

Use Case: Accelerating Growth with ABM Scaling Strategically

Situation:

Imagine a mid-sized Software as a Service (SaaS) company that has seen consistent growth over the past few years. Their product has found traction in the market, and they've built a strong customer base.

Challenge:

Although the company is growing, they aim to accelerate their growth rate and increase their market share. They realize that to achieve this, they need to target high-value accounts more effectively and convert them into customers.

Solution: ABM Scaling Strategically

The company decides to employ an Account-Based Marketing (ABM) approach to target these high-value accounts. To ensure the effectiveness of this approach, they use ABM Scaling Strategically.

Action:

ABM Scaling Strategically helps the SaaS company identify key accounts that have the potential to bring significant revenue. It then assists in creating personalized marketing campaigns tailored to the unique needs and pain points of these accounts. Through targeted content, personalized outreach, and strategic account nurturing, the company engages these accounts at a deeper level.

Outcome:

By leveraging ABM Scaling Strategically, the SaaS company can convert high-value accounts more effectively. This leads to an increase in their average deal size, boosting their revenue and accelerating their growth. Moreover, it allows the company to build stronger relationships with these key accounts, fostering customer loyalty and paving the way for upselling and cross-selling opportunities.

About MAN Digital

MAN Digital enables strategic growth for B2B brands, specializing in Account-Based Marketing (ABM). We streamline processes, effectively target high-value accounts, and accelerate growth. As a trusted partner in the HubSpot Partner Advisory Council for the EMEA region, we leverage the latest technology and innovative strategies to propel your business forward. Our tailor-made solutions drive revenue growth, whether you're scaling strategically or mastering market adaptability.

- Worked with 30+ B2B Tech Campaigns
- Managing 1mil + USD in ABM Ads
- HubSpot Diamond Partner
- Senior RevOps and ABM Experts



Monica Axinte
Senior Vice President
Marketing DataFeed
Watch by Cart.com



Collaborating with MAN Digital on ABM advertising campaigns fostered our global growth. Their expertise and ongoing teamwork were crucial to our success.