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ABM Playbook

10 Quick Plays for Big Wins



Ready to put ABM into action?

You've come to the right place.

Since we promised these would be quick plays, let's get straight to it. In this **ABM Playbook**, we're not just talking about aligning your marketing and sales teams; we're highlighting how an account-based approach doesn't just complement your **B2B advertising**—*it is your B2B advertising.* Whether you're engaging high-fit accounts across channels, building awareness before buyers are ready, or delivering personalized messages to close the deal, advertising is at the core of ABM success.

Whether it's breaking into a new market, integrating traditional demand gen and ABM, smashing ambitious sales targets, or upselling for max revenue — you get the picture. Marketers today have a lot on their plates. That's why we've packed this playbook with 10 actionable plays that blend ABM with multi-channel advertising strategies, showing real-world results from marketing teams like yours.

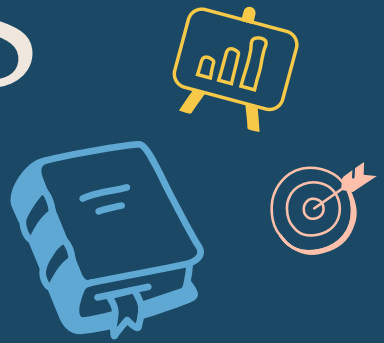
Each play gives you the tools to start today (hello, copy + paste), but is flexible enough to fit your team's unique needs. After all, no two marketing teams are alike. And if you're just dipping your toes into ABM and need a primer on the essentials, we've got you covered. Check out these resources as you flip through the plays (because there's no such thing as too many tabs — right?):

- → How to identify your ideal customer profile, build a target account list, and segment audiences for campaigns
- → How to ABMify your existing demand gen team ASAP
- → How to prioritize and tier accounts for 1:many, 1:few, and 1:1 programs

Now, let's dive into the quick wins your team will be applauding you for in your next marketing meeting. 👏

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The 10 Plays



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Quick Play #1

‘ABMify’ 1:many channels with targeted reach

3 Quick Steps to Get Started

STEP 1

AUDIENCE

Identify your target account list and select a key set of accounts to target at any given time. From there, segment by buying stage to run journey-specific programs and offers.

STEP 2

CTAs

Depending on the stage of given accounts, align offers to full-funnel (awareness, conversion, close). Don’t blast the same program to every single account.

STEP 3

CHANNELS

Launch **1: many programs** against unaware/ aware TAL via targeted advertising, e-gifting, SDR outreach, email, etc.

PRO TIPS

DON’T FORGET

- → Deanonymize traffic to identify potential impact
- → Retarget (only) target account list
- → Expect > CPLs but long-term returns
- → Make sure sales stage dictates channel, KPI

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Bonus: Top ABM channels by buying stage

How to get started ABMifying

Most channels can be ABMified!

Choose channels based on stage

Buying Stage	Goal	KPI	Channels	Exp. Offers
Unaware	Awareness	Site traffic, opens + clicks	Display, social ads, outbound email	Ungated content (blog, infographic, etc), free signup
Aware	Engagement	Form fills, gift redemptions	Retargeting, LinkedIn ads, content syndication, email, webinar/virtual events, direct mail	Gated content, webinar or event reg, gifts
Engaged	Sales Readiness	Demo requests, ROI calc, (BoFu) content views or requests	Email, Chat, Web, Phone, LinkedIn ads and InMail	Video demos, talk to sales, ROI calculator

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Quick Play #2

Progress accounts from unaware to engaged ASAP

3 Quick Steps to Get Started

STEP 1

AUDIENCE

Use unified marketing and sales data to create target account list — allowing sales proper sign-off. Use account scoring and intent to focus on accounts sales can work best. Segment ‘unaware’ accounts for hyper-targeted campaigns.

STEP 2

CTAs

Focus on top-of-funnel content to bring awareness to brand — test ungated or educational content connected to your brand. Prepare next-stage touches to convert high-engagers and turn them into ‘aware’ accounts.

STEP 3

CHANNELS

1. Display targeting to unaware, high-fit audience
2. E-gifting to top accounts with known, unaware buyers
3. Sales follow-up/outreach once accounts become ‘engaged’

PRO TIPS

DON’T FORGET

- → Track associated lift of awareness campaigns on things like SDR email open rate
- → Enable your sales team with engagement spike reports to prioritize outreach to high-engagers first
- → Don’t come in with lower funnel CTAs like demo requests
- → Track how many accounts are progressing through stages and address any key gaps with further segmented campaigns

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Quick Play #3

Adapt to changing sales conditions and targets

3 Quick Steps to Get Started

STEP 1

AUDIENCE

Re-evaluate internal ideal customer profile (ICP) across business via site de-anonymization and closed-won data, pivot target account list as needed. Prioritize highest probability close rates with predictive models.

STEP 2

CTAs

Focus on CTAs from awareness to renewal, focusing on the lift awareness brings to opportunities. Engage via sales stage based campaigns and coordinated SDR touches.

STEP 3

CHANNELS

1. Drive awareness & air cover within newly identified target audience via display
2. Drive further conversion via LinkedIn ads
3. Co-create an SDR follow-up strategy

PRO TIPS

DON'T FORGET

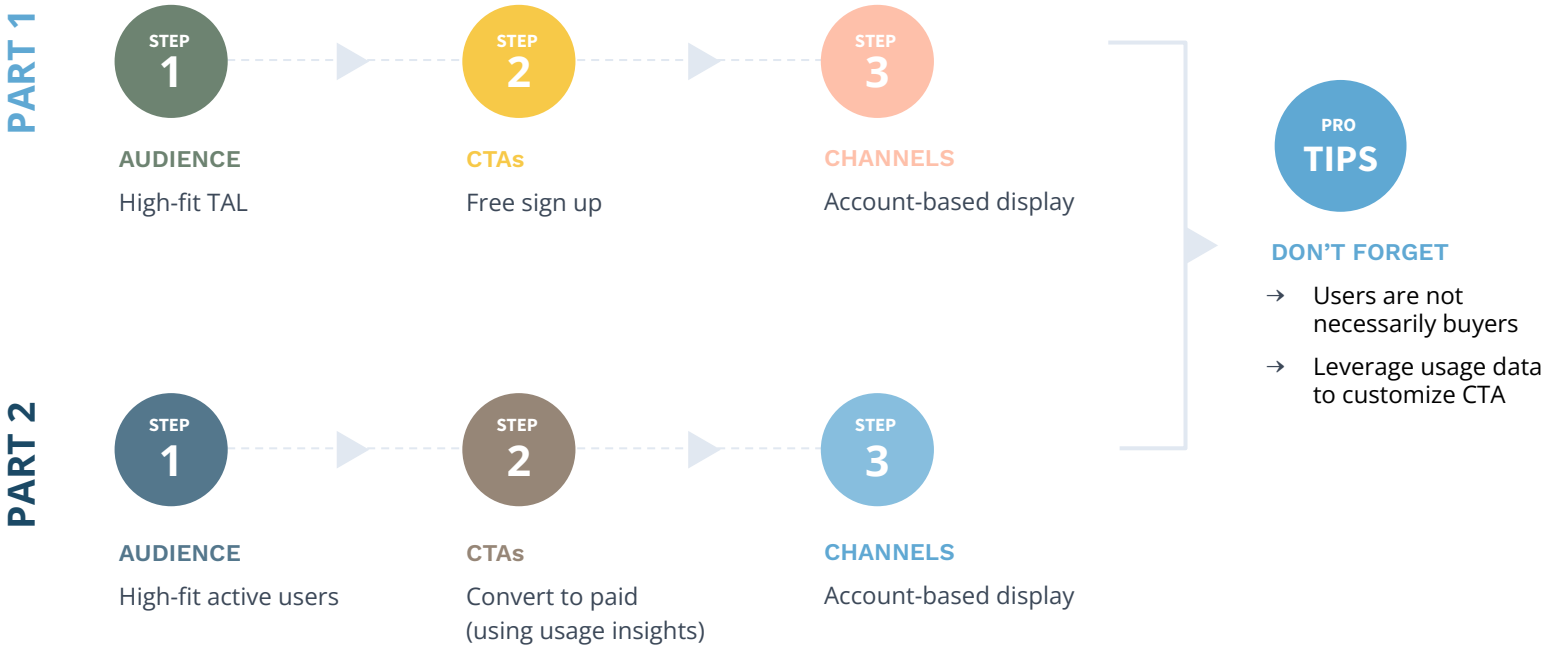
→ Testing a new market or audience needs iteration — monitor for optimizations
→ Clearly map sales goals back to number and value of target accounts
→ Have trusted reporting across all systems to evaluate success of new programs on revenue and growth

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Quick Play #4

Supercharge freemium upgrades within accounts

6 Quick Steps to Get Started



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Quick Play #5

Scale 1:1 ABM personalization for hundreds of accounts

3 Quick Steps to Get Started

STEP 1

AUDIENCE

If you're already working with a target account list, you'll want to use fit-scoring and other behavioral data to rank accounts into tiers (1, 2, 3, etc.) Align with sales on TOP accounts from tier 1 (highest value), and create a 1:1 segment.

STEP 2

CTAs

In this instance, CTAs will naturally be to move accounts to the next stage in their journey — but entirely personalized to them. From ad copy, to landing page copy, to CTA, it will be directly targeted to each top-tier account.

STEP 3

CHANNELS

1. Surround-sound digital, including dynamic display advertising with personalization
2. Heavily coordinated SDR follow-up and outreach, from email to e-gifting
3. Personalized landing pages

PRO TIPS

DON'T FORGET

- → Set up dynamic campaigns that sync with your data to remove the manual aspect of 1:1 campaigns
- → Create clear goals and KPIs before launching, and have clear reporting with sales to measure impact on opportunities and revenue
- → Apply learnings to expand program or taper off certain accounts if needed
- → Can't do this level? Do 1:few based on attributes like vertical or company size

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Quick Play #6

Uplevel traditional inbound to break into bigger deals

3 Quick Steps to Get Started

STEP 1

AUDIENCE

Identify qualified contacts within accounts via marketing automation, dynamically sync with your engagement platform, and target entire buying committees within those priority accounts.

STEP 2

CTAs

Here, your CTAs don't need to be completely 'rebuilt' from those you created for inbound — and if they move through their journey hitting qualification triggers, the demo request will route hot leads to your sales team.

STEP 3

CHANNELS

1. Marketing automation — segment marketing emails targeted to priority accounts
2. Target with display advertising across entire buying committee, not just one contact

PRO TIPS

DON'T FORGET

→ You don't need to abandon inbound — you can use a lot of its foundations (content) to move an outbound motion toward v set of accounts

→ Lean on dynamic data to do a lot of the 'ABM' for you

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Quick Play #7

Turn high-fit, low-engaging accounts into opportunities

3 Quick Steps to Get Started

STEP 1

AUDIENCE

Identify disqualified MQLs from your target account list (no engagement) OR closed-lost opportunities (future interest) and segment into audiences for re-engagement. Align with your sales team so that they're prepped on follow-up.

STEP 2

CTAs

This audience doesn't want to be bombarded by more of the same content they didn't respond to prior, so mix it up and deliver a no-ask touch: "dinner on us" **e-gift** (or anything else that may strike their fancy).

STEP 3

CHANNELS

1. Send segmented marketing email with no-ask touch
2. Run coordinated display ads to drive awareness and response lift
3. Find them where they are: get LinkedIn ads up and running.

PRO TIPS

DON'T FORGET

- → Plain text email from SDR
- → Send Sunday afternoon
- → SDR follow-up post redeem
- → 2 wks no response or 3 mos closed-lost

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Quick Play #8

Expand reach to all key players within in account

3 Quick Steps to Get Started

STEP 1

AUDIENCE

While working with a target account list is key, you also need to map the key decision makers within an account to succeed in larger deal cycles. By bringing in contact-level data and insights, develop a strategy to target at the contact-level.

STEP 2

CTAs

Each buyer has a different level of decision-making power, so cater and CTAs to their pain points. Even without these resources, you can drive awareness and conversion at different stages.

STEP 3

CHANNELS

For unknown (not in your database) buyers, reach them via targeted display advertising and LinkedIn ads.
Direct them toward personalized landing page experiences, and follow-up with SDR outreach.

PRO TIPS

DON'T FORGET

- → Be sure your data sources speak to one another and can track progression within an account
- → Leverage intent to prioritize personalization investments against in-market accounts (hot leads)
- → Enable your sales team with engagement reports to prioritize outreach, not wasting bandwidth on every account equally

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Quick Play #9

Generate sales-approved leads in multiple markets

3 Quick Steps to Get Started

STEP 1

AUDIENCE

After identifying your target account lists for each market, use fit-scoring through machine learning to identify accounts most likely to close. From there, layer on intent data (hot leads), and only focus efforts there.

STEP 2

CTAs

Use intent data to inform personalized content CTAs, including personalized landing pages.

STEP 3

CHANNELS

1. Marketing emails
2. Targeted, intent-based display advertising
3. SDR outreach

PRO TIPS

DON'T FORGET

- → Sync ABM programs across CRM and Marketing Automation for clear multi-touch view
- → Give your sales team the capability to rotate accounts based on quality/engagement
- → Automatically update campaigns based on TAL adjustments — reduces manual lift + resource needs for lean teams

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Quick Play #10

Turn high-fit, low-engaging accounts into opportunities

3 Quick Steps to Get Started

STEP 1

AUDIENCE

Identify key personas display high **engagement** or **high intent** within accounts pulling from your target account list or ideal customer profile (outside your key target account list)

STEP 2

CTAs

Create content based on **behavioral data**, targeted toward the next stage in their journey around key topics. Depending on the value of accounts, consider running a few 1:1 or 1:few campaigns.

STEP 3

CHANNELS

1. Marketing **email**
2. Target Account List **display ads**
3. Sales **email + outreach**

PRO TIPS

DON'T FORGET

- → "Check your email" ads
- → Ideally 500-1000 accounts
- → Intent topics are not equal
- → Use direct messaging (especially competitor)

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