

ACCOUNT BASED MARKETING CHECKLIST

Account-Based Marketing Checklist

- ✓ Evaluate if ABM is right for your business (high cost, finite number of prospects, etc.).
- ✓ Invest in ABM tools and education.
- ✓ Build a Taskforce.
- ✓ Identify and agree on target accounts
- ✓ Create account Plans
- ✓ Develop relevant content (personalized pages, event reports, or company evaluations)
- ✓ Attract contacts
- ✓ Measure your attraction effectiveness (pageview, conversion rates, etc.).
- ✓ Engage buying committee
- ✓ Monitor the buying committee's engagement (target accounts with buyers, deal creation rate, etc.).
- ✓ Optimize and continuously improve your ABM strategy

Looking for expert help getting started with ABM?

DaBrian Marketing will help you with your biggest ABM growth

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