**Account-Based Marketing GTM Plan
Sample**

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| PROJECT NAME |  |  |
| Global Manufacturing Partners GTM Strategy |
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| 1 MISSION |
| This is the primary objective the company aims to achieve with the launch of its product or service in the market. |
| At Global Manufacturing Partners, our mission is to revolutionize the manufacturing industry by delivering cutting-edge automation solutions tailored to the unique needs of large-scale industrial companies. We are committed to building strong, long-term partnerships with key manufacturing leaders by understanding their specific challenges and providing customized solutions that drive efficiency, reduce costs, and enhance productivity. Through our account-based marketing strategy, we aim to become the trusted advisor and go-to partner for industry innovators seeking to transform their manufacturing processes. |

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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 |
| Global Manufacturing Partners is launching an account-based marketing (ABM) strategy to target and engage high-value manufacturing clients with personalized automation solutions. By focusing our marketing and sales efforts on a select group of key accounts, we aim to deliver tailored value propositions that address the unique challenges of each client, fostering deeper relationships and higher conversion rates. Our ABM approach will leverage data-driven insights, customized content, and dedicated account teams to ensure that our solutions drive efficiency, reduce costs, and enhance productivity for our clients, positioning us as the preferred partner in the manufacturing industry. |

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| 3 SITUATIONAL ANALYSIS |
| **RESEARCH** |
| PEST Analysis (political, economic, social, and technological factors) |
| * **Political:** Regulatory changes and trade policies affecting international manufacturing operations can impact the demand and deployment of automation solutions.
* **Economic:** Fluctuations, such as a recession or growth in the manufacturing sector, influence capital expenditure decisions and investments in automation technologies.
* **Social:** Growing awareness and emphasis on sustainable and ethical manufacturing practices drive the demand for innovative automation solutions that reduce waste and improve efficiency.
* **Technological:** Rapid advancements in robotics, AI, and IoT (Internet of Things) present opportunities for developing state-of-the-art automation solutions that cater to the evolving needs of large-scale industrial companies.
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| SWOT Analysis (strengths, weaknesses, opportunities, and threat factors) |
| * **Strengths:** We have expertise in delivering customized automation solutions and a strong track record of successful implementations for large-scale manufacturers.
* **Weaknesses:** We have limited brand recognition in comparison to established competitors.
* **Opportunities:** There is increasing demand for automation driven by the need for operational efficiency and the integration of advanced technologies like AI and IoT in manufacturing processes.
* **Threats:** There is intense competition from established automation providers and potential disruptions in the supply chain that could affect the delivery and implementation of solutions.
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| Competitor Analysis |
| Global Manufacturing Partners faces competition from Advanced Automation Systems and Industrial Robotics Inc., both well-established providers of manufacturing automation solutions. These competitors leverage extensive industry experience and broad product portfolios, posing significant challenges in terms of market share and customer loyalty. |
| **IDENTIFY SMART (Specific, Measurable, Achievable, Realistic, and Time-Bound) OBJECTIVES & METRICS**  |
| **Goal:** Increase the number of contracts signed with key manufacturing accounts by 25 percent within the next 12 months by providing customized automation solutions and targeted marketing efforts.* **Metric:** Track the number of new contracts signed with targeted key accounts on a quarterly basis.

**Goal:** Achieve a customer satisfaction score of 90 percent or higher from key manufacturing clients within the next six months by delivering exceptional service and tailored automation solutions.* **Metric:** Measure customer satisfaction through post-implementation surveys and feedback forms from key accounts.
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| 4 TARGET ACCOUNTS |
| This is a prioritized list of accounts and their subgroups of key influencers. |
| **Mega Tech Manufacturing** specializes in producing high-precision components for the aerospace and automotive industries.**Key Influencers:** Carmen Robertson (COO), Everett Crosse (Head of Manufacturing), Fiorella Fitzgerald (Senior Automation Engineer) |
| **Prime Industrial Solutions** offers comprehensive industrial engineering and automation services to large-scale manufacturers.**Key Influencers:** Guadalupe Garcia (CTO), Hazel Christensen (Director of Production), Henry McNeal (Lead Process Improvement Specialist) |
| **Global Fabricators Inc.** is a leader in custom metal fabrication, serving clients in the construction and heavy machinery sectors.**Key Influencers:** Hilda Wilson (CEO), Jamal King (VP of Manufacturing), Jason Desjardins (Head of Engineering) |

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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 different messages. Create a list of three-to-five statements based on each account.* |
| **Mega Tech Manufacturing:** Global Manufacturing Partners' advanced automation solutions can enhance Mega Tech Manufacturing’s precision and efficiency, ensuring superior quality components for the aerospace and automotive industries.* **COO:** Our automation solutions streamline operations, reduce downtime, and improve overall production efficiency, directly impacting your bottom line and operational excellence.
* **Head of Manufacturing:** With our customizable automation systems, you can achieve higher precision and consistency in your manufacturing processes, ensuring the highest quality components for your clients.
* **Senior Automation Engineer:** Our state-of-the-art automation technology integrates seamlessly with existing systems, providing you with advanced tools to enhance production accuracy and efficiency.
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| **Prime Industrial Solutions:** Prime Industrial Solutions can leverage our tailored automation services to offer their clients enhanced industrial engineering solutions that drive efficiency and innovation.* **CTO:** Our innovative automation solutions are designed to integrate with your advanced engineering projects, enabling you to offer cutting-edge technology to your clients.
* **Director of Production:** We provide robust automation systems that optimize production processes, reduce waste, and improve product throughput, helping you meet your production goals more effectively.

**Lead Process Improvement Specialist:** Our solutions offer real-time data and analytics that empower you to continuously refine and improve industrial processes, ensuring peak performance and quality. |
| **Global Fabricators Inc.:** Global Manufacturing Partners' custom automation solutions can significantly enhance Global Fabricators Inc.’s metal fabrication processes, increasing efficiency and product quality.* **CEO:** Partnering with us means leveraging advanced automation to enhance your competitive edge, drive growth, and ensure your company’s leadership in custom metal fabrication.
* **VP of Manufacturing:** Our automation solutions are designed to integrate seamlessly into your fabrication processes, increasing throughput, reducing errors, and ensuring consistent quality across all products.
* **Head of Engineering:** We offer cutting-edge automation technology that enhances your engineering capabilities, allowing for greater precision and efficiency in custom metal fabrication projects.
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| 6 TOOLS & TACTICS |
| What do we have to do to achieve objectives, and what tools are appropriate to reach our target accounts?  |
|  **TACTICS*** **Account-Based Advertising:** Use targeted online advertising to reach specific accounts with personalized messages across various digital channels.
* **Personalized Email Campaigns:** Develop and send tailored email campaigns to key influencers within each target account, highlighting how our solutions address their unique needs.
* **Content Marketing:** Create high-value content such as whitepapers, case studies, and blog posts that resonate with the pain points and objectives of each account.
* **Direct Outreach:** Conduct direct outreach through phone calls, LinkedIn messages, and personalized letters to build relationships with key decision-makers.
* **Customized Demos and Presentations:** Offer customized product demonstrations and presentations that specifically address the challenges and goals of each target account.

**TOOLS*** **CRM Systems:** Utilize customer relationship management (CRM) systems to track interactions, manage account details, and analyze sales performance for each target account.
* **Marketing Automation Platforms:** Implement marketing automation tools to create personalized email campaigns, nurture leads, and track engagement with key influencers.
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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.  |
| * **Company Website:** Maintain a robust website with dedicated landing pages for each target account, featuring tailored content and case studies.
* **Social Media:** Leverage LinkedIn and Twitter to share thought leadership content, engage with key influencers, and participate in relevant industry conversations.
* **Webinars:** Host webinars tailored to the interests and needs of target accounts, providing valuable insights and showcasing expertise.
* **Press Releases:** Issue press releases highlighting major milestones, new partnerships, and success stories relevant to target accounts.
* **Account-Based Events:** Organize exclusive events, such as lunch-and-learns or roundtable discussions, for representatives from target accounts to build relationships and showcase solutions.
* **Online Advertising:** Invest in targeted online ads on platforms like LinkedIn and industry-specific websites to reach key influencers within target accounts.
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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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