

# Use advanced data-targeting to connect your marketing strategy directly to sales results

Account-Based Marketing (ABM) takes a strategic approach to target your defined organizations and decision-making personas. We use deep customer insight to create a personalized marketing program that engages your targeted accounts on the right media platform in order to drive business growth and impact.

## The ABM Journey

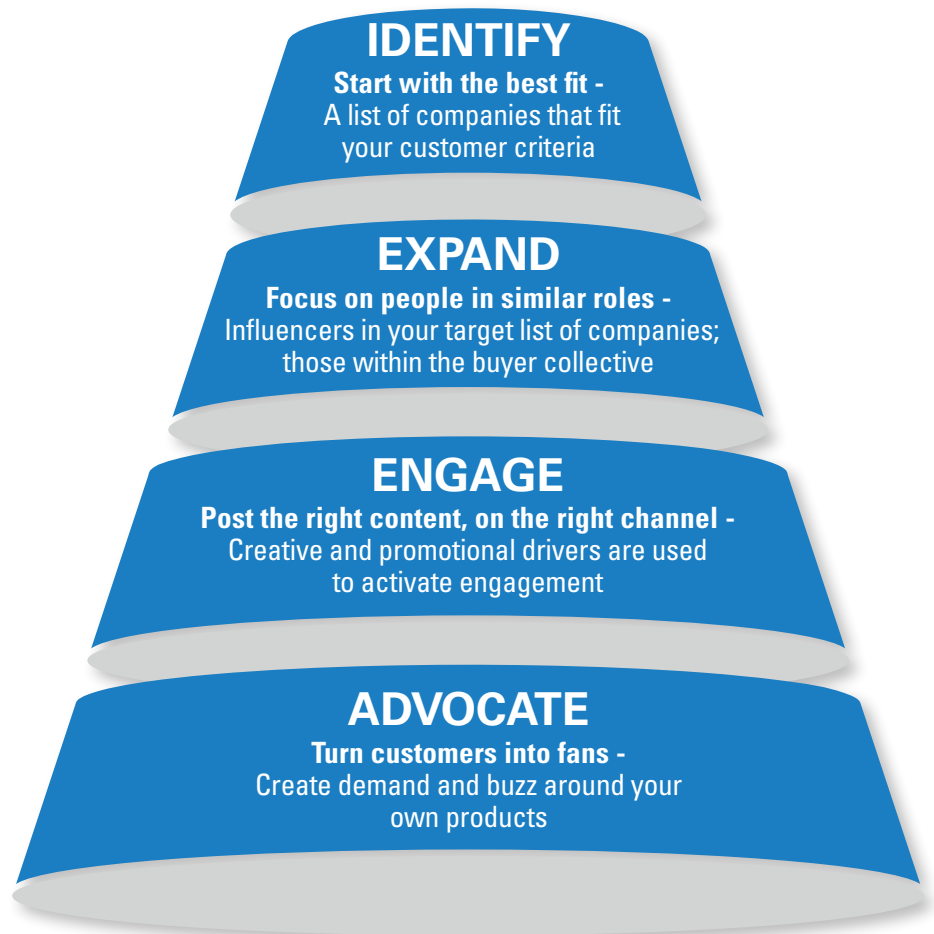
The journey begins with a campaign strategy that includes defining audience personas at targeted accounts. We engage key prospects and continue to provide insight into their behavior. We further seek to influence them with high-value content at the moment they need it. Our client-specific dashboards present the campaign progress and the status of your targets in real-time, allowing for immediate follow-up.

## CONTENTEDU

### No content? No problem.

Our studio of writers and producers can develop relevant and compelling assets to support your ABM strategy. Ask your sales manager about special rates for ABM content development.

## TARGET, DISCOVER, AND SPEND WISELY



For more details and to customize your program, contact:

**East:** Robb Holzrichter • 618.830.3737 • rholzrichter@universitybusiness.com

**West:** Fern Sheinman • 619.944.5114 • fsheinman@universitybusiness.com

**Vice President of Media Sales, Education Markets:**

James Callan • 404.353.5276 • jcallan@lrp.com

[universitybusiness.com/media-opportunities](http://universitybusiness.com/media-opportunities)