1:1 ABM Process

	Scoping your account	Account insight	Defining account strategy	Developing account messaging	Campaign development	Measurement & ROI
Stages	Week 1	Week 2-4	Week 5	Week 6	Week 7+	Week 12
Key activities	• Define account status • Map current relationships • Agree objectives & KPIs • Define research requirements	• In-depth account profile • Understand, business drivers and pain points • Identify key stakeholders	• Review account research, account plan& sales insight • Map opportunities & focus areas	• Account specific value proposition • Supporting messaging • Agree engagement strategy	• Develop new content assets • Curate existing content • Deliver against GTM plan	• Review each activity and its success • Quarterly review of plan • Agree next quarter's priorities
Input	• Sales & Marketing	• Marketing	• Sales & Marketing	• Sales & Marketing	• Marketing	• Sales & Marketing
Output	• Sales & Marketing Alignment	• 360-degree view of the account	• Clearly defined ABM strategy	• Account value proposition & GTM plan	• ABM campaign assets & programme	• Quarterly review & plan