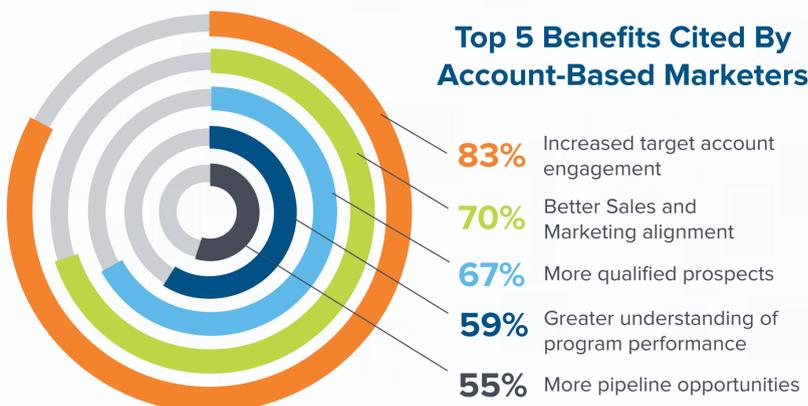


The Account-Based Marketing Checklist

 Building an ABM Framework

Account-Based Marketing is Gaining Traction



3 Steps to Building an ABM Strategy



Step 1: Build Your Target Account List

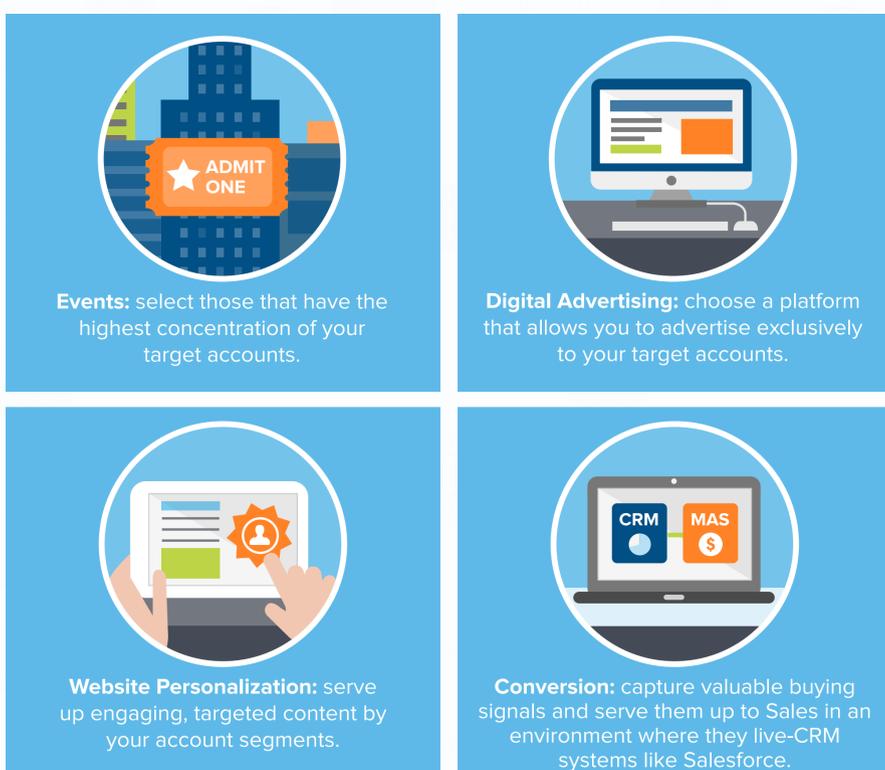
Your target account list contains the companies with the most potential to your business. It can include:
Prospects, customers, partners or a mix of all three.

There are several ways to approach this process:

-  **1.** Use the list of accounts your sales team is working off of.
-  **2.** Gather key stakeholders from both Marketing and Sales to align over a list of key accounts.
-  **3.** Use data to generate a list of target accounts, and then have a discussion with your sales team to determine a set of target accounts.
-  **4.** Leverage predictive analytics to discern the attributes of your best customers, and build a list of pre-qualified, ranked accounts.

Step 2: Market to Your Target Accounts

Once you have your list of target accounts, it's time to build marketing programs (both analog and digital) that focus on those accounts and move them through the funnel.



Step 3: Measure Funnel Performance by Accounts

Don't rely on secondary metrics like unique visitors and clickthrough rates. Measure your marketing performance with metrics that are directly tied to business impact.

-  Opportunities
-  Pipeline
-  Close Rates
-  Annual Contract Value (ACV)
-  Funnel Velocity
-  Target Account Activity
-  Lift
-  Retention and Upsell



If you're ready to get started with ABM, read our new eBook:
The B2B Marketer's Guide to Account-Based Marketing

Find out more at Demandbase.com

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