**[A green sign with white text

Description automatically generated with medium confidence](https://www.smartsheet.com/try-it?trp=11941&utm_source=template-word&utm_medium=content&utm_campaign=Account-Based+Marketing+Plan+Example-word-11941&lpa=Account-Based+Marketing+Plan+Example+word+11941)ACCOUNT-BASED MARKETING (ABM) PLAN  
TEMPLATE – EXAMPLE**

PLANNING

EXECUTION

PURPOSE

ACCOUNT SEGMENTATION

ANNUAL ACCOUNT PLANNING

QUARTERLY ACCOUNT REVIEW

WEEKLY / BIWEEKLY STATUS CHECK

* Target High-Value Accounts Precisely
* Align Sales and Marketing Efforts Efficiently
* Maximize Return on Marketing Investment (ROMI)
* Deliver Personalized and Relevant Messaging
* Shorten Sales Cycle for Key Accounts
* Set Clear Account Revenue Goals
* Identify Key Account Stakeholders
* Map Out Account Engagement Strategies
* Review Historical Account Interactions
* Allocate Resources for Target Account Initiatives
* Evaluate Account Engagement Metrics
* Assess Progress Toward Revenue Goals
* Review Feedback from Key Account Stakeholders
* Adjust Account Strategies Based on Performance
* Forecast Next Quarter's Account Activities
* Monitor Account Engagement Activities
* Track Progress Toward Short-Term Milestones
* Review Feedback and Insights from Sales Team
* Update Account Health and Risk Indicators
* Refine Communication Plans with Key Stakeholders
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Account-Based Marketing Plan – EXAMPLE

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Account-Based Marketing Plan

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* Text

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