



Principles for building an ABM Strategy

It is a strategic approach, not an individual tactic

It is where marketing and sales become a single affair

It is rigorous and granular

It improves efficiency

It creates more direct and related dialogs between the buyer and seller

It builds dialogs into enduring relationships

It is personal, relevant, interactive and measurable



High Performance ABM = Team Effort > Than The Components

Audience Strategy

Research & identify the needs of your best customers

Marketing Technology

Connect and automate tech + data to scale the buyer's journey

Creative Direction

Differentiate & break through w/ stories & messaging that supports both brand and buyer

Content Alignment

Transform the strategic opportunity into best-in-class relevant content solutions

Media Planning

Plan and launch targeted media mapped to the buyer role and stage

Reporting, Insights, & Analytics

Building data driven analysis to fuel the performance

Performance Optimization

ABM + fluid channel optimization + closed loop feedback

Becoming an ABM Champion

ABM Maturity Assessment	Sales Alignment	Target Accounts	Marketing Programs	Measurement
 <h2 data-bbox="266 339 508 375">Acceleration</h2>	<ul data-bbox="678 292 871 463" style="list-style-type: none"> • Metrics, measurement aligned to goals • Business impact 	<ul data-bbox="933 292 1126 463" style="list-style-type: none"> • Competitive intelligence • Technology enhancement • Positioning refinement 	<ul data-bbox="1207 292 1489 463" style="list-style-type: none"> • Full funnel campaigns • Applied engagement and behavioral insights • Dynamic personalization and machine learning 	<ul data-bbox="1559 292 1841 463" style="list-style-type: none"> • Closed loop • Predictive analytics • Optimizing to business outcomes (sales, deal size, velocity) • Upsell, retention
 <h2 data-bbox="272 546 413 582">Growth</h2>	<ul data-bbox="678 499 871 669" style="list-style-type: none"> • Operationalize • TAL dev • Planning, activation timeline, cadence 	<ul data-bbox="933 499 1126 669" style="list-style-type: none"> • Sales cycle targeting • Lead feedback, scoring, intent layering • Testing 	<ul data-bbox="1207 499 1489 669" style="list-style-type: none"> • Balanced demand generation and capture • CRM integration, content enrichment • Cross channel and market synergy 	<ul data-bbox="1559 499 1841 669" style="list-style-type: none"> • Granular performance insights • Channel, content, and tactic attribution • Advanced analytics into cost/revenue
 <h2 data-bbox="272 752 488 788">Foundation</h2>	<ul data-bbox="678 705 871 875" style="list-style-type: none"> • Shared belief, vision, and goals • Strategy dev • Ownership, commitment 	<ul data-bbox="933 705 1126 875" style="list-style-type: none"> • ICP • Company size, category, job fcn, title • Baseline targeting 	<ul data-bbox="1207 705 1489 875" style="list-style-type: none"> • Bottom of the funnel, demand generation campaigns • Leveraging existing assets • Limited optimization 	<ul data-bbox="1559 705 1841 875" style="list-style-type: none"> • Baseline campaign performance • Aggregate, directional insights applied • Limited to CTR, CR, MQLs, site traffic