

# Sample ABM communications plan

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Strategic positioning for the big win	<p>Account proposition development</p> <p>'Ambient' awareness and advertising</p>	<p>Joint thought leadership campaign launch: 'big rock' content and campaign</p>	<p>Account 1-2-1 workshop offer</p>	<p>Execute workshop and create outputs</p>	<p>Commence bid support activity</p>	
Relationship development			<p>Vendor innovation day Customised presentation, leveraging 'big rock' campaign</p>	<p>Virtual innovation update Sharing content from innovation day</p>	<p>Value/Insight report creation and promotion Potential to re-use format with future accounts</p>	<p>Launch joint initiative TBC: e.g. joint charity initiative or graduate scheme exchange</p>
Advocacy	<p>Key exec profiling</p>	<p>Advocacy programme offer: customised offer for inclusion in co-creation initiative and advertising activity</p>		<p>Global Forum presentation Target case study presentation and roundtable participation</p>	<p>Gartner summit Joint presentation as part of sponsorship package</p>	<p>Case study published Part of wider customer success programme</p>
Growth opportunities		<p>Account data and insight gathering</p>	<p>New proposition A ROI calc campaign</p>		<p>New Geo X Internal reference webinar campaign</p>	<p>CFO audience campaign Re-use (customised) corp Q2 planned campaign</p>
Integration with wider marketing activities	<p>Connect with Social Selling programme: Strategic positioning linked to individual trust &amp; credibility</p>					
	<p>VIP treatment in C-suite programme: Manage inclusion in exec-to-exec outreach, advisory board activity and C-suite events</p>					
	<p>Digital marketing integration: Pilot case for web personalisation and intent monitoring programme. Leverage (with approval) new starter identification and trigger comms flow</p>					
	<p>Audience-based demand generation: Customise audience campaigns where relevant to support 'growth opportunities' areas</p>					

