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Stephanie Cox

Reveals How She

Combined **Sports**

****Cards** With ABM**

To Get Killer

Results...

CONTACT #1



"Six weeks before we launch the campaign, we run targeted brand awareness ads on LinkedIn - to get our target accounts familiar with who we're before we outreach to them..."

CONTACT #2



"Our first 'outreach' is a phone call to the target account - again just trying to provide value & ultimately set an initial meeting with them..."

CONTACT #3



"Usually, 5 days after that first 'outbound' outreach an SDR will send a hyper personalised video to the prospect to try and engage with them. The aim with this video is to show that we've done our homework on the prospect & know something unique about them i.e. not the School they went to ..."

CONTACT #4



"4 days after that personalised video outreach, the SDR will send another video of the package that we're sending out to them - I call this the 'YouTube Unboxing Strategy' essentially what we're doing is getting our prospects & accounts excited for what we're sending them..."

CONTACT #5



"We'll then send that Direct Mail piece (**sports card**) to our target account - who will massively resonate with it because they grew up during that time period when they were popular & they're also sporting venus..."