# Use advanced data-targeting to connect your marketing strategy directly to sales results

Account-Based Marketing (ABM) takes a strategic approach to target your defined organizations and decision-making personas. We use deep customer insight to create a personalized marketing program that engages your targeted accounts on the right media platform in order to drive business growth and impact.

#### The ABM Journey

The journey begins with a campaign strategy that includes defining audience personas at targeted accounts. We engage key prospects and continue to provide insight into their behavior. We further seek to influence them with high-value content at the moment they need it. Our client-specific dashboards present the campaign progress and the status of your targets in real-time, allowing for immediate follow-up.

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#### No content? No problem.

Our studio of writers and producers can develop relevant and compelling assets to support your ABM strategy. Ask your sales manager about special rates for ABM content development.

## TARGET, DISCOVER, AND SPEND WISELY **IDENTIFY** Start with the best fit -A list of companies that fit your customer criteria **EXPAND** Focus on people in similar roles -Influencers in your target list of companies; those within the buyer collective **ENGAGE** Post the right content, on the right channel -Creative and promotional drivers are used to activate engagement **ADVOCATE** Turn customers into fans -Create demand and buzz around your own products

#### For more details and to customize your program, contact:

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