

# HIVE Strategy – ABM Program Overview

Identify. Engage. Convert. Repeatable revenue from your highest-value accounts.

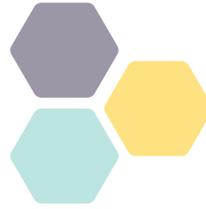
## What ABM Does for Your Organization

Modern B2B buying happens across large, invisible buying committees. Traditional lead-based marketing misses them.

HIVE's ABM Program gives you:

- Early visibility into in-market accounts
- Personalized engagement across the full buying committee
- Multi-channel activation (email, ads, LinkedIn, website)
- Real-time sales alerts when accounts show intent
- Clear reporting that ties activity to pipeline and revenue

You stop chasing random leads and start focusing on accounts already moving.



## 90-Day Launch Plan

**Phase 1: Foundation (Weeks 1-4)**  
ICP, Target Accounts, enrichment + intent setup, HubSpot configuration.

**Phase 2: Activation (Weeks 4-8)**  
Buying committee mapping, nurture workflows, LinkedIn messaging, dashboards.

**Phase 3: Execution (Weeks 8-12)**  
Live campaigns, sales activation, optimization, and full-funnel reporting.

## What's Included in the ABM Program

### 1. ICP & Target Account Strategy

We define your Ideal Customer Profile and configure HubSpot to automatically tier accounts by fit and revenue potential.

### 2. Buying Committee Mapping

We identify and map key roles and automate contact discovery using Apollo.

### 3. Intent Data Integration

We integrate third-party intent so you know which accounts are actively researching your category—even before they reach your website.

### 4. HubSpot ABM Engine

We fully configure HubSpot to run ABM:

- Automated account tiering
- Company + contact scoring
- Intent-based workflows
- Smart content personalization
- Buying committee automations
- Sales alerts & sequences
- Full ABM dashboard suite

Your CRM becomes a proactive revenue engine.

### 5. Multi-Channel ABM Engagement

We deploy coordinated campaigns across:

- Email nurture
- LinkedIn + Paid Social
- Programmatic display (RollWorks optional)
- Website personalization
- LinkedIn Messaging Campaigns via Expandi
- Automated, personalized outreach to targeted buying roles

### 6. Sales Activation

We enable your sales team with:

- Account snapshots (intent, engagement, firmographics)
- Role-based outreach scripts & sequences
- Real-time engagement alerts
- Weekly Expandi dashboard review

Sales gets to the right person at the right time with the right message.

## Optional Enhancements

- Website visitor identification (Clearbit Reveal)
- Programmatic ABM ads (RollWorks)
- AI personalization at scale (Clay, Apollo)



## Why HIVE Strategy

- Top Tier HubSpot implementation + RevOps expertise
- Proven ABM execution across B2B industries
- Integrated marketing + sales alignment
- A flexible, modern ABM stack without enterprise bloat
- Full visibility into account engagement and revenue impact

We don't deliver tactics. We build your revenue engine.