

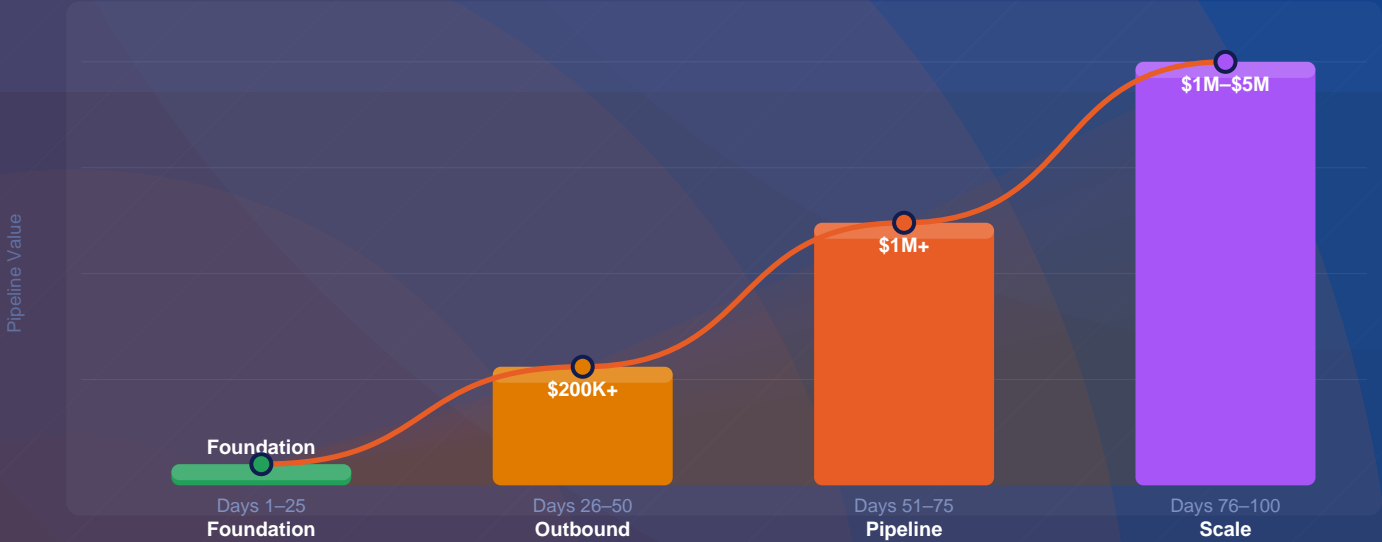
100-Day GTM OS™

Demand Generation & Revenue Playbook

Role Ownership by ARR Stage · Early · Growth · Scale Up

Qualified Pipeline Growth — 100-Day GTM OS™

Proven across 200+ campaigns



■ **Early Stage**
\$0 - \$1M ARR

■ **Growth Phase**
\$1M - \$10M ARR

■ **Scale Up**
\$10M+ ARR

3
ARR Tiers

4
Phases

27
Tactics

\$1M-5M
Pipeline

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100-Day GTM OS™

An AI-powered Go-to-Market operating system combining ABM, outbound, webinars, events, partnerships, content, and earned media — to help B2B companies build demand and sell globally. Organised by ARR stage with clear role ownership for every tactic.

■ Early Stage	\$0–\$1M ARR	Founder-led. Focus on 6–8 high-ROI tactics. Win on precision and relationships. Skip expensive tooling and volume plays.	Team: Founder + AE · Optional: Marketing Agency
■ Growth Phase	\$1M–\$10M ARR	Install the machine. Clean BDR/AE split, content engine, structured outbound. Marketing agency or a single hire.	Team: BDR (1–2) · AE (2–4) · Marketing / Agency
■ Scale Up	\$10M+ ARR	Full engine. BDRs, AEs, Marketing, and RevOps each have defined lanes. Scale what works. All 22 tactics available.	Team: BDR (2–4) · AE (4–8) · Marketing · RevOps

ROLE KEY

FOUNDER

BDR

AE

MARKETING/AGENCY

REVOPS

AGENCY

* = New tactic added in this version

HOW TO USE

Jump directly to your ARR tier section. Each section covers all four phases with the tactics that apply at your stage, who owns them, and the specific actions your team should take. At Early Stage, Agency denotes tasks a founder can delegate to a Marketing Agency partner. Use the Channel Decision Flow and GTM Engine sections before building any sequence or spending any budget.

■ Early Stage

\$0–\$1M ARR

Team Composition: Founder + AE · Optional: Marketing Agency

PHASE

1

Foundation & Audience Building

Days 1–25

TACTIC	DESCRIPTION	TOOLS	OWNER
ICP & Target Buyer Universe	Define your ICP and build a segmented target account list with mapped decision-makers using AI research and market intelligence.	Clay · Apollo.io · LinkedIn Sales Nav · ChatGPT/Claude	Founder + Agency
Weekly Thought Leadership	Publish high-value industry content on LinkedIn to build authority in your buyers' feed before any outbound begins.	ChatGPT/Claude · Taplio · Canva · Hootsuite	Founder + Agency
* Newsletter Launch	Fortnightly newsletter to curated ICP buyers. Owned audience unlike LinkedIn. Compounding asset that feeds every channel.	Beehiiv or Substack · ChatGPT/Claude	Founder + Agency
* LinkedIn Systematic Engagement	Comment on target account posts before sending any connection request. Zero cost, high signal — builds warm relationships.	LinkedIn Sales Nav · Taplio	Founder + AE

Founder/AE Actions · Days 1–25

[Founder] Build your ICP list personally — 50–150 high-fit accounts. Precision over volume at this stage

[Founder] Publish 2–3 LinkedIn posts per week on your category problem. Personal credibility is your primary demand channel

[Founder] Launch your newsletter with a curated invite to 50–100 existing contacts, clients, and warm prospects

[AE] Comment on 3–5 target account posts daily. Build visibility before you ask for anything — no pitch

[Agency] If leveraging a Marketing Agency: brief them on ICP, messaging, and tone this week. Their first deliverable should be 4 newsletter issues and a 30-day content calendar — not ads or campaigns

[Agency] Agency scope at early stage: content creation, newsletter management, LinkedIn post drafting, and basic SEO. NOT paid ads or ABM tooling — budget is not there yet

[Founder] Skip review sites and retargeting for now — not the right investment until you have customer volume and site traffic

50–150	2–3x/wk	Day 25
ICP accounts	LinkedIn posts	Newsletter launched

PHASE 2

Outbound & Amplification

Days 26–50

TACTIC	DESCRIPTION	TOOLS	OWNER
AI-Personalised Outbound	High-intent outbound using AI-personalised messaging by account, buyer persona, and pain points across email, LinkedIn, and phone. AI agents automate research, personalisation, and sequencing at scale.	ENAI.AI · Lavender · Apollo.io · Clay · LinkedIn Sales Nav	Founder + Agency
* Video Prospecting	Send short personalised video messages to high-value prospects instead of plain text. 3x higher reply rates than standard cold email. Record a 60-second screen-share or talking-head referencing something specific to their business.	Loom · Vidyard · ENAI.AI (AI video outreach)	Founder + AE
* Podcast Guest Appearances	Pitch 2–3 industry podcasts. One appearance reaches a warm pre-qualified audience. Compounds as evergreen credibility content.	Rephonic (discovery) · Riverside · Descript · HeyGen (repurposing)	Founder + Agency

Founder/AE Actions · Days 26–50

[Founder] Use ENAI.AI to build and run AI-powered outbound sequences — it handles research, personalisation, and follow-up at scale so you can focus on replies and conversations

[Founder] Write the first outbound message personally for your top 20 accounts — quality signal matters. Let ENAI.AI handle the follow-up cadence from message 2 onwards

[Founder] Pitch 2–3 podcasts in your vertical. One appearance = months of warm authority with a pre-qualified audience

[AE] Send LinkedIn connection requests to all target accounts. Keep it warm — you've been engaging with their content

[Agency] If using an Agency: hand them the ICP list and sequence templates. They manage ENAI.AI outbound volume. You handle all replies — never let an agency respond to a live prospect conversation

[Founder] US buyers: LinkedIn + email. UK/Europe/MENA: lead with webinar invites, warm over a longer cycle

[Founder] If reply rate is below 15% by Day 40, the message is wrong. Rewrite before increasing volume

10–20/wk

High-quality outbound

5–10

Qualified meetings

1–2

Podcast pitches sent

PHASE

3

Conversion & Pipeline

Days 51–75

TACTIC	DESCRIPTION	TOOLS	OWNER
Conversion Webinar	Industry-focused webinar converting interest into pipeline. Topic solves a known problem — never pitches a product directly.	Livestorm · Zoom · HubSpot · ChatGPT	Founder + Agency
* Webinar & Podcast Video Repurposing	Every webinar and podcast is a content factory. Clip the best 60-90 second moments into short-form videos for LinkedIn, YouTube Shorts, and social. Use AI avatars and voiceovers to create localised or persona-specific variants without additional recording.	HeyGen · Descript · Riverside · Opus Clip · Canva	Founder + Agency
* Executive Roundtable	Invite-only session of 8–12 senior buyers around a specific problem. No pitching. Highest conversion-to-pipeline format in B2B.	Zoom (virtual) · venue (in-person for growth/scale)	Founder (virtual)

TACTIC	DESCRIPTION	TOOLS	OWNER
* Buyer Hub / Deal Room	A personalised, account-specific web page built for each big-bet account. Contains curated content, interactive demo, Point of View document, ROI analysis, and a direct communication channel with the buying team.	StoryLane · DealRoom · Notion (early stage)	Founder + AE

■ Buyer Hub / Deal Room — What Goes Inside

Tools: StoryLane · DealRoom · Notion (early stage)

■ Content	Curated case studies, industry reports, and thought leadership relevant to this specific account and their pain points.
■ Demo	An interactive, self-serve product walkthrough built with StoryLane. Buyers can explore at their own pace, 24/7, without a rep present.
■ Point of View	A bespoke 1–2 page PoV document that frames the buyer's specific challenge and positions your solution against their context — not a generic deck.
■ ROI Analysis	A tailored ROI model or business case showing projected impact based on the account's size, industry, and stated goals. Makes the buy decision easier to justify internally.
■ Communication	A dedicated thread or channel inside the Deal Room where all stakeholders — both sides — can ask questions, share updates, and track next steps in one place.

WHEN TO DEPLOY	Build the Buyer Hub after the first qualified meeting. Share the link instead of a follow-up email — it signals intent, personalisation, and professionalism simultaneously. Track engagement (page views, demo replays, doc opens) as buying signals. A buyer who revisits the ROI section three times is telling you something.
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Founder/AE Actions · Days 51–75

[Founder] Host one webinar on a problem your ICP faces acutely. Personally invite every target account. Aim for 20–40 registrations

[Agency] Agency handles webinar production, registration page, reminder sequences, and post-event email follow-up — Founder focuses on content and relationships

[Founder] Follow up every attendee within 24 hours. For anyone who asked a specific question: call first, email second

[Founder] Host a virtual executive roundtable of 8 senior buyers. Frame: "I'm convening a small group to discuss [Problem]"

[AE] Handle every inbound meeting from the webinar personally. Warmest leads you'll get — don't let them go cold

[Agency] Post-webinar: clip the best 3–5 moments (60–90 seconds each) using HeyGen or Descript. Publish as LinkedIn short-form videos within 48 hours of the webinar. These drive more registrations to the next one

[Founder] After the first qualified meeting with a big-bet account: build a Buyer Hub in Notion. Include a tailored PoV, a demo link (StoryLane), a simple ROI model, and a communication doc. Send the link instead of a follow-up email

20–50	5–10	3–6
Webinar registrations	Qualified follow-ups	Roundtable conversations

PHASE
4

Scale, Advocacy & Flywheel

Days 76–100

TACTIC	DESCRIPTION	TOOLS	OWNER
Industry Events & Networking	Attend events to meet high-intent buyers and accelerate pipeline. At early stage: attend and network. At scale: host or sponsor your own.	Eventbrite · LinkedIn Events · HubSpot	Founder + AE
Strategic Partnerships	Build a partner ecosystem across technology partners, consulting firms, and alliances. Partner deals close faster at higher ACV.	PartnerStack · Crossbeam · HubSpot	Founder

Founder/AE Actions · Days 76–100

[Founder] Attend 1–2 industry events. Pre-book meetings 2 weeks out. Follow up within 48 hours with a specific next step

[Founder] Activate 2–3 partnership conversations. In the Salesforce ecosystem a co-sell referral outperforms 3 months of outbound

[AE] Ask your 3 happiest clients for one thing each: referral intro, case study quote, or reference call

[Agency] Agency deliverable at Day 100: a content and campaign performance report. Which posts drove inbound? Which email subject lines had the highest open rate? Feed this into the next 100-day plan

[Founder] At Day 100: score every tactic by pipeline contribution. Top 3 channels become the foundation of your next 100-day cycle

1-2	2-3	\$200K-\$1M
Events attended	Partner conversations	Pipeline at Day 100

■ Growth Phase

\$1M–\$10M ARR

Team Composition: BDR (1–2) · AE (2–4) · Marketing / Agency

PHASE

1

Foundation & Audience Building

Days 1–25

TACTIC	DESCRIPTION	TOOLS	OWNER
ICP & Target Buyer Universe	Define your ICP and build a segmented target account list with mapped decision-makers using AI research and market intelligence.	Clay · Apollo.io · LinkedIn Sales Nav · ChatGPT/Claude	BDR
Weekly Thought Leadership	Publish high-value industry content on LinkedIn to build authority in your buyers' feed before any outbound begins.	ChatGPT/Claude · Taplio · Canva · Hootsuite	Marketing/Agency
* Newsletter Launch	Fortnightly newsletter to curated ICP buyers. Owned audience unlike LinkedIn. Compounding asset that feeds every channel.	Beehiiv or Substack · ChatGPT/Claude	Marketing/Agency
* LinkedIn Systematic Engagement	Comment on target account posts before sending any connection request. Zero cost, high signal — builds warm relationships.	LinkedIn Sales Nav · Taplio	BDR + AE
* Intent Data & Signal Intelligence	Layer third-party intent data on top of your ICP list to identify accounts actively researching your category right now. Prioritise outbound based on who is in-market — not just who fits the profile.	Bombora · G2 Buyer Intent · 6sense · Demandbase	RevOps + BDR
* Review Site Presence	Setup G2, Trustpilot, AppExchange. Buyers self-research before responding to outreach. Critical at growth stage.	G2 · Trustpilot · Salesforce AppExchange	Marketing/Agency

TACTIC	DESCRIPTION	TOOLS	OWNER
* Retargeting Infrastructure	Install LinkedIn Insight Tag and Google Tag now. Cookie-pools visitors so Phase 2 outbound is amplified by persistent ads.	LinkedIn Campaign Manager · Google Ads · HubSpot	Marketing/Agency

BDR · AE · Marketing Actions · Days 1–25

[BDR] Build ICP list of 500–1,000 accounts using Clay + Apollo. Segment by industry, revenue, and geography

[Marketing] Set up newsletter infrastructure, editorial calendar, and first 4 issues. Seed list from existing contacts and clients

[Marketing] Install LinkedIn Insight Tag and Google Tag on all key pages. Build retargeting audiences from Day 1

[AE] Own top 50 strategic accounts — your ABM accounts for the full 100 days. Begin LinkedIn engagement now

[AE] Request 3–5 G2 or AppExchange reviews from happy clients this week. Takes 10 minutes, pays dividends for months

500–1,000	20K–50K	Day 25
ICP accounts	Monthly reach	Newsletter + retargeting live

PHASE
2

Outbound & Amplification

Days 26–50

TACTIC	DESCRIPTION	TOOLS	OWNER
AI-Personalised Outbound	High-intent outbound using AI-personalised messaging by account, buyer persona, and pain points across email, LinkedIn, and phone. AI agents automate research, personalisation, and sequencing at scale.	ENAI.AI · Lavender · Apollo.io · Clay · LinkedIn Sales Nav	BDR

TACTIC	DESCRIPTION	TOOLS	OWNER
* Video Prospecting	Send short personalised video messages to high-value prospects instead of plain text. 3x higher reply rates than standard cold email. Record a 60-second screen-share or talking-head referencing something specific to their business.	Loom · Vidyard · ENAI.AI (AI video outreach)	BDR + AE
* Retargeting Campaigns Live	Activate Phase 1 audiences. Anyone who visited your site or engaged with content now sees persistent LinkedIn and display ads.	LinkedIn Campaign Manager · Google Ads	Marketing/Agency
* LinkedIn Thought Leadership Ads	Amplify your top-performing organic posts as sponsored thought leadership ads targeting your exact ICP. Promotes individual voices — not just company page — and reaches buyers who aren't yet following you.	LinkedIn Campaign Manager · Taplio · Canva	Marketing/Agency
* Conversational Marketing	Deploy live chat and AI chatbots on high-intent pages (pricing, demo, case studies) to capture and qualify buyers in real time before they bounce. Route hot leads directly to AEs via Slack.	Drift · Intercom · HubSpot Chat	Marketing/Agency + RevOps
* Podcast Guest Appearances	Pitch 2–3 industry podcasts. One appearance reaches a warm pre-qualified audience. Compounds as evergreen credibility content.	Rephonic (discovery) · Riverside · Descript · HeyGen (repurposing)	Founder + Marketing
* PR & Trade Press	Secure 1–2 placements in trade publications. Third-party editorial validation opens doors cold outreach cannot.	HARO / Qwoted · direct editor outreach	Marketing/Agency
* Co-Marketing Partnerships	Identify 2–3 non-competing vendors selling to the same buyers. Joint webinar or report — split cost, shared audience.	Crossbeam · LinkedIn · direct outreach	AE + Marketing

BDR · AE · Marketing Actions · Days 26–50

[BDR] Run ENAI.AI-powered outbound sequences across your full account list. Min 3-touch per account: LinkedIn → email → video/phone. ENAI.AI handles personalisation at scale — BDRs own reply handling and meeting booking

[BDR] Send Loom or Vidyard video messages to your top 50 accounts. 60-second personalised screen-share referencing something specific to their business — 3x higher reply rate than plain email

[Marketing] Activate retargeting. Site visitors and email openers now see LinkedIn ads — BDR sequences to these accounts get priority

[Marketing] Run LinkedIn Thought Leadership Ads on top-performing Founder and AE organic posts to reach ICP buyers not yet following you

[AE] Identify 2–3 co-marketing partners in the Salesforce ecosystem. Propose joint webinar — split cost, share audience

[Marketing] Pitch 2–3 trade press journalists. Use HARO to respond to journalist requests — fastest route to earned media

[BDR] US TAM: increase LinkedIn Ads budget. Non-US TAM: weight webinar invites and events more heavily

25–40%

Reply rates

15–25

Qualified meetings

2–3

Co-marketing partners

PHASE
3

Conversion & Pipeline

Days 51–75

TACTIC	DESCRIPTION	TOOLS	OWNER
Conversion Webinar	Industry-focused webinar converting interest into pipeline. Topic solves a known problem — never pitches a product directly.	Livestorm · Zoom · HubSpot · ChatGPT	Marketing + AE
* Webinar & Podcast Video Repurposing	Every webinar and podcast is a content factory. Clip the best 60-90 second moments into short-form videos for LinkedIn, YouTube Shorts, and social. Use AI avatars and voiceovers to create localised or persona-specific variants without additional recording.	HeyGen · Descript · Riverside · Opus Clip · Canva	Marketing/Agency

TACTIC	DESCRIPTION	TOOLS	OWNER
* Sales Enablement & Content Library	Build a structured content library AEs deploy at each buyer journey stage — awareness assets, battle cards, objection handlers, competitive comparisons, and proof points. Tracked in CRM so usage and impact is measured.	Highspot · Seismic · Notion · HubSpot	Marketing + AE
Pipeline ABM Campaigns	ABM campaigns targeting high-value accounts showing intent signals. Personalised at account level, not persona level.	Demandbase · 6sense · ChatGPT · HubSpot	Marketing + AE
* Executive Roundtable	Invite-only session of 8–12 senior buyers around a specific problem. No pitching. Highest conversion-to-pipeline format in B2B.	Zoom (virtual) · venue (in-person for growth/scale)	AE (facilitation)
* Buyer Hub / Deal Room	A personalised, account-specific web page built for each big-bet account. Contains curated content, interactive demo, Point of View document, ROI analysis, and a direct communication channel with the buying team.	StoryLane · DealRoom · Notion (early stage)	AE + Marketing

■ Buyer Hub / Deal Room — What Goes Inside

Tools: StoryLane · DealRoom · Notion (early stage)

■ Content	Curated case studies, industry reports, and thought leadership relevant to this specific account and their pain points.
■ Demo	An interactive, self-serve product walkthrough built with StoryLane. Buyers can explore at their own pace, 24/7, without a rep present.
■ Point of View	A bespoke 1–2 page PoV document that frames the buyer's specific challenge and positions your solution against their context — not a generic deck.
■ ROI Analysis	A tailored ROI model or business case showing projected impact based on the account's size, industry, and stated goals. Makes the buy decision easier to justify internally.
■ Communication	A dedicated thread or channel inside the Deal Room where all stakeholders — both sides — can ask questions, share updates, and track next steps in one place.

WHEN TO DEPLOY

Build the Buyer Hub after the first qualified meeting. Share the link instead of a follow-up email — it signals intent, personalisation, and professionalism simultaneously. Track engagement (page views, demo replays, doc opens) as buying signals. A buyer who revisits the ROI section three times is telling you something.

BDR · AE · Marketing Actions · Days 51–75

[Marketing] Produce and promote the webinar. BDRs run invite campaign. AEs personally invite their top 20 accounts

[AE] Own the webinar Q&A.; Surface buying signals — who asks about implementation, pricing, or timelines

[Marketing] Post-webinar within 48 hours: use HeyGen or Descript to clip the 3–5 best moments into 60–90 second LinkedIn videos. Publish immediately — warm audiences are most receptive in the 2–3 days after the live event

[AE] Curate and facilitate executive roundtable. 8–12 senior contacts from top accounts. Marketing handles logistics

[BDR] Follow up every webinar attendee within 24 hours with personalised message. Book the meeting, hand to AE

[Marketing] Run ABM campaigns on high-intent accounts — personalised ads to accounts that engaged with webinar or site

[AE] For every big-bet account that takes a first meeting: build a Buyer Hub in DealRoom within 24 hours. Populate it with: account-specific content, a StoryLane interactive demo, a tailored PoV doc, an ROI model, and a shared communication thread. Demo replays and ROI revisits are your strongest buying signals

[Marketing] Create reusable Buyer Hub templates for each ICP vertical. AEs customise per account — full hub live in under 30 minutes

40–100

Webinar registrations

5–10

Enterprise ABM opps

3–8

Roundtable conversations

PHASE

4

Scale, Advocacy & Flywheel

Days 76–100

TACTIC	DESCRIPTION	TOOLS	OWNER
Industry Events & Networking	Attend events to meet high-intent buyers and accelerate pipeline. At early stage: attend and network. At scale: host or sponsor your own.	Eventbrite · LinkedIn Events · HubSpot	AE + BDR (logistics)
Strategic Partnerships	Build a partner ecosystem across technology partners, consulting firms, and alliances. Partner deals close faster at higher ACV.	PartnerStack · Crossbeam · HubSpot	AE + Founder
* Champion & Customer Advocacy	Structured program turning happy customers into active referrers. Peer intro closes faster at higher ACV than any cold channel.	CRM · Customer Success tooling · G2 campaigns	AE + Customer Success
* Customer Expansion & Upsell Plays	Systematic expansion motions targeting existing accounts for upsell, cross-sell, and renewal. Your installed base is your highest-converting pipeline. A 5% improvement in retention can increase revenue by 25-95%.	Gainsight · ChurnZero · HubSpot · ENAI.AI (expansion outreach)	AE + Customer Success
* Co-Marketing Joint Campaigns	Activate Phase 2 co-marketing partners. Joint webinars, industry reports, co-branded campaigns. Shared endorsement accelerates trust.	Livestorm · Canva · LinkedIn · Beehiiv	AE + Marketing
* Private Dinners & Roundtables	Intimate in-person dinners of 6-10 senior buyers at industry events. Relationship depth compresses deal cycles dramatically.	Event venue · co-host with partner brand to split cost	AE-Led

BDR · AE · Marketing Actions · Days 76–100

[AE] Treat every event like a mini-ABM campaign: pre-book 5+ meetings 2 weeks in advance, run a pre-event LinkedIn sequence

[BDR] Run pre-event and post-event sequences. Post-event follow-up tied to specific conversation held in person

[AE] Host a private dinner around your biggest event. Co-host with partner to split cost. 8–10 senior buyers. No pitch

[AE] Identify 5 happiest clients. Ask each for: referral intro, case study, or G2 review. Make it a quarterly motion

[Marketing] Run joint webinar or co-authored report with your Phase 2 co-marketing partner. Both brands promote to full lists

5–12	10–20%	\$500K–\$2M
Event conversations	Pipeline from partners	Pipeline at Day 100

Scale Up

\$10M+ ARR

Team Composition: BDR (2–4) · AE (4–8) · Marketing · RevOps

PHASE

1

Foundation & Audience Building

Days 1–25

TACTIC	DESCRIPTION	TOOLS	OWNER
ICP & Target Buyer Universe	Define your ICP and build a segmented target account list with mapped decision-makers using AI research and market intelligence.	Clay · Apollo.io · LinkedIn Sales Nav · ChatGPT/Claude	BDR + RevOps
Weekly Thought Leadership	Publish high-value industry content on LinkedIn to build authority in your buyers' feed before any outbound begins.	ChatGPT/Claude · Taplio · Canva · Hootsuite	Marketing
* Newsletter Launch	Fortnightly newsletter to curated ICP buyers. Owned audience unlike LinkedIn. Compounding asset that feeds every channel.	Beehiiv or Substack · ChatGPT/Claude	Marketing
* LinkedIn Systematic Engagement	Comment on target account posts before sending any connection request. Zero cost, high signal — builds warm relationships.	LinkedIn Sales Nav · Taplio	BDR + AE
* Intent Data & Signal Intelligence	Layer third-party intent data on top of your ICP list to identify accounts actively researching your category right now. Prioritise outbound based on who is in-market — not just who fits the profile.	Bombora · G2 Buyer Intent · 6sense · Demandbase	RevOps
* Review Site Presence	Setup G2, Trustpilot, AppExchange. Buyers self-research before responding to outreach. Critical at growth stage.	G2 · Trustpilot · Salesforce AppExchange	Marketing

TACTIC	DESCRIPTION	TOOLS	OWNER
* Retargeting Infrastructure	Install LinkedIn Insight Tag and Google Tag now. Cookie-pools visitors so Phase 2 outbound is amplified by persistent ads.	LinkedIn Campaign Manager · Google Ads · HubSpot	RevOps + Marketing

Team Actions · Days 1–25

[BDR] Build 1,000–1,500 account list with tier-1/2/3 segmentation. Tier-1=ABM. Tier-2=signal-based. Tier-3=volume outbound

[Marketing] Launch newsletter, content calendar, thought leadership engine. Min 3 posts/week across company + AE profiles

[RevOps] Install full attribution stack: LinkedIn Insight Tag, GA4, HubSpot tracking. Connect to CRM from Day 1

[AE] Each AE owns a named account list of 30–50 accounts. Begin systematic LinkedIn engagement on all of them

[Marketing] Set up G2, Trustpilot, AppExchange profiles. Brief CS to systematically request reviews going forward

1,000–1,500	50K–80K	Full stack
Tiered ICP accounts	Monthly reach	Attribution live Day 25

PHASE 2

Outbound & Amplification

Days 26–50

TACTIC	DESCRIPTION	TOOLS	OWNER
AI-Personalised Outbound	High-intent outbound using AI-personalised messaging by account, buyer persona, and pain points across email, LinkedIn, and phone. AI agents automate research, personalisation, and sequencing at scale.	ENAI.AI · Lavender · Apollo.io · Clay · LinkedIn Sales Nav	BDR

TACTIC	DESCRIPTION	TOOLS	OWNER
* Video Prospecting	Send short personalised video messages to high-value prospects instead of plain text. 3x higher reply rates than standard cold email. Record a 60-second screen-share or talking-head referencing something specific to their business.	Loom · Vidyard · ENAI.AI (AI video outreach)	BDR + AE
* Retargeting Campaigns Live	Activate Phase 1 audiences. Anyone who visited your site or engaged with content now sees persistent LinkedIn and display ads.	LinkedIn Campaign Manager · Google Ads	Marketing
* LinkedIn Thought Leadership Ads	Amplify your top-performing organic posts as sponsored thought leadership ads targeting your exact ICP. Promotes individual voices — not just company page — and reaches buyers who aren't yet following you.	LinkedIn Campaign Manager · Taplio · Canva	Marketing
* Conversational Marketing	Deploy live chat and AI chatbots on high-intent pages (pricing, demo, case studies) to capture and qualify buyers in real time before they bounce. Route hot leads directly to AEs via Slack.	Drift · Intercom · HubSpot Chat	Marketing + RevOps
* Podcast Guest Appearances	Pitch 2–3 industry podcasts. One appearance reaches a warm pre-qualified audience. Compounds as evergreen credibility content.	Rephonic (discovery) · Riverside · Descript · HeyGen (repurposing)	AE + Marketing
* PR & Trade Press	Secure 1–2 placements in trade publications. Third-party editorial validation opens doors cold outreach cannot.	HARO / Qwoted · direct editor outreach	Marketing
* Co-Marketing Partnerships	Identify 2–3 non-competing vendors selling to the same buyers. Joint webinar or report — split cost, shared audience.	Crossbeam · LinkedIn · direct outreach	AE + Marketing

Team Actions - Days 26–50

[BDR] Run ENAI.AI-powered sequenced outbound across 3 account tiers. Tier-1: 6-touch personalised. Tier-2: signal-triggered from intent data. Tier-3: volume with persona copy. ENAI.AI handles personalisation and follow-up; BDRs own replies and qualification

[Marketing] Retargeting live across LinkedIn and Google. Segment by account tier — serve different creative per tier level

[AE] Own co-marketing partner conversations. AE credibility opens the relationship; marketing executes the campaign

[Marketing] Secure 1–2 trade press placements. Share with BDRs — featured in [Publication] is a powerful outbound opener

[RevOps] Build reply rate + meeting rate dashboard by channel, persona, and geography. Kill underperforming sequences by Day 40

25–40%	20–35	3+	1–2
Reply rates	Qualified meetings	Co-marketing partners	Press placements

**PHASE
3**

Conversion & Pipeline

Days 51–75

TACTIC	DESCRIPTION	TOOLS	OWNER
Conversion Webinar	Industry-focused webinar converting interest into pipeline. Topic solves a known problem — never pitches a product directly.	Livestorm · Zoom · HubSpot · ChatGPT	Marketing + AE
* Webinar & Podcast Video Repurposing	Every webinar and podcast is a content factory. Clip the best 60-90 second moments into short-form videos for LinkedIn, YouTube Shorts, and social. Use AI avatars and voiceovers to create localised or persona-specific variants without additional recording.	HeyGen · Descript · Riverside · Opus Clip · Canva	Marketing
* Sales Enablement & Content Library	Build a structured content library AEs deploy at each buyer journey stage — awareness assets, battle cards, objection handlers, competitive comparisons, and proof points. Tracked in CRM so usage and impact is measured.	Highspot · Seismic · Notion · HubSpot	Marketing + RevOps

TACTIC	DESCRIPTION	TOOLS	OWNER
Pipeline ABM Campaigns	ABM campaigns targeting high-value accounts showing intent signals. Personalised at account level, not persona level.	Demandbase · 6sense · ChatGPT · HubSpot	Marketing + AE
* Executive Roundtable	Invite-only session of 8–12 senior buyers around a specific problem. No pitching. Highest conversion-to-pipeline format in B2B.	Zoom (virtual) · venue (in-person for growth/scale)	AE (in-person)
* Buyer Hub / Deal Room	A personalised, account-specific web page built for each big-bet account. Contains curated content, interactive demo, Point of View document, ROI analysis, and a direct communication channel with the buying team.	StoryLane · DealRoom · Notion (early stage)	AE + Marketing + RevOps
* Direct Mail to Top Accounts	Physical personalised sends to top 15-20 strategic accounts. Cuts through digital noise completely. Scale Up tier only.	Sendoso · PFL · manual fulfilment	AE + Marketing
* Analyst Relations	Brief Gartner, Forrester, or IDC on your category. Enterprise buyers check analyst reports before shortlisting vendors.	Direct analyst outreach · Forrester/IDC briefing requests	Marketing + CEO

■ Buyer Hub / Deal Room — What Goes Inside

Tools: StoryLane · DealRoom · Notion (early stage)

■ Content	Curated case studies, industry reports, and thought leadership relevant to this specific account and their pain points.
■ Demo	An interactive, self-serve product walkthrough built with StoryLane. Buyers can explore at their own pace, 24/7, without a rep present.
■ Point of View	A bespoke 1–2 page PoV document that frames the buyer's specific challenge and positions your solution against their context — not a generic deck.
■ ROI Analysis	A tailored ROI model or business case showing projected impact based on the account's size, industry, and stated goals. Makes the buy decision easier to justify internally.
■ Communication	A dedicated thread or channel inside the Deal Room where all stakeholders — both sides — can ask questions, share updates, and track next steps in one place.

WHEN TO DEPLOY

Build the Buyer Hub after the first qualified meeting. Share the link instead of a follow-up email — it signals intent, personalisation, and professionalism simultaneously. Track engagement (page views, demo replays, doc opens) as buying signals. A buyer who revisits the ROI section three times is telling you something.

Team Actions · Days 51–75

[Marketing] Run webinar as a full demand gen event — paid promotion, co-host with partner, integrate with HubSpot for automated scoring

[Marketing] Within 48 hours post-webinar: use HeyGen to generate AI-avatar short-form video clips. Create 5+ LinkedIn videos, 3 YouTube Shorts, and vertical social cuts. Use HeyGen voice cloning to produce localised variants for MENA, Africa, or other target markets without re-recording

[AE] Own executive roundtable entirely. In-person format. Invest in the venue — depth in person compresses deal cycles

[AE] Select top 15–20 accounts for direct mail. Pair physical send with follow-up sequence 3–5 days post-delivery

[Marketing] Begin analyst briefings. IDC and Forrester more accessible for ISVs. Aim for one briefing confirmed by Day 75

[RevOps] Attribute webinar, roundtable, and ABM engagement to pipeline. Every tactic shows contribution by Day 75

[AE] Every tier-1 (big-bet) account gets a Buyer Hub in DealRoom after meeting 1. AE owns the strategy and content selection. Marketing owns the build. RevOps tracks engagement data in HubSpot — hub views, demo replays, doc opens, and time-in-ROI-section all feed lead scoring

[Marketing] Build a library of Buyer Hub templates by vertical and buyer persona. 5-component standard: Content · Demo · PoV · ROI · Communication. AEs personalise the top layer — company name, specific pain points, named stakeholders. Full hub live within 2 hours of a first meeting

[RevOps] Configure HubSpot to alert AEs when a contact revisits the Buyer Hub ROI section 2+ times or shares the hub link with a new stakeholder — both are strong progression signals that should trigger immediate AE outreach

80–120	5–10	15–20	1
Webinar registrations	ABM opportunities	Direct mail sends	Analyst briefing

PHASE

4

Scale, Advocacy & Flywheel

Days 76–100

TACTIC	DESCRIPTION	TOOLS	OWNER
Industry Events & Networking	Attend events to meet high-intent buyers and accelerate pipeline. At early stage: attend and network. At scale: host or sponsor your own.	Eventbrite · LinkedIn Events · HubSpot	AE + BDR (logistics)
Strategic Partnerships	Build a partner ecosystem across technology partners, consulting firms, and alliances. Partner deals close faster at higher ACV.	PartnerStack · Crossbeam · HubSpot	AE + Partnerships
* Champion & Customer Advocacy	Structured program turning happy customers into active referrers. Peer intro closes faster at higher ACV than any cold channel.	CRM · Customer Success tooling · G2 campaigns	AE + Customer Success
* Customer Expansion & Upsell Plays	Systematic expansion motions targeting existing accounts for upsell, cross-sell, and renewal. Your installed base is your highest-converting pipeline. A 5% improvement in retention can increase revenue by 25-95%.	Gainsight · ChurnZero · HubSpot · ENAI.AI (expansion outreach)	AE + Customer Success + RevOps
* Co-Marketing Joint Campaigns	Activate Phase 2 co-marketing partners. Joint webinars, industry reports, co-branded campaigns. Shared endorsement accelerates trust.	Livestorm · Canva · LinkedIn · Beehiiv	AE + Marketing
* Private Dinners & Roundtables	Intimate in-person dinners of 6-10 senior buyers at industry events. Relationship depth compresses deal cycles dramatically.	Event venue · co-host with partner brand to split cost	AE-Led
* Community Building	Create a private community for customers and prospects around a shared industry problem. Builds loyalty, generates organic word-of-mouth, and creates a captive audience for product launches and content.	Slack Connect · Circle · LinkedIn Groups · Beehiiv	Marketing + Customer Success

Team Actions · Days 76–100

[AE] Each AE owns a named event target list. Pre-book min 5 meetings before each event. BDRs run pre/post sequences

[AE] Host private dinners around 2–3 biggest events. Co-host with partners to reduce cost and broaden guest list

[AE] Launch formal customer advocacy program. Set quarterly targets for referrals, case studies, and reference calls

[Marketing] Run joint campaigns with all active co-marketing partners simultaneously — webinar + co-authored content

[RevOps] At Day 100: full pipeline attribution by channel, tactic, and team role. Top 3 define next 100-day plan

10–15	20–30%	\$1M–\$5M	3–5x
Event conversations	Pipeline from partners	Pipeline at Day 100	ROI on spend

GTM Engine & End-to-End Buyer Journey

The 100-Day GTM OS is not a collection of tactics — it is a joined-up GTM engine designed to move a buyer from never having heard of you to becoming a paying, expanding customer. Every tactic in this playbook maps to a specific stage of that journey, with the right tool in the right hand at the right moment.

STAGE	BUYER STATE	GTM MOTION	KEY TACTICS	MARTECH STACK
1 AWARENESS	Does not know you exist	Build presence before outreach	Thought Leadership Newsletter Podcast Appearances PR & Trade Press LinkedIn TL Ads	Taplio · Beehiiv Reponic · Canva Hootsuite · HARO
2 CONSIDERATION	Researching options	Outbound + Signal based engagement	AI-Personalised Outbound Video Prospecting Intent Data Activation Retargeting Campaigns Conversational Marketing	ENAI.AI · Clay Apollo.io · Bombora Drift · LinkedIn Ads Loom · Vidyard
3 EVALUATION	Shortlisting vendors	Convert interest into meetings	Webinar & Roundtable Buyer Hub / Deal Room ABM Campaigns Sales Enablement Executive Roundtable	Livestorm · StoryLane DealRoom · Demandbase 6sense · Highspot HubSpot
4 DECISION	Building internal business case	Accelerate & de-risk the buy	ROI Analysis Direct Mail Private Dinners Reference Calls Analyst Validation	DealRoom · Sendoso Gartner/Forrester HubSpot · Chorus
5 RETENTION & EXPANSION	Paying customer looking to grow	Expand ARR & build advocacy	Customer Advocacy Expansion Plays Co-Marketing Community Building Content Repurposing	Gainsight · ENAI.AI G2 · Circle HeyGen · Beehiiv

FULL MARTECH STACK REFERENCE

AI & Outbound Engine	ENAI.AI · Lavender · Clay · Apollo.io · LinkedIn Sales Nav · Loom · Vidyard	Conversational Marketing	Drift · Intercom · HubSpot Chat · Qualified
Intent & Signal Intelligence	Bombora · G2 Buyer Intent · 6sense · Demandbase · LinkedIn Sales Insights	CRM & Revenue Operations	HubSpot · Salesforce · Crossbeam · PartnerStack · Chorus · Gong

Content & Social	ChatGPT/Claude · Taplio · Canva · Hootsuite · Descript · Opus Clip · HeyGen	Customer Success & Expansion	Gainsight · ChurnZero · G2 · Circle · ENAI.AI
Webinar & Events	Livestorm · Zoom · Riverside · Eventbrite · LinkedIn Events	Partnerships & Co-Marketing	PartnerStack · Crossbeam · Beehiiv · Canva · Livestorm
Buyer Engagement & Deal Rooms	StoryLane · DealRoom · Highspot · Seismic · Notion	PR & Earned Media	HARO / Qwoted · Rephonic · direct editor outreach · Gartner/Forrester/IDC
Advertising & Retargeting	LinkedIn Campaign Manager · Google Ads · Demandbase · 6sense	ABM Platforms	Demandbase · 6sense · Triblio · RollWorks · MadisonLogic

HOW THE ENGINE CONNECTS

Phase 1	Foundation	Builds the audience, arms the team, and seeds the funnel. Content warms buyers before outbound ever touches them. Retargeting infrastructure means no visitor is wasted.
Phase 2	Activation	ENAI.AI and outbound sequences activate demand. Video prospecting and intent data ensure effort concentrates on in-market buyers. Conversational marketing captures inbound signals in real time.
Phase 3	Conversion	Webinars, roundtables, and Buyer Hubs convert warm interest into qualified pipeline. Every webinar becomes repurposed short-form content via HeyGen — feeding the top of the funnel simultaneously.
Phase 4	Scale & Expand	Events close deals. Partners open new markets. Customer advocacy and expansion plays mean existing ARR funds the next cycle. The engine becomes self-reinforcing — each customer funds and refers the next.

Channel Selection Decision Flow

Walk through this before building any sequence, running any ad, or booking any event. Wrong offer. Wrong list. Wrong channel — this flow addresses all three.

PART 1 — Are you ready to go to market?

Q1. Do you sell to businesses (B2B)?

- No → Outbound likely isn't your best path
- Yes → Go to Q2

Q2. Do you have a clear value prop that solves a known business problem?

- No → Fix the offer first — outbound will just burn your list faster
- Yes → Go to Q3

Q3. Do you have a defined TAM of 500+ target accounts?

- No → Go to Q4
- Yes → Go to Q5

Q4. Are the accounts high-value or strategically important?

- Yes → ABM Outbound + LinkedIn Ads (precision over volume) · Phase 2
- No → Pause outbound — expand TAM or refine ICP first

PART 2 — How warm is your market?

Q5. Have you published thought leadership in the last 30 days?

- No → Start here before any outbound · Phase 1
- Yes → Go to Q6

Q6. Can your prospects be reached via email or phone?

- Yes → Go to Q6a
- No → Go to Q11

Q6a. Is your TAM primarily US-based?

- Yes → LinkedIn Ads + Signal-Based Outbound · Phase 2
- No → Go to Q7 (UK/Europe/MENA: weight webinars + events — cold email alone underperforms)

Q7. Have they engaged with content or shown intent signals?

- Yes → Warm Signal-Based Outbound · Phase 2
- No → Go to Q8

Q8. Is the account high-value or a strong ICP fit?

- Yes → Go to Q9
- No → Cold Email + LinkedIn Ads

Q9. Have they shown brand, category, or competitor awareness?

- Yes → ABM Outbound + LinkedIn Ads · Phase 3

→ No → LinkedIn Ads first, then layer ABM Outbound once warmed

PART 3 — Have you activated demand at scale?

Q10. Do you have a webinar or roundtable in the next 30 days?

→ No → Highest-leverage move — 40–120 registrations, 10–25 ICP attendees in one shot · Phase 3

→ Yes → Go to Q11

Q11. Are you attending any industry events in the next 60 days?

→ No → Identify 1–2 events — in-person beats every digital channel for deal acceleration · Phase 4

→ Yes → Go to Q12

Q12. Do you have partners who sell to the same buyers?

→ No → Untapped pipeline — partner deals close faster at higher win rates · Phase 4

→ Yes → Go to Q13

Q13. Co-selling, running joint webinars, or generating partner referrals?

→ No → Warm pipeline sitting dormant. Activate it now

→ Yes → You're running the full flywheel. Optimise and scale ■

PART 4 — Prospects who don't respond to email

Q11 (branch). Trades, healthcare, or field-service industries?

→ Yes → Cold Calling + LinkedIn Ads

→ No → Go to Q14

Q14. Do they show social or behavioural signals you can track?

→ Yes → Signal-Based Outbound

→ No → Cold Calling + LinkedIn Ads

Role Ownership by Phase & Tier

Who does what — across all 22 tactics, all four phases, and all three ARR stages.

Phase	Tactic	■ Early (\$0–\$1M)	■ Growth (\$1–\$10M)	■ Scale (\$10M+)
1	ICP Mapping	Founder	BDR	BDR + RevOps
	Thought Leadership + Newsletter	Founder + Agency	Marketing/Agency	Marketing
	LinkedIn Engagement	Founder + AE	BDR + AE	BDR + AE
	Intent Data & Signal Intelligence	— skip	RevOps + BDR	RevOps
	Review Sites + Retargeting	— skip	Marketing/Agency	Marketing + RevOps
2	AI Outbound (ENAI.AI)	Founder + Agency	BDR	BDR
	Video Prospecting	Founder + AE	BDR + AE	BDR + AE
	LinkedIn TL Ads + Retargeting	— skip	Marketing/Agency	Marketing
	Conversational Marketing	— skip	Marketing + RevOps	Marketing + RevOps
	Podcast + PR + Co-Marketing	Founder + Agency	Founder + Marketing	AE + Marketing

Phase	Tactic	■ Early (\$0–\$1M)	■ Growth (\$1–\$10M)	■ Scale (\$10M+)
3	Webinar	Founder + Agency	Marketing + AE	Marketing + AE
	Video Repurposing (HeyGen)	Founder + Agency	Marketing/Agency	Marketing
	Sales Enablement Library	— skip	Marketing + AE	Marketing + RevOps
	ABM Campaigns	— skip	Marketing + AE	Marketing + AE
	Executive Roundtable	Founder (virtual)	AE (facilitation)	AE (in-person)
	Buyer Hub / Deal Room	Founder + AE	AE + Marketing	AE + Marketing + RevOps
	Direct Mail + Analyst Relations	— skip	— skip	AE + Marketing + CEO
4	Events + Private Dinners	Founder + AE	AE + BDR	AE + BDR
	Strategic Partnerships	Founder	AE + Founder	AE + Partnerships
	Advocacy + Customer Expansion	— informal	AE + CS	AE + CS + RevOps
	Co-Marketing + Community	— skip	AE + Marketing	AE + Marketing + CS

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