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Account-based go to market playbook

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An orchestrated approach to growth

An orchestrated approach to growth

Organisational growth isn't the remit of one single part of your business. It requires alignment of multiple areas and teams in your company with a clear strategy and shared process. It involves identifying the correct metrics to track as well as the right ways to measure them. And it relies on a carefully curated, cutting-edge technology stack. In other words, it takes true orchestration of your business and go-to-market (GTM) functions to achieve your primary goal: growth.

At Clarify, we call this growth orchestration.

Growth orchestration focuses on solving revenue and growth challenges holistically. It avoids the trap of compartmentalising issues, which inevitably leads to low-impact, low-value, hard-to-measure results – often despite considerable effort. It ensures that organisations don't repeatedly attempt to solve problems in the same way. Essentially, it's a more efficient approach to identifying and solving your challenges while unlocking game-changing growth across your business.

Growth orchestration delivers strategic outcomes based on measurable, data-driven goals that target long-term success rather than quick standalone wins. But it's about more than just strategy – more than a few top-level ideas on a PowerPoint presentation. The ideas need to translate into rigorous execution. And that means the enablement and empowerment of the various arms of the GTM engine – giving teams the autonomy to act independently while always working towards the core objectives.

Ultimately, though, the journey to an orchestrated growth function has to start somewhere. And that's where Clarify comes in. Working alongside internal teams, Clarify draws on our vast market experience to help organisations tailor and execute programmes effectively to meet their growth ambitions.

An orchestrated approach to growth

Growth orchestration with Clarify delivers value fast, while also creating a stronger platform for the future. Our approach is composed of four key capabilities:

1. Go-to-market strategy
2. Key account development
3. Revenue marketing
4. Account-based go-to-market

To construct a successful end-to-end growth orchestration strategy, you need all these parts working well individually, and together. In this playbook, we'll be taking you on a deep dive into the tip of the spear, so to speak. The fourth Clarify capability: account-based go-to-market (ABGTM).

Why? Well, in our experience, it's the area that customers and prospects want to get to grips with most. ABGTM is called many things and comprises many strategies – whether that's account-based marketing (ABM), demand generation or sales development. And in many ways, it's the hardest to get right. But it's extremely valuable when you do.

Clarify's four pillars for successful growth orchestration

Go-to-market strategy.
From market research and proposition readiness to messaging and execution.

Key account development.
Unlocking new revenue opportunities within existing key accounts.

Revenue marketing.
Data-driven marketing that focuses on high-quality, high-potential leads for sales and sales development teams.

Account-based go-to-market.
Impactful communications for the toughest – but most desirable – accounts.

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02 Account-based go-to-market

Account-based go-to-market

Let’s talk about ABGTM

Ask 10 marketing teams and 10 sales teams how to define and execute an account-based strategy, and you’ll probably get at least 20 different answers. And this highlights two critical points when it comes to ABGTM. First, the definition can be nebulous. Second, alignment between marketing and sales is often the major barrier to delivering a successful account-based strategy for revenue growth. The upshot is, getting the definition straight – what it does or doesn’t mean for each role – across functions matters.

For many marketing teams, there is a core focus on top-of-funnel (ToFu) metrics such as brand awareness, engagement, traffic and leads. However, an increasing number of marketing teams are looking at how the role they play in ToFu generation (and beyond) converts to pipeline and revenue metrics. This shift ensures that marketing efforts don’t end at the point at which a new lead is handed to sales. Success can be sorely impacted when sales and marketing teams are focused on opposite ends of the funnel.

Traditionally, marketing and sales teams’ priorities day-to-day can be different. And when that’s the case, internal communication stalls and your audience switches off – assuming they switched on in the first place. What you miss in this scenario is seeing the experience from the prospect’s perspective and personalising this in a way that drives real revenue impact.

An effective account-based strategy requires strong alignment across your sales and marketing teams. And this takes bigger picture thinking. It’s not about marketing supercharging personalisation and sales logging more phone calls. It’s about crafting a considered influencing framework that targets high-potential, high-value accounts that are more likely to yield significant revenue and creating an experience prospects really want to engage with.

Account-based go-to-market

Formulating the right strategy for your business means asking why you're exploring ABGTM. Chances are something's not working. Be it ideal customer profile alignment, the volume/value of pipeline from net-new logo acquisition, effective engagement with a new market, product or stakeholder group, or the inability to unlock existing client growth potential. Or maybe it's none of those. You do, however, need a reason. It's a matter of identifying your most pressing challenges and understanding what's most important to your business.

It's also worth noting that account-based strategies aren't always the answer. They're better focused on high-value, complex deal cycles. When volume is a key driver of success, as in low-value commoditised offerings, a more streamlined approach can still yield the results you're looking for.

The aim of an enterprise ABGTM strategy is simple: more meaningful engagement with target accounts, resulting in stronger customer relationships and increased revenue. You'll be familiar with the terms 1:1 and 1:few. This is where enterprise ABGTM aligns.

ABM | **SD** | **SALES**

ABGTM

Defining ABM

Account-based marketing (ABM) is a GTM strategy targeting certain accounts with a synchronised, continuous set of marketing and sales activities. ABM activities engage those accounts and individuals through all stages of the buying journey with messaging and tactics relevant to the specific account or group of accounts.

Defining 1:1 and 1:few

ABM comes in different shapes and sizes, but largely falls into one of two camps: one to one (1:1) and one to few (1:few). The differentiator is the level of personalisation in both concept and activation.

A true 1:1 approach leaves the audience in no doubt that the message has been tailored, not just to their industry, organisation or job role, but to the individual themselves. It draws on human-level intelligence to create a compelling message.

1:few, on the other hand, still leverages compelling personalisation but makes use of significant correlations across the audience to be impactful to more people.

Account-based go-to-market

Clarify insight: Why ABGTM matters now

At Clarify, we work exclusively with B2B organisations whose target accounts have buying groups that are large and diverse. The sales and marketing motions are enterprise-class, even if the accounts themselves might not always be Global 2000 in scale. They're the type of companies whose layers of decision-making and bureaucracy make them extremely hard to do business with. And today, it's harder than ever.

The modern enterprise has to deal with complex challenges. Technology in many ways is the solution, but its adoption and effective use are also problematic. Digital and cloud-based innovations are reshaping well-established industries. 'New' technology comes and goes overnight. And the pace of change is accelerating. All this adds to the difficulty of making inroads into enterprise businesses. But it's these accounts where there's most value to be gained.

It's guaranteed that your competitors are facing the same barriers you face. This makes an account-based strategy your best tool to connect with prospects successfully: personalise your approach with credible insight and get ahead of the competition. It's no different from developing your own products and services to gain a competitive advantage. Your GTM can provide a further edge – one that's sustainable across all your offerings. So how do you make that happen?

03

ABGTM Framework

Successful ABGTM starts with a comprehensive framework.
At Clarify, we break this down into key constituent parts:

1. Account selection
2. Research
3. Messaging definition
4. Creative influencing
5. Account warm-up and execution
6. Opportunity development
7. Tracking and results

All of these are necessary steps in delivering an ABGTM strategy.
We'll look at each in turn.

1. Account selection

Defining your ideal customer profile (ICP/ICPs) comes first. Use your best customers as a blueprint and don't be afraid to make hypotheses or use proxies if you don't have concrete data. It's important to recognise that there might be multiple ICPs even for the same solutions, let alone the organisation as a whole.

During this process you must identify the right firmographics – "you can't control the opportunities you uncover, but you can control where you go looking for them." Ensuring you're aligning your resources and effort to the accounts most likely to experience the problems you solve, at a scale of impact that makes sense of their likely investment to solve the problem they're facing and your investment to acquire them as a new logo or grow the share of wallet in an existing account is critical.

Your value potential tiering could look something like this:

Tier 1
Perfect ICP and high-value, strategic accounts.

Tier 2
Strong ICP, but lower lifetime value.

Tier 3
Fits some of your ICP criteria, but not worth investing significant resource.

Tier 4
Outside ICP but within total addressable market (TAM)

Does this look different from your current tiering?

Most organisations tier based on level of current spend, but a programme of this nature should be focusing on where the highest potential value can be unlocked. The highest potential, most under-penetrated accounts would likely share all of the characteristics of a Tier 1 account, but could be hidden in your tier 3 if tiering on the basis of current spend with your organisation. Identifying these accounts and investing here – particularly when your competitors are overlooking these accounts for the same reason – provides you with a distinct advantage.

Find the under-penetrated high potential accounts.

As a visual representation, you'll be left with a pyramid of fewer, highest-value accounts at the top and a much larger pool of Tier 3 accounts at the base.

Tier 1 accounts are best suited to 1:1 and 1:few ABM.

Can I have multiple ICPs? Yes.

It's important not to limit your organisation to just one ICP if in fact there could be two or more. For example, your product or service could solve problems in diverse industries or business sizes, therefore companies must effectively segment and address the unique needs of each group via messaging, sales strategies and product offerings.

There are then dozens of potential sources of information you can use to build a picture of how the organisation is organised (geographic splits, divisions, industry alignment, partner communities, etc.) and who you need to engage with. The outputs of this research will help you develop a value hypothesis.

What about intent?

Some organisations lean heavily on intent, but it tells only a small part of the story. Determining a person or organisation's true intentions is, by nature, an imprecise activity. We often do things without rational thought, and our behaviours aren't necessarily strong indicators of our true intentions. A brilliant ABM programme should also tap into the (usually much larger proportion) of those 'not looking.' Those who don't know they have a need for your solution, or didn't know there was a capability that addressed their needs – yet.

In one of our recent 1:few ABM programmes, only three accounts were showing intent signals at the start of the planning process. Fast-forward six months and we secured $millions in pipeline within 13 accounts – and none of these were the three showing initial intent on topics linked to our client's solution type. The lesson is, intent can be useful if acted on quickly, but it shouldn't be taken as gospel. Indeed, you might get a better return from focusing on building a relationship with individuals and organisations that have a great ICP but aren't yet showing any intent, precisely because your competitors are less likely to be targeting them.

How can AI help?

AI can enhance account selection by analysing historical customer data to define and refine Ideal Customer Profiles, uncovering shared traits among top performing accounts. It identifies hidden high-potential opportunities by using predictive models to score accounts based on fit and growth potential, even if they are currently low priority or spend.

By enriching data with firmographics and external signals such as intent and market trends, AI surfaces under-penetrated accounts that align with ICP modelling but may be overlooked in traditional tiering. It can also simulate hypotheses and outcomes to validate which segments hold the most promise, ensuring resources are directed towards prospects with the highest strategic value.

This shifts account selection from a reactive process based on spend to a proactive strategy focused on long-term potential and competitive advantage.

1. **LinkedIn Sales Navigator & AI Plugins** - Uses LinkedIn's professional and firmographic data to identify and prioritise accounts aligned with ICPs. When combined with AI-enabled tools (e.g. Drift, ZoomInfo, or CRM integrations), it helps track buying signals and prospect engagement.
2. **6sense** - AI-driven intent and account engagement platform that uncovers in-market accounts, scores them based on buying stage, and recommends next-best actions.
3. **Apollo.io** - B2B sales intelligence and engagement platform that combines firmographic filters, buying signals, and contact data. It helps build highly targeted account lists based on ICP criteria.
4. **Clay** - devours data from multiple sources to provide an accurate account list, alongside AI tools to help you tier them based on propensity to buy.

2. Research

One of the most critical questions around research is, “How much energy, effort and expense is the ‘right’ amount for us to expend to differentiate ourselves?” The short answer is there’s no one-size-fits-all. What it takes to penetrate a global, relatively fragmented, complex organisation like a multinational bank for a $35 million multi-year contract is going to look very different from targeting a large, centralised US-only retailer for a $200,000 annual recurring revenue solution.

Agreeing an evidence-based hypothesis as a starting point is the aim of your research. What might these people be saying and thinking if we had talked to them already? What language (industry, role, seniority, account-specific) might they use to describe the challenges they’re facing? How can our messages best illustrate these to them and guide them toward engagement with us?

The key here isn’t to come up with a perfect hypothesis, but a credible one. It’s to formulate your ideas and show your rationale behind them by highlighting some of your workings, you stand out from your competitors. Most sales and marketing approaches tend to be solution- or capability-centric – they don’t give you insight into the evidence behind their strategy. But this evidence is critical in showing not only that you have different capabilities to offer, but that your approach to engaging them is differentiated and focused on their challenges and experience.

Hypothesis development: Balancing input from everyone

It’s important for sales and marketing to work together on hypothesis development. But because sales are used to taking control of meetings, they run the risk of dominating the conversations. For this reason, it’s vital you have a strong, balanced figure in the room to chair the meeting. Someone who acts as the voice of the prospect and keeps the conversation centred on what matters to your potential customer and what they want to hear. The objective in this session is to get to a hypothesis relatively quickly – it doesn’t have to be perfect, just well-evidenced and credible.

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Once you've formulated a hypothesis, it's important to get moving fast, while the research is relevant and timely. Test and refine the hypothesis using business/sales development resources that are capable, equipped and compensated on driving a small number of high-value engagements (rather than just scheduling lots of meetings). These engagements can be top-down or bottom-up within the contact hierarchy and should run in parallel with the creation of assets, events and other parts of the ABM outreach. Marketers will need to have built-in flexibility to avoid unnecessary pauses in outreach.

Research is an important component in developing assets and experiences that truly resonate with your target audience. It's not just about understanding who your prospects are, but also gaining deep insights into their specific challenges, pain points and strategic objectives. This research should encompass several key areas, including a thorough analysis of the market, competitors, and the unique goals of the account(s) you're targeting.

Ultimately, the deeper the research, the more informed your messaging and creative will be. And this will allow you to craft content and campaigns that speak directly to the heart of your audience's needs by aligning your offering with their goals and demonstrating clear value.

How can AI help?

Utilising AI to streamline this process can be a huge time saver, generating a quick and easy to understand summary of the 'need to know' aspects of an account, should it be prompted correctly. AI also allows for a deeper understanding of a hypothesis, which can support in building a stronger line of reasoning when talking to a prospect or messaging when developing marketing assets.

1. **ChatGPT** - namely when creating a custom GPT or utilising Deep Research - can be an incredibly useful tool
2. **Fathom and other note takers** - useful in recording, transcribing and summarising any form of virtual prospect interaction.

However, despite AI's significant impact on time saving and depth of understanding throughout the research process, human input is still necessary as AI can only provide responses based on the inputs it gets; some of the inputs remain uniquely human (for now at least!) - a raised eyebrow, a nod, a shake of the head. These cues can direct you toward an adaptation of your hypothesis on the fly.

3. Messaging definition

Strategic messaging is integral to communicating the essence of your brand to prospects.

The key to ABGTM messaging is uncovering your core thought or single-minded proposition, which will form the basis for creative development. This common thread will run through all of your campaign assets, so it's paramount that the message is easy to understand and, in an ideal world, highly memorable and engaging.

You can look at the research phase as the groundwork for the messaging process. While the campaign creative may look to communicate a central thought, everything uncovered during the research phase creates fuel for longer form content and assets for sales outreach and enablement. It also provides a platform for experimentation to discover what is and isn't resonating with the audience.

The goal is to create a messaging house, which articulates the concept at its highest level, down to more granular messaging for the target audience – whether by solution, persona, industry or account. For example, a 1:1 approach requires a full messaging house for each account that speaks directly to the account's specific objectives and challenges, demonstrating how your proposition can help them achieve their desired outcomes. On the other hand, 1:few would leverage common themes across a group of accounts and more broadly address how your proposition demonstrates success for accounts with those characteristics.

It's all about timing

Timing is critical in all GTM activities. The recognition that an account might be a great fit, but not have a live project, buying cycle or budget to address their needs should impact how you engage with them. Some prospects might be entirely unaware that a solution like yours exists; others that the situation they're facing is anything other than "this is how things are" and that there might be a better way. The GTM journey is all about discovery – and trust. You need to help the prospect realise things could be better and position your company as the trusted partner that can work with them to find the solution.

The conversation with someone already "in market" is completely different. The emphasis shifts to ensuring that you have a good picture of why they've recognised the need to change. Why they've decided they need to act now. How all the roles and levels of seniority within the prospect might see and talk about these. And most importantly, how you'll get access to all the right stakeholders to differentiate yourself.

The tone, pace and content of your messages should reflect where the prospect is on their journey. And your sales process should be designed to assure and accelerate the buyer's journey.

How can AI help?

In an account-based go-to-market strategy, precise and resonant messaging is non-negotiable – and this is precisely where AI proves invaluable. During the messaging workshop phase, AI tools such as **ChatGPT** or **Jasper** can help teams explore tailored value propositions, surface messaging themes by vertical or persona, and even benchmark language against competitor narratives. It's not about replacing human insight – far from it. AI augments strategic thinking, offering speed, breadth, and inspiration that elevate the creative process. When moving into messaging production, platforms like **Writer** or **GrammarlyGO** can enhance clarity, align tone, and streamline output, ensuring consistency without sacrificing nuance. That said, AI must be guided with strong prompts and clear brand direction. Guardrails are essential. Used thoughtfully, AI becomes less a shortcut and more a strategic amplifier – helping teams move faster while staying firmly anchored in what makes their message meaningful to the accounts that matter.

4. Creative influencing

A creative, consistent approach

Once strategic messaging has been established, creative influencing comes into play. This stage is about ideation – concepting a campaign theme that will be applied across all campaign assets and deliverables. The creative needs to bring to life the central thought, and then be woven into the fabric of every piece of communication, harnessing your core messaging and bringing your brand to life.

Experience shows that campaigns with a clear, central, consistent idea work better. They resonate more, they improve recall, and they help to deliver sometimes challenging messages with simplicity. The heart of creative influencing is defining your conceptual approach and turning that into something that the audience will love.

Campaign execution decisions

It's also time to decide how the campaign will run. Making a choice about which channels should be used, overcoming challenges with channel oversaturation, and determining when to activate the chosen channels. These are all decisions you need to make. Remember, you cannot know a prospect's preferred channels, so multi-channel always wins.

Mapping the journey

A question we should always ask ourselves is, what do you want the prospect journey to be in order to best support the sales motion? This is inextricably linked to, and leads well from, the process of creative influencing, which requires you to put yourself in the shoes of the customer. Use all of your research about the market, target accounts and personas to understand what sort of execution will deliver the cut through your campaign needs.

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At this stage, once you've decided an execution plan and created assets for activation, it's essential to take the time for all parties to review and understand the campaign's creative and asset suite. This part is non-negotiable. Sales holds responsibility for bringing to life the campaign in their communications and follow up on engagements generated, so they need to know their subject.

How can AI help?

In the realm of creative influencing, where the aim is to connect brand to buyer in a way that truly resonates, AI can play a quietly transformative role. During creative development, tools like **Midjourney** or **Adobe Firefly** can generate visual concepts at pace, providing a springboard for design teams to iterate faster and with greater variety. When it comes to account-based alignment, AI can analyse intent data and behavioural signals to suggest which creative angles are most likely to land with specific accounts – turning insight into influence.
As for asset creation and fulfilment, generative AI platforms can support the rapid development of bespoke content variations, ensuring relevance without compromising on brand integrity. But again, the key is human direction. AI thrives when guided by a clear creative strategy and strong brand parameters. Used with care, it doesn't replace creativity – it enhances it, enabling more agile, more intelligent influencing that's tuned to the rhythm of your most valuable accounts.

5. Account warm-up and execution

Now it's time to put the campaign's wheels in motion.

Warming accounts and prospects is recommended to ensure campaign deliverables don't land cold, so blend digital awareness and sales development tactics in this area to gain interest through soft engagement. Examples of this include traditional always-on brand awareness delivered into the campaign target account list (TAL) or sales reps connecting on LinkedIn and engaging with posts. Here's also where you start outreach to tactical personas within the accounts, working towards gaining insight and buy-in higher up the decision-making ladder. This stage is vital to give your sales motion the greatest possible chance to convert.

It's then time to deliver on the execution plan, generating engagement with decision-makers through marketing activities and sales outreach. While it might be tempting to create a rigid sequence of events, which does have its place for certain deliverables like physical mail, this isn't always our recommended approach. A looser grip can be more effective. Instead of communicating a precise order of events or cadence, you might be better served by spending a good amount of time together as a team. Be clear on the experience you want to create, the tools and assets available, and what can be flexible and what can't. Give more control to those closest to the prospect to decide when to deploy and what channel – ensure sales and marketing work in tandem.

How can AI help?

AI can significantly enhance the account warm-up phase by enabling personalised engagement at scale. Using behavioural data, job titles, and firmographics, AI tools can generate semi-tailored outreach content and recommend the most effective messaging for different personas within a target account. It also helps determine the optimal timing and channels for engagement based on historical interaction and intent signals, ensuring campaigns land with maximum relevance and impact.

Additionally, AI allows for closer alignment between sales and marketing by orchestrating outreach actions and automating follow-ups based on engagement triggers. It provides real-time insights into campaign performance, allowing teams to adjust strategies on the fly - whether that means switching content types, changing cadence, or refocusing efforts to more responsive contacts. By tracking how accounts progress through the buyer journey, AI helps determine the right moment to shift from awareness to deeper sales engagement.

By leveraging AI in the warm-up and execution stage, teams can replace generic, rigid cadences with dynamic, insight-driven messaging to create more relevant and effective engagement that increases the likelihood of conversion.

Drift - An AI-driven conversational marketing platform that uses chatbots, live chat, and email sequencing to engage visitors and contacts in real time. Warms up accounts by initiating relevant conversations when key personas visit your website and personalises messages based on firmographic and behavioural data. Integrates with CRMs and ABM platforms to align with sales efforts.

Outreach - A sales engagement platform that leverages AI to optimise outbound sequencing and improve prospecting efficiency across email, phone, and social channels. Provides sales reps with AI-driven recommendations on when and how to engage each contact. Monitors responses to help determine when an account is sufficiently warmed for sales follow-up.

HG Insights - A market intelligence platform that uses AI to provide deep insights into the technology stacks, IT spend, and growth intent of target accounts. Identifies which accounts are most likely to be in-market based on technology usage, financial indicators and intent signals.

6. Opportunity development

So your campaign is live. At this point, you should be starting to see engagement across activities generating conversations, leads, decision-maker interest and meetings. Once an opportunity is defined enough to be worked on by an account executive (AE), it's time to transition from business development to sales, with marketing supported phases throughout this journey. The idea is for this handover to be seamless from the prospect's perspective. And the best way to do this is through a meeting that both the business/sales development representative (B/SDR) and AE attend.

Sales enablement is a key part of the handover from SDR to AE. To have the best chance of connecting successfully with prospects, you need to make sure all account information is communicated – from company intelligence and market insight to the account plan and engagement to date. Even the smallest detail about the account or contacts engaged could be useful to the sales process, so ensure nothing is excluded in the handover. This is also the perfect time to gather and apply learnings to other accounts higher in the funnel.

Once the AE has taken over the reins, they can look to refine the opportunity and start planning the business case development and close. With a fresh pair of eyes and new perspective, it's a great chance to make any adjustments to your engagement approach that will help get the deal across the line.

How can AI help?

Understanding what levers can be pulled, at what time, during the sales process is pivotal for deal velocity. Unless you have a strong process in place for KPI monitoring and automated interceptions you are reliant on the strength of your sales management and salespeople. CRMs and sales engagement tools have recognised this and are making significant investment into AI additions to their core product. Some of these come as standard, whereas others are an add on – be aware that these do vary in terms of quality, how much is the AI reading your data and making judgements vs comparing it to a market average? Standard AI tools built into these platforms such as a **Co-Pilot** or a **SFDC Einstein** can flag which deals need further scrutinisation based on some core metrics e.g. last activity date, recency of buyer engagement, number of engagements within the last 30 days. These tools will help cut through the volume of pipeline and highlight which deals need closer inspection.

7. Tracking and results

While traditionally it makes sense for tracking and results to follow execution, it's vital to ensure you establish key performance indicators (KPIs) from campaign inception and subsequently track and optimise throughout the lifecycle. Here are some we typically set against this type of activity:

Reach

- Total number of new activities served into account
- Advertising, e.g. impressions served
- Email opens and clicks
- Calls and conversations
- Meetings

Prospect/client signals and interest

- Email replies
- Wider conversational traction (i.e. LinkedIn and phone)
- Digital environment views and content engagement
- Responses (digital/verbal) to any physical activity (i.e. desk drops, merchandise, print)
- Stalled conversations progressed (if relevant)
- Net-new line-of-business conversations documented/opened
- Qualification frameworks (MEDDIC, CHAMP, etc.)

Opportunity creation

- Intelligence gleaned and account propensity/ readiness feedback
- Engagement barometers p/account to show accelerant marker(s) of activity served
- Committed number of highly qualified leads
- Pipeline attribution and targets met
- Revenue secured

Alignment from the top is paramount across all functions involved (sales, marketing, RevOps, alliances) to avoid siloed workstreams. While KPIs might vary by team, they should always anchor back to delivery of the core mission. If actions and feedback loops continually fold into and depend on one another, chances are you'll achieve collective accountability, and the programme outputs will be significantly improved.

Everything you learn from tracking your results feeds back into the process. So when phase one is complete, your data goes to inform the ICP and research phases of phase two. This means you reinvigorate and fine-tune the process as you go.

How can AI help?

When tracking feedback and results from campaigns an AI tool can support in two ways – delving deeper than the quantitative results to suggest the 'why' behind them and also suggesting optimisations based on other campaigns that have been completed. These tools could sit within your CRM but you could also leverage tools like **Gemini** or **ChatGPT** if you are comfortable feeding an open platform your metrics. Asking it questions such as, what adjustments could we make to improve our click through rate or number of meetings with Director level contacts?

This could then lead you to tools like **Lavendar** that help craft compelling emails and subject lines based on your buyer persona. These public tools can really help with continuous improvement on your campaigns – understanding trends in industries, which industries are spending more within your product area and how are buyers approaching a new contract are al areas that you can cross-reference with your first party data to be driving improvements in your outcomes. A combination of these tools could produce data analysis that would take a human days to work through.

04 ABGTM and your growth orchestration strategy: summing up

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ABGTM and your growth orchestration strategy: summing up

It's clear from the ground we've covered in this playbook that there are distinct moving parts within ABGTM. Hopefully, it's also clear that all of these need to work in parallel to have maximum impact and return. The framework we've provided is the engine behind successful ABGTM. While high-level, it gives a good idea of what steps are required – and in which order – to get the best result.

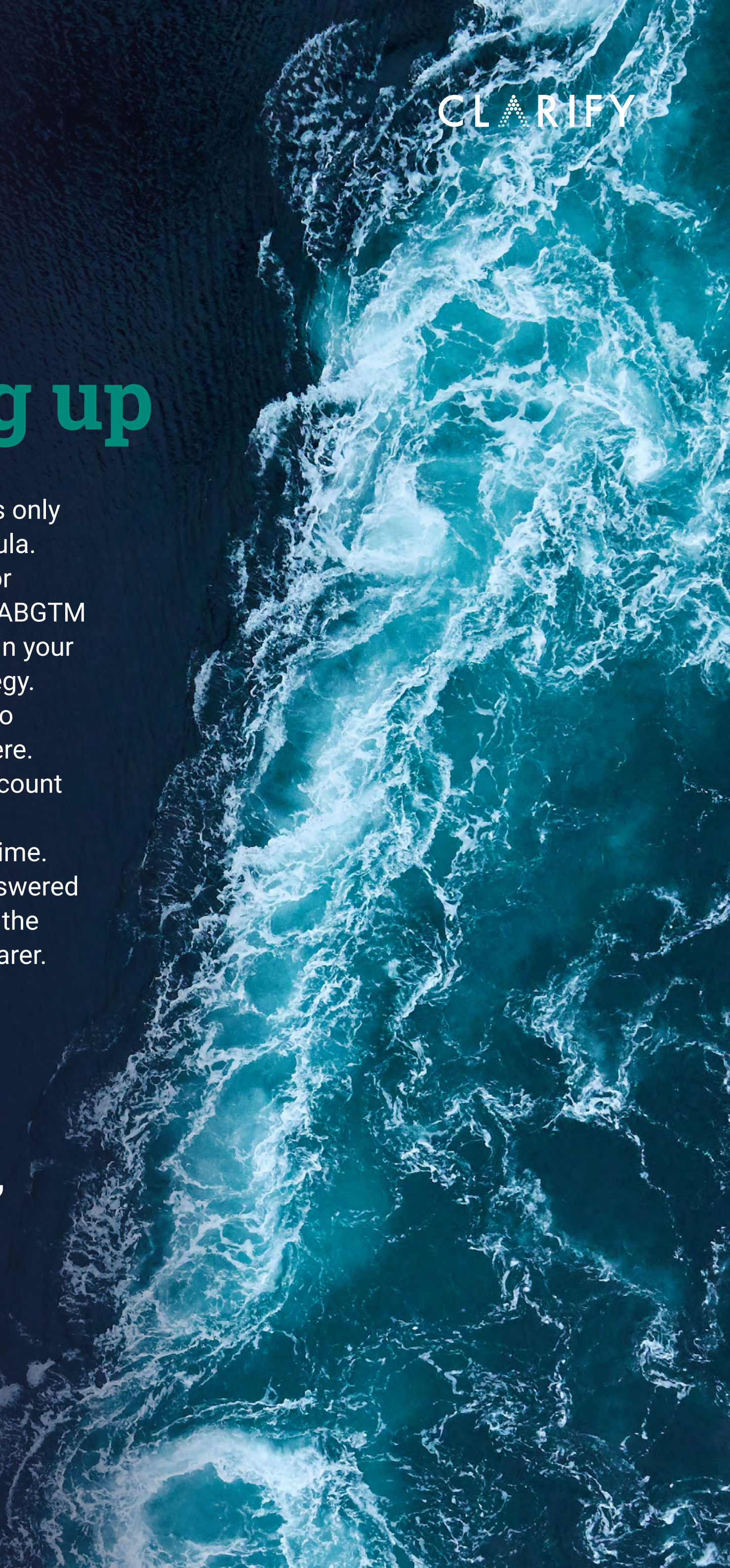
At Clarify, we specialise in helping companies use account-based strategies to connect meaningfully with their highest-value accounts. And it really works: we've seen it time and again. It's also particularly relevant today as it becomes harder and harder to cut through the noise and make your messages heard. A well-planned and executed account-based strategy can make all the difference.

But as we've mentioned, it's only one part of a winning formula. Setting your business up for success means looking at ABGTM in context, holistically, within your growth orchestration strategy. And there's a lot you need to consider before you get there. But GTM strategies, key account development, and revenue marketing are for another time. For now, we hope we've answered some questions and made the world of ABGTM a little clearer.

Sounds like a sensible way to grow your business?

We think so. And so do our many customers who we've helped to see the bigger picture, transform revenue, drive value for clients, and achieve consistent, predictable results.

Contact us today to learn more about how Clarify can help your business orchestrate growth.



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