

ABM FRAMEWORK | BRAND-TO-DEMAND

Predictive buying stages & dynamic segments ensure content aligns to where buyers really are in their journey.

← 6QA's →

Predictive Buying Stages	Target	Awareness	Consideration	Decision	Purchase
Account Lists / 6sense segments	1: Many Account Lists		1: Few Account Lists	1:1 Account Lists	
Persona / Buying Committee	<ul style="list-style-type: none"> – Persona 1: – Persona 2: 		<ul style="list-style-type: none"> – Persona 1: – Persona 2: 		
Content	<ul style="list-style-type: none"> – Explainer Video – Blog 		<ul style="list-style-type: none"> – eBook – Report – Webinar 	<ul style="list-style-type: none"> – Demo – Case Study – Pricing – Free Trial 	
Channels	<ul style="list-style-type: none"> – Display – Meta & LinkedIn – YouTube – Podcast 		<ul style="list-style-type: none"> – Google – Meta – LinkedIn – Content Syndication 	<ul style="list-style-type: none"> – Meta, RTG – LinkedIn, RTG – Display, RTG – Content Syndication 	<ul style="list-style-type: none"> – Email Nurture – Sales Outreach – LinkedIn – DM & Gifting
Ad Formats	<ul style="list-style-type: none"> – HTML5 and Native Ads – Video & Reels – Carousel – Audio 		<ul style="list-style-type: none"> – Single Image Ads – Document Ads – Email-based – Content Syndication 	<ul style="list-style-type: none"> – Single Image Ads – Static Ads – Email-based – Content Syndication 	<ul style="list-style-type: none"> – Email – Sales Calls – Message Ads – Gifting
Measurement KPIs	Reputation		Relationships		Revenue

SALES OPPORTUNITIES

