OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

LinkedIn's B2B Performance Principles: a practical ABM plan

QUESTION

How can a B2B team turn LinkedIn's October guidance into an account-level media plan?

GUIDE TAKEAWAY

Agree which accounts, buying roles and commercial actions matter before optimising the campaign. Cheap leads are useful only when the team understands what those leads become.

START HERE

Agree the target 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 target account cohort

Evidence or input

Output or decision

Owner and review point

2. Map buying roles and unknowns

Evidence or input

Output or decision

Owner and review point

3. Match assets to buyer questions

Evidence or input

Output or decision

Owner and review point

4. Connect explicit sales requests

Evidence or input

Output or decision

Owner and review point

5. Review quality and revise the brief

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Lead-cost optimisation

Useful when: The team understands downstream quality

Limitation: A low price can hide poor fit

Suggested action: Inspect sales acceptance

Why this fits our situation

Evidence needed before acting

Account coverage

Useful when: Several roles shape the decision

Limitation: Reach does not establish engagement

Suggested action: Map known roles and gaps

Why this fits our situation

Evidence needed before acting

Stage-specific creative

Useful when: Buyers need different explanations

Limitation: Needs several useful assets

Suggested action: Assign each asset a job

Why this fits our situation

Evidence needed before acting

Commercial review

Useful when: Sales and marketing share definitions

Limitation: Tracking leaves observation gaps

Suggested action: Review accepted conversations

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://outselll.com/blogs/linkedin-b2b-performance-principles-abm-2026/

Publisher and evidence policy: https://outselll.com/editorial-policy/