

ABM - The Best Customer Acquisition Strategy for **Professional Services Teams**

As a services provider, you know how important trust and personal relationships are to new business. The problem is, traditional marketing doesn't help establish relationships and, most of the time your ads are put in front of an audience that wants to tune them out. But many marketing professionals still turn to traditional channels in an effort to grow because growth is hard.

This is why Professional Service organizations are turning to an Account Based Marketing (ABM) strategy to see the growth they desire. By targeting the right person at the right time, with the right message, you are able to provide value to your prospects and build trust in the process.

With Propensity you can generate up to  5x sales engagement  predictable, repeatable opportunities by implementing a targeted account-based marketing (ABM) strategy.

How Can Propensity Help?

At Propensity, we help marketers in professional services identify accounts that are actively in-market for your services, so you can get in front of them **when they need you most.**

How It Works

We created a simple 5 step process built to be your fastest path to revenue growth called Always-On ABM. This process is designed to build trust, beat your competition and never miss another growth opportunity.

**Take our
Assessment**



1

Identify Your 5% of In-Market Accounts

Every week, we automatically create and update in-market account data into your CRM so you review the accounts that are actively looking for your service.

2

Actively Marketing to In-Market Accounts

Once reviewed, use your In-Market account list to launch paid media ad campaigns and map engagement at the account level. This helps you know when an account is qualified and ready for sales outreach.

3

The Sales Handoff — Outreach at 5X Engagement

Give Sales contacts that are up to 5X more likely to engage because they have been properly warmed up and are marketing qualified accounts (MQAs).

4

Measure Results With 20% Opportunity Creation

We capture data throughout your ABM pipeline and provide insights into the performance of your ABM campaigns so you can see an increase of up to 20% in opportunity creation.

5

Optimize Signals

With Always-On ABM, each week gets better with recommended performance optimization of your In-Market Account Lists and targeting. This helps you improve your pipeline velocity and achieve the fastest path to revenue for Professional Services.

**Choose
Propensity**

- Weekly new in-market accounts
- Up to 5x Engagement
- Up to 20% Opportunity Creation
- 1-hour implementation
- Self-service package starting at \$1,500/month

