

ACCOUNT-BASED MARKETING VS. INBOUND MARKETING: THE BETTER STRATEGY FOR YOUR BUSINESS

Businesses now have a wide range of options because of the evolution of marketing over time. Account-Based Marketing (ABM) and Inbound Marketing are two common strategies for B2B businesses. Both of these approaches have particular advantages, so picking the best strategy for your company can significantly impact its success. To determine which strategy would work best for your company, let's examine ABM and Inbound Marketing more closely.

WHAT IS ACCOUNT-BASED MARKETING?

ABM is a focused marketing strategy that concentrates on a specific group of accounts. ABM aims to identify key decision-makers in those accounts and create customized marketing messages that speak directly to their needs and pain points.

Here are some stats for ABM:

- On average, companies dedicate 29% of their marketing budget to ABM. (Spiceworks)
- 64% of ABM strategies have been launched in the past five years. (Salesforce)



WHAT IS INBOUND MARKETING?

Inbound Marketing is a more general approach focusing on attracting leads through content creation and distribution. It aims to acquire potential consumers and nurture them over time until they are ready to purchase by producing good content.

Here are some stats for Inbound Marketing:

- Marketers prioritizing blogging are 13 times more likely to enjoy positive ROI from inbound marketing. (Hubspot)
- The percentage of companies with a blog and report a positive ROI for inbound marketing is 79%. (Invesp)



WHICH IS BETTER FOR YOUR B2B BUSINESS IN 2023?

Your target audience and business objectives will determine the answer to this query. Here are some essential things to think about:

Target Market

ABM can be a superior strategy if your company targets a particular group of accounts. In contrast, inbound marketing can be more appropriate if your target market is more diverse.

Sales Cycle

ABM tends to have a longer sales cycle since it involves personalized outreach to individual accounts. While Inbound Marketing can attract leads more quickly, they might take longer to convert.

Budget

ABM can be more expensive since it involves more personalization and targeting. On the other hand, Inbound Marketing can be more cost-effective since it relies on content creation and distribution.

Inbound marketing and ABM can be successful tactics for B2B companies in 2023. Selecting the strategy that best fits your business objectives, target market, and financial constraints is the trick. Whether you choose ABM or Inbound Marketing, monitoring your progress and modifying your plan to succeed is critical.