

Are your ducks in a row? The results that some B2B companies are getting using Account-Based Marketing (ABM) might tempt you to short-circuit due diligence. Please don't do it! Here is relevant content from our webinar series: [What Do B2B Marketers Do Now?](#)

Below is an excerpt from our recent webinar: [Are You Ready for B2B Account-Based Marketing?](#) In this short webinar excerpt, our featured guest, Alisa investigates: [B2B Account-Based Marketing: Readiness Assessment Model](#)

DISCLAIMER:

Note: The following is the output of transcribing software from the webinar recording. Although the transcription is largely accurate, in some cases it may be incomplete or inaccurate due to inaudible passages or transcription errors. Quite often unanticipated grammatical, syntax, and other interpretive errors are inadvertently transcribed by the computer software. Please disregard these errors.

Rick: Hello, everyone. Do you need to assess if Account-Based Marketing or ABM is the correct B2B marketing strategy to drive sales growth for your company this year? I'm Rick Endrulat, President of Virtual Causeway and we produce the insightful series, *What Do B2B Marketers Do Now?* I know everyone's busy. So today I have a segment from our recent webinar, "Are You Ready for B2B Account-Based Marketing?" Our featured guest in that webinar is Alisa Grocock, VP, Principal Analyst of Demand Generation and ABM at Forrester. In this webinar segment, Alisa explains the decision making model for ABM evaluation. What are the criteria that will help you more confidently assess ABM's relevance? So let's join Alisa now.

Alisa: Let me talk a little bit about what it looks like if you've completed your kind of assessment around these five core areas and the sub areas underneath them. So let's say you take each of these five things and they're in the readiness assessment. And you had some conversations in your organization about it. What do you want to do? You want to do ABM. You've taken some stock of your ability to do it, your readiness to do it, so I would say where you net out on that assessment is going to have some significant implications for how you should proceed. So the Y axis here, we call the risk summary. And at the top of it is sort of nirvana like, you know, they're not a lot of risk. We're in really great shape. And all five of these categories at the bottom of that at the bottom of

this is we've run into all kinds of challenges and barriers and our risks are pretty high. So let me kind of start at the top, which would be sort of the the happy scenario, if you will. If you discover that you're in pretty good shape along all of these readiness categories, then you're going to proceed. You have few risks that have been identified and whichever ones you have found are pretty easy to influence or to change.

Alisa: They might be things that are very specific to your function. If you're a marketer and you're there's some things within your own team that can be easily tweaked. Great. You make those modifications to address the risks and on you go. If you have more risk than that and they're linked to resourcing. We just don't have quite enough people. We don't have quite enough budget dollars. You know, that's relatively easy to deal with as well. You can sort of just change your scope. We have these conversations with clients all the time, like they may have been told that they really needed to do some big global program, but they have hardly any money or people to do it. And so encourage them to go back and say, you know what, we can do this. We can't do that Big Brother thing, but we can do this small piece. And here's the timeframe in which we can do it. And it's going to be a longer time frame than I think we had all hoped for. So that's that can be relatively easy to deal with. Where it starts to get more complicated is when the risks are greater than that. When they start to sit outside of your organization, you need other people to kind of change their roadmaps.

Alisa: You need a massive amount of content, for example, or there's technologies that are just not in place or you have no ability to report your demand. Your Waterfall is in really bad shape. Well, you know what? You're probably looking at delays to your program at that point. You probably need to go and deal with the issues that you have and come back to an ABM program a little bit later. Obviously, as the risks get greater, as you have sales and marketing maturity kinds of risks, you probably are going to need to set up work streams just to deal with those things. Right. And you're starting now. You're not into just delaying the launch of your ABM program, but you're actually setting up a parallel program or work stream or whatever you want to call it, to kind of knock down some of these other barriers. And you've got that becomes a kind of a much more massive kind of mitigation effort. And then finally, if you're just kind of drowning in challenges across all five of these readiness areas, that's probably the time to say, let's time out for a second and maybe go back to basics and come back to the ABM idea. And we do have that conversation with clients sometimes, too.

Alisa: They'll come to us saying we're ready to do ABM or not ready, but we want to do ABM. We start to dig into some of these areas and they come back to us a few weeks later and they say, you know what? It's just that's we're not there. We're not there. We've got some other blocking and tackling that we need to pay attention to right now. We'll revisit ABM a little bit later down the road. And all of those answers are just fine. What I do want to say is let's assume for the moment that you are in this proceed up at the top. Let's say you're one of those lucky ones that has decided that you don't have a lot of risk and you do want to proceed forward and you're getting ready to get your ABM pilot or ABM program off the ground. Here are some of the things that that I would that I would encourage. Remember, it's a powerful approach to delivering business impact in a scalable way. So that's great. We know that organizations rush into a at scale without necessarily understanding what success requires. So you want to kind of get a cross-functional effort off the ground to figure out whether how you're doing or whether you're ready to go in some of these readiness categories and then identify the risks and determine what your approaches is going to be if you do move forward.

Alisa: We encourage you to look at these five and in five is just coincidence here. But five areas of milestones focus areas, if you will. So if I'm working with clients that have already done their readiness assessment, I'll say, OK, let's get going here. The key areas that you really need to be prepared to start executing against strategy, goals and alignment. ABM program planning and execution measurement, team design and skill development and infrastructure, and you can see that some of these things mirror the readiness areas. So let's get a documented ABM charter going. Let's do that data driven account selection. Let's start putting demand maps together and building your audience insights and content and planning out your program. Let's get that. A dashboard, that account level dashboard ready to go. Let's start let's start executing. And so you can kind of see what those milestones look like. So just want to give people a flavor for what the future looks like, what you have ahead of you. If you kind of get through the readiness, the readiness gate and you actually are going to execute on a ABM pilot or an execute an ABM program.

Rick: I hope you found that segment helpful. I'd be happy to send you the link to the full webinar playback and the related research brief that goes along with it. You can email us at info@v-causeway.com or drop by our [website](#).

And I want to say that while the content of that webinar is really important, it may not be the most important growth strategy for your business right now. At Virtual Causeway, we've identified several B2B growth strategies. So let's schedule some time when we can figure out the One Big Thing that will have the most impact right now in our Strategy Session. With you we'll investigate the sales and marketing challenges you're currently facing, utilizing tools to discover your current customer experience and map these findings to a spectrum of potential growth strategies to identify that One Big Thing that will have the most impact right now. I look forward to arranging a strategy session with you to identify that One Big Thing so you can accomplish all of your growth objectives. You can reach me at **866-211-6549**. Let's talk soon and have a great day.