

Checklist:

Is My Company Ready for Account-Based Marketing?

Implementing an Account-Based Marketing (ABM) strategy can be a highly effective way for companies to focus their marketing efforts on specific high-value accounts and drive revenue growth. However, to be successful with ABM, it's essential to have a solid strategy in place and to be fully prepared before launching any campaigns. Is your company ready for ABM? Let's find out!

Checklist:

- Ideal Customer Profile (ICP):** Have you thoroughly researched and identified your ideal customer profile, including key characteristics, pain points, and purchase behaviors?
- Target Account List (TAL):** Have you developed a targeted account list based on your ICP, taking into account factors such as company size, industry, and location?
- Segmentation:** Have you segmented your TAL into groups based on shared characteristics and needs, and developed personalized messaging and content for each segment?
- Content Development:** Have you created content that addresses the specific needs and pain points of each segment, including personalized landing pages, emails, and ads?
- Sales and Marketing Alignment:** Have you aligned your sales and marketing teams around ABM goals and metrics, including establishing a shared definition of success and regular communication?
- Buyer Persona Mapping:** Have you identified the key decision-makers and influencers within each account, and mapped out the buyer's journey for each persona?
- HubSpot Integration:** Have you integrated your HubSpot account with your CRM and other relevant tools to ensure smooth data flow and streamlined communication?
- ABM Budget and KPIs:** Have you established a clear budget and KPIs to measure success, including metrics such as account engagement, pipeline growth, and revenue impact?
- ABM Roadmap:** Have you created a roadmap for implementing and scaling your ABM strategy in HubSpot, including timelines, milestones, and ongoing optimization?

Answering "yes" to these questions indicates that your company is well-prepared to launch an ABM campaign using HubSpot. By using HubSpot's ABM tools and features, companies can streamline and automate key aspects of the ABM process, including account targeting, personalization, and measurement. This can help companies achieve greater efficiency, scale, and ROI with their ABM efforts.

**Need help launching an account-based marketing campaign?
Contact us today!**