**[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-word-11941&lpa=Account-Based+Marketing+Plan+word+11941)ACCOUNT-BASED MARKETING (ABM) PLAN**Account-Based Marketing Plan

PLANNING

EXECUTION

PURPOSE

ACCOUNT SEGMENTATION

ANNUAL ACCOUNT PLANNING

QUARTERLY ACCOUNT REVIEW

WEEKLY / BIWEEKLY STATUS CHECK

* Text
* Text
* Text
* Text
* Text

Account-Based Marketing Plan

PLANNING

EXECUTION

PURPOSE

ACCOUNT SEGMENTATION

ANNUAL ACCOUNT PLANNING

QUARTERLY ACCOUNT REVIEW

WEEKLY / BIWEEKLY STATUS CHECK

* Text
* Text
* Text
* Text
* Text

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |