

The Account-Based Marketing FRAMEWORK

	BUYER'S JOURNEY			CUSTOMER'S JOURNEY			
	Demand Gen	Pipeline Velocity					
Stages	Prospect	Opportunity	Customer	Adoption	Upsell/Cross-Sell	Land & Expand	"Always On" Air Cover
Goal	Leads to Qualified Accounts	MQL to Opportunity	Opportunity to Customers	Customers to Advocates	Winning New Business	Winning More Business	Keeping Top of Mind
Strategies	<ul style="list-style-type: none"> Events/Webinars Campaigns Inbound Outbound 	<ul style="list-style-type: none"> MQL to SQL SQL to Opportunity Lost/Dead to Opportunity 	<ul style="list-style-type: none"> New Opportunity to Evaluation Evaluation to Negotiation/Review Negotiation to Closed-Won 	<ul style="list-style-type: none"> Workshops & Training Webinars/Events Customer Reviews 	<ul style="list-style-type: none"> New Product Features Upgrades Outbound 	<ul style="list-style-type: none"> New Departments Personalized Messaging Outbound 	<ul style="list-style-type: none"> Partners Analysts Influencers Investors
Recommended Content	<ul style="list-style-type: none"> Blog Post eBook Infographic Whitepaper 	<ul style="list-style-type: none"> Video Testimonial Case Studies Webinar 	<ul style="list-style-type: none"> Video Testimonial Case Study "How To" Content ROI Competitive Analysis 	<ul style="list-style-type: none"> Implementation Guide Tutorials "How To" Resources 	<ul style="list-style-type: none"> Product Webinar Case Study ROI 	<ul style="list-style-type: none"> Case Study ROI Video Testimonial 	<ul style="list-style-type: none"> Quarterly Reports Thought Leadership Newsletters
Stakeholders	Marketing, CMO, Demand Generation	Marketing, Sales, Sales Development	Marketing, Sales, Sales Development, CMO, CSO	Marketing, Customer Success	Marketing, Customer Success, Sales	Marketing, Customer Success, Sales	CEO, CMO, CSO
ABM Success Measure	Increase In: ↑ MQLs ↑ Contact Activities ↑ Audience ↑ Executive Awareness ↑ Number of Appts.	Increase In: ↑ Opportunities ↑ Engagement in Accounts ↑ Marketing-Sourced Pipeline ↑ Pipeline Velocity	Increase In: ↑ Closed/Won Deals ↑ Engagement in Opportunities ↑ Sales Velocity ↑ Deal size ↑ New Logos	Increase In: ↑ Usage ↑ Retention ↓ Churn	Increase In: ↑ New Business ↑ Deal Size ↑ Revenue per Acct ↑ Engagement in Accounts	Increase In: ↑ New Business ↑ Deal Size ↑ Current Customer Revenue ↑ Engagement in Accounts	Increase In: ↑ Awareness (more impressions) ↑ Engagement (traffic to site)