

# THE ANATOMY OF A HIGH-PERFORMING ABM PROGRAM

## (& Prioritizing Your Greatest Potential Accounts)

A successful Account-Based Marketing (ABM) program is built on strategy, structure, precision, and ruthless alignment across marketing, sales, and leadership. It's not about scaling, but about expanding where successful.

Below are the components of a well-engineered ABM program, especially suited for complex and highly regulated industries, where nuance and credibility are everything.



**LET'S BUILD THE MISSING PIECES TOGETHER.**

Learn more at [www.redhouse2b.com](http://www.redhouse2b.com) or contact us at [consulting@redhouse2b.com](mailto:consulting@redhouse2b.com) or 770.475.2103