



Account-Based Marketing (ABM) LaunchPack



SALES STRATEGY AND MARKETING FOCUS ALIGNED

Bring together sales and marketing to accelerate revenue.

An account based approach to identification, engagement, conversion and revenue.

DESIGNED FOR	OUR GOALS	YOUR TAKEAWAYS
Account-Based Marketing Customers	Drive opportunity conversion at the account level by identifying and targeting marketing and sales efforts.	<ul style="list-style-type: none"> ✓ Highest level of sales alignment ✓ The most targeted segmentation opportunity ✓ Focused approach for lead generation ✓ Account level insights ✓ Measurable combined sales and marketing efforts
TERM (MONTHS)		
2 Months		
PRICE		
Starting at \$10,750		
AVAILABLE HOURS		
50 Hours		

LaunchPack Activities			✓ Included \$ Available X Not Available
Activities	LaunchPack		
Audit & Plan	✓	Leadous will lead you through an audit and planning session so we can learn more about your unique goals, set up, and other key details along with setting expectations, answering questions, and ensuring everyone is on the same page as we kick-start the process.	
Implementation	✓	Experts will closely work with your team to ensure success following a best practice implementation process that details a plan and confirms your ABM setup is fully customized to your goals.	
Strategy & Execution	✓	This is where things really start to come together. Leading the strategy and execution phase with your goals top of mind and taking note of all the key steps and materials needed along with a testing schedule and following best practice throughout the process.	
Measurement	✓	Here we will test your ABM program for accuracy and ensure everything is set up to follow best practices along with confirming everything is flowing properly so measurement is accurate as we track progress.	
Optimization	✓	Leadous will work with you to ensure your ABM program is fully optimized with your specific requirements.	
Training	X	Team members can participate in a custom educational series that provides in-depth knowledge in key areas.	
Advanced Feature Set-Up	X	We will work with your team to set up advanced features integrated with your instance for full optimization.	
Campaign Mentor	X	Leadous will identify areas of focus to support your team with Marketo best practices and recommendations. The initial priority will be on your marketing automation strategy, ongoing plan, and alignment with marketing and sales.	

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SPECIALIZED Marketo Engage

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