Channel Strategy for ABM Tiers

	Tier 1	Tier 2	Tier 3
List Parameters			
Selection Criteria			
Max # of accounts			
Max spend / account			
Key Roles			
Account Planning			
Contact data maintenance			
Sales follow-up			
Channel Support			
Account landing page			
Advertising			
Content syndication			
Custom content development			
Direct mail			
Events			
Exec-to-exec outreach			
Local field events			
Marketing email			
Personalized video			
Sales outbound (email/phone)			
Social media			
Website - custom CTA			
Website personalization			

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Predictive Orchestration Plan-on-a-Page

	Research Area	Matching Keywords/Content	Orchestration Play
Pain points we solve Reference your buyers journey documentation for ideas			
Solutions we offer Consider general categories (e.g. ABM Software) and branded terms (Triblio Orchestration)			
Alternative solutions Consider competitor names, outsourcing or services options, and the resources a prospect would use to build a solution internally			
Business signals preceding or aligned to a purchase Consider general categories (e.g. ABM Software) and branded terms (Triblio Orchestration)			