

Everything you need to know

To ABM or not to ABM



Four steps to kickstart ABM

01

Select

What accounts are you prioritising for ABM activity?

Start with your campaign goals.

- What is the business objective that closing these target accounts would help achieve?
- Where are you looking to grow or add credibility?
- Where do you already have transferable experience and expertise?
- Which brands have the most potential revenue value?

That's a good starting point for honing in on your target verticals and identifying the accounts you want to pursue.



02

Research

Take time to understand the challenges and opportunities for your target accounts

Understand your target accounts' business, goals, and motivations. Who do they work with? Who are their competitors? What are their key market challenges and barriers to success?

Understand what makes them tick, and who are the key buyers and influencers you need to engage.

This provides the insights you need to identify your proposition fit.



03

Define

Create your action plan to communicate and engage

With your account intelligence finalised, next you need to outline what process you should take to engage your target accounts.

Specifically, this will involve addressing the following areas:

- Tailored propositions
- Strategy and plan
- Mapping critical resources
- Assign tasks and key stakeholders



04

Refine

Optimise, optimise, optimise

It's important you set up account reporting to identify areas of over or under performance.

Establish your reporting framework and develop a test, learn and improve approach to optimising your ABM activity. Be patient, ABM takes time to develop and scale effectively –focus on iterative continual improvement to reach long term goals.



 Book in a virtual coffee with one of our agile marketing experts