

# Social Selling for ABM Checklist + Playbook



Use this daily, weekly, and monthly guide to help your sales team implement social selling tactics that align with your ABM strategy. Marketing and sales should collaborate closely to keep tactics fresh, content relevant, and messaging aligned

## Daily Checklist

- Monitor social activity from your Tier 1 and Tier 2 target accounts — make sure you're following their brand pages and key employees to stay updated.
- Comment on or engage with at least 3 relevant posts — don't just agree, offer a short point of view or helpful insight that adds to the conversation.
- Review LinkedIn notifications for key signals (job changes, mentions, etc.)
- Check company website visits and ad engagement (if intent data is integrated)
- Send 1–2 low-pressure touchpoints (e.g., likes, soft comments, light engagement) to stay on their radar.

## Weekly Checklist

- Share one ABM-aligned piece of content with relevant context and your perspective on why it matters.
- Share an industry article with a quick POV on its relevance to your buyer's world.
- Reach out to 2–3 contacts via DM or email using thoughtful messaging templates — remember, it's not a pitch. Focus on providing value and starting a conversation.
- Review performance of your recent posts and adjust your approach based on engagement.
- Connect with new stakeholders uncovered through relationship insights or mutual connections.
- Check in with marketing for new social tiles, content drops, or engagement triggers.

## Monthly Checklist

- Join a marketing + sales sync to align on what's working, what's not, and where to adjust.
- Refresh social profile (banner, title, featured content) to reflect current ABM themes or offerings.
- Tag team on one strategic outreach (e.g., exec-to-exec or mutual intro)
- Offer feedback on which social content or messages have landed well — and which haven't.
- Revisit your target list: update tiers, remove stale accounts, and reprioritize based on the latest fit and intent signals.