



ABM or Demand Gen: Target Practice or Casting Call?



HIGH-VALUE FOCUS

ABM targets specific, high-value accounts effectively.



WIDE NET

Demand gen casts a wide net to engage customers.



TAILORED MARKETING

ABM aligns marketing to unique client needs.



EDUCATE THE MARKET

Demand gen informs the market about new offerings.



BUILD RELATIONSHIPS

ABM nurtures long sales cycles through strong connections.



QUICK CONVERSIONS

Demand gen accelerates interest and drives fast conversions.