

ABM Roadmap

Moonshot-Strategy

1

Assess Organizational Readiness for ABM:

- Verify that your organization has the necessary infrastructure, data quality, and alignment between marketing and sales to support an ABM strategy.

2

Identify and Define Your ICP

Develop a detailed profile of your ideal customer based on existing successful accounts, market research, and business objectives.

3

Develop Target Account List:

Utilize your ICP to identify and create a list of target accounts that fit your ideal customer profile

4

Segmentation and Tiering of Accounts:

Classify your target accounts into different tiers based on potential value, opportunity size, and strategic importance.

5

Customize Engagement Strategies:

Develop tailored engagement strategies for each tier, considering the unique characteristics and needs of the accounts in each segment.

6

Implement Dynamic Intent Data Tracking:

Use advanced tools to track and analyze the intent signals from your target accounts to understand their buying journey and interests.

7

Develop Account-Specific Content and Messaging:

Create personalized content and messaging that resonates with each target account, addressing their specific pain points and interests.

ABM Roadmap

Page 2

8

Orchestrate Multi-Channel Engagement:

Plan and execute a coordinated multi-channel marketing and sales engagement strategy, ensuring consistent messaging across all touchpoints.

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Set Clear Goals and KPIs:

Define specific, measurable goals for your ABM program, including engagement metrics, pipeline growth, and revenue targets.

10

Continuous Measurement and Optimization:

Regularly track the performance of your ABM campaigns against the set KPIs and continuously optimize strategies based on data-driven insights.

11

Sales and Marketing Alignment:

Ensure ongoing alignment between sales and marketing teams through regular communication, shared goals, and collaborative planning.

12

Leverage ABM Technology and Tools:

Utilize ABM platforms and tools for account intelligence, campaign execution, and performance tracking to enhance the efficiency and effectiveness of your strategy.

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Educate and Train Your Team:

Invest in training your sales and marketing teams on ABM best practices, tools, and techniques to ensure successful implementation.

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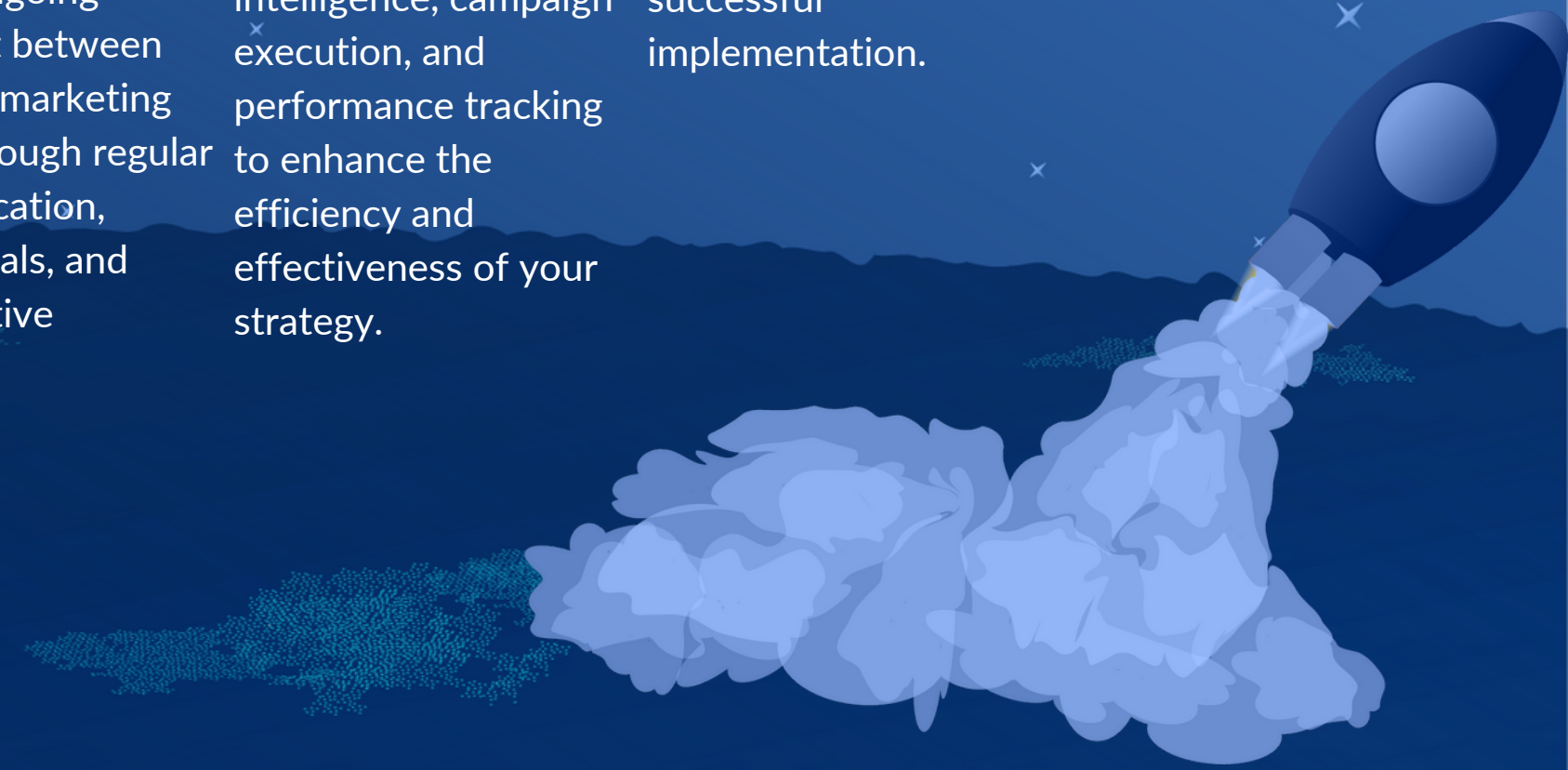
Pilot and Scale:

Start with a pilot program to test and learn, then gradually scale your ABM strategy across more accounts and segments.

15

Review and Adjust:

Regularly review the overall strategy, making necessary adjustments based on market changes, account feedback, and performance metrics.



Contact Information



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