

ABM for CM

Building Custom(er) Marketing

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Customer Marketing

Aprimo



Strategic ABM Key Account Workshop Template

Account Name: _____

<p>Customer Overview Account health, ABM target tier, engagement history</p>	<p>Goals & Priorities of Customer</p>	<p>Opportunities Explain identified expansion or growth areas. Why targeted for ABM?</p>	<p>Core Value Props / Messaging</p>
<p>Customer Details # of Employees – Industry – Geography – Key Competitors – Buying Committee/ Key Influencers –</p>	<p>Adoption / Education Needs</p>		
<p>Current Usage Details Customer Journey Stage – Products Purchased – Teams/ Users – Use Cases for Current Products –</p>	<p>Strategic Messaging What is the key strategic & industry message to address?</p>		<p>Engagement Plan</p>
<p>Situation/ News/ Scoops New hires or loss of champions, org restructure, change in usage, M&A, etc</p>	<p>Budget / Resources Needed</p>	<p>Pain & Challenges</p>	<p>Next Steps - Internal</p>