

# 4 Powerful Strategies for Account-Based Marketing Campaigns

## 1 DEEP RESEARCH

Interview your top 10 customers to learn how they use your product, what benefits mean the most to them, and where they do their product research. Use these insights to craft your messaging and placement strategy.



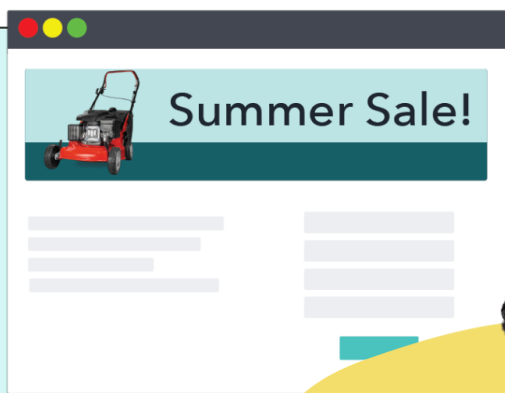
## PERSONALIZATION AT SCALE 2

Help each prospect feel like you understand their exact needs.

Tailor your content to reflect their industry or geography. The more relevant you make your brand to your prospects, the faster they will respond.

## 3 CROSS-CHANNEL CONSISTENCY

Ensure your messaging is consistent across all channels to reinforce your brand and make it easier for target accounts to engage. Promotional offers should carry through all messaging so that prospects are clear on the details.



## MEASURE AND OPTIMIZE 4

Schedule a weekly time to review the campaign metrics with your internal team. Test messaging, imagery, and placement, monitor your campaign key performance indicators (KPIs), and adapt as needed.

Discover how to deliver **targeted messages** to your **ideal audience** and **elevate your online presence** at [powerchord.com](https://powerchord.com)