

# How To Activate a Smarter Go-To-Market™ with Account Intelligence

It's not just about going to market, it's about staying in-market.

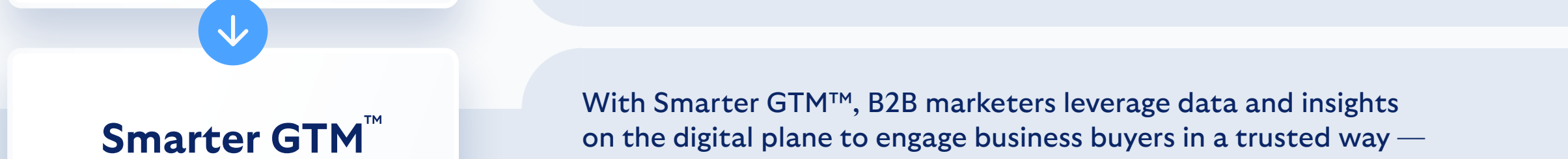
When it comes time to launch a new product or service or break into a new market, you want to make an immediate positive impression. For that, you need a solid go-to-market plan.

But you also need to incorporate brand experiences that engage and nurture buyers across their brand journey for the long term.

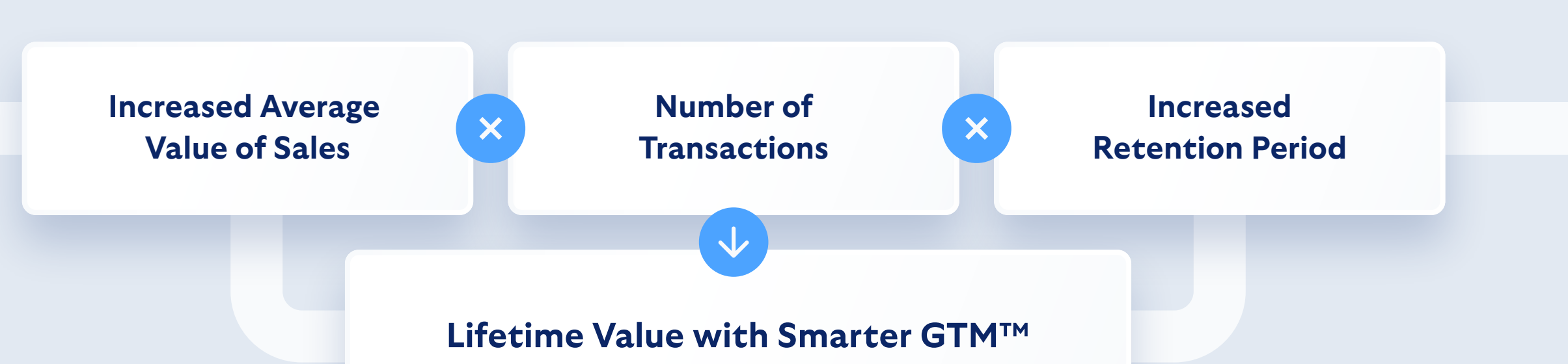
(So the brand loyalty pool is kept full after the big splash.)



So how do you engage your best audiences?



Smarter GTM™ improves lifetime value through experiences that define your brand across your GTM strategy.



## How do you implement Smarter GTM™?

Successful Smarter GTM™ strategies apply tactics from seven foundational processes: Create, Build, Find, Engage, Close, Measure, and Expand.

Each of these processes requires rich account intelligence — from demographics and technographics to intent, social insights, and news and events.

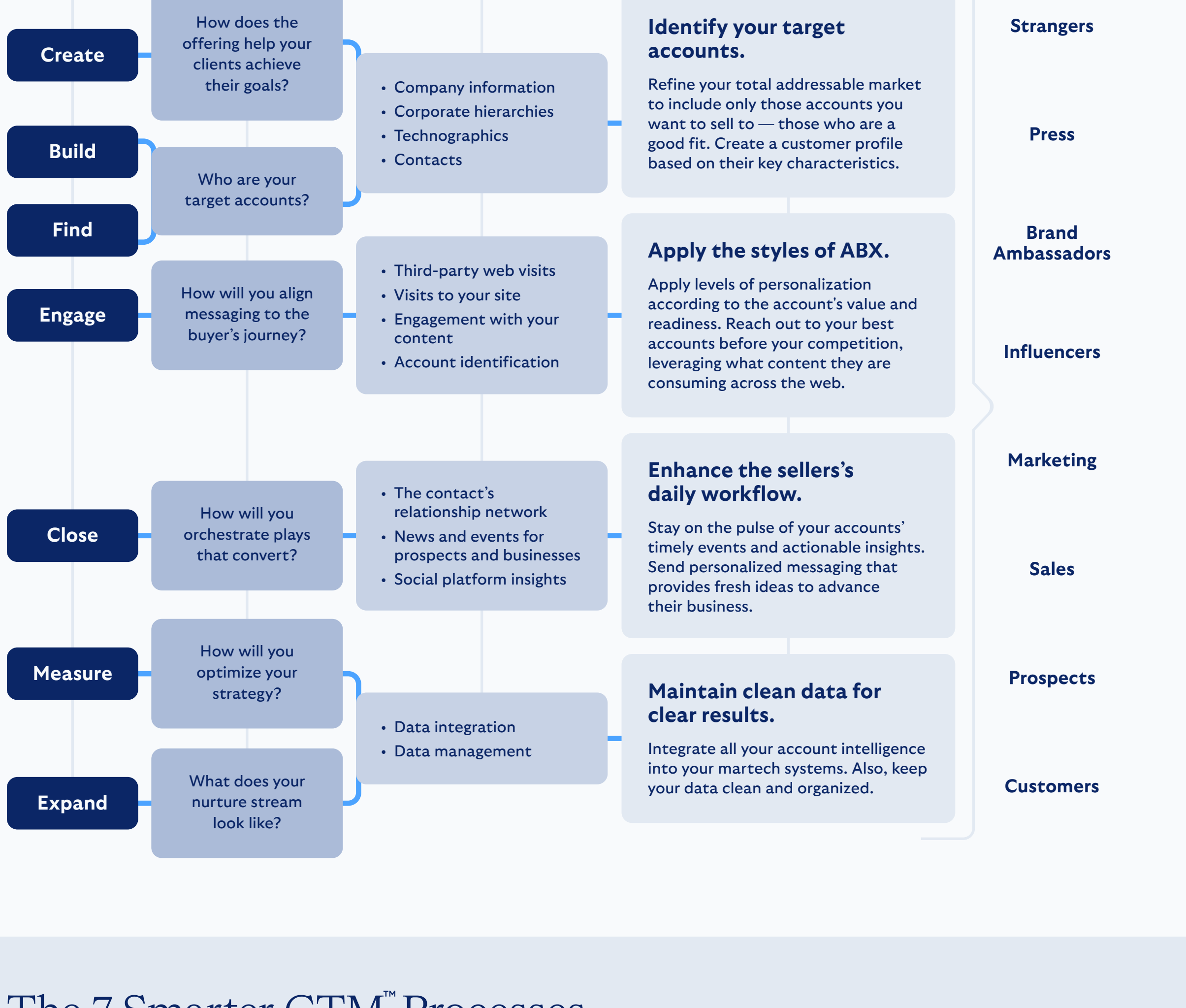
A human ecosystem serves to amplify your brand's reach.

When done right, Smarter GTM™ powered by account intelligence outperforms every other B2B growth strategy ever conceived.

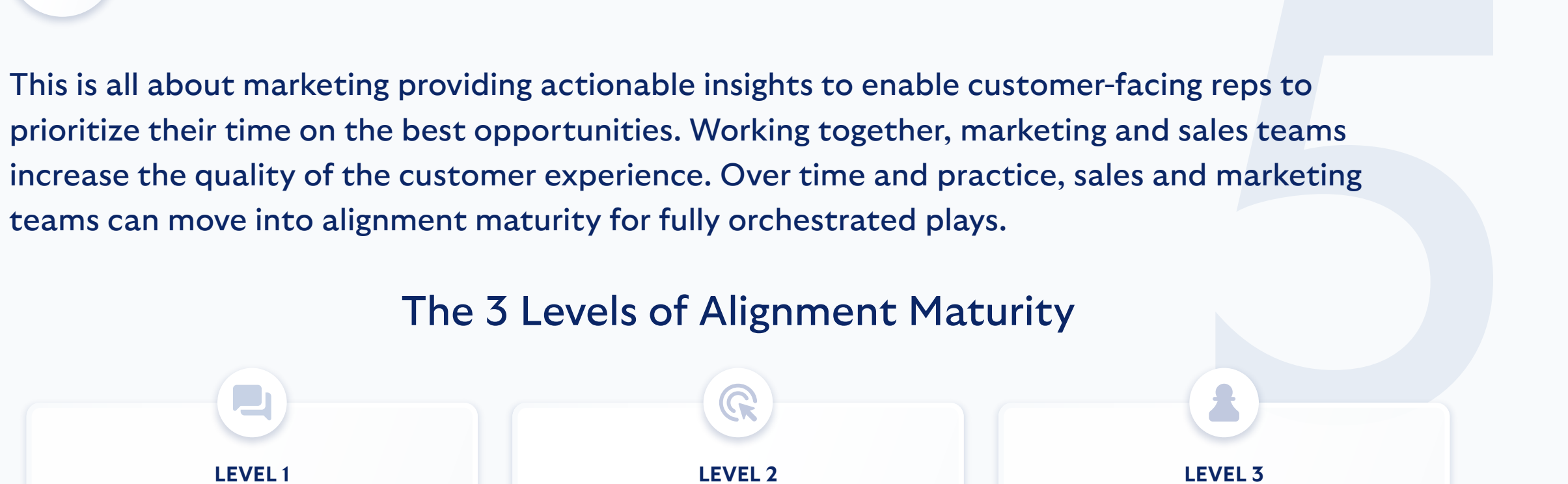
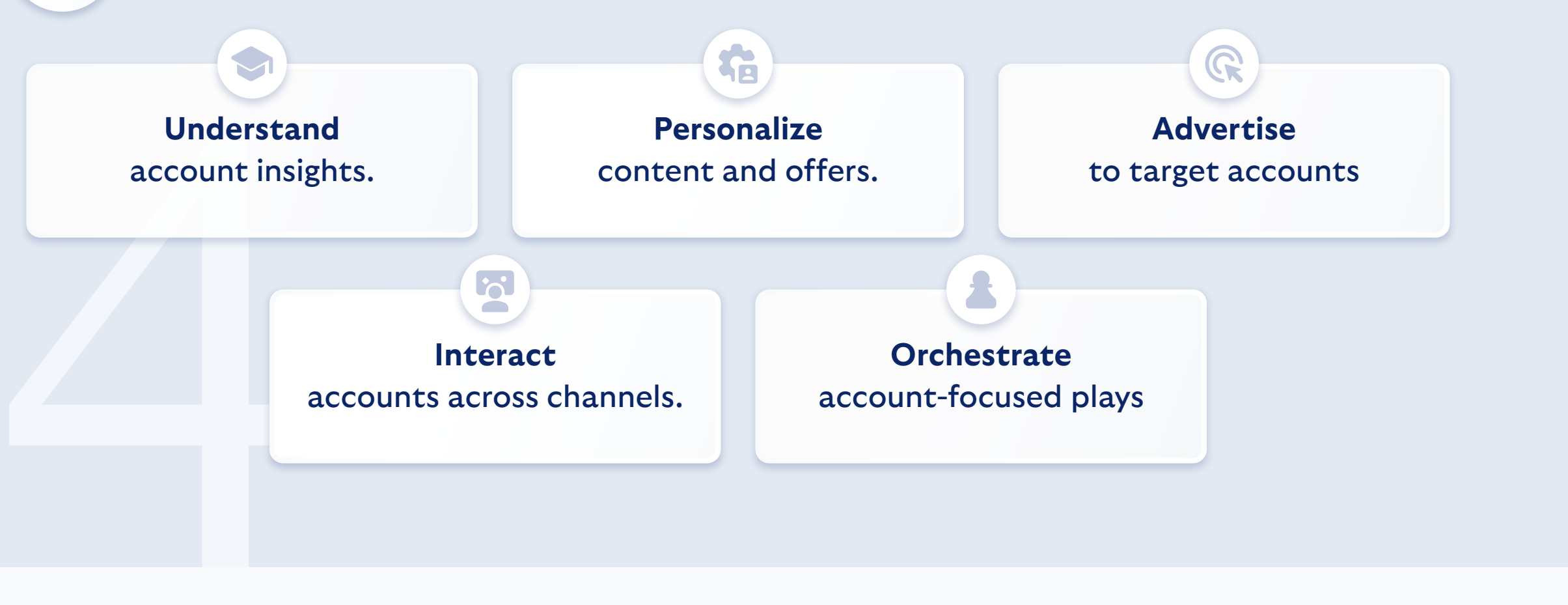
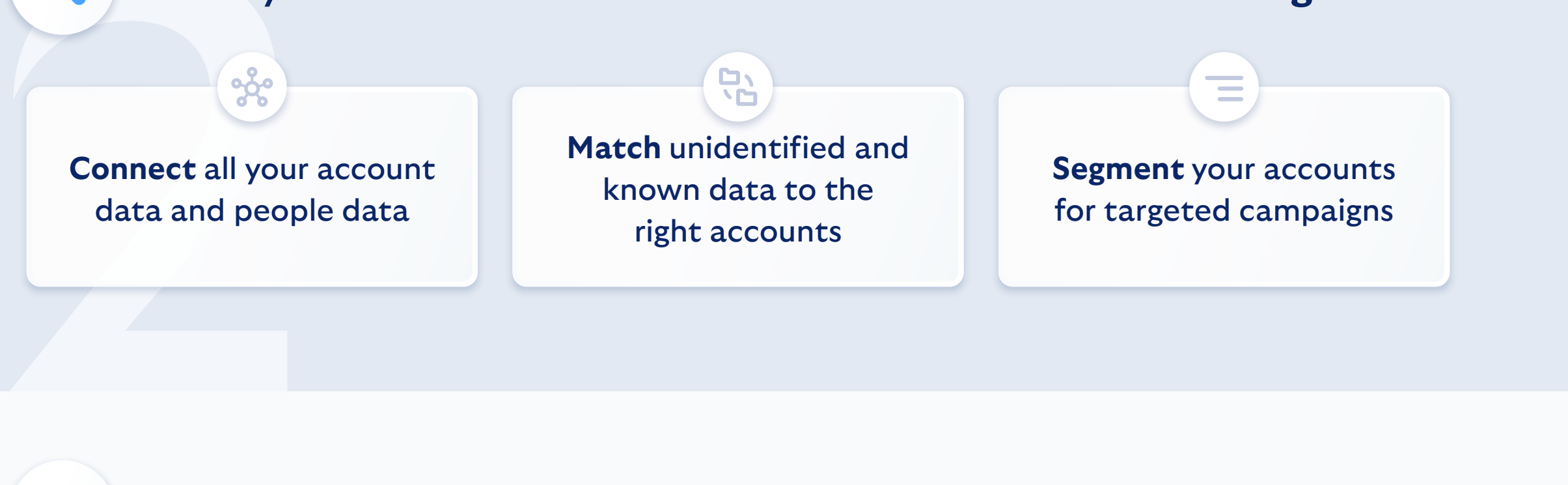
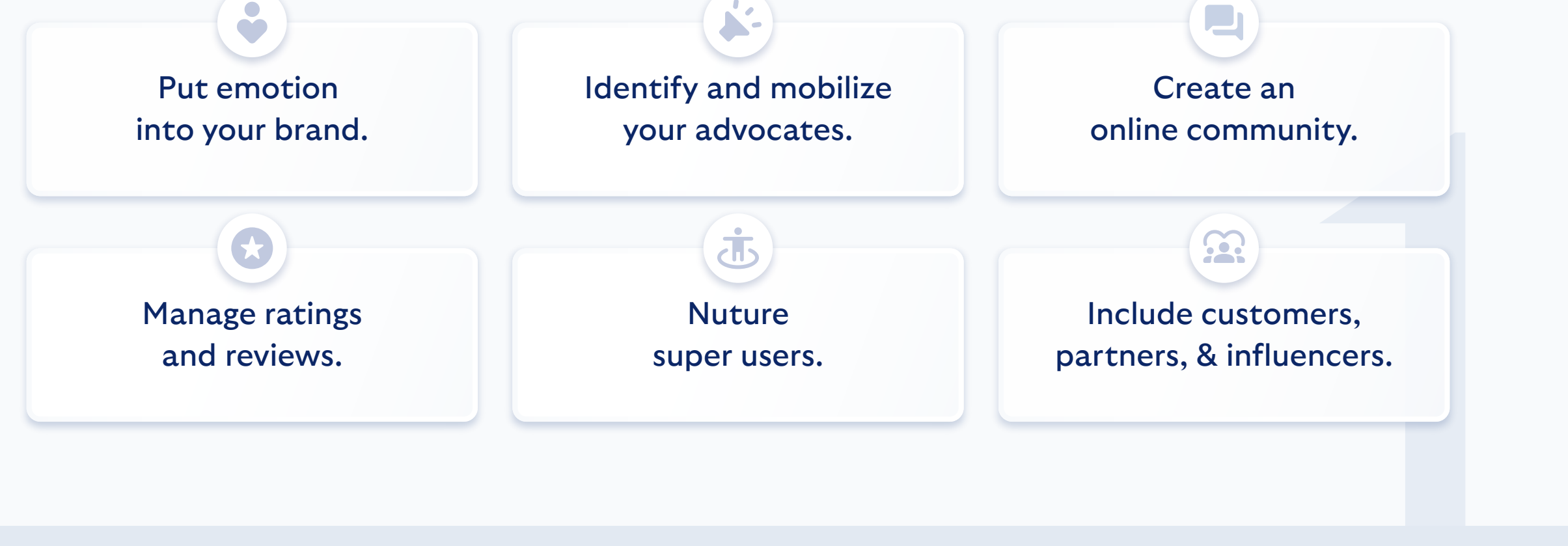
### The 7 Processes

- Create
- Build
- Find
- Engage
- Close
- Measure
- Expand

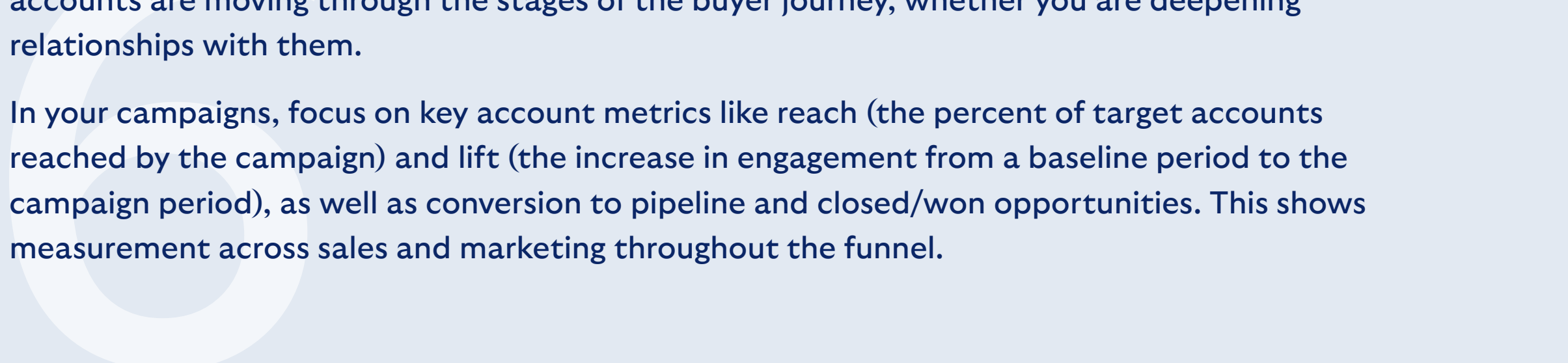
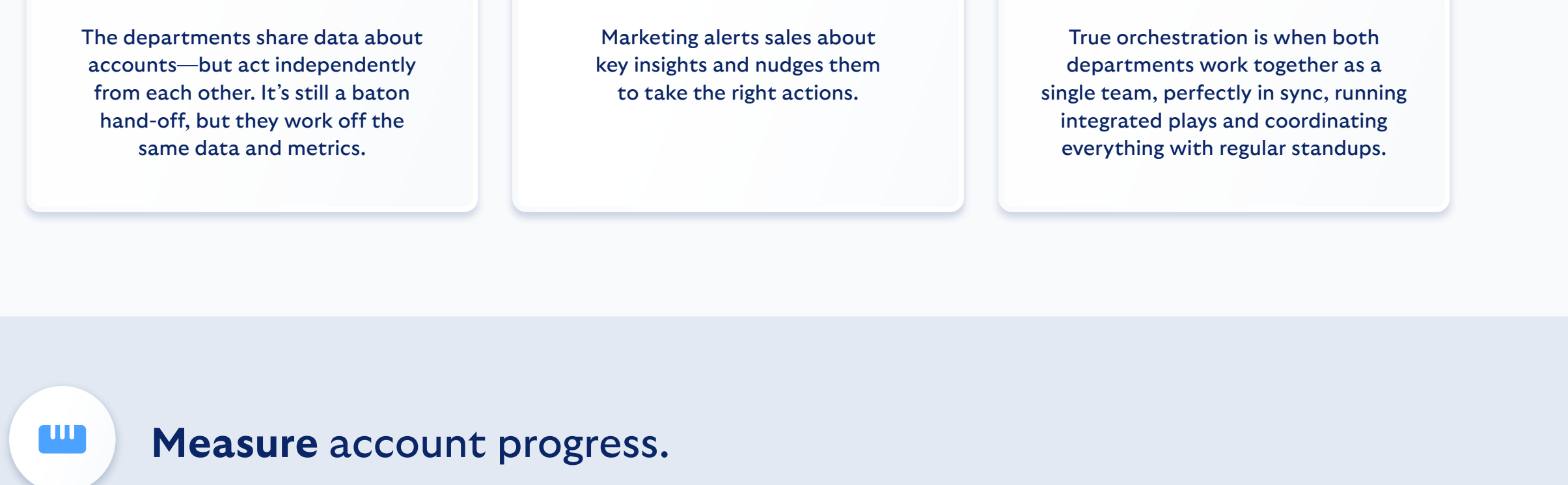
## The Building Blocks of Smarter GTM™



## The 7 Smarter GTM™ Processes



### The 3 Levels of Alignment Maturity



No matter their marketing approach, the winners in today's B2B are the companies who use data and insight to master today's digital buying journey.

Want to learn more about the value of account intelligence in your GTM? Download our free ebook, Smarter GTM™ Powered by Account Intelligence.

