



ABM & DIGITAL CAMPAIGN SETUP CHECKLIST



STRATEGY & PLANNING

- ☐ Define Ideal Customer Profiles (ICPs)
- ☐ Tier accounts (1:1, 1:few, 1:many)
- ☐ Align with sales on goals and account lists
- ☐ Conduct buyer and stakeholder research
- ☐ Identify decision-makers and influencers
- ☐ Build campaign brief with shared KPIs

EXECUTION READINESS

- ☐ Create segmented content and messaging
- ☐ Set up nurture flows (email/retargeting/web)
- ☐ Build role- or vertical-specific landing pages
- ☐ Prepare sales enablement assets
- ☐ Sync event and campaign calendars
- ☐ Launch test sequences and QA all links

POST-LAUNCH

- ☐ Track engagement by account and role
- ☐ Host cross-functional performance review
- ☐ Adjust messaging or cadence based on feedback
- ☐ Share wins and learning with internal teams