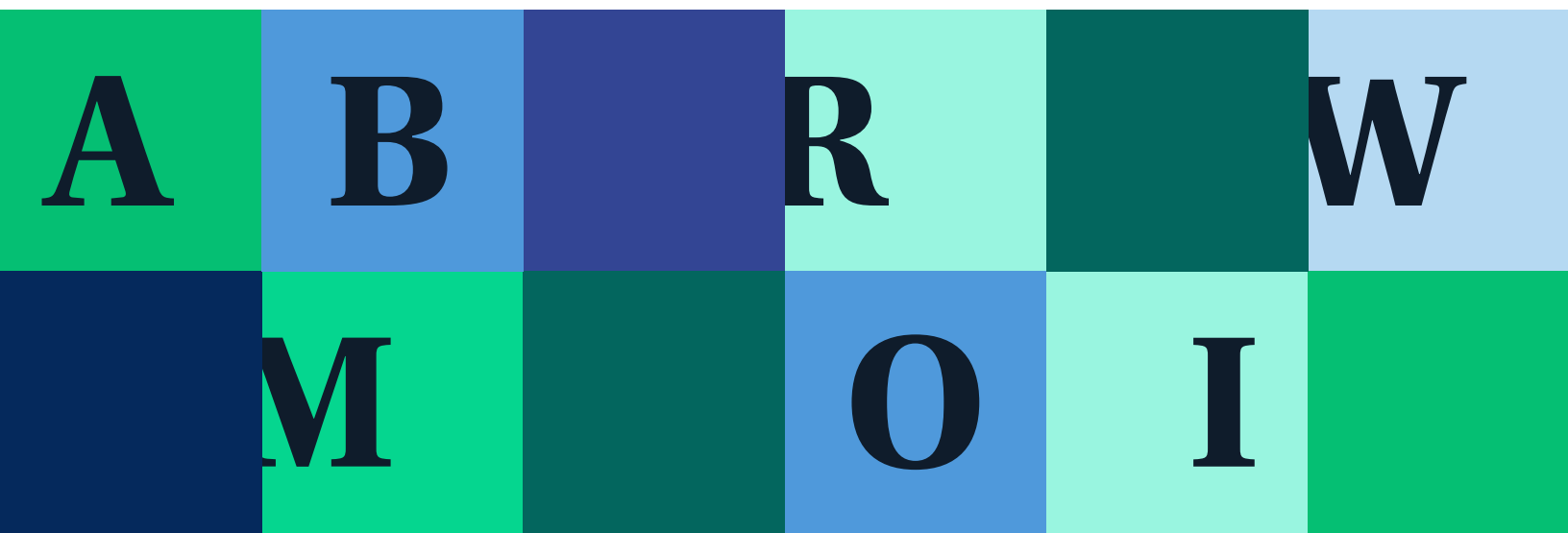
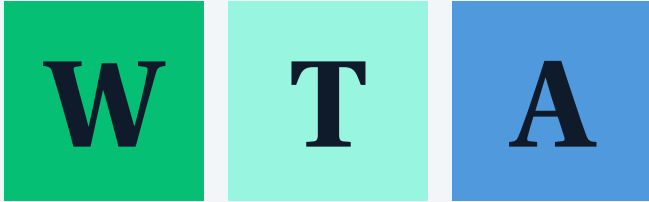


**TL;DR of GTM:**  
**2023's Must-Have**  
**Pocket Guide**  
**of Terms**





## What The Acronym?

Oh, acronyms. For many, they stir up memories of AIM away messages (BRB!), Myspace bios, or an intro to texting T9. And for those in B2B? It stirs up the present, a time where it's nearly impossible to get through a meeting or day without a handful (or boatload) of acronyms tossed around. *Look, we couldn't even get through the title or intro without dropping some.*

Whether you've been in the same industry for decades or hop industries every year or two, chances are you've been inundated with a whole new slew of acronyms, terms, and hot topics. Sometimes it feels like decoding an entirely new language. Go-to-market teams are certainly not immune, especially with how quickly the industry changes. 2023 will be no different.

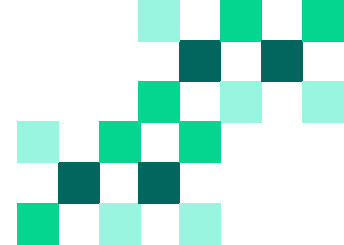
Spoiler? That's why [RollWorks](#) & [BOL](#) have partnered together to create your TL;DR pocket guide. As marketing, sales, and operations teams inch closer toward 'one revenue team,' they'll need to speak the same language and have

their eyes on what's ahead. Rather than create a laundry list of every acronym in the biz (after all, that would take Encyclopedic forces), we've zoned in on the topics you won't be able to ignore in 2023. The goal? Everyone can leave a little more aligned on what they need to be focused on, how they can educate their full team around a common GTM language, and of course, see the impact of all of this IRL, not just in a polished book collecting dust on your shelf. *(Yes, we threw even more acronyms in there to get the pocket guide party started).*

Now let's dive into the honed down list of acronyms, debates, and terms you need to get clear on ASAP.



Want to get straight to the term you're confused about? Use the contents on the next page or search with Ctrl + F.



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# Meet the Acronyms

**G T M**

## **GTM:** Go-To Market

Yes, of course we're kicking this off with the very acronym in the title of this pocket guide 🙄 GTM has long been thought of as more of a product marketing / sales team motion — but we're all realizing it's the full arm of what decisions we make on the customers we'll pursue, and the customers we'll keep. And that takes marketing, sales, product, customer success...the dream team! Go-to market is truly the orchestration of all teams that impact revenue. And how do you impact revenue? By being highly selective of the accounts you choose to land. If you aren't using account data to be selective in all your GTM motions, we can assure your competitors are.

**A B M**

## **ABM, ABE, ABX:** Account-Based Marketing, Account-Based Everything, Account-Based Experiences

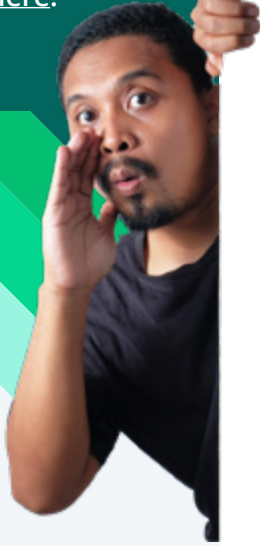
**A B E**

There's a reason we're not breaking these down into separate definitions — because they are evolutions of each other. What began as account-based marketing (ABM), has now permeated all revenue-facing teams (hello, GTM). Marketing, sales, operations, product, etc. should all be laser-focused on the same targets, and then realize their unique role in activating against those targets. That's where account-based everything (ABE) came in — we all knew it couldn't just be limited to marketing. Then, what acronym came next? Account-based experiences (ABX), which highlights the action you take once you've become account-focused. We're here to create holistic, fitting experiences for our accounts. If all your revenue teams work together, and play their part, the experiences create themselves. The one commonality? The 'AB' (account-based) isn't going anywhere in this acronym. It's here to stay.

**A B X**



*Pssst!* Want a deep dive on how to build these for your company? Get a complete, customizable workbook [here](#).



## TAM, ICP, TAL

### **TAM:** Total Addressable Market

The total potential market demand for your product or service, from any vendor. Usually talked about in terms of potential revenue from the category. This is the broadest stroke without winnowing down to what's best-fit for your unique product.

### **ICP:** Ideal Customer Profile

The attributes of your ideal accounts (the customer that is the best fit for your product and will bring the most value to your business). This gives you the blueprint to analyze against your TAM, breaking down the firmographics and technographics of what works best for you. You'll look at attributes like company size, revenue, tech stack, geography, vertical, etc. This isn't an individual, it's a company profile.

### **TAL:** Target Account List

This is where the magic happens — by applying the filters of your ICP to all the companies in your TAM to find a specific list of companies that match your key attributes. Most B2B revenue teams will need to use a data vendor to surface all accounts that are a fit, and from there you can begin assigning marketing and sales motions.

## Get in on the Debates

**Inbound v Outbound:** Historically marketing and sales teams were seen through lenses of 'inbound or outbound'. While these motions are still very real, we've entered a time where everything blends (and for good reason). There are very few companies that have built successful, predictable revenue engines relying on just one motion. Revenue marketing has introduced a way to marry


these two motions and rely on their strengths. If you build the right content, for the right audience, and have the right product -- you naturally should attract the right inbound interest. Yet, there were so many new, untapped channels and data sources that came to market to build on this foundation. By marrying the two, you get the best of both worlds.

**Brand vs Demand vs ABM** - This is high performance B2B in short. You have to know your brand, the value you bring to customers, and the problems you help solve for your customers before you can segment, target, and personalize efficiently and effectively. After the brand story is set, then you build out your 1:many demand generation to fill the pipeline and attract the prospects that match your ICP or your best opportunity to win. From there you tier and prioritize your way into 1:few and 1:one strategic ABM that will enhance commercial intensity, pipeline velocity, close rates, and ARR. Real B2B performance is the right combination of Brand - Demand - ABM.

## 1:1 v 1:Few v 1:Many

**1:1:** A one-to-one approach is the marketing holy grail—an account's buying committee who comes in contact with your brand gets a message tailored specifically to them. This takes a lot of data, a lot of collateral, a lot of ... well, everything. But personalization isn't just "personalization"—it's not 2010, and adding a prospect's first name or company name to an email greeting isn't going to cut it on its own. In a robust ABM program, personalization means considering an account's unique challenges and tailoring your message to address those specific pain points. That means knowing the obvious firmographic information on every 1:1 account and going deeper than just surface-level detail. And it means producing material more useful to your 1:1 accounts than to any random company that matches their broad description. In essence, it's the closest thing to 1:1 conversation between two humans without actually talking.

**1:Few:** The next best step. You might not be able to market individually to every account you want to do business with, but you might be able to personalize your marketing to specific segments, such as "all mid-sized fintech startups in the greater Seattle area who are struggling to find new automotive customers who haven't yet been



*Pssst!* Want a deep dive on how to create the perfect balance? Get the full guide [here](#).

in touch with sales." As with 1:1 marketing, 1:few is more personalized than most marketers might assume. Outreach for these targets might not focus on a problem specific to one account, but it should focus on something narrowly defined to the accounts in this tier. If you need a shorthand for how to think about this group, it's everything you would do for 1:1 accounts minus creating a full suite of company-specific collateral. Think "curation rather than creation."

**1:Many:** The typical modern marketing approach—you personalize when you can and when it doesn't take too much additional work, but mostly everyone gets about the same stuff and level of attention.

You should still endeavor to personalize as much as you can, usually based on funnel stage, but you may not necessarily be using limited resources to

develop the full level of data you need for deep personalization. In other words, if you have the data, and you have the ability to personalize at scale, by all means do it, but don't spend extra resources on the 1:many group to make it more personal than you can.

*Here's how this may look in a purely tactical way:*

|                                | 1:1 | 1:few | 1:many | 1:all |
|--------------------------------|-----|-------|--------|-------|
| Organic (Inbound)              | ✓   | ✓     | ✓      | ✓     |
| Search Engine Marketing        | ✓   | ✓     | ✓      | ✓     |
| Emails (Marketo)               | ✓   | ✓     | ✓      | ✓     |
| Retargeting                    | ✓   | ✓     | ✓      |       |
| Account + contact based ads    | ✓   | ✓     | ✓      |       |
| Social ads                     | ✓   | ✓     | ✓      |       |
| Content syndication            | ✓   | ✓     | ✓      |       |
| Webinars + virtual events      | ✓   | ✓     | ✓      |       |
| Sendoso gifts                  | ✓   | ✓     |        |       |
| InMail                         | ✓   |       |        |       |
| Event invites                  | ✓   |       |        |       |
| Custom content + landing pages | ✓   |       |        |       |



create a TAL — you then naturally will begin to target those top accounts. But, we all know, you can't just talk to a company — you have to talk to humans. And while the word 'lead' is loaded with old-school notions of just a name purchased from a list, if you take an account-based lens to it, you certainly still need leads that are pre-qualified from target accounts. A lead is simply a human (buyer/contact) that you can have a conversation with, and meet their buying needs. Simply put? If you first identify the accounts you should be targeting, you can happily accept a lead from that account. Let's make both work together.

### Persona v ICP?

This is one of the most commonly confused concepts in B2B. As previously defined in the acronym section (scroll up if you missed it!), ICP is an ideal customer profile. The word customer can be a bit misleading, though. In the new world of revenue and ABM, it represents the ideal company profile (size of company, revenue, industry, etc) rather than the traditional idea of what a customer persona looks like. A customer persona is more about the role of an individual, their pain points, what they hope to solve for, etc. This is a key concept to understand, as both have their importance, in a proper account-based framework.

### Lead v Account?

If this debate seems like it's a can of worms — you (might) be right. The general MarTech space has tried to create a 'this or that' dynamic between account based and lead based strategies. The truth is, we need to break down the true meaning between these concepts and see that they work together. Rather than 'leads OR accounts' our conversation should be 'accounts AND leads'. If you've done the work to identify your TAM, winnow down your ICP, and

### Buyer persona v Buying committee

**Buyer persona:** This is a profile of one type of buyer — whether it's the C-suite, a practitioner, or an influencer, etc. You'll want to map the details of this persona and their pain points to come up with content and programs that are most relevant.

**Buying committee:** This is a collection of all the buyer personas within one account. While buying committee make-up varies, the trend is towards larger, more complex committees (between 2-4X what they were a decade ago) made up of decision-makers and influencers evaluating solutions through slightly different lenses. Adding to that complexity, information abundance and attention scarcity make interruptive marketing ineffective. There is often a disconnect between what buyers experience (saturation and information fatigue), and what B2B sellers run into (frustration tied to unproductive leads). B2B buyers today prefer to learn about products from trusted sources and independent research (ie review sites, communities and forums, analyst rankings, etc).



**Branded v Generic Keywords** - Because not every intent signal is created the same, sourcing the right keywords and building the right taxonomy is key to optimizing the signal-to-noise ratio. Keyword signals allow you to understand content consumption patterns you can derive in-market intent from:

- Branded keywords are specific to the brand, or brand-adjacent. Either way, they are a stronger signal of in-market intent and therefore can be thought of as more bottom-of-the-funnel signals

- Generic keywords are broader and tie back to the market, industry concepts, solutions or service offerings and while they meaningful in their own right, they are less indicative of buying intent and therefore surface accounts doing a more preliminary evaluation

## Take on the Terms

**Pipeline Acceleration:** Data-rooted strategy that uses the foundations of account-based to accelerate the speed of opportunity generation to close. By leveraging in-market intent signals, profile fit, and buying committee expansion supported by account-based plays, you can focus revenue teams and increase the speed at which accounts progress.

**Activity Spike:** Simply put, revenue teams will need to continue to be as efficient as possible and be enabled to engage accounts at the *right* time, not just anytime. By giving sales teams insight into which accounts are spiking in engagement activity at max levels (ideally within their CRM), they'll be able to follow-up when it matters most.

**RevTech Stack:** The combination of tech (platforms, tools, etc.) that make up how you identify, engage, and measure all go-to-market activities and drive revenue. Most often the baseline includes a marketing automation platform (MAP), customer relationship management (CRM), and account-based marketing platform. The key is to align this with both marketing and sales tools to be used across the lifecycle, likely managed by a RevOps team.

**Technographic Data:** More and more, you'll begin to see technographic data pop up as a key way to get into new accounts. With platforms like [Crossbeam](#), revenue marketers are able to tap into the world of ecosystem partnerships and become stickier with prospects. If you know your product is most successful when implemented alongside key partner tech or other platforms, it's proven to have a higher likelihood of closing deals and increasing ARR.



## Prioritization & Personalization

**(P-squared):** Two of the key elements to stand out and make the most of resources. Marketing and sales teams will need to utilize tools that focus on the high-fit, high-intent, high-engagement accounts that deserve the most attention while enabling sales with the same insights to prioritize follow-up and outreach. Those same tools should give insights into how to personalize that prioritization based on content consumption and activity to further increase chances of close.

**Revenue Enablement:** Process of providing the revenue/sales organization information, content and tools that focus sellers and help them sell more effectively. While platforms are important, sales enablement is technology agnostic and instead focuses on how to maximize a seller's ability to communicate value and differentiation which can be activated through various channels.

**Integrated Activation:** Philosophy and approach designed to create a more connected motion that delivers repeatable pipeline and increases marketing's contribution to revenue. It's the intersection of brand, demand, and ABM, driving tactical alignment across the teams responsible for the activation in ways that move programs away from episodic marketing to something more focused, deliberate, and orchestrated.

**Journey Stage KPIs:** KPIs that measure the respective outcome(s) of each stage throughout the account-based lifecycle, creating specific definitions that allow accounts to progress (ex: page visits, ad clicks, content downloads, videos watched, meetings completed, etc). The ability to customize what progression looks like for **your** company may look different from others, and being able to define your own stages will set you up for success against the competition.

**Closed Loop Attribution:** Analyzing campaign and channel revenue contribution based on data from the sales team's closed won/lost opportunities

**ABM Beyond The Click:** This a phrase that we have developed at [BOL](#) to represent activating ABM through the full funnel. True ABM doesn't end at the click and conversion to a gated asset. The concept here is about helping buyers buy. It is critical to map out the buying journey, channels, and content in such a way that every action and engagement point leads to the next desired action that leads to faster pipeline velocity and commercial intensity. It's important when personalizing a buying journey to think about what the prospect should do next and what they need to enhance the opportunity to progress from qualified lead to sales qualified opportunity. ABM Beyond The Click is about personalization and nurturing while penetrating key members of the buying committee within strategic accounts.

