

# ABM Checklist

A good retargeting strategy is critical to re-engaging all that hard earned top of funnel traffic and taking control of your buyer journey.

But in B2B marketing, where buying decisions can stretch from weeks to months, with multiple people involved in the process, is there a better way to retarget? Can you do more than just retarget the individual who visited your website? Can you retarget and influence the entire buying committee?

The answer is yes. It's time to get started with account-based retargeting.

## 8 Steps to Account-Based Retargeting

- ✓ **Identify** the accounts visiting your website
- ✓ **Qualify** accounts to match your ICP (and buyer intent)
- ✓ **Export** your selected accounts
- ✓ **Upload** your list to LinkedIn Matched Audiences
- ✓ **Create** your LinkedIn Campaign
- ✓ **Target** your account list and buyer personas
- ✓ **Analyze** which companies are engaging
- ✓ **Alert** your sales team when accounts revisit

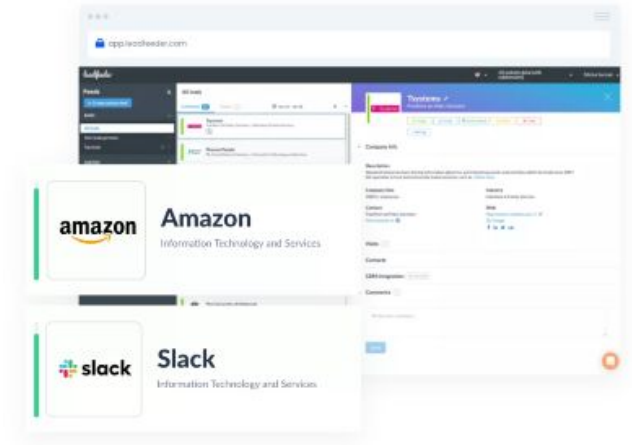


## ✓ Identify the accounts visiting your website

The foundation of any account-based retargeting strategy is turning your anonymous website traffic into real company names.

There are a number of visitor identification solutions available, including Leadfeeder, which is currently a category leader on G2.

Leadfeeder enables you to identify the accounts visiting your website, enriches this with account, contact, and web browsing data, and provides integrations to sync data across your tech stack.

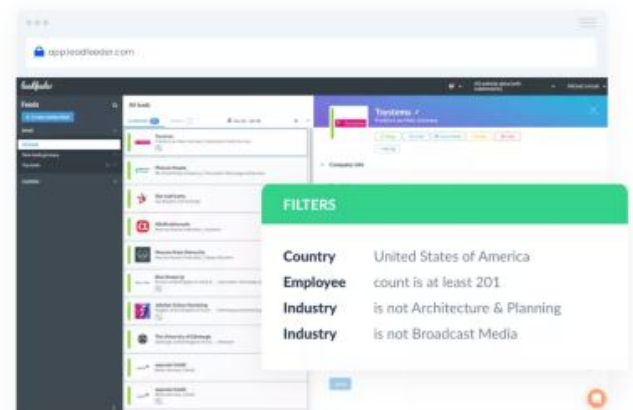


## ✓ Qualify accounts to match your ICP

Once you're able to identify the companies browsing your website, you need to qualify them based on firmographic and intent data that matches your ICP.

This ensures the accounts you retarget are the ones you actually want to engage.

Leadfeeder provides filters to qualify your accounts by firmographic and behavioral data so you can be laser-focused when you're building retargeting lists.



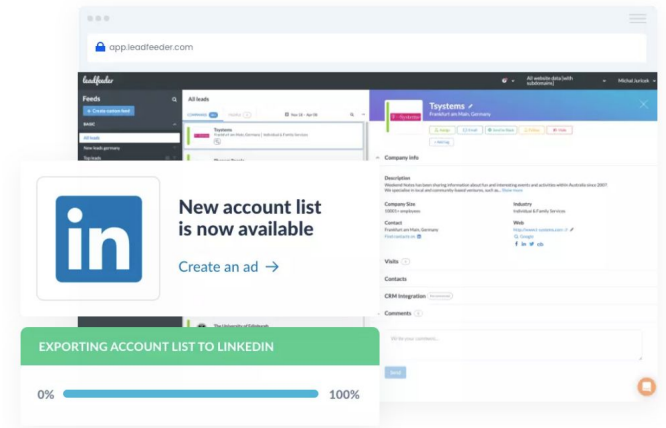
## ✓ **Export** your selected accounts

Now you've qualified the target accounts that have already visited your website, it's time to get that data into your chosen ad platform.

The easiest way to get started is using LinkedIn Ads. There's no platform fee and you can upload account lists directly to the platform.

You'll need to export your target account list from your visitor identification platform.

Within Leadfeeder, we offer the option to export your list of accounts pre-formatted for LinkedIn's ad platform.

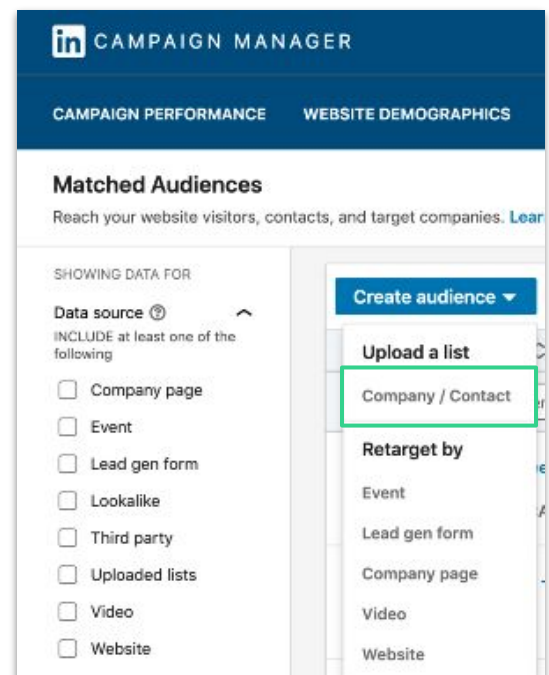


## ✓ **Upload** your list to LinkedIn Matched Audiences

Within LinkedIn Campaign Manager, navigate to Matched Audiences under the Account Assets menu and create a Company List audience.

If you use Leadfeeder, you'll be able to directly upload the CSV you exported without needing to re-format it.

It will then take 1-3 days to populate and display the total number of global employees for the companies you uploaded.

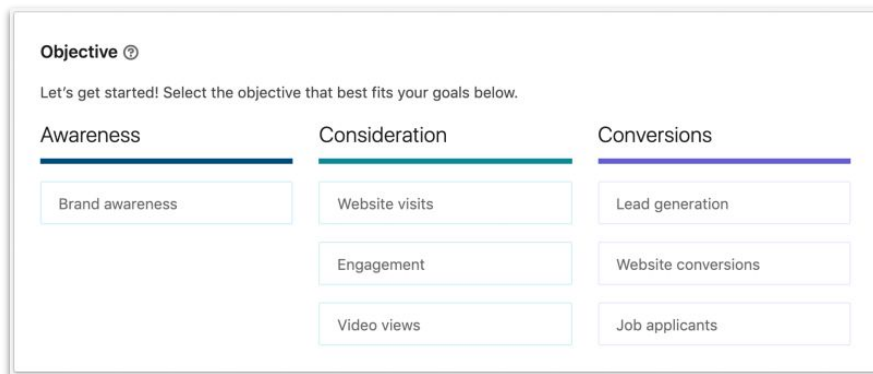


## ✓ Create your LinkedIn Campaign

Now you just need to create your LinkedIn campaign. Simple.

If you need help creating a LinkedIn campaign from scratch, read our detailed guide:

[A complete guide to LinkedIn advertising](#)



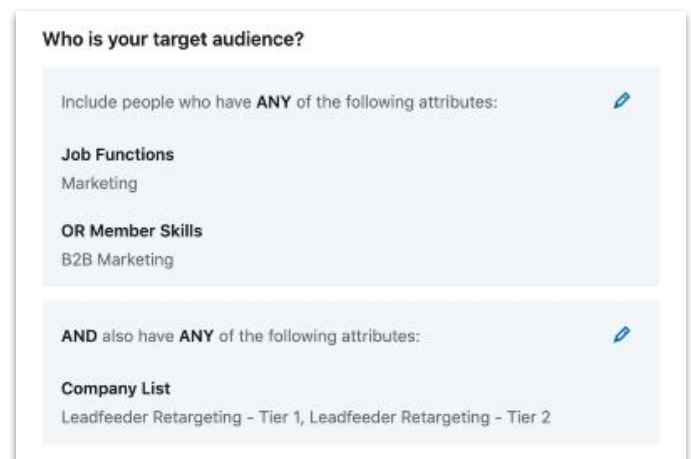
The screenshot shows the 'Objective' selection screen in LinkedIn Ads. It has a title 'Objective' with a help icon. Below it is the instruction: 'Let's get started! Select the objective that best fits your goals below.' There are three main categories: 'Awareness', 'Consideration', and 'Conversions', each with a horizontal line underneath. Under 'Awareness' is a box for 'Brand awareness'. Under 'Consideration' are boxes for 'Website visits', 'Engagement', and 'Video views'. Under 'Conversions' are boxes for 'Lead generation', 'Website conversions', and 'Job applicants'.

## ✓ Target your list and buyer personas

When you create your LinkedIn campaign, you'll get the option to select your target account list in the Audience section of the campaign creation process.

But remember, the list will include everyone in the world who works for those companies. So include a few other targeting options as well:

- **Location:** To ensure you're only advertising to your target markets
- **Job Function / Title:** To ensure you're advertising to your buyer personas



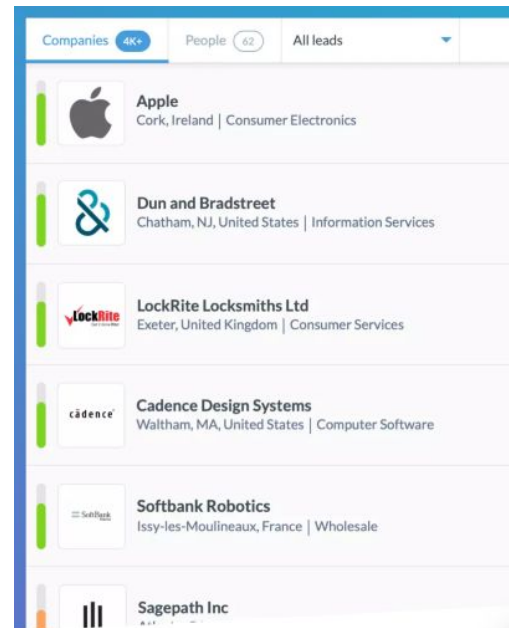
The screenshot shows the 'Who is your target audience?' configuration screen. It has two main sections. The first section is 'Include people who have ANY of the following attributes:' with an edit icon. It contains two categories: 'Job Functions' with 'Marketing' listed, and 'OR Member Skills' with 'B2B Marketing' listed. The second section is 'AND also have ANY of the following attributes:' with an edit icon. It contains one category: 'Company List' with 'Leadfeeder Retargeting - Tier 1, Leadfeeder Retargeting - Tier 2' listed.

## ✓ **Analyze** which companies are engaging

Once your campaign is launched you'll want to know which of those target accounts are engaging with the ads and coming back to your website.

There are two easy ways you can do this:

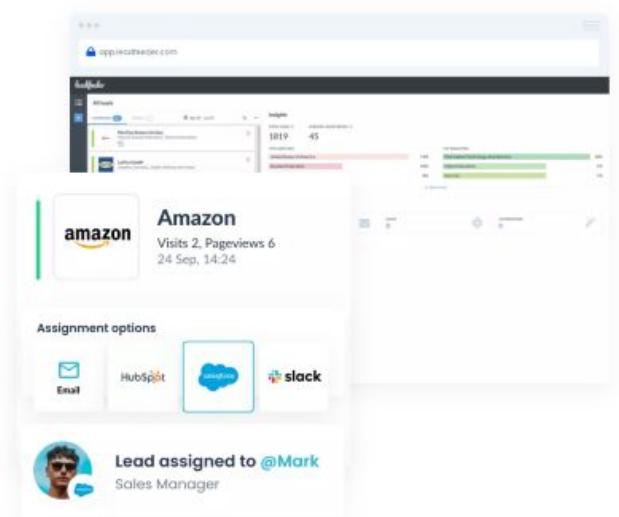
- 1) In LinkedIn's Campaign Manager, click the Demographics button to see a breakdown of engaged companies.
- 2) Use utm codes on your campaign links. You can then create a Custom Feed in Leadfeeder based on these utm codes to see the companies visiting your website from your LinkedIn campaign.









## ✓ **Alert** your sales team when accounts revisit

Last but not least, make sure you do something with all those accounts that are re-engaging with your website.

With Leadfeeder you can connect all this information to your CRM, Slack, or Email to alert your sales teams as soon as accounts re-engage — so your team can strike while the iron's hot.



Companies 4K+   People 62   All Leads		
	<b>Apple</b> Cork, Ireland   Consumer Electronics	 Qualified
	<b>Dun and Bradstreet</b> Chatham, NJ, United States   Information Ser.	 Qualified
	<b>Cadence Design Systems</b> Waltham, MA, United States   Computer Soft.	 Disqualified

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So how do you get started with step one?

**Identify** the accounts visiting your website.

Take Leadfeeder's 14-day free trial to begin identifying accounts on your website and take your first step towards account-based retargeting.

[Start my free trial](#)