

Your ABM Campaign Guide

How-To Guide

Whether you're just starting to explore Account-Based Marketing (ABM) or have years of experience under your belt, our "Free ABM Playbook Template" is designed to equip you with knowledge and strategies to effectively build an ABM campaign. With this comprehensive guide, you can successfully build a highly targeted audience of in-market accounts and develop a tailored ABM campaign playbook that aligns with your growth goals.

Build an Audience of In-Market Accounts

In B2B marketing, we may wear many hats, but ultimately we're tasked with three critical objectives:

1. Know our customers
2. Meet target accounts where they are with the right messaging at the right time
3. Drive brand awareness and sales to increase revenue

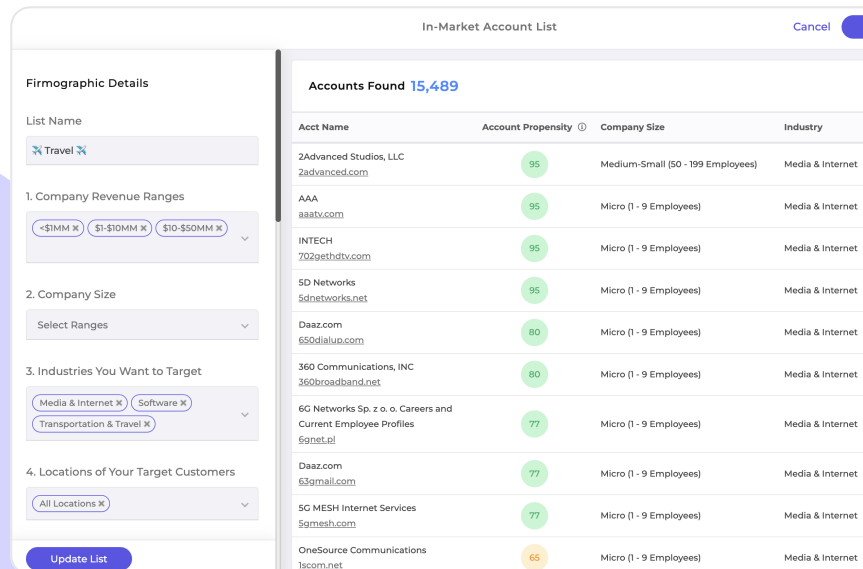
Building a target account list incorporating third-party data can give you valuable, unique insights about your target audience. By using intent data to find and prioritize your customers based on their level of interest, you ensure that you're approaching the right accounts at the right time.

The process begins by understanding which market segments you are addressing and defining the characteristics of each segment in a way that is relevant to your business.

Identify Your Top 100 Accounts for Free

Sign up to access our ABM free trial.

Leverage over 18 Million intent topics and competitive signals to accurately identify accounts that are spiking with intent for your business.



The screenshot shows the 'In-Market Account List' interface. On the left, there are filtering options under 'Firmographic Details':

- List Name: Travel
- 1. Company Revenue Ranges: <\$1MM, \$1-\$10MM, \$10-\$50MM
- 2. Company Size: Select Ranges
- 3. Industries You Want to Target: Media & Internet, Software, Transportation & Travel
- 4. Locations of Your Target Customers: All Locations

On the right, there is a table titled 'Accounts Found 15,489' with the following columns: Acct Name, Account Propensity, Company Size, and Industry.

| Acct Name | Account Propensity | Company Size | Industry |
|--|--------------------|-----------------------------------|------------------|
| 2Advanced Studios, LLC 2advanced.com | 95 | Medium-Small (50 - 199 Employees) | Media & Internet |
| AAA aaaaty.com | 95 | Micro (1 - 9 Employees) | Media & Internet |
| INTECH 702aethdvtv.com | 95 | Micro (1 - 9 Employees) | Media & Internet |
| SD Networks sdnetworks.net | 95 | Micro (1 - 9 Employees) | Media & Internet |
| Daaz.com 650dialup.com | 80 | Micro (1 - 9 Employees) | Media & Internet |
| 360 Communications, INC 360broadband.net | 80 | Micro (1 - 9 Employees) | Media & Internet |
| 6C Networks Sp. z o.o. Careers and Current Employee Profiles 6cnet.pl | 77 | Micro (1 - 9 Employees) | Media & Internet |
| Daaz.com 63gmail.com | 77 | Micro (1 - 9 Employees) | Media & Internet |
| 5G MESH Internet Services 5gmesh.com | 77 | Micro (1 - 9 Employees) | Media & Internet |
| OneSource Communications 1scom.net | 65 | Micro (1 - 9 Employees) | Media & Internet |

[Build your Audience of In-Market Accounts →](#)

PROPENSITY

Let's begin by outlining the key attributes that will help you identify your in-market accounts.

1. FIRMOGRAPHIC DETAILS

Firmographic data is a type of information that categorizes organizations based on various factors, such as geographic area, number of clients, type of organization, industry, and technologies used. This data is utilized to segment organizations into meaningful categories.

To begin, answer key questions about firmographic details, such as company revenue ranges, industries you want to target, and the locations of your target customers.

1. Company revenue ranges:

- Less than \$1MM
- \$1 - \$10MM
- \$10 - \$50MM
- \$50 - \$100MM
- \$100 - \$200MM
- \$200MM - \$1B
- More than \$1B

2. Industries you want to target _____

3. Geographical locations of your target customers (countries) _____

4. Metro areas of your target customers _____

2. KEYWORDS

To narrow down the results include keywords or phrases that match your audience's name or description. Selecting high-quality, relevant keywords can help you reach the right accounts. Similar to how you would approach a search ad campaign, identify the terms that best describe the businesses you are targeting. Remember to focus on the most relevant and accurate terms to optimize your campaign's effectiveness.

1. Industry Keywords _____

▼ Advanced Filters

1. Industry Keywords ⓘ

2. Industry Keyword Exclusions ⓘ

Bus x

3. INTENT DATA

Today's B2B buying committees can consist of numerous roles across a business, but they share one thing in common, they are all conducting research to evaluate a new vendor.

While capturing and using first-party data (data collected from your own digital properties) is crucial, incorporating a layer of third-party intent data can provide you with enhanced insights.

B2B intent data refers to the digital trail left by potential buyers as they conduct research on the web for their next purchase. It informs you when buyers are actively researching online for a solution, as well as the products and services they are interested in (known as purchase intent), based on the web content they consume.

Add intent data topics and the competitors you want to track.

Intent signals _____

Competitors to Track _____

With intent data you can:

- Find new in-market prospects who have yet to visit your site.
- Determine if a prospect is actively researching topics that would align them with your ICP (ideal customer persona), allowing you to provide tailored messaging according to the content they're consuming.
- Identify if one of your current customers is actively considering switching to your competition. We have you covered.

What is an Intent topic?

An Intent topic describes the nature of the online content.

Is an Intent topic the same as a Keyword?

No. Keywords consider the presence of the word. Intent topics consider the context of the content – regardless of the presence of the word/phrase.

1. Select Intent Signals ⓘ [View List](#)

Select Theme ▾

🔍 business travel ✕

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> | American Express Global Business Travel ⓘ |
| <input checked="" type="checkbox"/> | Business Travel ⓘ |
| <input type="checkbox"/> | CWT Business Travel Management ⓘ |

Business Travel ✕

Corporate Travel Management (CTMLF) ✕

Craft a Playbook Aligned to Your Growth Goals

Once you have identified your target audience, determining the most effective marketing and sales plays is the next step.

To effectively engage your prospects, it is important to craft strategies and messaging that address their specific needs and guide them through their research journey. Successful companies don't simply push their solutions onto prospects; instead, they demonstrate how their solution can solve the particular problem the prospects are facing.

By understanding the topics your prospects are researching, you can provide consultative content that intelligently guides buying committees toward your solution.

In addition, it is crucial to define clear goals for your Account-Based Marketing (ABM) Playbook. Do you want to build a pipeline, accelerate an existing pipeline, generate cross-selling opportunities, or increase brand awareness? The goals you set will impact the types of plays, frequency, and content you need to implement.

Programmatic Display Ads

Today, B2B marketers have more control over and get better ROI from their advertising dollars than ever before. Display advertising involves using visual ads like banners, images, or videos to promote your brands on various websites and digital platforms. Unlike search advertising, which relies on user intent expressed through search queries, display ads can appear on publisher websites, social media platforms, and mobile apps.

LinkedIn Ads and Facebook Ads

Also offer targeted advertising through social media. On both platforms, you can upload your own audiences and match account lists and then refine your targeting by adding criteria such as job title, seniority, location, and more.

How to Use Sequential Messaging in Your Ad Campaigns

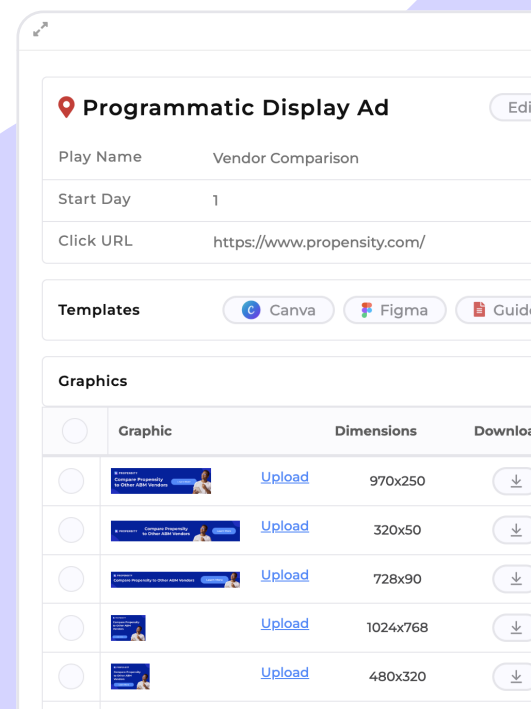
Show your prospect a unique sequence of marketing messages that resonate with them and nudge them to convert. Use storytelling through ads over targeting devices. The marketing assets must be shown in a purposeful order.

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How to Create Converting B2B Ads

Learn the tips and best practices on how you can create impactful programmatic ads that actually convert, so you can focus more of your efforts on attracting the right people and creating a predictable stream of warm leads to hand off to sales.

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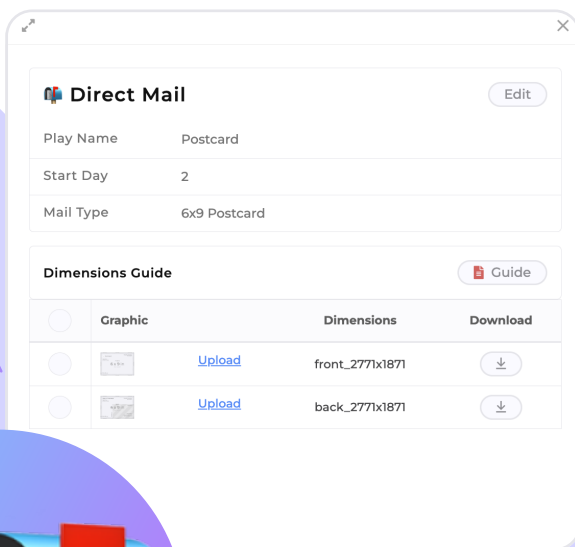
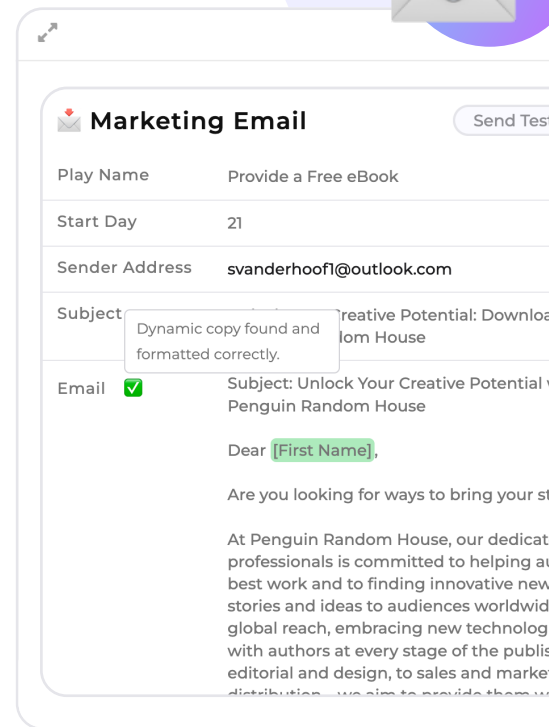
Email Marketing

Email marketing and account-based marketing (ABM) go hand in hand, allowing you to reach contacts with provable intent with personalized communications directly to their inbox. You can provide consultative content that intelligently guides buying circle toward your solution. These emails should be tailored to address their specific pain points and challenges.

How to Make Cold Email Marketing Effective

Cold emails allow you to approach prospects who are interested in your solution with highly targeted messaging. No matter how critical your message to your prospect, it has to make it into their inbox and be opened to be effective. Don't let your cold email get marked as spam or filtered out by email service providers.

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Direct Mail

Direct mail is a tangible experience and can complement online campaigns. It can enhance digital practices and achieve higher response rates aligned with other marketing plays. Use direct mail to warm up clients and create brand awareness before reaching out to them by phone.

Content Syndication

Content syndication is a distribution strategy that involves sharing and amplifying content in external channels to increase brand visibility, attract new prospects, and drive more traffic to your own websites or landing pages.

Landing Pages

When an account clicks on your ads, the landing page provides an opportunity for your prospect to consume relevant content, case studies, and testimonials that resonate with the account's specific needs. And invite them to take action.

Content

When it comes to ABM content types, there are several effective types that can be used at various stages of the ABM process to engage, educate, and persuade the target accounts. Remember, the key to successful account-based marketing is to deliver valuable and personalized content that speaks directly to the needs and pain points of the target accounts. By utilizing these different content types, you can effectively engage with your target accounts and drive meaningful results.

Webinars

Today, B2B marketers have more control over and get better ROI from their advertising dollars than ever before. Display advertising involves using visual ads like banners, images, or videos to promote your brands on various websites and digital platforms. Unlike search advertising, which relies on user intent expressed through search queries, display ads can appear on publisher websites, social media platforms, and mobile apps.

Videos

Create personalized videos that address specific pain points and challenges. Share these videos in your syndicated content, email outreach, or social media.

Case Studies and Success Stories

Sharing case studies and success stories that highlight how your offering has helped similar accounts can build credibility and trust. Focus on the outcomes achieved and the value provided.

Industry-Specific Content

Creating content that is tailored to the specific industry of the target accounts can demonstrate your expertise and understanding of their unique challenges. This can include industry reports, whitepapers, and thought leadership articles.



| PROPENSITY

Sales Outreach

You want your sales teams to engage with your potential customers with proactive and personalized touches. Reaching out through various channels such as email, phone calls, social media invitations and messages, or even in-person meetings. The goal is to build relationships, and trust and ultimately close deals by demonstrating the value of your offering.

The Role of Social Media Outreach in ABM

Your ABM strategy relies heavily on specific touchpoints for success. ABM campaigns reach highly targeted audiences and social media outreach can help develop trust and build relationships, by delivering messaging that resonates with your target audience.

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Improve Pipeline Velocity and Conversion Rates

- 7x Opportunity Creation
- 3x Opportunity Win Rates
- 10% Sales Cycle Reduction
- 5x More Engagement

Create Your Playbook

Start by selecting the play types you want to execute, determining the channels to cover, developing messaging, creating content, and setting the pace for each marketing and sales interaction. This will help you create a clear plan outlining the tactics required to engage and convert potential customers.

Marketing Channels

- Programmatic Display Ads
- LinkedIn Ads
- Facebook ads
- Email Marketing
- Direct Mail
- Content Syndication
- Landing pages


Content

- Workbook, template, etc.
- Guide, Article, Blog Post, Customer Story
- Infographic
- Webinar
- Interactive video
- Demo Video

Sales Touches







- LinkedIn Connection
- LinkedIn message
- Sales email
- Phone call





Limited by budget? You're ready to start harnessing the benefits of an ABM campaign, but you're worried about tight budgets and ensuring your marketing spend is on target for 2023. No sweat. We compiled this guide to help you visualize what is the expected cost of an ABM campaign and the typical ROI for account-based marketing efforts per channel.



My Plays

Choose the play types you'd like to run in this campaign. You can always update this later.

| Marketing | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> |  Content |
| <input checked="" type="checkbox"/> |  Direct Mail (+\$1 per contact) |
| <input checked="" type="checkbox"/> |  Facebook Ad |
| <input checked="" type="checkbox"/> |  LinkedIn Ad |
| <input checked="" type="checkbox"/> |  Marketing Email |
| <input checked="" type="checkbox"/> |  Programmatic Display Ad |

| Sales | |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> |  Call |
| <input checked="" type="checkbox"/> |  LinkedIn Connection |
| <input checked="" type="checkbox"/> |  LinkedIn Message |
| <input checked="" type="checkbox"/> |  Sales Email |

[Cancel](#) [Update](#)

ABM Playbooks

Intent data unlocks invaluable growth opportunities. Maximize your data by tying it directly to your ABM campaigns with the right ABM playbook. Here are Propensity's top ABM playbooks:

Competitor Conquest

Helps you engage accounts actively researching your competition so you ensure your company is included in the evaluation cycle.

Guided Experience

Helps your audience find solutions to problems that keep them up at night. Build trust and lead your customers on a path to the right solution.

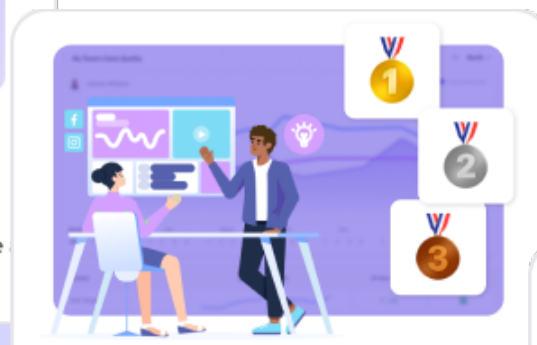
Industry-Specific

Helps you set your business apart by highlighting your value to a niche audience. Build authority, create brand awareness, and grow your vertical presence.



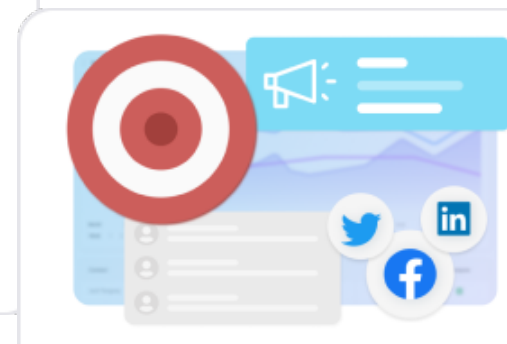
Competitor Conquest

Engage the accounts already researching your competition so you can be sure to be part of their decision making process.



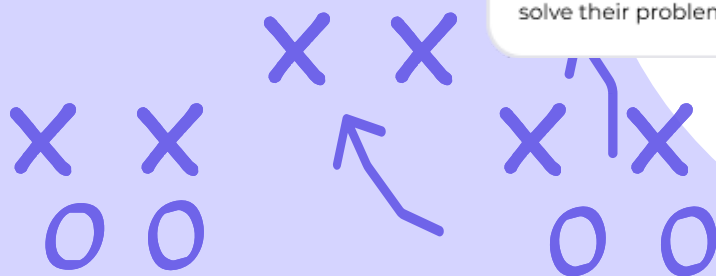
Guided Experience

Tell a story, build trust and most of all, help a customer decide on the right solution to solve their problem.



Industry Specific ABM

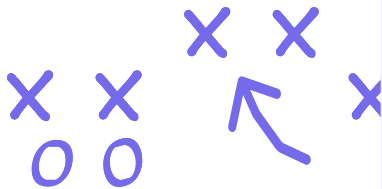
Highlight your value to a niche, industry specific audience.



Bonus Track: Propensity’s Competitor Conquest Playbook Template

If you want to target potential customers who are actively searching for your competitors, we highly recommend taking a look at our Competitor Conquest Playbook.

This playbook offers effective marketing and sales tactics to help you gain a competitive advantage. By following the recommended strategic approach for each marketing and sales interaction, you can increase your chances of capturing the interest of your target audience and boosting your engagement rates.



Competitor Conquest Playbook

| Plays | | | | |
|-----------------------------------|-----------|-------------------------|-----|--|
| Play Name | Category | Type | Day | |
| Programmatic Ad | Marketing | Programmatic Display Ad | 1 | |
| Industry Blog | Marketing | Content | 1 | |
| LinkedIn Ad | Marketing | LinkedIn Ad | 1 | |
| Facebook Ad | Marketing | Facebook Ad | 1 | |
| Sales LinkedIn Connection | Sales | LinkedIn Connection | 6 | |
| Demonstrate Industry Capabilities | Marketing | Marketing Email | 11 | |
| LinkedIn Message Outreach | Sales | LinkedIn Message | 13 | |
| Direct Mail | Marketing | Direct Mail | 14 | |

| Plays | | | | |
|---|-----------|-----------------|-----|---|
| Play Name | Category | Type | Day | Buying Circle |
| Sales Email 1 | Sales | Sales Email | 20 | Connect Buying Circle + |
| Showcase Relatable Experiences | Marketing | Marketing Email | 24 | Connect Buying Circle + |
| Sales Call 1 | Sales | Call | 25 | Connect Buying Circle + |
| Sales Email 2 | Sales | Sales Email | 27 | Connect Buying Circle + |
| Offer Up Content That Proves Your Value | Marketing | Marketing Email | 34 | Connect Buying Circle + |
| Sales Call 2 | Sales | Call | 40 | Connect Buying Circle + |
| Sales Email 3 | Sales | Sales Email | 41 | Connect Buying Circle + |
| Wrap Marketing With a Testimonial | Marketing | Marketing Email | 48 | Connect Buying Circle + |

Showing 1 to 17 of 17 entries

| | | | | |
|---------------|-------|-------------|----|--|
| Sales Email 4 | Sales | Sales Email | 55 | |
|---------------|-------|-------------|----|--|

Need help choosing the right playbook for your business?

Talk to one of our ABM Experts.

Talk to an ABM Expert →