Put Your Skills to the Test
Regardless of your background, research and targeting, the best way to see if a piece of content works for your target buyer and target account is to test it. Testing will give you a clear picture of what messages, visuals, and formats resonate most with your target accounts and buyers.

TOP SECRET TRICKS TO CREATING CONTENT FOR YOUR TARGET ACCOUNTS

Whether you’re just starting to investigate an account-based marketing (ABM) strategy or are a well-trained expert, you still have to drive awareness and engagement with today’s bombardment of buyer emails. You may have used content in other marketing missions, but to fully leverage your ABM programs, you need content that supports your ABM programs across the entire customer lifecycle.

YOUR MISSION: Create personal and relevant content that sustains the awareness and engagement of your target accounts.

DO WHAT EVERY GOOD AGENT DOES
KNOW THE WHO, WHAT, AND WHEN

Who are your key personnel?
Identify the specific teams and people within your target accounts. Find out who are key influencers and decision-makers.

What do they care about?
Understand what your target buyers care about during different stages of their journey. Three questions do they have as they progress toward purchase? What pain points are they trying to solve? What motivates them?

When do different types of content work best?
Different types of assets perform better at different stages of the journey. Maybe it’s a blog in the early stage, a buying guide in the middle, and a third-party review in the late stage.

Before you start creating original content to support your ABM strategy, take inventory of the content you have. This will save time in executing the overall operation.

GET CLOSE TO YOUR TARGET GIVE THEM WHAT THEY WANT

Increase engagement by creating and delivering tailored content specific to your prospect’s industry and job function.

PRO TOOLS:

1. Review past files and cases: Use them to your advantage
2. Complete a content audit: Identify what works and what needs improvement
3. Identify target personas: Understand the specific teams and people to reach
4. Determine what visuals your target buyer will identify with
5. Define who is the buyer, influencer, and decision-maker
6. Understand what your target buyers care about during different stages of their journey
7. Map out content based on account, persona, and lifecycle stage

MISSION ACCOMPLISHED

BY CREATING A SCALABLE CONTENT CREATION PROCESS FOR YOUR ABM STRATEGY, YOU’LL ALIGN YOUR CONTENT TO YOUR PROSPECTS MORE CLOSELY, AND YOU’LL BE READY TO RUN AN EFFECTIVE ABM STRATEGY.