



Changing the Game with Digital Engagement



Special Edition Series of

Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by

Changing the Game with Digital Engagement, Presented by SAP
Tuesday at 7 AM Pacific /10 AM Eastern
October 15th 2019: Account-Based Marketing 101 for Digital Selling: Everything You Need To Know

The buzz: “Account based marketing is simply instead of fishing with nets, we’re fishing with spears. You identify exactly the prospects you want to do business with and then you market very precisely and narrowly to them directly” (Matt Heinz). ABM and Digital Selling both engage target prospects with super-relevant content. But while 90% of marketers (2016 marketingpros survey) rated ABM "extremely" or "very" important, only 20% had a full ABM program. How to identify target accounts, reach key influencers, and measure your campaign impact? The experts speak. Julio Viskovich, NexLevel Sale

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Featured Guests

Guest Image

Julio Viskovich

Julio Viskovich is currently a sales and marketing professor at Thompson Rivers University, owner of NexLevel Sales and a former sales trainer for Hootsuite and Microsoft Canada.

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Guest Image

Juliana Stancampiano

Juliana Stancampiano is an author, entrepreneur, and learning strategist who helps business leaders and their teams modernize workplace education and enablement. For more than 15 years, she has partnered with organizations—from the Fortune 100 to local coffee shops—to translate company strategies into tangible onboarding and upskilling experiences. As CEO of Oxygen, Juliana leads her team of consultants and designers in collaboration with clients, creating modern organizations that support customer-facing roles. Juliana’s book, Radical Outcomes: How To Create Extraordinary Teams That Get Tangible Results (Wiley) was published in January 2019. She regularly appears on podcasts, webinars and i

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Danny Nail

Danny Nail has been in Global Marketing roles at SAP for over 15 years. As the Head of Global Account Based Marketing at SAP he has developed the strategy and framework for the Global ABM Program which covers 40 strategic accounts representing €500M+ in addressable pipeline.

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