

B2B ACQUISITION STRATEGY

QUARTERLY EXECUTION FRAMEWORK

TARGET ICP: _____

FUNNEL PHASE	CORE STRATEGIES	KPIS / METRICS	TECH STACK	ACCOUNTABILITY
Awareness & Lead Gen	• LinkedIn Thought Leadership • SEO-Optimized Whitepapers • Industry Webinars	• MQL Volume • CTR % • Cost Per Lead	CRM, LinkedIn Ads, HubSpot	Marketing Dept.
Nurture & Trust	• Email Drip Campaigns • Case Study Retargeting • Personalized Demos	• Open Rates • SQL Conversion • Velocity	Mailchimp, Gong, SalesLoft	SDR/BDR Team
Closing & Conversion	• Value-Based Proposals • ROI Calculators • Executive Alignment	• Win Rate % • Avg. Contract Value • CAC	PandaDoc, Salesforce	Account Executives
Expansion	• Quarterly Business Reviews • Referral Incentives • Upsell Audits	• Net Retention • LTV • NPS Score	Gainsight, Zendesk	Customer Success

EXECUTION CHECKLIST

- Define Ideal Customer Profile
- Set Monthly Revenue Targets
- Finalize Creative Assets
- Audit Conversion Pixels
- Brief Sales Development Team
- Schedule Mid-Month Review