

# ABM Lite & Pipeline Accelerator Campaign

## DESCRIPTION

Highly personalized account-based marketing campaign creating custom landing pages and multi-channel outreach to drive sales-qualified meetings with high-value prospects.

Program includes:

- 15 hyper-personalized landing pages
- 30 light-touch personalized pages
- 1 general landing page
- Multi-channel outreach (phone, email, LinkedIn)
- Meeting scheduling and coordination
- Meeting briefing notes and attendance support
- Post-meeting debrief and AWS portal upload

*\* This is a 6 month campaign with dedicated follow-up to schedule meetings.*

## KEY OBJECTIVE/OUTCOME

10 sales-qualified meetings

## CAMPAIGN COMPONENTS

15 hyper personalized, 30 light touch, 1 landing page, phone, email and LinkedIn out reach.

## COST TO PARTNER

\$22,750 (50% MDF eligible)

## PARTNER SLOTS AVAILABLE

13

## PARTNER PROVIDES

1-2 assets, target account list (optional), sales follow-up

## AVAILABLE GEOS

Global

## HOW TO ENGAGE

Submit nominations: [Migration & Modernization](#) | [Data & Analytics](#) | [Amazon Connect](#)