

Account Based Marketing



DMP's Account Based Marketing-as-a-Service Solution

- Strategic consulting & sales pipeline planning
- ABM list builds, contact profiling & verification
- Key contact identification and engagement
- ABM prospecting, qualification & appt. setting
- KPI benchmarking & metrics reporting
- Value prop. delivery, education & branding

Direct Marketing Partners' (DMP) **account based marketing** services enables companies to deploy a powerful strategy for winning complex sales. For each client, DMP helps determine the missing pieces of a successful ABM program and fixes those process gaps. DMP takes your dream account list and turns it into a reality – giving you access to your desired contacts. DMP can build out and validate correct contacts, penetrate target accounts to deliver appropriate content and messaging utilizing various technologies and the human touch to generate interest and qualified leads and appointments in those target accounts. When done correctly, ABM can increase major account wins, and DMP can help you do just that.

Outsourcing ABM to DMP eliminates the tedious activities that tie up your sales folks, technology investments, personnel and their management costs. DMP's "ABM as a service" strategy allows companies' marketing and sales staff to focus their efforts on creating good plans, content, and closing sales.

DMP's Major Differentiators in the ABM Process:

Program Management (Expert strategic and tactical consulting, quality control, monitoring, data & campaign management)

Executive-Ready Reporting (KPIs, visual data representation and analysis)

Trained Teleprospecting Pros Who Like to "Hunt" (Good at research, tracking, listening & nurturing)

Investment

Only pay for what you use. Each client is unique so DMP will first assess your specific needs and create a package for you. Our customers tell us that the benefit of eliminating in-house expenses and increasing closing rates outweighs the investment.

DMP's Multi-Channel Contact Center Capabilities

- List and database services
- Professional teleprospecting teams
- Web/email response handling
- Chat integration & handling
- Webinar support
- Creative content development
- Service Level Agreements (SLAs)
- Strategic and tactical planning

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