

GET FIT WITH ABM

Flex your muscles with Account-Based Marketing

B2B marketers see better results with ABM over a traditional go-to-market approach.

86%

see improved win rates

80%

see greater customer retention rates

76%

feel ABM delivers higher ROI

*TOPO ABM Benchmark Report 2019



ALIGNMENT PLANKS

ABM doesn't end with marketing. It takes alignment throughout the entire funnel and that means working very closely with sales.

Exercise: Think of two areas where you can improve sales enablement to ensure success.



BUDGET BOOTY KICKS

Budget issues can kick your booty. How do you fund and optimize your ABM program?

Exercise: Check out these 5 ways you can find ABM budget across the organization.

1. Implement top-down directive
2. Use innovation budget
3. Partner with other teams
4. Roll up under other initiatives
5. Shift budgets



TECHNOLOGY CHEST PRESS

You can't buy your way into an ABM strategy. But as you scale and expand your program, you'll need technology to create efficiencies.

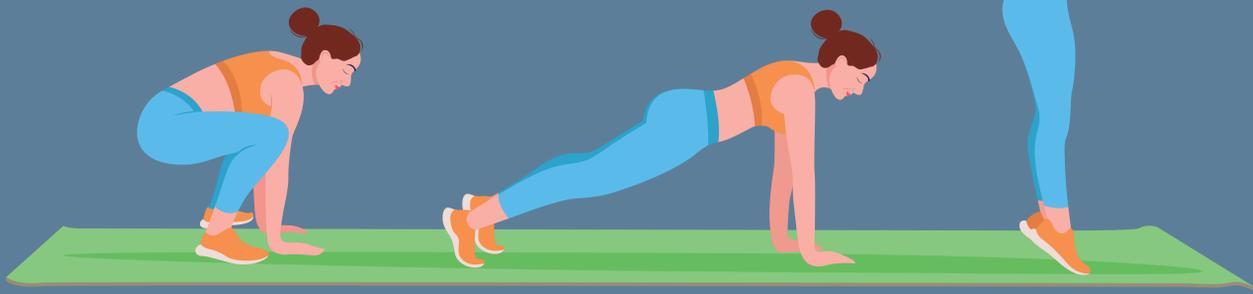
Exercise: Think about your current marketing tech stack. What technologies can you live without? What technologies are core to your programs? What do you still need to execute your strategy?



TARGET ACCOUNT LIST BURPEE

A Target Account List (TAL) is the foundation of an ABM strategy. It aligns sales and marketing teams around shared revenue goals.

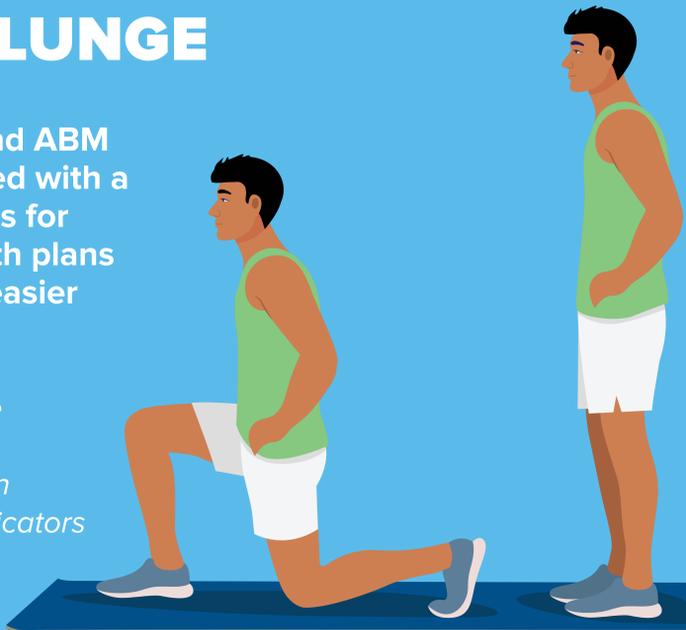
Exercise: When creating your TAL, identify characteristics of your Ideal Customer Profile (e.g., size, industry, revenue)



MEASUREMENT LUNGE

Mastering marketing analytics, and ABM analytics in particular, is associated with a whole host of positive implications for teams, including exceeding growth plans and increased budgets—and it's easier than you think.

Exercise: Think of your metrics in three different buckets: business objectives, marketing performance, and campaign metrics. What leading and lagging indicators will you need in each bucket?



WANT TO WORK UP EVEN MORE OF A SWEAT?

Join the over 5,000 people who have become certified in ABM! Now until July 31, we are offering it to you for FREE! No gym membership required.



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