



Checklist:

Are you prepared to launch an ABM strategy?

Let's implement an account-based marketing strategy.

Sure...

Great, I want to hear your implementation and execution plan in the next few weeks.

How do I know if it's valuable, how will we get this done and how do even I start this process?



CEO

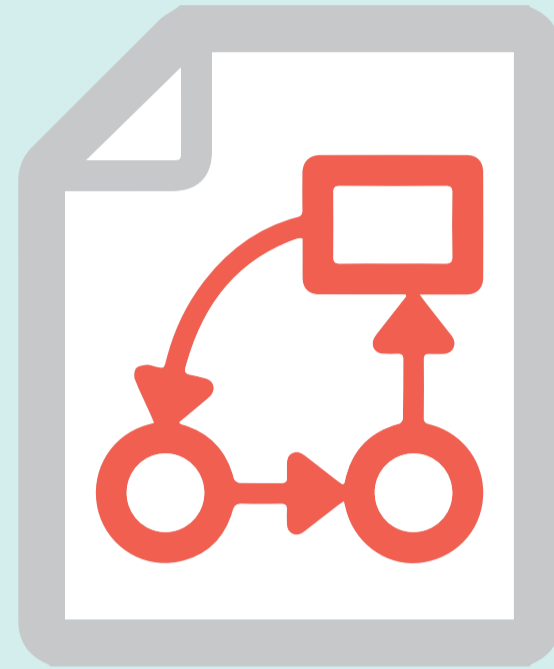


Marketer

Sound familiar?

Let's be real – account-based marketing (ABM) takes the cake for marketing buzzword of the year and many marketers are having conversations exactly like this. **But, ABM isn't for every company.**

You must have fundamental components in place to see a return on investment. If your CEO is the latest executive to jump on the ABM bandwagon, review this checklist to determine if your company is prepared to implement an integrated ABM strategy.



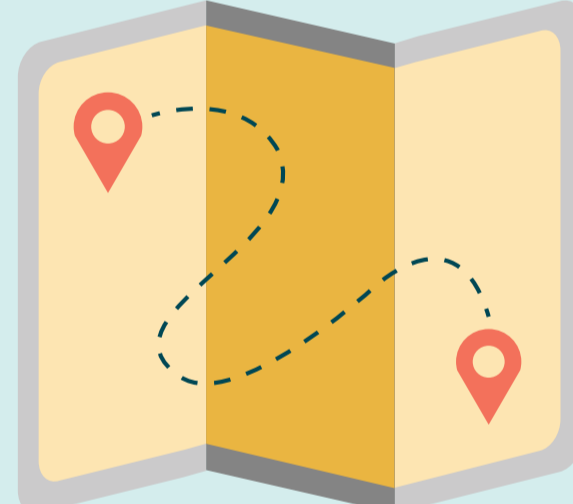
Internal resources

- Do you have a dedicated team member (or possibility to add someone) to operate the ABM strategy and execution?
- Do you have a framework in place to identify the priority target accounts with the sales team?
- Are your sales and marketing teams aligned and prepared to work side-by-side?



Sales intelligence data

- Do you have budget for a tool or dedicated employee to research target account information?
- Do you have an existing workflow between marketing and sales to share market triggers, engagement opportunities and target account intelligence updates in real time?



Integrated campaign approach

- Is your existing inbound marketing strategy generating results?
- Are you able to execute campaigns across the primary channels used by your target accounts?
- Do you have a dedicated team member to create content supporting your ABM campaigns for paid and organic channels?



Measurement

- Do you have the tools and resources in place to track the success of your ABM campaigns?



If you answered "yes" to most of these questions, you are ready to set up your first ABM campaign.

Learn the keys to a successful ABM campaign here.

If not, it's time to have a more extensive conversation with your executive and sales teams. ***Is ABM right for your business's goals, and what do you need to accomplish prior to rolling it out?***

