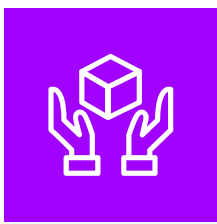


# INSIDE

# OUT

## Account Based Marketing (ABM) Top Tips

### Driving internal engagement to ensure ABM success



#### Selling ABM into your organisation

- Be clear on your value proposition for different internal audiences
- Use data to demonstrate the impact ABM can have on your organisation's metrics
- Create a senior-level ABM steering group to ensure the right teams have skin in the game



#### Onboarding an account

- Anchor ABM plans around client and business outcomes, rather than tactics
- Set clear expectations upfront on the commitment required and how you expect to work with the team
- Base recommendations on insights and data



#### Keeping stakeholders on board

- Identify quick wins that will demonstrate the value ABM can add
- Report on end-to-end client relationship, rather than last touchpoint
- Foster a symbiotic relationship with key stakeholders: Share tools and insights regularly and ask for feedback in return



#### Taking the leap: Innovation

- Share risk through x-account initiatives
- Find the stakeholder willing to take a risk and create a pilot
- Think outside the box – collaborate with partners, external influencers or the client themselves to find new ways to add value



#### Creating advocate accounts

- Agree success metrics with sales team upfront so you have shared goals
- Use your best-performing account as a case study to help sell-in ABM across the business
- Don't be a victim of your own success – be clear on your criteria for new accounts.