

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

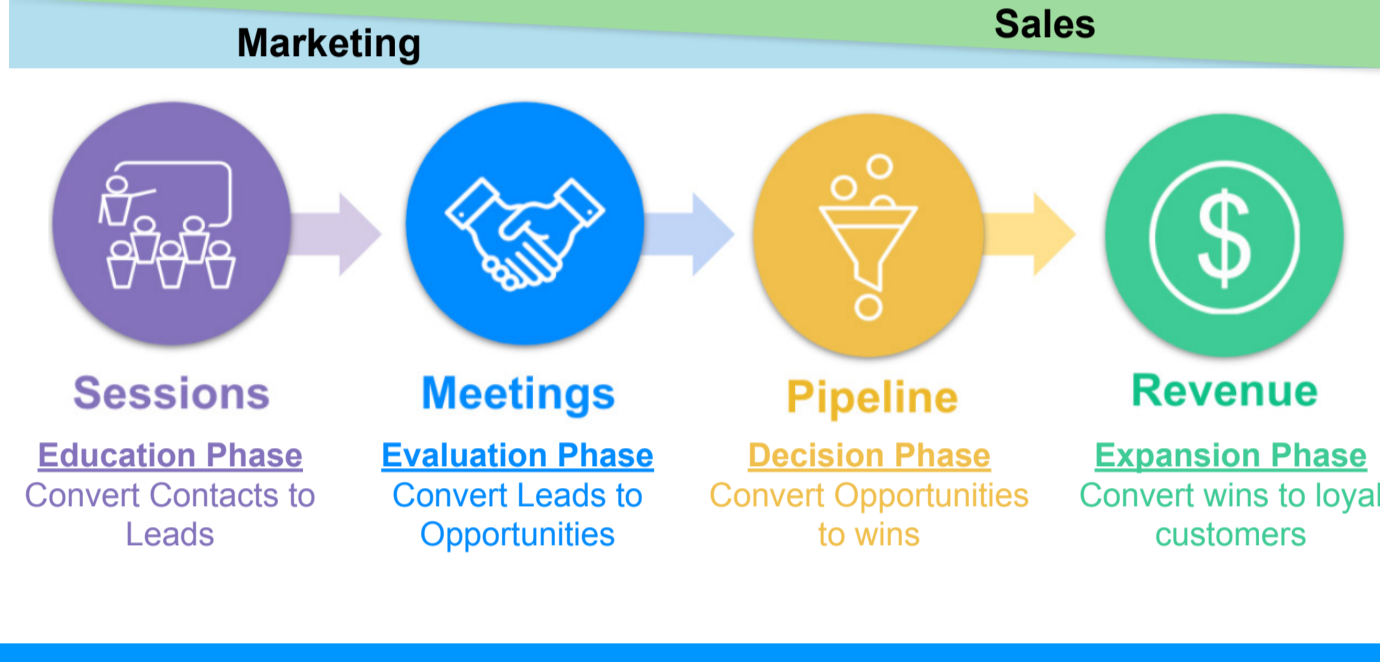
Demo, Executive and Expert Meetings, Sales Meetings



1-TO-MANY ENGAGEMENTS

Booth Tours, Tracks and Sessions, and Webinars

Sessions and Meetings are Critical to Drive Revenue

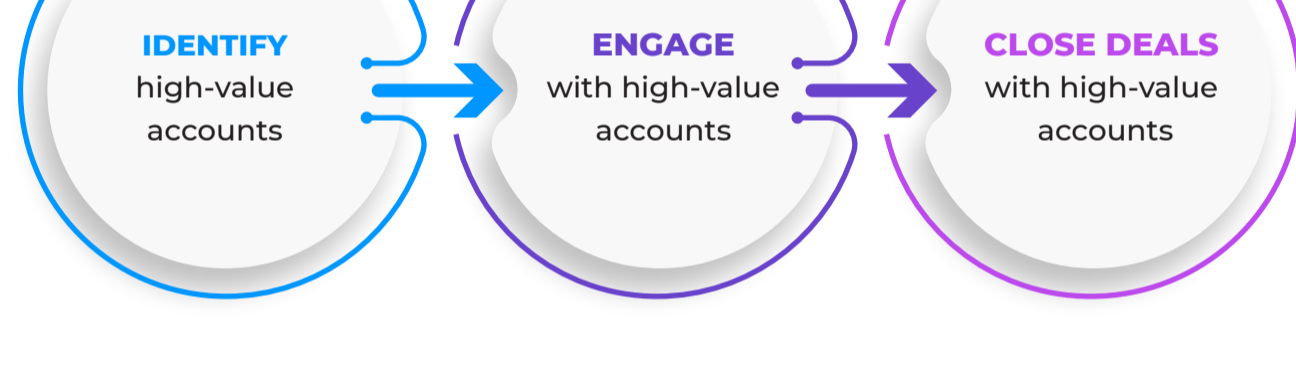


DON'T JUST "SPRAY AND PRAY."

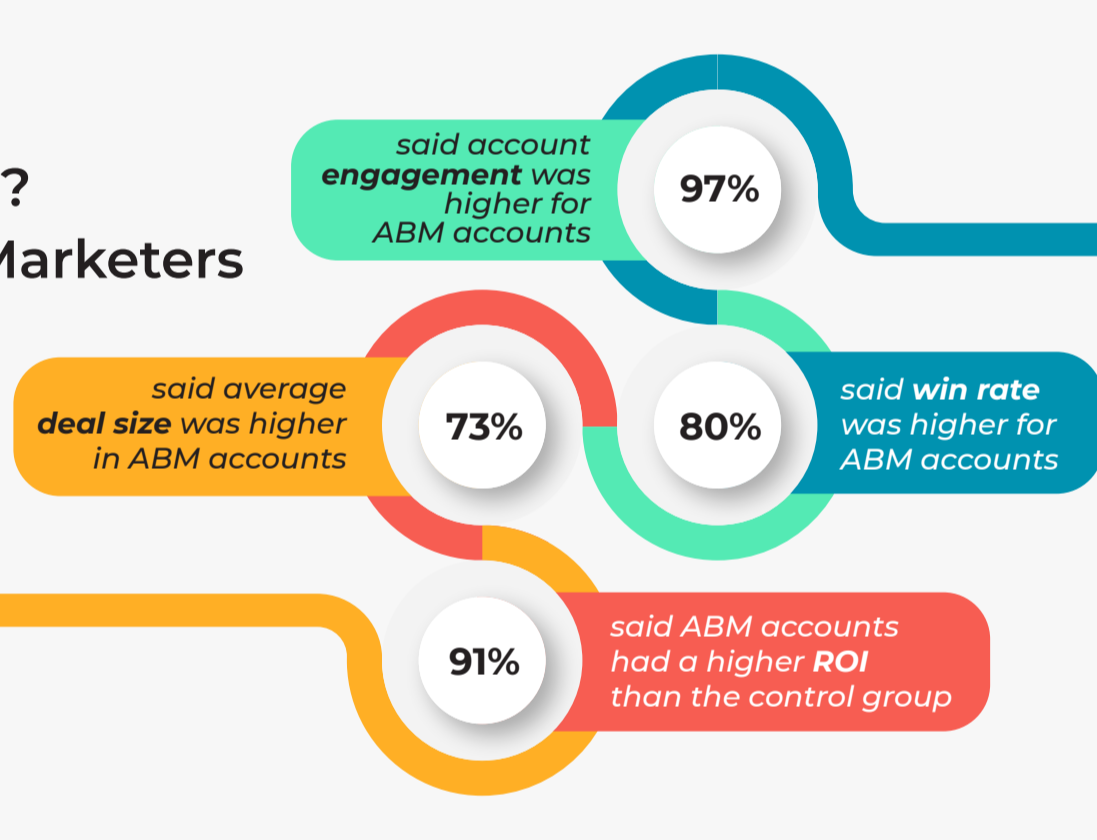
Fill each event day with live qualified engagements that convert.

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:



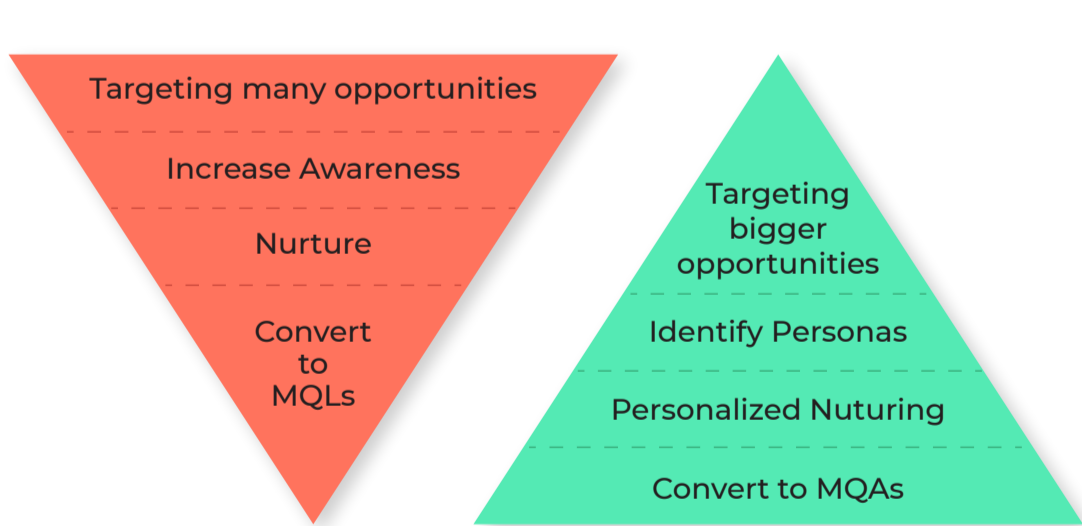
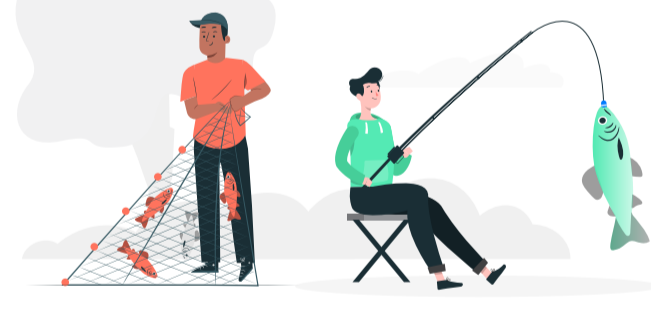
Why ABM? Cited by Marketers



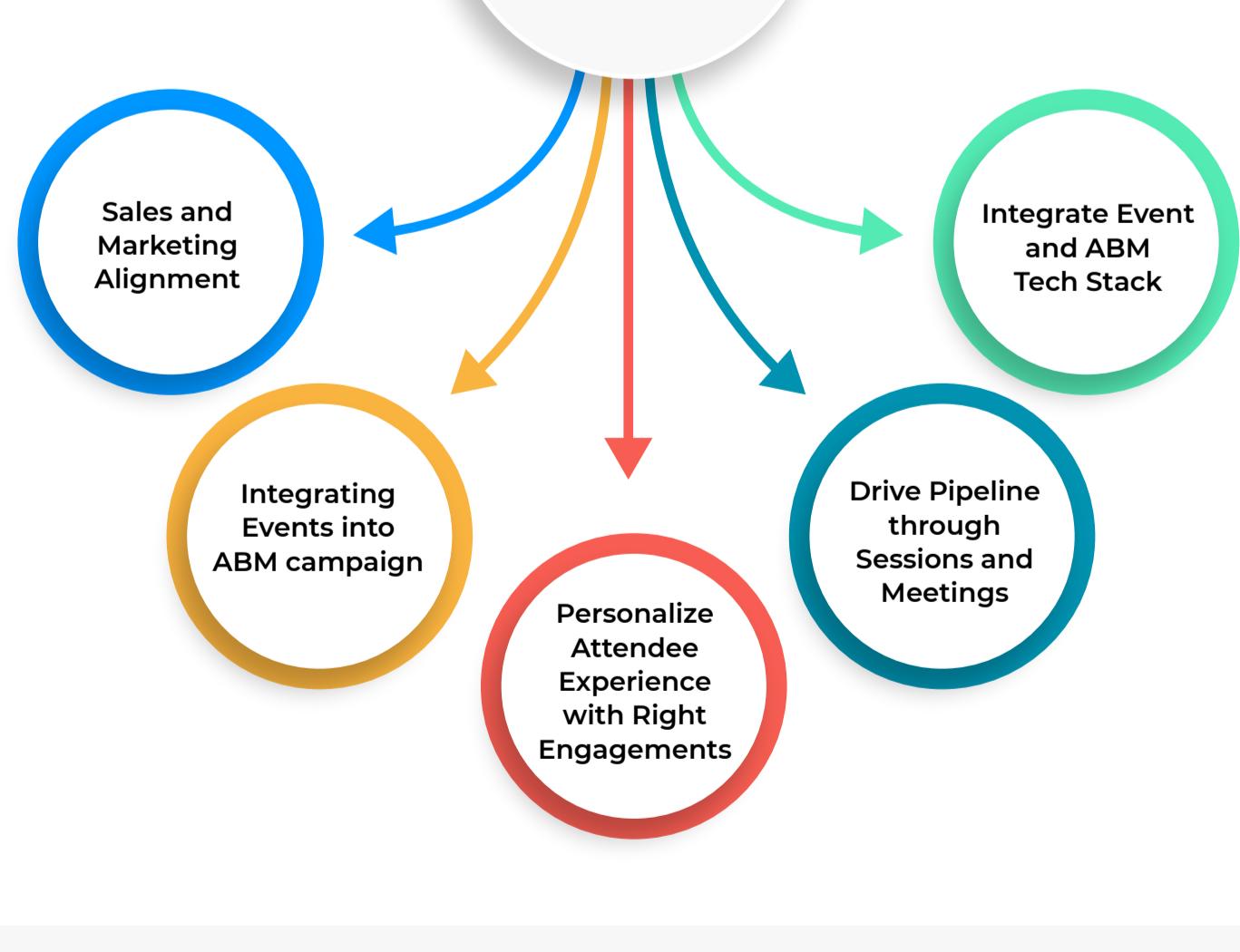
Data source: [Link](#)

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

