

ABM Cheat Sheet



Starting an ABM approach but don't know where to begin? Our cheat sheet offers practical ABM advice from Eric MacColl, Demand Gen Advisor and ABM Expert.

Start Small and Personalized (but don't over-do it)

- **Start small:** Focus on 25 to 100 accounts, or only 5 if you're doing 1:1 personalization.
- **Personalization balance:** Don't overdo it on personalization—typically, an industry-specific landing page or content will work, and test 1:1 company pages with 5 or 10 accounts at most.

Sales and Marketing Alignment

- **Engage sales champions:** Start with one or two sales reps to be your champions.
- **Align on ICP:** Identify and target your ideal customer profile.
- **Account stages and statuses:** Ensure alignment on account stages and statuses.
- **Sales insights & collaboration:** Work with sales to identify the insights needed and work together on enablement materials then coordinate the timing for the roll-out.
- **Buyer personas feedback:** Get feedback on buyer personas who else marketing should be influencing.

Tracking Progress and Engagement

- **Weekly syncs:** Regularly sync on the progress of account engagement.
- **Real-time alerts:** Set up real-time alerts and notifications on account engagement.
- **Progression stalls:** Understand where accounts are stalled in their progression.
- **Measure with holdout groups:** Consider running a holdout group to measure overall lift.

Example: 100 accounts opted into the program, 50 accounts are not enrolled in marketing activities.

Budget and Results

- **Specific budget:** Allocate a specific budget for acquiring these target companies.
- **Campaign members in Salesforce:** Set up campaign members in Salesforce and show attribution to new pipeline to C-Suite execs.

Celebration and Patience

- **Celebrate wins:** Recognize small wins and new meetings created.
- **Patience and consistency:** Warm up and reach target account lists for at least 6 months.

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