

# 1:Many ABM Process



Stages

Key activities

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| <ul style="list-style-type: none"> <li>• Define programme objectives</li> <li>• Review CRM &amp; intent data</li> <li>• Define sector priorities</li> <li>• Define key personas</li> </ul> | <ul style="list-style-type: none"> <li>• Identify account clusters based on industry, needs or location</li> <li>• Short-list named accounts</li> </ul> | <ul style="list-style-type: none"> <li>• Define optimal 1:Many approach and technology platform/s</li> <li>• Prioritise opportunities into a cluster-based plan</li> </ul> | <ul style="list-style-type: none"> <li>• Develop segment &amp; persona value propositions</li> <li>• Create content planning matrix</li> <li>• Develop GTM plan</li> </ul> | <ul style="list-style-type: none"> <li>• Curate existing content</li> <li>• Develop new content assets</li> <li>• Personalise assets by segment &amp; persona</li> <li>• Deliver against GTM plan</li> </ul> | <ul style="list-style-type: none"> <li>• Review each activity and track performance</li> <li>• Identify new leads &amp; opportunities</li> <li>• Quarterly review of plan</li> </ul> |
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| <ul style="list-style-type: none"> <li>• Sales &amp; Marketing</li> </ul> | <ul style="list-style-type: none"> <li>• Marketing</li> </ul> | <ul style="list-style-type: none"> <li>• Marketing</li> </ul> | <ul style="list-style-type: none"> <li>• Marketing</li> </ul> | <ul style="list-style-type: none"> <li>• Marketing</li> </ul> | <ul style="list-style-type: none"> <li>• Sales &amp; Marketing</li> </ul> |
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Output

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| <ul style="list-style-type: none"> <li>• Sales &amp; Marketing Alignment</li> </ul> | <ul style="list-style-type: none"> <li>• Segmented account groups</li> </ul> | <ul style="list-style-type: none"> <li>• Clearly defined 1:Many strategy</li> </ul> | <ul style="list-style-type: none"> <li>• Segmented messaging &amp; GTM plan</li> </ul> | <ul style="list-style-type: none"> <li>• 1:Many campaign assets</li> </ul> | <ul style="list-style-type: none"> <li>• Quarterly review &amp; plan</li> </ul> |
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