Basic Outreach Template

Note: Every ABM outreach plan should have a buyer profile, buyer persona, key accounts identified, decision making contacts identified, a content and messaging plan, ad creative and a landing place (usually website pages)

Your number of touches, cadence, time period, and outreach method should be considered for your buyer and sales cycle

Company	Location	Contact Name	Title	Email	LinkedIn URL	Social Connection Sent?	Connection Accepted?	Message #1 Sent?	Message #2 Sent?	Message #3 Sent?	Response?	Response from Prospect	Contact's status	Notes
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