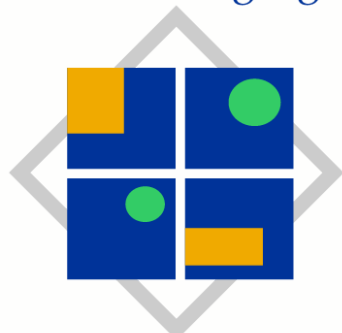


TOP GAPS IN ABM MESSAGING

- 1 Too internally focused
- 2 Not integrated across the account (hierarchy/story)
- 3 Not personalized and personal
- 4 Marketing language, not customer language
- 5 Too technical for audience
- 6 Not quantified
- 7 No proof
- 8 No differentiation
- 9 Not tested with actual customers / internal testing before launching
- 10 Not sales ready



TOP TIPS FOR STRONG ABM MESSAGING

1

Contextualize it to the customer / if you don't know how - TALK TO THEM

2

Align it with your overarching brand proposition

3

Workshop the messaging - it's a team sport

4

Start outside of the account - and then go in - not the reverse

5

Kill too technical or fluffy or generic or vague language

6

Think about adding a picture / graphic / numbers, etc.

7

Take the messaging and enable for sales - and make it their own, but keep the messaging consistent

8

Launch messaging internally before externally

9

Make sure Sales buys in - or they won't amplify your content messaging in sales calls

10

Version for key personas or industries: one-size does NOT FIT ALL!