

Account-Based Marketing



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COMMUNICATIONS FOR
PROGRESSIVE ORGANISATIONS



Account-Based Marketing (ABM)

Why is it important?

Standing out with B2B marketing is becoming increasingly complex. The market is crowded, so it's important to focus efforts and resource where it matters – on the accounts most likely to generate revenue. Account-based marketing (ABM) flips the traditional marketing funnel by starting with high-value target accounts and delivering tailored, coordinated campaigns that speak directly to their needs.

At its core, ABM is about creating meaningful connections with the people that matter most. By delivering personalised experiences to key stakeholders within target organisations, ABM helps B2B businesses stand out, drive value and form long-term partnerships with customers.

This approach is particularly powerful for purpose-driven businesses that go beyond selling products or services. Organisations that actively shape industry conversations – whether through sustainability initiatives, social value contributions, or thought leadership – benefit from ABM's ability to create direct, meaningful engagement with the right audiences.

Fundamentals of ABM

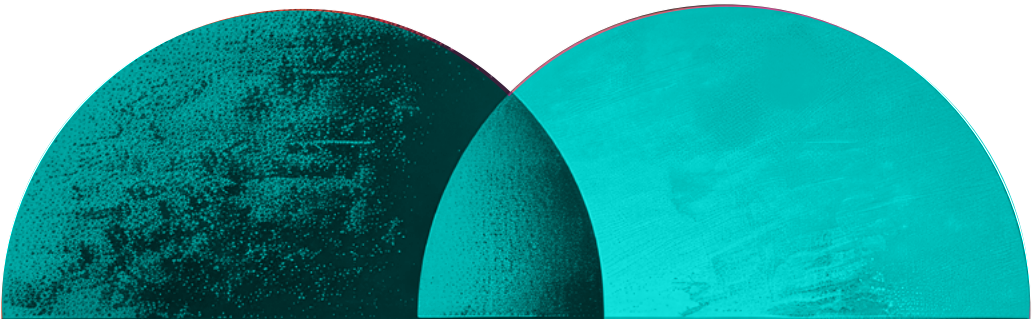
ABM is not a one-size-fits-all approach. Different strategies suit different business goals.

- **1-to-1:** Hyper-personalised campaigns created for individual, high-value accounts.
- **1-to-few:** Targeting small groups of accounts with common pain points, industries, or business goals.
- **1-to-many:** Using data-driven insights to target multiple accounts at scale with relevant, tailored content.

At Magenta, we use these approaches individually or in combination depending on our client's objectives, ensuring that each ABM strategy is effective and measurable.

Successful ABM programmes are built on deep insight, close alignment between sales and marketing, and the creation of compelling content tailored to the unique challenges and goals of each target account.

We support your ABM success with a full-service approach. From identifying target accounts and aligning sales and marketing to developing personalised content and orchestrating multichannel campaigns, we ensure every element works in sync. Our high-impact strategies are built on insight and tailored to your objectives. We measure what matters – engagement, pipeline progression, and revenue growth – refining continuously to maximise ROI.



Your M&A communications programme

A successful ABM programme combines insight, creativity and precision.

- **Account selection & insight:** We help you identify and prioritise high-value accounts based on deal potential, fit and complexity. Using a mix of CRM analysis and sales input, we build detailed profiles to guide targeted outreach.
- **Personalised content:** From whitepapers and video assets to briefing packs, we craft bespoke content that speaks directly to decision makers' needs. Our stakeholder mapping ensures every message is timely, relevant and highly personalised.
- **Multichannel campaigns:** We execute integrated campaigns across the right channels, combining email marketing, LinkedIn engagement, executive events, and thought leadership. PR-led brand positioning adds further credibility and reach.
- **Stakeholder engagement:** Beyond campaigns, we focus on relationship-building. From podcasts and livestreams to curated workshops and targeted ads, we design experiences that deepen connections and influence key decisions.
- **Performance tracking:** We define success from the outset, setting clear KPIs such as engagement, pipeline growth and deal conversions. Through ongoing analysis, we refine your ABM activity to ensure continuous improvement and measurable business impact.

Why Magenta?

ABM demands a strategic, insight-led approach – one that brings together creativity, commercial acumen and seamless execution.

At Magenta, we've helped B2B brands across multiple sectors build ABM programmes that drive genuine business impact. Whether you're just starting out or looking to scale an existing approach, we bring the expertise, energy and experience to make your ABM ambitions a reality.

Magenta is known for our expertise in PR and communications, but our experience extends far beyond that. We take an integrated approach to communications, combining PR, content marketing, and digital engagement to create campaigns that build compelling narratives that position your brand as a trusted partner for your most important accounts.

SUCCESS IN ACTION

Facilities management

A leading UK facilities management firm implemented an ABM campaign to target corporate clients in finance. Magenta helped create sector-focused guides and personalised email campaigns, directly addressing the pain points of corporate real estate and estate management teams. By aligning sales, PR and marketing, the company expanded its finance sector footprint and improved client retention.

Security

A social enterprise aimed to partner with competitors and industry associations to promote mental health in the security sector. Magenta developed an integrated comms programme, running quarterly workshops with the sales, marketing, HR and ESG teams. The campaign featured live-streamed events and ambassador-led discussions, positioning our client as a leader in security with social value.

Energy

An emergency power solutions provider used ABM to enhance its content strategy. Magenta interviewed directors and energy managers across the industry, integrating their insights into high-value content. The result? Greater reach and credibility, as influential voices amplified the messaging within their networks.

Not-for-profit

For Legal & General Investment Management (LGIM) and The Centre for Progressive Change, Magenta managed the communications strategy for a Safe Sick Pay Symposium and VIP breakfast. By tailoring messaging across industry platforms, key association websites and social media, our work drove high attendance and valuable partnerships, leading to more organisations signing up for the campaign.

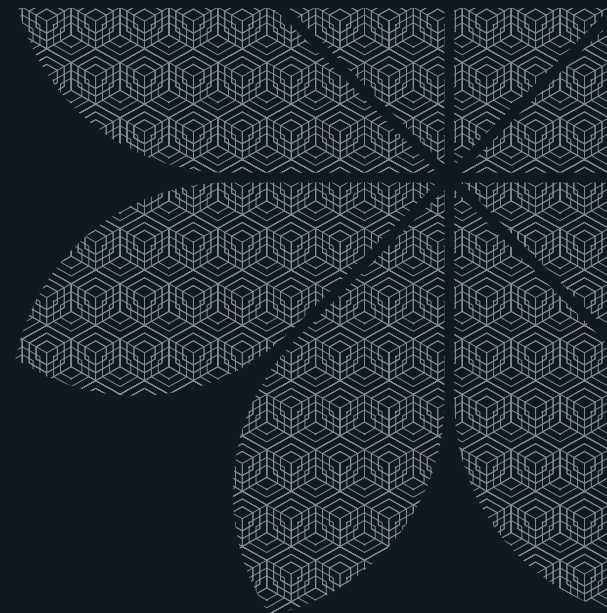


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