



We help startups execute marketing programs, run events, build ABM campaigns, train teams, and find talent.

We're the extra hands that help you move faster.

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# ABM SIDEKICK

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# Why Work With ABM Sidekick?

Our team has been building marketing programs for over 16 years. We've seen what works and learned from what doesn't. That's why we built ABM Sidekick, the extra pair of hands we always wished we had. We know how much you have on your plate, and we're here to help turn strategy into action.

Meetings stack up.

Pipeline targets grow.

Budgets keep shrinking.

We handle the details so you can focus on results.



## Who We Help?

Account-Based Marketing  
Demand Gen  
Events  
Field Marketing  
Hiring & Recruiting  
Sales  
Startup Founders



# SERVICES



# ABM Events Campaigns Programs

# ABM EVENTS



The best events feel effortless because someone cared enough to get the details right. Every conversation, every moment your accounts spend together, every reason they'll think about you weeks later.

We build those experiences. Dinners where people actually talk. Happy hours that don't feel forced. VIP suites and conference activations that give your team room to do what they do best: connect.

Whether you're stretched thin at a tradeshow or planning something meaningful for your top accounts, we handle what needs handling. The venue logistics, the budget, the thousand small things that derail good intentions.

What you get are events people don't forget. Real moments instead of another forgettable conference reception.



## Ticketed Live Events

Curated experiences from ticketed events to luxury suites. Give your guests access to elevated hospitality and unforgettable memories.

### Examples

- Stadium experiences
- Live events
- Motorsports
- Shows & Concerts

## Culinary Adventures

Thoughtful experiences that celebrate the joy of food and the connections it creates. Every detail is designed to engage the senses and spark conversation.

### Examples

- Michelin-star dining
- James Beard chefs
- Private culinary experiences
- Curated tastings





## Bespoke Experiences

Experiential moments, custom-designed to be immersive and memorable. Every detail is crafted to engage the senses and create meaningful connection.

### Examples

- VIP supercar racing
- Food truck roundups
- Interactive brand activations
- Expert-led masterclasses

## Hands-On Workshops

Interactive sessions that inspire curiosity and creative collaboration. Ideas take shape and learning comes alive.

### Examples

- Roadshows
- TED-style presentations
- Roundtable discussions
- Interactive panels





## Virtual Events

Seamlessly designed digital events that engage individuals and deliver memorable experiences from the comfort of home.

### Our Events

- Milk-to-dark chocolate journey
- A green tea tour of Japan
- Coffee connoisseur club
- California craft beer (top-seller)

## Conferences & Trade Shows

Large-scale events that connect people, showcase ideas, and bring brands to life. Every element is designed to engage attendees and create memorable experiences.

### Examples

- Multi-day conferences
- Trade show activations
- Industry expos
- Keynote and panel sessions





## Build Your Own

Have an event idea and need help bringing it to life? Submit your proposal and our team will work with you to make it a reality.



# ABM CAMPAIGNS

Turn your quarterly goals into actionable GTM campaigns with direct mail, LinkedIn, and personalized touches, supported by step-by-step playbooks that scale and deliver measurable results.



## ADVERTISING

Account-based targeting, search, display, and retargeting. Our team can help run your ads across your preferred channels and inside your preferred ABM tools.

## DIRECT MAIL

Personalized mailers, exclusive packages, and thoughtful notes. Create meaningful moments that connect with your top buying audiences.





## LINKEDIN



Intent-driven campaigns, content promotion, and precision outreach. We build LinkedIn strategies that deliver measurable impact and stronger connections.

## EXPERIENTIAL



Thoughtful gifting strategies, standout product launches, and ABM personalization. We craft experiential campaigns that resonate and scale.



## 1:1 PLAYBOOKS

Actionable frameworks for sales and marketing teams that drive alignment and find repeatability. Our 1:1 playbooks provide a step by-step plan to target, engage, and win high-value accounts.



## 1:FEW CAMPAIGNS



Targeted campaigns for small segments of high-value accounts. Our 1:Few tactics deliver personalized experiences at scale to engage, influence, and convert key decision makers.



# ABM PROGRAMS



You've tried ABM and it's not working. Or maybe you haven't started yet and don't know where to begin.

Let's get under the hood and see what's really happening.

We build ABM programs with no fluff and no guesswork. Campaigns actually launch, strategies focus on what matters, and the approach is made simple so your team can scale.

You don't need a stack of expensive tech to start seeing results. You need a team with experience who rolls up their sleeves and builds an account-based GTM strategy that works for you.

When we're done, you'll walk away with a clear step-by-step guide. We can run your program, help you hire the right person to take over, or coach your current team to manage it and keep delivering results.



RETAINER



PROJECT-BASED



HOURLY

IN-PERSON



REMOTE





## BUILD-A-PROGRAM

You don't have an ABM program yet, or the one you have isn't really a program. It's a list and some ads. We'll help you build something that works:

- An ABM program you can explain to your grandma
- A target list your sales team actually believes in
- A focused strategy so you know who gets attention first
- A 90-day plan to prove it works before you scale

## ABM REFRESH

Your ABM program started strong but now it's limping. Sales stopped showing up to pipeline meetings. The target list hasn't been touched in six months. Nobody trusts the data. We've been here before and we know how to fix it. We figure out what broke, get it running again, and get your teams back on the same page.



## ABM SUPPORT

You know what needs to happen, you just don't have the bandwidth. Maybe you need help running your 6sense instance, managing LinkedIn campaigns, running an ancillary event at a tradeshow, or building those reports leadership keeps asking for. We take the work off your plate so your team can focus on the stuff only they can do.

# RETAINER

Ongoing support tailored to what you need. We operate as your hands-on marketing partner. Some clients want dedicated hours each month. Others need help with a specific project.

Either way, we plug in where it makes sense and keep things moving.

Retainer work can include anything from our core services plus:

- Fractional CMO for early-stage startups
- Travel support (day rate + per diem)
- Google advertising consultation
- Google advertising management
- Product marketing consultation
- Brand activations and swag

Let's talk through it in a [\*\*free 30-minute consultation.\*\*](#)



hire  
talent

## Hiring & Recruiting

# RECRUITING

**Finding the right marketing talent can make or break your ABM and field marketing programs.** We help you identify, recruit, and onboard professionals who are ready to drive results from day one. You need someone who understands strategy, executes campaigns, and gets results.

We make that easy.



## VERIFIED TALENT

Every candidate in our talent pool is carefully screened for experience, expertise, and a proven ability to deliver. They're ready to hit the ground running and make an impact.

## GUIDED SUPPORT

You're investing heavily to make your marketing programs succeed. We bring you candidates who shape strategy, execute high-impact campaigns, and drive measurable results with the accounts that matter most.

## TALENT TRAINING

Through our private talent community, candidates receive coaching and ongoing training even after they're hired, staying current on the latest trends and emerging technologies like AI, so they're always ready to deliver results for your ABM and field marketing programs.

# WORKSHOPS

Our workshops focus on teaching account-based GTM fundamentals or rolling up our sleeves with your team to design campaigns and playbooks that are ready to launch.

Workshops work great on their own. A lot of our clients pair them with other services to keep the momentum going.

## HALFDAY WORKSHOP

Virtual-Only

A half-day session that brings your team together to collaborate, align, and walk out with a campaign, event plan, or playbook you can implement immediately.

## FULLDAY WORKSHOP

Virtual or In-Person

A full-day session that starts with an assessment of where you are today, then focuses on building what you need most: program strategy, quarterly plan, or a playbook to kick ABM up a notch.

# CONTACT US

**WE'D LOVE TO DISCUSS HOW WE CAN SUPPORT YOU.**



INFO@ABMSIDEKICK.COM



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**BOOK A FREE CONSULTATION**



30 minutes to talk through what's working, what's not, and where we can help.