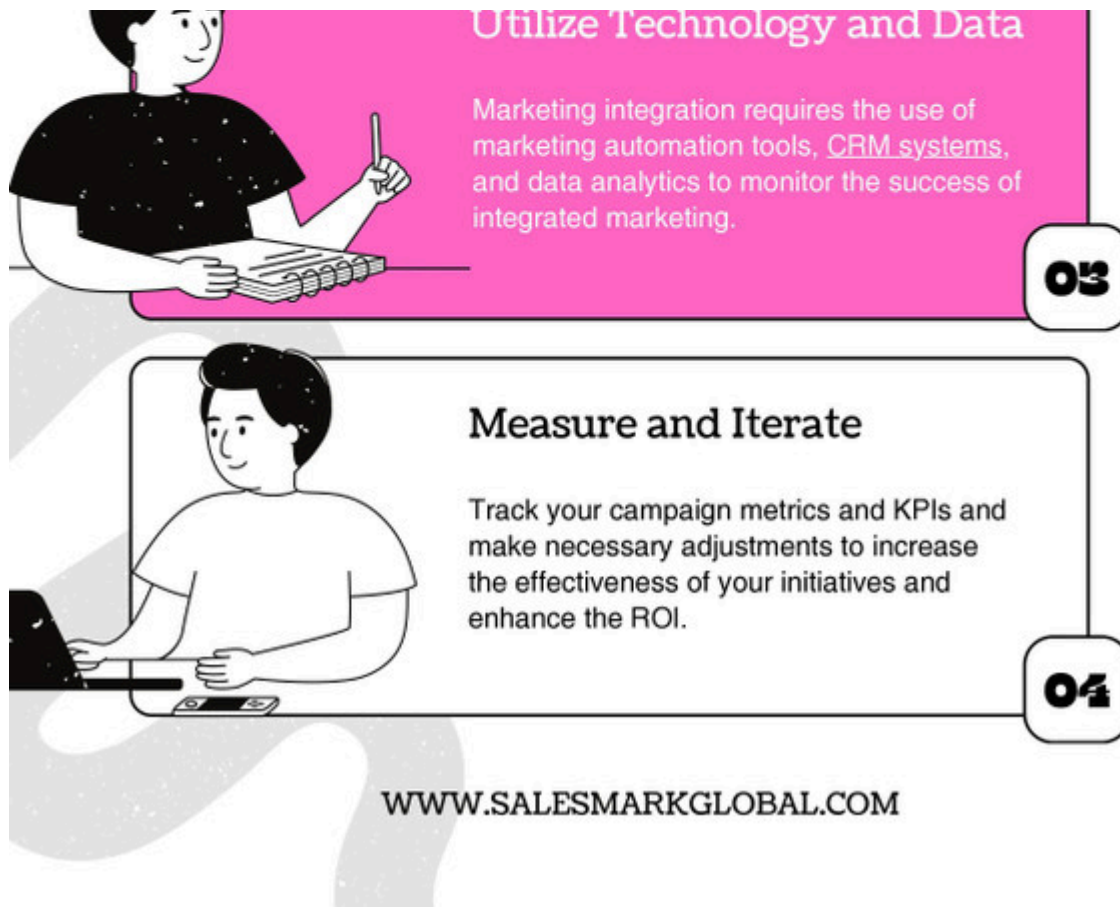
Complement ABM with the accessibility of traditional marketing by outlining the target customer segments that are relevant for achieving particular goals.



02

Align Sales and Marketing Teams

Encourage cooperation and coordination between the sales and marketing departments in order to align the two strategies and objectives.



Combine ABM and B2B marketing to unleash their combined potential! How to mix them for lead generation magic is revealed in this guide. First, use Ideal Customer Profiles (ICPs) to select high-value targets. Then, you can reach a wider audience by [using traditional B2B marketing](#). To target the appropriate accounts, make sure the sales and marketing teams work together. Finally, monitor outcomes and refine your strategy for optimal return on investment by utilizing data and technology. Recall that data, ongoing improvement, and alignment are essential for a successful integration.