

MARKETING & COMMUNICATION | COURSE BROCHURE

B2B Marketing and Account-Based Marketing

5 days | Classroom training | English

SMART HORIZON

info@smarthorizon.uk
2 Kingdom Street, Paddington
London W2 6BD, United Kingdom

Explore current programmes

https://smarthorizon.uk



Course content

Why attend

B2B buying involves multiple stakeholders and long decision cycles. This course covers B2B buyer behaviour, segmentation and targeting, value propositions, demand generation, account-based marketing, sales and marketing alignment, and measurement.

B2B marketing requires different approaches from consumer marketing. This course helps you reach and influence business buyers more effectively.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course uses B2B case studies, ABM planning workshops, campaign design exercises and alignment role plays.

Course objectives

By the end of this course, participants will be able to:
- Understand B2B buying processes and stakeholders
- Segment and target business markets
- Develop B2B value propositions
- Plan demand generation programmes
- Design and execute account-based marketing
- Align marketing and sales and measure results

Target audience

This course is suitable for:
- B2B marketers
- Marketing managers
- Sales and business development managers
- Product marketers
- Key account managers



Course content

Target competencies

Participants will develop competencies in:

- B2B buyer insight
- Segmentation
- Value propositions
- Demand generation
- Account-based marketing
- Sales alignment

Course outline

Day 1: B2B Marketing Fundamentals

09:00–09:54	B2B versus B2C
09:54–10:48	Buying centres
10:48–11:00	Buying journeys
11:00–11:30	**Coffee break**
11:30–12:12	Buying journeys (continued)
12:12–13:06	Trends
13:06–14:00	Exercise: Buying process map

Day 2: Targeting and Value Propositions

09:00–09:54	Segmentation
09:54–10:48	Ideal customer profile
10:48–11:00	Value propositions
11:00–11:30	**Coffee break**
11:30–12:12	Value propositions (continued)
12:12–13:06	Messaging
13:06–14:00	Workshop: Value proposition



Course content

Day 3: Demand Generation

09:00–09:54	Content and campaigns
09:54–10:48	Lead generation
10:48–11:00	Lead scoring and nurturing
11:00–11:30	**Coffee break**
11:30–12:12	Lead scoring and nurturing (continued)
12:12–13:06	Events and webinars
13:06–14:00	Exercise: Campaign plan

Day 4: Account-Based Marketing

09:00–09:54	ABM models
09:54–10:48	Account selection
10:48–11:00	Personalised programmes
11:00–11:30	**Coffee break**
11:30–12:12	Personalised programmes (continued)
12:12–13:06	Sales collaboration
13:06–14:00	Workshop: ABM plan

Day 5: Alignment and Measurement

09:00–09:54	Service level agreements
09:54–10:48	Pipeline metrics
10:48–11:00	Attribution
11:00–11:30	**Coffee break**
11:30–12:12	Attribution (continued)
12:12–13:06	Continuous improvement
13:06–14:00	Capstone: B2B marketing plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



Course content

sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Kuala Lumpur Confirmed dates	9 Nov 2026	13 Nov 2026	**£1,450.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**£1,250.–**
Rome Confirmed dates	16 Nov 2026	20 Nov 2026	**£2,450.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**£1,250.–**
Paris Confirmed dates	23 Nov 2026	27 Nov 2026	**£2,860.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**£1,250.–**
Istanbul Confirmed dates	7 Dec 2026	11 Dec 2026	**£2,650.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Amsterdam Confirmed dates	14 Dec 2026	18 Dec 2026	**£2,540.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.-**
Singapore Confirmed dates	11 Jan 2027	15 Jan 2027	**£2,820.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**£1,250.-**
London Confirmed dates	25 Jan 2027	29 Jan 2027	**£2,450.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**£1,250.-**
Dubai Confirmed dates	8 Feb 2027	12 Feb 2027	**£3,150.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,250.-**
Vienna Confirmed dates	15 Feb 2027	19 Feb 2027	**£2,940.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**£1,250.–**
Frankfurt Confirmed dates	22 Feb 2027	26 Feb 2027	**£2,650.–**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,450.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,250.–**
Paris Confirmed dates	22 Mar 2027	26 Mar 2027	**£2,860.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**£1,250.–**
Cape Town Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,890.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Istanbul Confirmed dates	12 Apr 2027	16 Apr 2027	**£2,650.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,250.-**
Amsterdam Confirmed dates	26 Apr 2027	30 Apr 2027	**£2,540.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,250.-**
Singapore Confirmed dates	10 May 2027	14 May 2027	**£2,820.-**
Online Confirmed dates	10 May 2027	14 May 2027	**£1,250.-**
London Confirmed dates	24 May 2027	28 May 2027	**£2,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**£1,250.-**
Cape Town Confirmed dates	7 Jun 2027	11 Jun 2027	**£1,890.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**£1,250.–**
Dubai Confirmed dates	14 Jun 2027	18 Jun 2027	**£3,150.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**£1,250.–**
Frankfurt Confirmed dates	21 Jun 2027	25 Jun 2027	**£2,650.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.–**
Kuala Lumpur Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,450.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,250.–**
Paris Confirmed dates	26 Jul 2027	30 Jul 2027	**£2,860.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**£1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Istanbul Confirmed dates	9 Aug 2027	13 Aug 2027	**£2,650.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,250.-**
Rome Confirmed dates	16 Aug 2027	20 Aug 2027	**£2,450.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**£1,250.-**
Amsterdam Confirmed dates	23 Aug 2027	27 Aug 2027	**£2,540.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**£1,250.-**
Singapore Confirmed dates	13 Sept 2027	17 Sept 2027	**£2,820.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**£1,250.-**
London Confirmed dates	20 Sept 2027	24 Sept 2027	**£2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,250.-**
Barcelona Confirmed dates	4 Oct 2027	8 Oct 2027	**£2,840.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**£1,250.-**
Dubai Confirmed dates	11 Oct 2027	15 Oct 2027	**£3,150.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,250.-**
Frankfurt Confirmed dates	25 Oct 2027	29 Oct 2027	**£2,650.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,450.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Paris Confirmed dates	22 Nov 2027	26 Nov 2027	**£2,860.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**£1,250.–**
Istanbul Confirmed dates	6 Dec 2027	10 Dec 2027	**£2,650.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,250.–**
Amsterdam Confirmed dates	13 Dec 2027	17 Dec 2027	**£2,540.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smarthorizon.uk
2 Kingdom Street, Paddington
London W2 6BD, United Kingdom

View the latest course details online