



Trends of Account-Based Marketing in 2024



Another critical area is the interaction between marketing and sales; it may be stated that in the future, these two departments will have to strengthen their cooperation even more. The integration of these teams ensures that the process of identifying strategies within each organization works effectively within the confines of the ABM strategic model for both departments.

Sales and marketing harmonization is supported by 58% of businesses on LinkedIn, they say that it fosters customer retention and 36% say that it enhances sales probabilities. This makes it possible for the business to have a central view toward identifying and selling to important customers.

Such examples are just recent and perhaps the best one is Atlassian which tightly connects the marketing and sales functions. With its help ABM campaigns have been integrated and it has given a snapshot of 20% from leads to customers.

To know more - <https://salesmarkglobal.com/the-top-trends-of-abm-in-2024/>