

A QUICK GUIDE TO...



# The ABM Fundamentals Playbook

Target your top 100 accounts.  
Convert up to 20% to opportunities.  
In 90 days turn ABM into your best-performing growth engine.

## The Phases

### Preparation

DAY 1 - 30



#### Set your campaign up for success

- Identify your top 100 accounts with defined audience profiles
- Enrich those accounts with integrated intent data and firmographic data to target best-fit accounts
- Prioritize accounts for outreach with tuned-in account scoring built exclusively for your data



### Execution

DAY 31 - 60



#### Run your ABM Campaign

- Launch 2-week Omnichannel Marketing campaign across Facebook, LinkedIn, Google, Twitter, and more
- Activate 2-4 week sales cadences with automated outreach across email, direct mail, and LinkedIn



### Attribution

DAY 61 - 90



#### Prove your campaign's ROI

- Schedule regularly running reports to evaluate your campaign
- Measure performance with real-time scorecards
- Solidify future ABM Recommendations to optimize your next ABM program
- Validate engagement stats and opportunity creation is meeting expectations



## 91 Days and Beyond...

### Become a Self-Made ABM Pro

Continue self-serving with the ABM technology of your choice to run your next ABM program independently.

### Leverage Our ABM Experts

Continue working hands-on with our ABM experts to achieve 5-7x opportunity creation with your ABM program.

### Go At Your Own Pace

Our program is 100% risk-free — no obligation required. If you're happy with the results, but not ready to continue, we'll be here when you are.