

Maximizing ABM Impact: A Proven Framework for Driving Alignment, Efficiencies, and Business Results

Unlock the full potential of your account-based marketing strategy, ensuring a rapid and iterative speed-to-market. Each item in this framework has its own process and deliverable designed to drive alignment and forward momentum towards defined and measurable goals.

Build the business case

Identify and scope the business opportunity



Assess existing resources & capabilities

Develop high-level ABM charter



Validate charter with stakeholders



Secure funding & resources

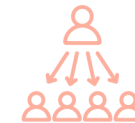
Align sales & marketing

Select and prioritize accounts (ICP, intent data, segmentation)



Gather account insights

Analyze audience insights against business objectives



Develop value props & message maps



Audit existing content & activities, identify gaps



Design and socialize engagement strategy & campaign plans

Deploy & measure campaigns

Submit content, campaign, and creative briefs; deliverables build



Prepare targeting, tracking, and shared dashboards

Kick-off call; establish communication cadence

Launch campaigns & activate sales plays



Optimize campaigns and interactions



Conduct post-mortem analysis & celebrate wins

KEY:

Propels sales & marketing alignment



Iterative, interlocked processes