

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Connect LinkedIn account advertising to a buyer decision

QUESTION

How should LinkedIn account advertising work within an enterprise ABM programme?

GUIDE TAKEAWAY

An account list can focus delivery, but it cannot compensate for an irrelevant offer or a weak account strategy. A campaign may generate clicks from employees who have no role in the intended purchase.

START HERE

Agree the account cohort.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Agree the account cohort

Evidence or input

Output or decision

Owner and review point

2. Check audience matching

Evidence or input

Output or decision

Owner and review point

3. Write decision-led ads

Evidence or input**Output or decision****Owner and review point**

4. Verify page and tracking

Evidence or input**Output or decision****Owner and review point**

5. Review qualified outcomes

Evidence or input**Output or decision****Owner and review point****COMPARE THE OPTIONS**

Company cohort campaign

Useful when: Accounts share a problem

Limitation: May reach irrelevant employees

Suggested action: Review professional attributes

Why this fits our situation**Evidence needed before acting**

Role-specific message

Useful when: Decision needs differ

Limitation: Audience may become too small

Suggested action: Check realistic delivery

Why this fits our situation**Evidence needed before acting**

Conversion-led campaign

Useful when: A useful action is defined

Limitation: Attribution has limits

Suggested action: Validate downstream outcomes

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: <https://outsell.com/blogs/linkedin-account-advertising/>

Publisher and evidence policy: <https://outsell.com/editorial-policy/>