

# Account-Based Marketing



## overview

**As a full-service B2B demand generation agency, Spear Marketing Group provides a comprehensive suite of ABM-related services that includes (but is not limited to):**

- ABM planning and strategy
- deployment of ABM-related technology
- design and development of ABM-specific content
- design, execution, and management of ABM campaigns
- ABM measurement, reporting and campaign attribution

Our ABM practice leverages the same knowledge and expertise we've honed from our years of experience in developing and deploying successful demand generation programs for B2B clients. When you work with Spear, you work with a partner that already has the strategic know-how, creative resources, and technical expertise to make sure you generate maximum return from your ABM investment.

## capabilities

**Spear's ABM capabilities cover the full breadth of a comprehensive ABM strategy. We can build your ABM program from the ground up, or develop specific content, creative assets, and campaigns to help fuel an existing ABM initiative.**

Any ABM engagement is custom-built based on the specific needs and business goals of the client. The following is just a partial list of ABM capabilities:

- Development of formal ABM strategy/plans/roadmap
- Definition of account tiers and buying personas
- Identification of high-propensity target accounts
- Evaluation of existing database health/viability for ABM
- List/data acquisition/append/enrichment
- Evaluation and recommendations of existing martech/adtech stack
- Technology research/recommendations (e.g. MAP, DSP, Web personalization, account scoring, attribution/analytics/reporting, sales enablement, data solutions)
- Offer/content assessment and strategy
- Development of account plans/campaigns for each account tier, e.g.

### Tier 1

Target Accounts (heavy personalization, direct mail, event invitations, executive support)

### Tier 2

Segment Accounts (industry/role segmentation, multi-channel marketing approach)

### Tier 3

Solution Accounts (little personalization, broad-based demand generation)

Spear is an ideal resource for clients who are:

- limited by available resources from complete and effective implementation of ABM
- in need of outside ABM strategy or best practices
- looking for ways to leverage ABM technology more effectively
- experiencing a lack of effectiveness with their ABM campaigns

## campaigns

**More than just technology consultants, Spear provides a closed-loop, “soup to nuts” service that takes the client from ABM strategy and technology implementation through the execution, reporting, and optimization of successful ABM campaigns.**

All campaigns, outreach strategies, and ABM workflows are custom-designed based on the specific needs of the client, but can include:

- Online Advertising (AdWords, Retargeting, LinkedIn, Facebook, Programmatic)
- Email
- Direct Mail
- Sales Outreach/Sales Emails
- Content Syndication
- Content Development, Modification & Personalization

## technology partners (partial)

Engagio  
Marketo  
Pardot

Hubspot  
Leadspace  
Radius

Everstring  
Choozle  
Demandbase

Optimizely  
Lattice Engines



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