



Account Based Marketing (ABM)

What is Account Based Marketing?

Account-Based Marketing is an essential sales and marketing strategy. Implementing this strategy sets your business up for loyalty with you are aligned with your account's needs, rather than a single client's needs.



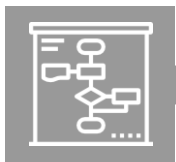
With Lead Liaison's Account Based Marketing (ABM) solutions companies can increase relevancy within accounts, engage earlier with targeted accounts, and align marketing activity with account strategies. Help your business hypertarget marketing efforts based on each account's specific needs, with Lead Liaison's AccountBased Marketing solutions.

As a Lead Liaison customer using Account-Based Marketing (ABM), you'll get:



OMNI-CHANNEL STRATEGY

Salespeople can automate tried-and-true touchpoints like handwritten letters and postcards to communicate offline, in addition to their online approach. This provides an omni channel presence that keeps your company top-of-mind.



LEAD LIAISON RHYTHMS™

Let your sales team design their own outreach plan, or Rhythm™, while Lead Liaison executes it for them. Use our ZoomInfo integration to easily drop new account contacts into a prospecting flow.



BUSINESS WEBSITE VISITOR TRACKING

Identify businesses that visit your companies website. It's like having your own Digital Account Manager built into your website.



ABM-FOCUSED ANALYTICS

Now, marketing can measure and optimize based on accounts.





ACCOUNT ENGAGEMENT

Engage target accounts with dynamic and relevant content using Lead Liaison's [SiteEngage™](#) website engagement platform.

Ready to Get Started?

Contact us today. We're ready to help!

 info@leadliaison.com

 (888) 895-3237