

# 5 Ways to Ace Event Marketing with an ABM Strategy

## Top Event Marketing Challenges



### COST

Increase to organize or sponsor events



### STAFFING

shortages of effective management



### COMPETITION

for attention and engagement

## Rethink your Event Strategy



## Types of Live Engagements



### 1-TO-1 MEETINGS

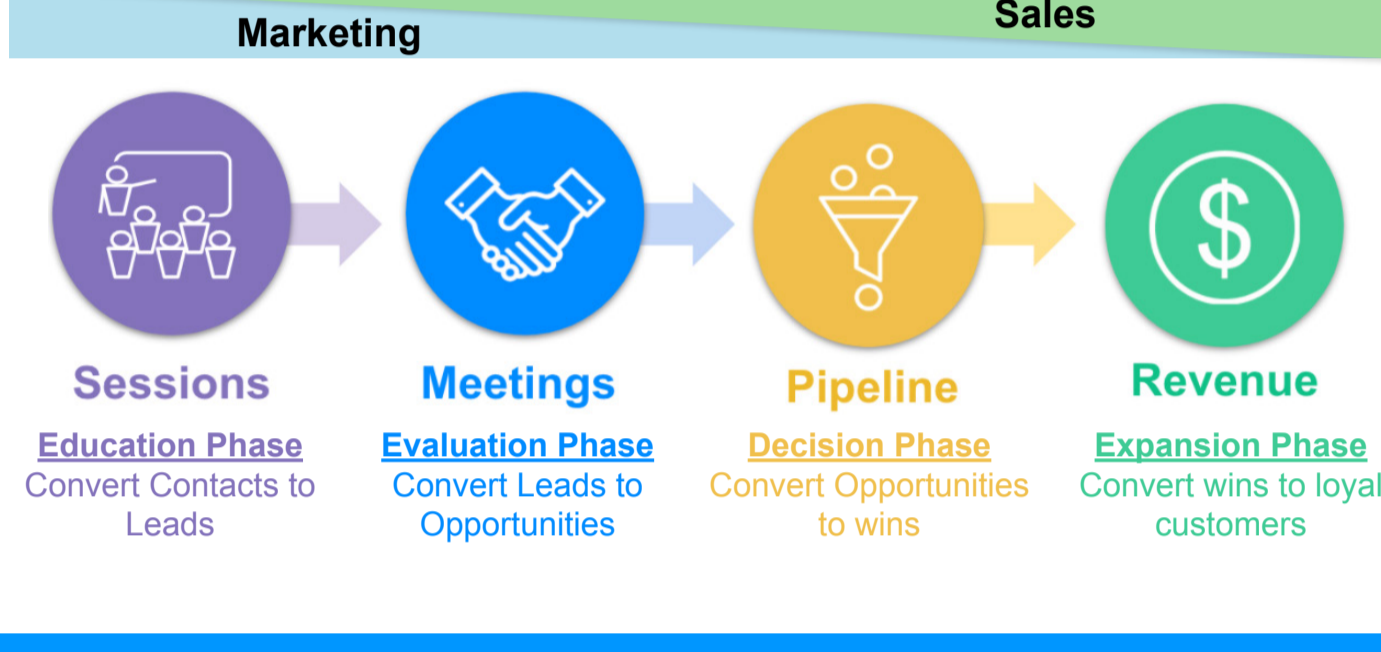
Demo, Executive and Expert Meetings, Sales Meetings



### 1-TO-MANY ENGAGEMENTS

Booth Tours, Tracks and Sessions, and Webinars

## Sessions and Meetings are Critical to Drive Revenue

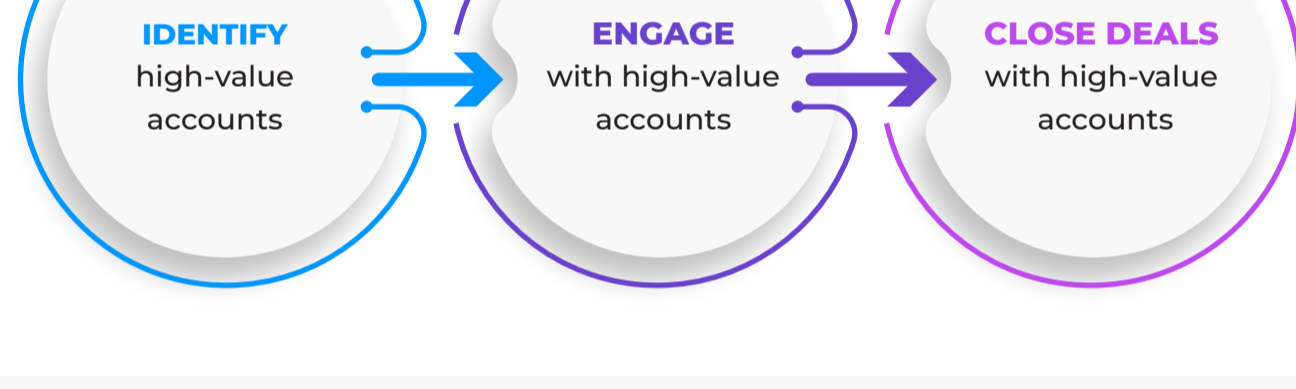


### DON'T JUST "SPRAY AND PRAY."

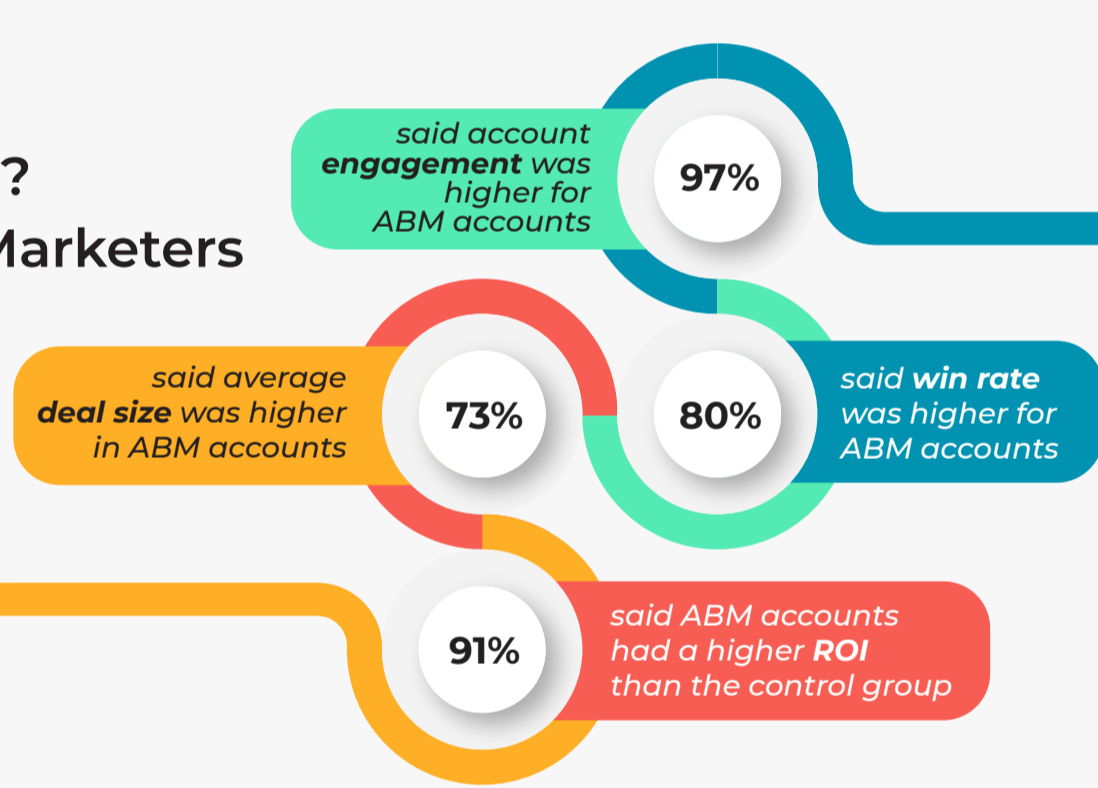
Fill each event day with live qualified engagements that convert.

## What is ABM and why is it a perfect match for your event?

Account-based marketing (ABM) involves marketing and sales teams collaborating to target specific accounts with customized marketing. The goal is to:



## Why ABM? Cited by Marketers



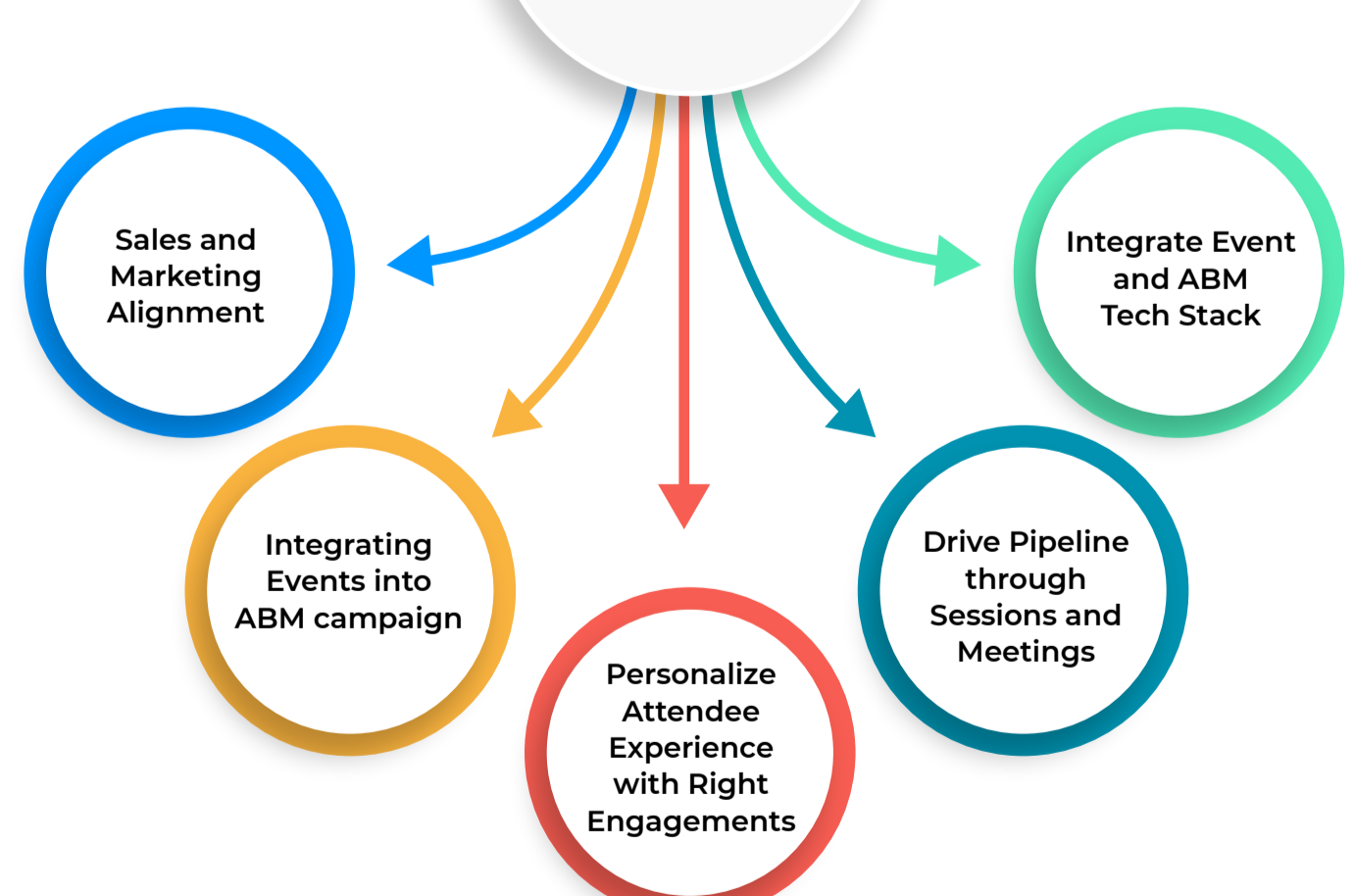
Data source: [Link](#)

## Lead Gen & ABM: A Comparison

**LEAD GEN** (Fishing with nets) vs **ABM** (Catching big fish)



## 5 Ways to Make ABM work at Events



## The ROI

97% of marketers achieved a higher ROI by incorporating ABM

