



For immediate release

Hill Management Group Announces Webinar on Account-Based Marketing

The May 17 webinar will offer business owners actionable resources for implementing Account-Based Marketing strategies to align sales and marketing, target high-value contracts, and build lasting partnerships.

CHICAGO, IL | May 2, 2023: With more customers demanding personalized shopping experiences, businesses must reevaluate their marketing efforts accordingly. Join Andrea Hill of Hill Management Group for the webinar “**ABM-Lite for Small Business Owners**” on **Wednesday, May 17** at 2:00 p.m. Eastern to learn how to use account-based marketing (ABM) strategies to best allocate your resources in service of high-value accounts.

Personalization is the future of customer experience. With so many choices available, customers and clients want to be sure that they are getting the service that is right for them. On the other side of the equation, retailers offering highly personalized luxury experiences can find themselves overwhelmed with low-value, high-maintenance clients that sap time and energy from higher-value clients. In markets where annual contract value (ACV) is high and relative number of opportunities are low, it is even more important to align sales and marketing in service of capturing and building relationships with those high-value accounts.

That’s where ABM comes in. This framework offers a hyper-personalized approach to marketing in which marketing and sales teams work closely together to define a clear set of target companies they want to win as clients. The webinar will cover the following topics, and more:

- The benefits of ABM for luxury retail
- Examples of successful ABM strategies
- Technology and tools for successful ABM execution

ABM strategies can take a business even further than just aligning sales teams and marketing teams, toward full integration of marketing, sales, operations, and customer service into a “revenue team.” With an ABM approach, everyone is working toward the same goal from the same data points, the same customer profiles, and the same customer journey information to create a seamless, focused customer experience.

Hill is an expert in business technology with over 30 years of experience at the helm of small-to-medium-sized enterprises and technology-intensive brands. She is the founder of Hill Management Group, a group of technology-forward brands that each specialize in supporting businesses in a specific area of growth planning and execution.

Business owners interested in maximizing their sales and marketing capabilities should not miss this webinar.



Hill Management Group (HMG) provides a comprehensive suite of advisory and technology solutions and playbooks designed to ignite profitable growth potential. From strategic planning and robust infrastructure development to dynamic marketing strategies, sales enablement services, and meticulous organizational planning, HMG's brands (StrategyWerx, Werx.Marketing, MentorWerx, ProsperWerx) cover every aspect of the business growth journey. HMG is a Platinum HubSpot Partner and a Keap Certified Partner agency.

For media inquiries, please contact:

Elisabetta Marini
Marketing Specialist
Werx.Marketing
312.239.8820 X707
elisabetta.marini@strategywerx.com
hill-management.com