

# Thinking about ABM go-to-market?

## **A checklist for growth marketing support**

Account-Based Marketing (ABM) is a proven growth strategy for B2B companies targeting high-value customers. As demand for more personalised, account-specific marketing increases, so does the pressure on in-house teams to deliver sophisticated campaigns with limited resources.

That's why more growth focused B2B companies are turning to fractional ABM support not just as a tactical resource, but as part of a fully aligned, end-to-end go-to-market (GTM) strategy.

This guide outlines four clear signs it might be time to explore fractional ABM GTM support and how a partner like Stratcora can help you accelerate outcomes, improve alignment, and drive pipeline efficiency.

# You want to launch or scale targeted GTM without hiring a full team

A robust GTM approach isn't just about tactics. A successful program requires a tightly coordinated mix of strategy, audience segmentation, content, media, sales alignment, and analytics. Assembling that capability in-house is expensive, slow, and often unsustainable - especially if you're still validating the approach.

## **You are considering ABM but are not sure where to start**

You know it could be a good fit for your business, but you may lack the internal expertise to segment accounts, align teams, or choose the right technology to launch effectively.

## **Access specialist skills only when needed**

This allows you to bring in the exact expertise, without the cost or complexity of hiring full-time. Whether that is strategy, content, digital, or analytics - it is a flexible way to scale capabilities based on campaign demands and business priorities.





## **Avoid overinvesting before proving ROI**

A fractional approach lets you validate the effectiveness of ABM through a pilot or phased rollout before committing to long-term resources, tools, or team structures. Such as help building frameworks, launching a pilot, or scaling campaigns.

## **Scale up (or down) as your needs evolve**

As market conditions, budgets, or strategic priorities shift, a fractional model gives you the agility to adjust your level of support without disrupting momentum or hiring.

## **Fractional ABM support allows you to:**

-  Launch a pilot program with minimal risk
-  Access specialist skills only when needed
-  Avoid overinvesting before proving ROI
-  Scale up (or down) as your needs evolve

# Your internal team is stretched, but sales wants pipeline fast

When sales is hungry for new conversations, traditional demand gen often can not deliver at the level of precision or speed required. You know high-quality targeted leads, with a higher propensity to convert is the most efficient approach. However, your marketing team may already be overloaded with brand, product, and campaign work, leaving no room to build and run a fully integrated ABM GTM initiative.

## **You have been asked to "do more with less"**

Marketing is expected to deliver greater impact with fewer resources, and without additional headcount or budget, it becomes difficult to support specialised initiatives like ABM internally.

## **Sales is chasing deals, but there is no strategic program in place**

Without a coordinated ABM GTM strategy, marketing and sales efforts can become reactive and misaligned, leading to missed opportunities with high-value accounts.

## **You have ideas, and goals in mind, but no bandwidth to build and execute**

Strategic ABM requires time, focus, and cross-functional coordination across sales, marketing, RevOps, and CX. Without dedicated stakeholders and resources, even the best plans stall before they gain traction.

## Fractional ABM GTM support gives you:

- ✓ An instantly deployable team with ABM GTM experience
- ✓ The ability to focus priorities on high-value accounts
- ✓ End-to-end strategic and tactical support combined
- ✓ Ability to fill the execution gap while bringing GTM alignment across marketing, sales, RevOps, and CX.

# You're not seeing ROI from traditional lead generation channels

Clicks and downloads do not always translate into pipeline. If your marketing team is generating leads but your sales team is not converting them, or they are not the right-fit accounts then your strategy needs a reset.

## **Your CPL is rising, but your SQLs are flat or declining**

This suggests that while you are spending more to attract leads (CPL), they aren't converting into qualified opportunities (SQLs), indicating a need for a more targeted approach.

## **You are generating poor quality MQLs that sales are rejecting**

This disconnect often signals misalignment between marketing and sales on what constitutes a qualified lead - something ABM helps solve by focusing on shared, high-value target accounts.

## **You need to refocus on lead quality over lead quantity**

Rather than casting a wide net, ABM enables you to engage the right stakeholders within high-value accounts, driving more measurable improvements in lead quality, conversion, and revenue velocity.

## Fractional teams bring fresh approaches to:

- ✓ Building relationships with the right people inside the right companies
- ✓ Reducing wasted spend on low-converting tactics
- ✓ Aligning sales and marketing toward shared, revenue-focused goals
- ✓ Deliver cohesive, targeted campaigns within an integrated GTM strategy

# You want smarter, more strategic use of your marketing budget

The most successful ABM campaigns combine personalisation, automation, creative, and analytics, without overspending. But assembling that capability in-house is resource-intensive and often unsustainable. A fractional model gives you access to the right mix of capabilities, without locking you into long-term costs.

## **You want to demonstrate ROI without expanding headcount**

With increasing pressure to justify marketing spend, teams are expected to deliver measurable results, but are often constrained by hiring freezes or limited capacity.

## **You are under pressure to justify every dollar spent**




In a tighter economic climate, leadership expects clear, data-driven proof of marketing effectiveness, making it harder to fund broad or experimental initiatives without immediate returns.

## **You need to show quick wins while building long-term value**

Stakeholders want to see immediate impact, but sustainable growth requires a strategic foundation. Balancing both is difficult without the right mix of resources and expertise.

Fractional ABM support is not just a tactical fix, it's a strategic accelerator. It gives growth-ready B2B businesses a way to launch or scale ABM quickly, smartly, and sustainably.

## **With a fractional ABM partner you get:**

-  Cost-effective access to leading ABM tools
-  Senior-level expertise at a fraction of the cost
-  Strategic clarity, guidance, and full-service execution in one

# The cost of delaying ABM

If you are already considering account-based GTM, the question is not if - it's when. And in today's B2B environment, timing matters. Every quarter spent delaying ABM is a quarter spent pursuing low-intent leads, misaligning sales and marketing, and missing opportunities to engage the accounts that matter most.

ABM is not just a marketing strategy, it is a business decision that directly impacts pipeline velocity, win rates, and revenue efficiency. Waiting to implement it does not preserve resources, it drains them.

## Here's what's at stake when ABM is delayed:

- **Wasted budget on low-intent leads**

Up to 50% of B2B marketing spend goes toward leads that never convert. ABM redirects effort toward high-value accounts. (MarketingSherpa)

- **Lower ROI across channels**

87% of marketers say ABM delivers a higher ROI than any other approach. Without it, marketing remains spread thin, instead of driving meaningful results. (ITSMA)

- **Slower revenue and missed quotas**

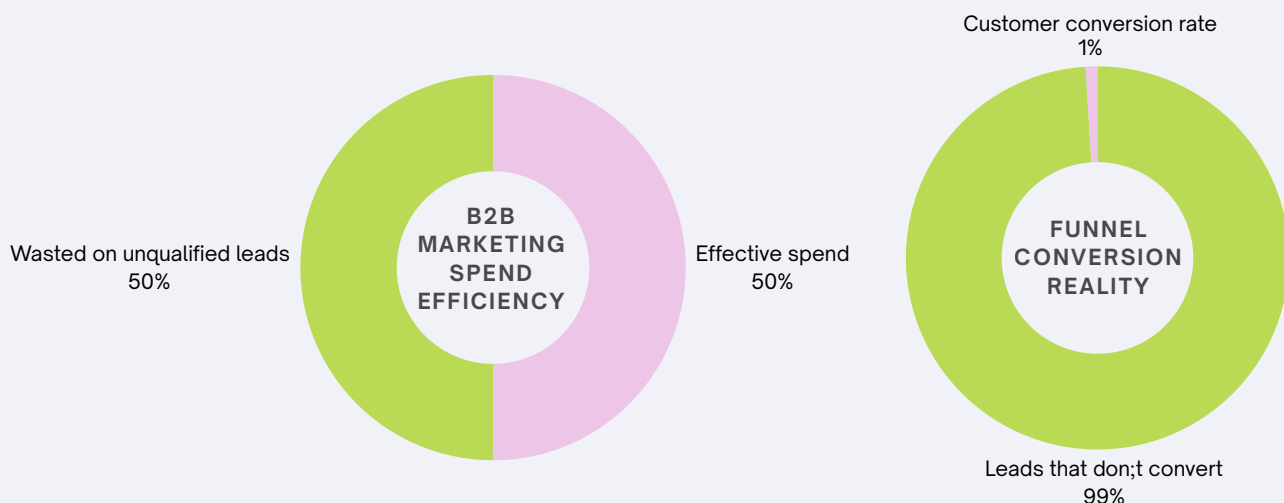
Organisations using ABM report a 28% shorter sales cycle and 2x higher win rate (Demandbase & TOPO)

- **Continued sales and marketing misalignment**

ABM drives shared focus across GTM teams, increasing customer retention by 36% and win rates by 38%. (Aberdeen Group)

- **Poor funnel economics**

Only 1% of leads convert. ABM targets the 20% that drives 80% of growth (Forrester)





# What makes Stratcora different?

## 01 **Commercially-driven thinking**

We start with business goals and reverse-engineer the marketing roadmap. We bring the strategic clarity that connects brand, demand, and pipeline. We ask the questions that internal teams often can not or won't. How does your current marketing function tie into your revenue goals? Where is marketing underperforming, and what's the cost of that underperformance?

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## 02 **Strategy AND execution in one model**

You don't just get a roadmap, you get the drivers. Our team executes branding, content, campaigns, automation, ABM, and more. You don't need to manage a roster of freelancers - we've already vetted the best.

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## 03 **Plug-and-play seniority**

Our fractional marketing leaders are senior level growth marketers, and B2B specialists. We integrate quickly, operate with autonomy, and align directly with your executive team.

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## 04 **B2B native, tech-savvy, outcome obsessed**

Stratcora was built by B2B marketers for B2B companies. We know the difference between a nurture campaign and a launch campaign. We speak sales. We know partner models. We understand long cycles and complex buyers.

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Let's explore what Stratcora could unlock for your business



LET'S TALK

**Stratcora Fractional Marketing Services**

Strategy + Bold Marketing

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