Start-up Process for Advertising Collective ABM

Below are the steps forward for starting with company identification and advertising.

<u>We offer two advertising approaches—you can choose one or both:</u>

1. Awareness Campaigns, 🎯 Target companies that don't yet know your brand. We help you select companies from our database of 50M+ businesses to create a custom audience.

2. Intent Campaigns, 🎯 Target companies that have already interacted with you. These companies have engaged with you via website visits or social media interactions.

Step 1: Define Your Advertising Goals

✅ Set a campaign timeline, including start and end dates (e.g., a 3-month pilot or seasonal push).
✅ Specify which audience segments you want to target—highly engaged visitors or new prospects.
✅ We will provide required ad sizes based on IAB standards (varies by country).
✅ Set your monthly budget – A proforma invoice will be issued, payable within 5 days of campaign launch.
✅ Provide the landing page URL for ad traffic (optionally, add UTM parameters for tracking).

Step 2: Audiences

✅ During the startup meeting, we will define the audiences you want to target with advertising; intent or awareness.
✅ Your project manager will import the agreed companies into the ad-buying platforms.
✅ Before the campaign launch, you will receive an estimate of how many companies you can expect to reach.
✅ Generally, a match rate between 25-50% can be expected when targeting mid and large enterprises.

Step 3: Prepare Creative Assets & Messaging

Depending on whether you're running Awareness or Intent campaigns, we recommend the following best practices:

Awareness Campaigns

These companies are unfamiliar with your brand, so the focus should be on introducing who you are rather than driving immediate conversions.
✅ Tell your brand story rather than pushing for direct conversions.
✅ Avoid aggressive CTAs—this is the beginning of the lead generation process.
✅ Educate and engage to spark interest and create a foundation for future interactions.

Industry-Specific CTA Examples

📌 **B2B SaaS / Software Solutions**
💡 "Discover How We Can Help Your Business Grow!"
📘 "Learn About the Future of [Industry] – Read Our Insights!"
🎥 "Watch Our Explainer Video to See What We Do!"

📌 **E-commerce & Retail**
🛍️ "Explore Our New Collection – Designed for You!"
🔍 "Find Out Why Customers Love Us – See Reviews!"
🎁 "Join Our Community & Get Exclusive Previews!"

📌 **Financial Services & Fintech**
📊 "The Future of Finance – Get Expert Insights!"
💳 "Understanding [Financial Topic] – A Simple Guide!"
🔍 "Who We Are & How We Can Help You!"

Intent Campaigns

At this stage, you **already have a relationship** with the prospect, so your messaging should be **action-oriented**.
✅ **Use a clear and compelling CTA** to drive engagement.
✅ Focus on **conversion goals**, such as booking a demo, downloading content, or requesting a quote.
✅ Align your creative with the **prospect's past interactions** with your brand.

Industry-Specific CTA Examples

📌 **B2B SaaS / Software Solutions**

🖥️ "See It in Action – Book a Live Demo Today!"

📄 "Download Our Whitepaper to Learn More!"

💡 "Start Your Free Trial – No Credit Card Needed!"

📌 **E-commerce & Retail**

🛍️ "Exclusive Offer: Get 10% Off Your First Order!"

🚀 "Shop Now & Enjoy Free Shipping!"

🔍 "Browse Our Bestsellers – Limited Stock Available!"

📌 **Financial Services & Fintech**

📊 "Get a Free Consultation with Our Experts!"

💳 "Compare Plans & Find the Right Solution for You!"

⚡ "Sign Up Now & Get Instant Access!"

✅ Ad Size Recommendations:

- When creating different ad sizes, we recommend at least four variations to ensure optimal reach across platforms.
- Focus on desktop-friendly sizes for better performance.
- Click here to view the recommended ad sizes. We advise create Leaderboard, Skyscraper, Medium Rectangle, Leaderboard.

✅ If you prefer us to design the creatives, please provide your brand guidelines. We offer banner creation at €100 per ad size.

✅ Finally, submit your ad creatives, including banner ads, in-stream, and (optionally) out-stream formats (lower volume) to customer@collectiveabm.com our your project manager will confirm, and support if help is needed.

Step 4: Reporting & Performance Tracking

✅ Campaign Delivery Reports – Sent every two weeks (example available upon request).

✅ CRM Data Sharing – Every two weeks, you send us an XLS file with lead & prospect names from your CRM.

✅ Closed-Loop Performance Reports – We provide a monthly report, detailing how ads contribute to actual conversions.