

## Activity 1: Create Your Team

In order to execute ABM well, you'll need to rethink the way your marketing and sales teams are organized. Specifically, you're going to want to create a task force.

In ABM, a **task force** is a team of at least one marketer and at least one salesperson that markets and sells to an assigned list of target accounts. When you create your first task force, start with just one marketer and one salesperson. As you scale, add salespeople first. One marketer can support multiple salespeople.

**Question:** If you had to choose one person from your marketing team and one person from your sales team to pair up for your first ABM task force, who would you choose?

**Task:** Create a pitch for getting those two people to team up and focus on specific target accounts.

## Activity 2: Choose a Target Account

Something that makes ABM very different from inbound marketing is that you look out into the world and identify specific companies that you would like to have as customers. These are your **target accounts**.

Your company might already have an **ideal custom profile** or ICP, which is a list of basic attributes a company needs to have to be successful as your customer (size, industry, location, etc.). If so, that can be a great place to start generating a list of target accounts. But you don't necessarily have to have an ICP to get started with ABM. There are many other ways to identify potential target accounts. For example:

- Website visits - What companies are visiting your website today?
- Current deals - What open deals would you like to move faster?
- Historical deals - What are the 10 biggest deals you've closed recently? What do those accounts have in common? What other companies look like those accounts?
- Logo - Are there any companies out there that you'd like to be doing business with?
- Product launch - Do you have an upcoming launch (new product, new service, etc.)? What sort of companies would that new offering be appealing to?

**Task:** Choose one of the methods above (or use an ICP if you have one) to generate a short list of target accounts.

**Task:** Choose one account to create a campaign for. For the rest of the activities in this session, you'll focus specifically on that account.

# Activity 3: Attract and Engage Stakeholders

You need to design a content strategy that treats your target account like it's the only company in the world.

**Question:** What are the different roles in the buying committee for this target account likely to be? (Decision maker, budget holder, legal/compliance, executive sponsor, end user, etc.) List these in the first column of the table below.

Buying Role	Likely Job Title	Needed Content	Existing Content

**Task:** For each of the buying roles you identified, list some likely job titles for that buyer to have and identify the content that will be most helpful for that person. (Think of “content” in a broad sense here. It’s okay to go a little crazy and try new things—just remember that you’re trying to win people over, not merely impress them with your creativity.) For each content idea, indicate in the final column if you have existing content that will do the job or if you need to create net-new content. If you have existing content, how can you adjust it to make it uniquely relevant to your target account?

# Activity 4: Orchestrate Your Outreach

Now that you know who you're targeting and what content you're going to give them, you need to figure out the best way to get your content to them.

There are many channels available to you for distributing your content:

- Targeted ads
- Events
- Direct mail
- In-person visits
- Industry-specific visits
- (Your own creative ideas)

**Task:** List as many channels as you can think of for distributing your content. Be specific (instead of writing "Targeted Ads," list specific ad platforms). For each channel, check the appropriate box for how ideal it is for this target account (👍 = ideal, 👎 = not ideal, ? = more information needed). In the final column, add some notes for why you rated it that way. (For example, if you said it isn't ideal, is that because it's bad for your content or because it's unlikely to be effective with your target account or some other reason?)

Channel	👍	👎	?	Notes

**Task:** Choose two channels to use in this campaign.

## Activity 5: Measure Your ABM Success

As with any marketing technique, ongoing measurement and analysis is crucial for long-term success in ABM. Here are some key metrics to watch:

- Coverage - Do you have enough of the right people in your database? How complete is your account data?
- Awareness - Do your prospects know your company's name and what you offer?
- Engagement - How engaged and interested are your prospects?
- Reach - Are you reaching specific target accounts? Where are you wasting your efforts?
- Influence - Which activities are generating the right results?

**Question:** What metrics are most important for you to track?

**Question:** Who needs to see how you're performing against those metrics?