

OMELCHENKO IVAN, PhD student

Dissertation supervisor - **KOPIEVA HANNA**, Doctor of Economics, Professor of Management Department

National Technical University "Kharkiv Polytechnic Institute"

THE ROLE OF ACCOUNT-BASED MARKETING IN CUSTOMER ACQUISITION MANAGEMENT IN THE B2B IT MARKET

The B2B IT market is characterized by intense competition and rapid technological advancements, driving businesses to seek innovative strategies to acquire and retain customers. One such strategy that has gained significant traction is Account-Based Marketing (ABM). ABM can potentially transform customer acquisition management in this dynamic landscape by offering a more personalized and focused approach. Research shows that content marketing and marketing automation are critical in ABM strategies, making them highly effective in the B2B IT sector [1]. Gartner reports that 87% of B2B marketers find ABM superior to other marketing activities, primarily due to its impressive ROI [2].

A key factor behind the rise of ABM is its emphasis on highly personalized marketing approaches that cater to individual accounts' specific needs and requirements. According to McKinsey, leading organizations leverage advanced analytics and data-driven strategies to provide their key accounts with customized content and value propositions. This targeted approach allows companies to engage decision-makers with tailored messages, increasing engagement and improving conversion [2].

A key driver behind the rise of account-based marketing is its emphasis on highly personalized marketing approaches catering to individual accounts' specific needs and requirements. According to research by McKinsey, leading organizations leverage advanced analytics and data-driven strategies to provide their key accounts with customized content and value propositions. ABM allows companies to target key decision-makers with tailored messages, increasing engagement and improving conversion rates [3].

The B2B IT market is known for its complex decision-making process, involving multiple stakeholders with diverse requirements. Traditional broad-based marketing often falls short in addressing these varied needs, weakening a company's ability to convert leads. In contrast, ABM enables businesses to tailor their messaging to each decision-maker within an account, enhancing engagement and improving conversion rates. This highly personalized engagement is crucial in the B2B IT landscape, where long sales cycles and multi-layered decision processes prevail.

ABM also offers a more strategic approach by prioritizing quality over quantity in lead generation. Instead of spreading marketing efforts across a wide audience, ABM focuses on a smaller number of high-value accounts. This concentrated effort fosters deeper relationships, increasing the potential for long-term business partnerships and ultimately driving more effective customer acquisition. As HubSpot notes, ABM is especially effective in fostering meaningful relationships that lead to higher returns on investment [4].



HubSpot further emphasizes the importance of aligning marketing and sales around shared goals, such as account qualification, roles, and responsibilities. When sales and marketing teams work together toward the same objectives, they can ensure that they are engaging the right accounts, which leads to faster sales cycles and more efficient resource use. This alignment also improves the overall effectiveness of customer acquisition efforts, as both teams are equipped to offer targeted, relevant interactions [4].

The rise of technology has further strengthened the role of ABM in customer acquisition. In the B2B IT market, data analytics and CRM tools are critical for identifying and prioritizing key accounts. McKinsey highlights that companies using analytics to predict customer behaviors outperform their competitors by as much as 25% [3]. These insights allow businesses to engage potential customers earlier in the sales process, offering tailored content that directly addresses their needs and pain points.

Moreover, marketing automation and CRM systems facilitate the ABM process by allowing marketers to monitor interactions, categorize accounts, and customize content with real-time data. This guarantees that marketing and sales teams possess precise information, allowing them to make data-informed decisions on engagement with high-value accounts.

Account-Based Marketing (ABM) is essential for managing customer acquisition in the B2B IT industry. It is especially beneficial for organizations providing intricate products or services with extended sales cycles and earning medium to high annual revenues. By synchronizing marketing and sales teams, utilizing data analytics and technical resources, and prioritizing personalized engagement, ABM empowers firms to acquire and nurture high-value clients. In the increasingly competitive B2B IT industry, implementing an ABM strategy offers a tactical benefit in securing and maintaining essential clients.

References:

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