Account-Based Marketing Calendar

Template for creating scalable and repeatable ABM

Driving Scalability and Repeatability with ABM

EXAMPLE: Account-Based GTM Calendar

Q1: Former Champions	Q2: Churned Accounts	Q3: Closed Lost Accounts	Q4: Partner Initiative
Reasoning: The first half of Q1 is spent getting new assigned accounts, planning quota, etc. Targeting former champions and power users convert to pipeline [x]% of the time and is an easy lift for a Q1 strategy. **GTM Objective:** Pipeline acceleration	**Reasoning:** Churned accounts have a high likelihood of converting into customers again at [x]% CVR. A product announcement is a great time to bring them back to learn about product updates and connect with successful customers. **GTM Objective:** Product adoption	**Reasoning:** This quarter is key to generating pipeline with a decent likelihood of closing in Q4 or Q1. Current customers have on average 2 lost opportunities. Focusing on lost opportunities is low-hanging fruit for new pipeline and potential bookings. **GTM Objective:** Increase win rates	**Reasoning:** Partnerships have played a huge part in growth. [x] partner has driven $[x] in pipeline and revenue. A specific focus on accounts from this partnership can provide another opportunity to accelerate pipeline creation and eventual bookings. **GTM Objective:** Partner bookings

Key Channels & Tactics

Website Personalization	Email	Custom LPs	Organic Social	Webinars	Events	Direct Mail	Outbound	Paid Social

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How to use the calendar

- Each quarter has one area of focus
  - Former champions and users
  - Churned customers
  - Closed lost opportunities
  - Partner overlaps
- The area of focus should have data-backed reasoning
  - CVR% to qualified opportunities
  - Pipeline created from qualified opportunities
  - Win rate from qualified opportunity
- The area of focus determines the accounts you prioritize
- The area of focus should support achieving a GTM objective

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Driving Scalability and Repeatability with ABM

TEMPLATE: Account-Based GTM Calendar			
Q1:	**Q2:**	**Q3:**	**Q4:**
Data-driven reasoning: GTM objective:	Data-driven reasoning: GTM objective:	Data-driven reasoning: GTM objective:	Data-driven reasoning: GTM objective:

Key Channels & Tactics								

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Calendly meeting link: book here

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