

11 Personalization Tactics to Boost Your ABM

Account Based Marketing (ABM) puts the focus on your company's most strategic, revenue-generating accounts. But as ABM rises in popularity, the competition for marquee accounts becomes increasingly fierce. Here are 11 tactics to help you deliver the most engaging experience for your targeted accounts.

01: Develop an Agile Content Library for Your Sales Team to Leverage

Continue to develop a library of your most targeted and engaging content. That way, your Sales team can always providing their prospects with a relevant experience.



03: Use Progressive Profiling to Gain More Intel

Meaningful connections are built upon robust customer profiles. Every time a prospect visits your website or other digital touchpoints, it's an opportunity to capture more valuable data.



05: Follow Up Consumed Content with More Content

Always drive traffic down the funnel. Once a targeted account has downloaded a piece of content, maximize the engagement by promoting additional resources.



07: Retarget Website Visitors on Other Sites They Visit

Continue the dialogue, even after a customer leaves your site. Retargeting campaigns are an effective way to reach customers with targeted ads across various sites.



09: Create Personalized Videos for Targeted Prospects

"Meet Your Account Manager" videos are budget-friendly and incredibly engaging. Personalize it by addressing them by name and references a quick personal fact.



11: Use AI to Build Data that is Continually Updated in Real-Time as It Becomes Available

Leverage AI to continually update your customer data, and as a result, your personas. That way, the information you have is always up-to-date, and delivered in real-time.



02: Customize Messaging to Combine Criteria Like Company Name and Industry with a Challenge They're Facing

Speak to your customers in their own language. Focus your messaging on the challenges they're facing in their specific industry, so that they're more likely to turn to you for the solution.



04: Create Personalized Account-Specific Landing Pages

When visitors land on your site, make sure the first thing they see is an account-specific landing page with tailored messaging that addresses them.



06: Remember Your Repeat Visitors

Know your customers on a first-name basis. Once someone from a target account has visited your website and entered their contact info, be sure to address them by name on return visits.



08: Use Direct Mail and Include a PURL that Directs to a Personalized Landing Page

To help measure the effectiveness of your direct mail campaigns, use PURLs. These are personalized URLs that send the recipient to a customized landing page where you can track their behavior.



10: Build Smarter Personas

Smarter personas will help you better understand your audience. Use the data that you've collected to build the best possible set of personas for your ABM targets.



Crownpeak provides a complete solution for Digital Experience Management (DXM) featuring content management, personalization, search and hosting, in addition to fully integrated Digital Quality Management (DQM) to ensure brand integrity and meet compliance requirements.

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