**Account-Based Marketing GTM Plan**

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| PROJECT NAME |  |  |
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| CONTACT INFO |  |  |
| NAME | PHONE | EMAIL |
|  |  |  |
| MAILING ADDRESS |  |  |
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|  |  |  |
| AUTHOR | DATE |  |
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| 1 MISSION |
| Whether you are preparing a general growth strategy or a specific product launch, it’s important to keep the mission in mind. |
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| 2 EXECUTIVE SUMMARY |
| This is a summary of the full plan, highlighting the key strengths and weaknesses, major goals, and primary techniques to be employed |
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| 3 SITUATIONAL ANALYSIS |
| **RESEARCH** |
| PEST Analysis (political, economic, social, and technological factors) |
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| SWOT Analysis (strengths, weaknesses, opportunities, and threat factors) |
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| Competitor Analysis |
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| **IDENTIFY SMART (Specific, Measurable, Realistic, and Timely) OBJECTIVES & METRICS**  |
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| 4 TARGET ACCOUNTS |
| This is a prioritized list of accounts and their subgroups of key influencers. |
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| 5 KEY MESSAGES |
| This is a group of three-to-five statements which sum up how you want your organization to be perceived |
| *Multiple audiences require differentiated messages. Create a list of three-to-five statements based on each account.* |
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| 6 TOOLS & TACTICS |
| What do we have to do to achieve objectives, and what tools are appropriate to reach your target accounts?  |
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| **MARKETING CHANNELS** |
| *Each account will likely have several appropriate communications channels that will require a plan and budget:* web/online media presence, press/PR, direct marketing, and paid advertising on print or broadcast media.  |
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| 7 BUDGETS |
| Each tactical project that supports the plan should be budgeted separately. |
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| 8 PROJECT PLAN & SCHEDULES |
| Create a milestone chart that will show all tactics and what needs to be done by whom and by when. Include this so that you can measure progress toward ultimate goals. |
| **TASK OWNER** | **DATE DUE** | **TASK DESCRIPTION** |
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| 9 EVALUATE |
| Based on your mission and incremental metrics, evaluate how successful you were in meeting objectives. |
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