

12 TO SUCCESSFUL ABM ADOPTION



Adopting an Account-based Marketing (ABM) approach requires attention to people, processes and technology. Just focusing on one of those elements is unlikely to yield the many promised benefits. And just focusing on Marketing, Sales or Operational activities will also limit results.

To yield the promised 200%* revenue lift, ABM requires commitment and participation across the organization - from roadmapping to piloting to expansion. The timeline below provides a best-practices approach.



ABM is often a major organizational shift, which can be overwhelming. Having a carefully-orchestrated roadmap is critical. TPG can help your Marketing, Sales, Business Development, and Operations leaders align around best practices. Then we can work with all teams to optimize skill sets, processes and technology usage. The promise of ABM and Revenue Marketing is within reach when you work with TPG.



ABOUT THE AUTHOR:

Lorena Harris is a Senior Strategist with The Pedowitz Group, joining after VP-level positions at several Fortune 500 companies. She specializes in designing roadmaps for change across marketing operations, programs and campaigns. Helping enterprises benefit from Account-based Marketing is her current passion.