



Convert High Intent Prospects with Account Based Marketing

RIGHT PERSON, RIGHT PLACE, RIGHT TIME, RIGHT MESSAGE

Precisely target high-value prospects with a comprehensive ABM strategy that increases engagement, aligns your marketing and sales teams and drives revenue growth.

Our ABM Approach

Ocozzio is here to help you build faster, more meaningful connections with targeted content and measurable ROI. Our team of healthcare benefits B2B marketing experts understand industry nuances and can swiftly execute a high-performing ABM campaign. With our hands-on approach and in-house automation specialists, we will help you achieve higher conversions through our strategic process that leverages personalized, multi-channel outreach.

JOINT EFFORT

List Building

Identify and segment Your Company target accounts by developing an ideal customer profile and target account selection. Ocozzio can recommend list building platforms and help identify search criteria for build out.

- ✓ Enrich data as needed
- ✓ Segment lists appropriately

OCOZZIO - MARKETING

Omnichannel Marketing

Run multi-channel sales and inbound campaigns with timely, valuable, and personalized messaging.

- ✓ Deliver ongoing, tailored mid-funnel content
- ✓ Monitor engagement metrics to assess effectiveness



Sales Hand-Off

Score key contacts, deliver insights, and ensure a smooth transition and alignment between marketing and sales.

- ✓ Provide comprehensive interactions data
- ✓ Ensure access to relevant resources for follow-up

YOUR COMPANY - SALES

Sales Automation

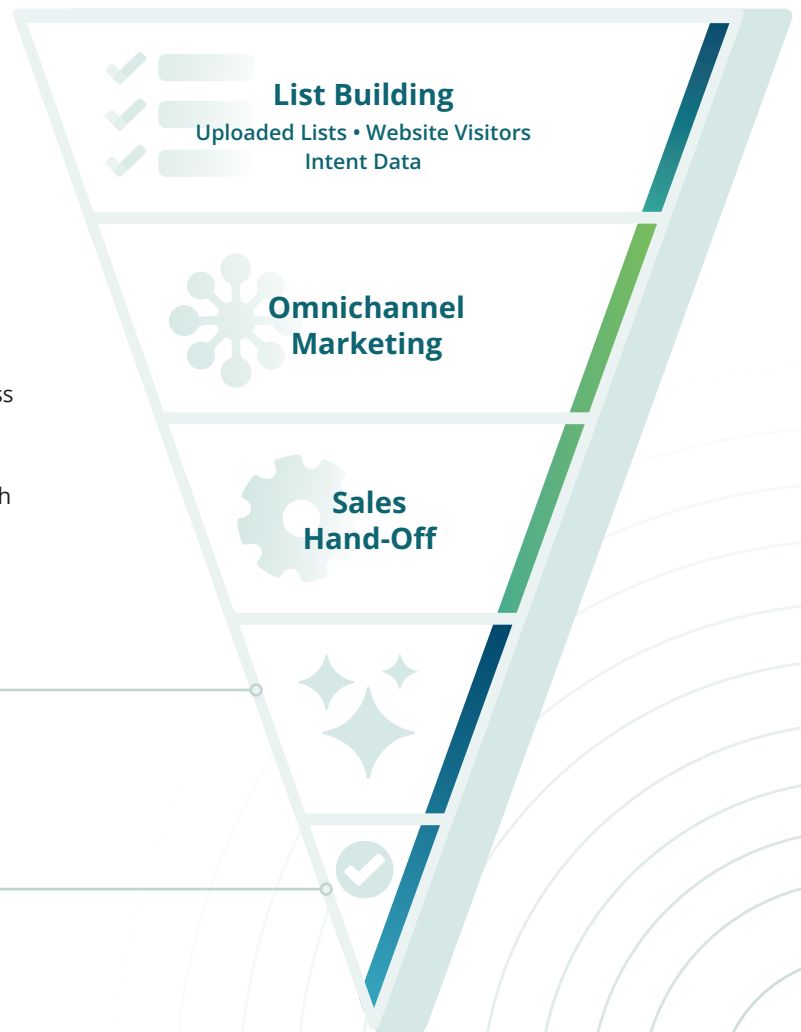
Use tools and reporting for real-time actionable insights to expand the relationship by staying top-of-mind.

- ✓ Set up personalized email sequences and tasks
- ✓ Manage pipelines efficiently and effectively

Sales Qualification

Engage decision-makers through effective discovery conversations to confirm a solution fit.

- ✓ Determine potential as a qualified prospect
- ✓ Establish a clear plan for follow-up



Provide Valuable Content in the Right Channels

Ocozzio will create powerful mid-funnel content tailored to the decision-maker's skills and interests, demonstrating your understanding of their pain points and positioning your company as a knowledgeable partner, not just a vendor.

Strategically distributing these assets across preferred platforms will enhance your visibility, relevance and credibility, ultimately winning mind share among top prospects.



Impactful Resources Can Include:

- ✓ How-To Guides
- ✓ Whitepapers
- ✓ eBooks
- ✓ Comparisons
- ✓ Infographics
- ✓ Thought Leadership
- ✓ Video
- ✓ Landing Pages
- ✓ Industry Reports
- ✓ Checklists
- ✓ Webinars
- ✓ Podcasts

Total Campaign Execution and Visibility with HubSpot

A centralized platform gives your company full visibility of all accounts and data for measurable attribution. Real-time analytics and automation tools provide seamless tracking of engagement and performance for ongoing optimization.



Ocozzio is a HubSpot Diamond Partner Agency, meaning you'll get hands-on, expert support from campaign execution, optimization and reporting.



Ready to Turn Your Prospects Into Clients?

With over 25+ years of healthcare benefits industry experience, Ocozzio hits the ground running with a laser focus on your strategic priorities.

