

CHECK LIST:

Is an ABM strategy right for your business?

By now you've heard the hype: Account-based marketing improves win rates and boosts customer lifetime value for eight in 10 marketers who try it.¹

But it takes commitment. Targeted outreach focuses a higher level of investment on a smaller number of potential leads. Closing those leads still takes time. And ABM is a business initiative that shakes up the way Sales and Marketing operate. Is an account-based marketing strategy right for your business? **Before you commit, be sure the following describes your organization:**



A B2B Focus

ABM is not appropriate for the vast majority of consumer products.



Large Contracts

Accounts selected for an ABM program must show the revenue potential to justify the cost of high-touch campaigns.



Multi-channel Expertise

Your team, along with agency partners, should be prepared to generate in-depth content, sophisticated digital campaigns, substantial sales enablement materials, visual themes, and events.



Enough Potential Customers

If you produce a niche product that only a few large companies can buy, ABM tactics will likely supplement the tightly focused outreach your sales team is already doing.



Critical Buy-in

ABM can fail without a commitment to the program's goals across Sales, Marketing, company leadership, and other internal stakeholders.



Adequate Budget

There must be adequate funding available to execute long-term ABM strategies alongside existing campaigns, keeping your pipeline full today.



Ample Time

ABM is not a quick fix to improve sales numbers for the next earnings report, and it can take multiple quarters to show improved customer acquisition cost.

Want to take a closer look at the groundwork, tactics, and execution behind effective account-based marketing? Download our comprehensive guide—[Quick Start ABM: How to Build Your Strategy and Drive Revenue.](#)